EFFECTIVENESS OF RESPONSIBLE TOURISM AND ITS INFLUENCE ON SOCIO-ECONOMIC DEVELOPMENT OF KERALA

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Submitted by

ALIKUTTY T. P.

Under the Supervision of

Dr. SHAHANAS BEEGAM P P
Assistant Professor & Head
MES Mampad College (Autonomous), Mampad

Department of Commerce
MES Mampad College (Autonomous),Mampad
Affiliated to the University of Calicut
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Dr. Ghafoor Memorial
MES MAMPAD COLLEGE (AUTONOMOUS)
Accredited by NAAC with A+ Grade (CGPA 3.42) | Affiliated to University of Calicut
DBT- Star College

+919495290001
+919495435505
info@mesmampad.org
www.mesmampadcollege.edu.in
Mampad College P.O. - 676542
Malappuram, Kerala, India

MES/MC/CERT/12-2024   23.12.2024

CERTIFICATE

This is to certify that the corrections and suggestions recommended by the adjudicators have been incorporated in the thesis entitled "**Effectiveness of Responsible Tourism and its influence on Socio-Economic Development of Kerala**" submitted by Mr. Alikutty T P. It has also been certified that the thesis and the soft copy are the same.

Dr. Shahanas Beegam P. P.
Research Supervisor

Dr. SHAHANAS BEEGAM P.P
PEN No : 690498
Assistant Professor & Head
PG & Reserch Department of Commerce
MES Mampad College (Autonomous)
Mampad College P.O, Malappuram - 676542

DECLARATION

I ALIKUTTY T P, hereby declare that the work presented in the thesis entitled "**Effectiveness of Responsible Tourism and its influence on Socio-Economic Development of Kerala**" is based on the original work done by me under the guidance of Dr. Shahanas Beegam P P, Assistant Professor & Head Department of Commerce, MES Mampad College (Autonomous), Mampad, Kerala, and has not been included in any other thesis submitted previously for the award of any degree. The contents of the thesis are undergone plagiarism check using iThenticate software at C.H.M.K. Library, University of Calicut, and the similarity index found within the permissible limit. I also declare that the thesis is free from AI generated contents.

Mampad   **Alikutty T P**
28. 09. 2024   (Research Scholar)

Dr. Shahanas Beegam P P
Assistant Professor & Head
Department of Commerce
MES Mampad College (Autonomous), Mampad, Kerala

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ABSTRACT

EFFECTIVENESS OF RESPONSIBLE TOURISM AND ITS INFLUENCE ON SOCIO-ECONOMIC DEVELOPMENT OF KERALA

The tourism industry stands out as a vital economic engine, driving revenue generation, job creation, and income growth. Recognized for its dynamic nature, tourism is often hailed as one of the fastest-growing sectors globally. Kerala has made its way to the top of the tourism industry in the country as well as the entire world by encouraging its people to venture and is a role model for substance use. One of these initiatives that have transformed this sector in Kerala is the adoption and practice of Responsible Tourism. These initiatives have not only improved the sustainability of the tourism undertakings but also led to positive social and economic changes in the area

In the case of Kerala, the indigenous people have always been left out when it comes to the planning, proofing and development of tourist places and sub-products. This shift provoked locals to opine that tourism is solely a business for rich people which is why they choose to disengage themselves from it

Responsible tourism covers the various marketing strategies and activities that seek to make tourism more ethical and sustainable. It aims to decrease negative social, economic, and environmental impacts and increase the advantages that local people have and their general wellbeing

While there has been a great deal of studies on tourism, there are not many studies on responsible tourism. The necessity of the current research is self evident, as it aims at evaluating responsible tourism and its role on the socio-economic development of the state of Kerala.

This study addresses the gap by conducting systematic enquiry into responsible tourism in Kerala through collecting primary data. At best, it would purely be an expression of expectation and positive thinking seeking practical assessment of processes and effects no matter how plausible would be responsible tourism efforts in the state. The purpose of this study is therefore to address this shortcoming by

exploring the perceptions and experiences of various stakeholders on the impact of responsible tourism in Kerala and providing empirical evidence based on responsible tourism. This study aims to assess the impact of demographic factors on the choice and development of various forms of Responsible Tourism (RT) in Kerala, investigate the determinants of occupational preferences among participants in Responsible Tourism, analyze wage differences within the sector, and identify the key determinants of wages. Additionally, it seeks to examine the level of community participation in Responsible Tourism and the factors influencing this involvement, evaluate the impact of Responsible Tourism on community development in Kerala, and assess its overall effectiveness in improving the socio-economic conditions of the local community.

This research work provides a stakeholder-oriented evaluation of the perception and handling of responsible tourism practices in the state through comprehensive understanding of the various target stakeholders. The results of this study can also guide policymakers at the state level, as well as other community stakeholders in Kerala and elsewhere in devising strategies which are more sustainable and equitable in nature. Moreover, knowing what is effective and what factors determine effectiveness, as well as which areas can be improved, the study provides a base for the subsequent studies and strategies that aim at maximizing the effectiveness of responsible tourism practices in the state of Kerala

Key words:- Responsible Tourism, Occupational Preferences, Community Participation , Forms of Responsible Tourism ,Responsible Tourism Units

സംഗ്രഹം

ഉത്തരവാദിത്ത ടൂറിസത്തിന്റെ ഫലപ്രാപ്തിയും കേരളത്തിന്റെ സാമൂഹിക-സാമ്പത്തിക വികസനത്തിൽ അതിന്റെ സ്വാധീനവും

ടൂറിസവ്യവസായം ഒരു സുപ്രധാന സാമ്പത്തിക ചാലക ശക്തി എന്ന നിലയിൽ വേറിട്ടുനിൽക്കുന്നു. വരുമാനവും തൊഴിലവസരങ്ങളും സൃഷ്ടിക്കുന്നതിനും വരുമാന വളർച്ചയും ടൂറിസം നിരവധി അവസരങ്ങളാണ് തുറന്നുതരുന്നത്. അതിന്റെ ചലനാത്മക സ്വഭാവത്തിന് വലിയ സ്വീകാര്യതയാണ് ലഭിച്ചുകൊണ്ടിരിക്കുന്നത്. അതുകൊണ്ടുതന്നെ, ആഗോളതലത്തിൽ അതിവേഗം വളരുന്ന മേഖലകളിലൊന്നായി ടൂറിസം വാഴ്ത്തപ്പെടുന്നു. ലഭ്യമായ അനുകൂല സാഹചര്യങ്ങൾ ഉപയോഗപ്പെടുത്തുന്നതുകൊണ്ട് രാജ്യത്തിനകത്തു മാത്രമല്ല, ലോകമെമ്പാടുമുള്ള വിനോദസഞ്ചാര വ്യവസായത്തിന്റെ നെറുകയിലേക്ക് കേരളം മുന്നേറി ക്കൊണ്ടിരിക്കുന്നു. കേരളത്തിലെ ടൂറിസം മേഖലയിൽ മാറ്റങ്ങൾ കൊണ്ടുവന്ന സംരംഭങ്ങളിലൊന്ന് ഉത്തരവാദിത്ത ടൂറിസത്തിന്റെ സ്വീകാര്യതയും പ്രയോഗവുമാണ്. ഈ സംരംഭങ്ങൾ വിനോദസഞ്ചാര സ്ഥാപനങ്ങളുടെ സുസ്ഥിരത മെച്ചപ്പെടുത്തുക മാത്രമല്ല, പ്രദേശത്ത് നല്ല സാമൂഹികവും സാമ്പത്തികവുമായ മാറ്റങ്ങൾക്ക് കാരണമാവുകയും ചെയ്യുന്നു എന്ന് പഠനങ്ങൾ തെളിയിക്കുന്നു.

വിനോദ സഞ്ചാരകേന്ദ്രങ്ങളുടെയും ഉപോൽപ്പന്നങ്ങളുടെയും ആസൂത്രണം, നടത്തിപ്പ്, വികസനം തുടങ്ങിയ കാര്യങ്ങളിൽ നിന്ന് തദ്ദേശീയരായ ആളുകൾ എല്ലായ്പ്പോഴും ഒഴിവാക്കപ്പെടുന്ന സാഹചര്യമുണ്ട്. വിനോദസഞ്ചാരം സാമ്പത്തിക ശേഷിയുള്ളവരുടെ മാത്രം ബിസിനസ്സാണെന്ന പൊതു അഭിപ്രായം രൂപപ്പെടാൻ ഇത് കാരണമായി. അതുകൊണ്ടുതന്നെ, അവർ മിക്കപ്പോഴും ടൂറിസവുമായി ബന്ധപ്പെട്ട കാര്യങ്ങളിൽനിന്നും വിട്ടുനിന്നു. എന്നാൽ, വിനോദസഞ്ചാരത്തെ കൂടുതൽ ധാർമികവും സുസ്ഥിരവുമാക്കാൻ ശ്രമിക്കുന്ന വിവിധ മാർക്കറ്റിംഗ് തന്ത്രങ്ങളും പ്രവർത്തനങ്ങളുമാണ് ഉത്തരവാദിത്ത ടൂറിസം മുന്നോട്ട് വെയ്ക്കുന്നത്. ഇത്, സാമൂഹികവും സാമ്പത്തികവും പാരിസ്ഥിതികവുമായ ആഘാതങ്ങൾ കുറയ്ക്കുകയും പ്രാദേശികജനങ്ങൾക്കുള്ള നേട്ടങ്ങൾ വർദ്ധിപ്പിക്കുകയും അവരുടെ പൊതുവായ ക്ഷേമം ഉറപ്പുവരുത്തുകയും ചെയ്യുന്നു.

വിനോദസഞ്ചാരത്തെക്കുറിച്ച് ധാരാളം പഠനങ്ങൾ നടന്നിട്ടുണ്ടെങ്കിലും, ഉത്തരവാദിത്ത ടൂറിസത്തെക്കുറിച്ച് കൂടുതൽ പഠനങ്ങൾ നടന്നിട്ടില്ല. കേരള സംസ്ഥാനത്തിന്റെ സാമൂഹിക-

സാമ്പത്തിക വികസനത്തിൽ ഉത്തരവാദിത്ത ടൂറിസത്തെയും അതിന്റെ പങ്കിനെയും വിലയിരുത്തുക എന്ന ലക്ഷ്യത്തോടെയാണ് ഈ ഗവേഷണം പൂർത്തീകരിച്ചിരിക്കുന്നത്.

പ്രാഥമിക വിവരശേഖരണത്തിലൂടെ കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസത്തെക്കുറിച്ച് ചിട്ടയായ അന്വേഷിക്കുകയും അനുഭവപരമായ തെളിവുകൾ നൽകുകയും ചെയ്യുകൊണ്ട് പ്രസ്തുത വിഷയത്തെക്കുറിച്ചുള്ള മുൻപഠനങ്ങളുടെ പോരായ്മകൾ ഈ ഗവേഷണത്തിലൂടെ പരിഹരിക്കുന്നു.

കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസത്തിന്റെ രൂപങ്ങളുടെ തിരഞ്ഞെടുപ്പിലും വികസനത്തിലും ജനസംഖ്യാപരമായ ഘടകങ്ങളുടെ സ്വാധീനം വിലയിരുത്തുക, കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസത്തിൽ പങ്കെടുക്കുന്നവരുടെ തൊഴിൽ മുൻഗണനയുടെ നിർണ്ണായക ഘടകങ്ങൾ അന്വേഷിക്കുക, കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസം മേഖലയിൽ വ്യവഹരിക്കുന്നവരുടെ വേതന വ്യത്യാസങ്ങളും അതുമായി ബന്ധപ്പെട്ട ഘടകങ്ങളും വിശകലനം ചെയ്യുക, കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസത്തിലെ സാമൂഹിക പങ്കാളിത്തത്തിന്റെ തോത് അന്വേഷിക്കുക, ഈ പങ്കാളിത്തത്തെ സ്വാധീനിക്കുന്ന നിർണ്ണായക ഘടകങ്ങളെ തിരിച്ചറിയുക, കേരളത്തിലെ സാമൂഹിക വികസനത്തിൽ ഉത്തരവാദിത്ത ടൂറിസത്തിന്റെ സ്വാധീനം പരിശോധിക്കുക, കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസത്തിന്റെ ഫലപ്രാപ്തി വിലയിരുത്തുക, പ്രത്യേകിച്ചും പ്രാദേശിക സമൂഹത്തിന്റെ മൊത്തത്തിലുള്ള സാമൂഹിക-സാമ്പത്തിക സാഹചര്യങ്ങൾ മെച്ചപ്പെടുത്തുന്നതിന്റെ വ്യത്യസ്ത മാനങ്ങൾ വിലയിരുത്തുക എന്നീ ഉദ്ദേശ്യലക്ഷ്യങ്ങളാണ് ഈ ഗവേഷണം മുന്നോട്ടുവെക്കുന്നത്.

കൂടുതൽ സുസ്ഥിരവും നീതിയുക്തവുമായ തന്ത്രങ്ങൾ ആവിഷ്കരിക്കുന്നതിൽ സംസ്ഥാന തലത്തിലുള്ള നയരൂപകർത്താക്കൾക്കും കേരളത്തിനകത്തും പുറത്തുമുള്ള ഗുണഭോക്താക്കൾക്കും ഈ പഠനത്തിന്റെ കണ്ടെത്തലുകൾ വഴികാട്ടിയായിത്തീരും. അതിലുപരി, കേരളത്തിലെ ഉത്തരവാദിത്ത ടൂറിസരീതികളുടെ ഫലപ്രാപ്തി വർദ്ധിപ്പിക്കാൻ ലക്ഷ്യമിടുന്ന തുടർപഠനങ്ങൾക്കും തന്ത്രങ്ങൾക്കും ഈ പഠനം അടിസ്ഥാനമായി വർത്തിക്കും.

സൂചകപദങ്ങൾ:ഉത്തരവാദിത്ത ടൂറിസം, തൊഴിൽ മുൻഗണന, സാമൂഹിക പങ്കാളിത്തം, ഉത്തരവാദിത്ത ടൂറിസരൂപങ്ങൾ, ഉത്തരവാദിത്ത ടൂറിസം യൂണിറ്റുകൾ

ABBREVIATIONS

AITO	-	Association of Independent Tour Operators
CBTE	-	Community Based Tourism Enterprises
DLRTC	-	Destination Level Responsible Tourism Committees
DMOs	-	Destination Management Organisations
DOT	-	Department of Tourism
DTPC	-	District Tourism Promotion Councils
PEPPER	-	People's Participation for Participatory Planning and Empowerment Through Responsible Tourism
IATO	-	Indian Association of Tour Operators
ICRT	-	International Centre for Responsible Tourism
ITDC	-	Indian Tourism Development Corporation
KFC	-	Kerala Financial Corporation
KRTM	-	Kerala Responsible Tourism Mission
KSIDC	-	Kerala State Industrial Development Corporation
PATA	-	Pacific Asia Travel Association
RTS	-	Responsible Tourism Sector
SDG	-	Sustainable Development Goals
SLRTC	-	State Level Responsible Tourism Committee
TAAI	-	Travel Agents Association of India
TFCI	-	Tourism Finance Corporation of India
UN	-	United Nations
UNWTO	-	United Nations World Tourism Organization
WTD	-	World Tourism Day
WTTC	-	World Travel and Tourism Council
WTTC	-	World Travel & Tourism Council

Chapter 1

Introduction

1.1 Introduction

The tourism industry stands out as a vital economic engine, driving revenue generation, job creation, and income growth. Recognized for its dynamic nature, tourism is often hailed as one of the fastest-growing sectors globally. It is noticed that according to the World Travel and Tourism Council's (WTTC)2018 report, the direct contribution of international tourism to the world economy (in GDP terms) was $2570,1 billion, which is equivalent to 3.2% of global GDP in absolute terms at year 2017. Furthermore, this contribution is projected the increase by 4.0% in 2018 and by an average of 3.8% annually from 2018 to 2028 arriving at USD 3890.0 billion or 3.6% of GDP in 2028.

Investments in the travel and tourism sector in 2017 came up to USD 882.4 billion or 4.5 of the total global investment. It is projected that this investment will increase by 4.8% to 920 billion USD in the Year 2018, and on average at a rate of 4.3% in the next ten years to reach a figure of USD 1408.3 billion by the year 2028 of total investment which will be 5.1%. Despite vast potential, India has only 1.17% market share of international tourist arrivals with rank position 26 in terms of tourist arrivals in comparison with other countries. Determining the financial requirements for the rapidly growing tourism business in India, the Tourism Finance Corporation of India (TFCI) came into existence. The TFCI is an important organization as far as providing finances and promoting tourism industries in the country is concerned. It would also be noted that the tourism in India has also a very wide range with respect to cultural, natural as well as festivals. Such activities not only appeal to foreign tourists, who travel to the country but also help in boosting the domestic tourism that fuels the growth of the business. Besides, the tourism sector has traditionally had a multiplier effect on other sectors such as hotel, transport and trade, hence enhancing the economic development. The economic benefits of travel and tourism were very

important to creation of jobs as well particularly in peripheral areas where tourism infrastructure is in the process of being constructed.This sector is mostly a source of employment for the local population which also results to reduction of poverty and inclusive growth.

Kerala has made its way to the top of the tourism industry in the country as well as the entire world by encouraging its people to venture and is a role model for substance use. This includes plenty of terrain resources, a large workforce, a conducive environment for entrepreneurship, good local governance, active informal institutions, a vibrant micro-enterprise sector, an influx of professionals and intellectuals, a responsible media and a tourism industry that is dynamic and responsive.

One of these initiatives that have transformed this sector in Kerala is the adoption and practice of Responsible Tourism. These initiatives have not only improved the sustainability of the tourism undertakings but also led to positive social and economic changes in the area. Consequently, Kerala has become a pioneer of Responsible Tourism practices and implementation hence providing a good example to other regions aimed at going the development way while remaining socially responsible in tourism sector.

In the case of Kerala, the indigenous people have always been left out when it comes to the planning, proofing and development of tourist places and sub-products. This shift provoked locals to opine that tourism is solely a business for rich people which is why they choose to disengage themselves from it. As a result, the tourism sector has been dominated by business entities and international companies who are said to take advantage of host communities, exploit the environment, destroy cultures, and make social problems worse.

Such a lopsided approach to tourism development has resulted into doubt and alienation by the people of that region away from the development of tourism. This belief has been reinforced through the perception that, the benefits of any tourism are less than the negative impacts. In light of these difficulties, most particularly the negative corner tourism development policy, the government came

up with the Responsible Tourism Initiative in 2008 as a way of improving the livelihood of the local communities and addressing the shortcomings of tourism development.

Within the last five years, one may notice certain positive changes in the sphere of tourism thanks to the Responsible Tourism Initiative. It has aimed to enable local communities by including them into organizational structures, such as decision-making process, through the concept of sustainable development tourism. All these endeavors aided not only to improve local people's conditions but also to make tourism in Kerala more sustainable.

Responsible tourism covers the various marketing strategies and activities that seek to make tourism more ethical and sustainable. It aims to decrease negative social, economic, and environmental impacts and increase the advantages that local people have and their general wellbeing. Responsible tourism can take place in various ways since different places and players may be having different needs and challenges. Thus, in promoting responsible tourism, policy and regulatory frameworks that respond to the particular circumstances of the locality have to be prepared in a multi-stakeholder manner, as each destination is different. This ensures that all relevant parties participate in making decisions and that there are no disparities between the projects and the nature of the region. The general objectives of responsible tourism include encouraging sustainable practices and development, enhancing the quality of life of local people, lowering greenhouse gas emissions, and promoting animal welfare. These should be accomplished in a manner that uses the triple bottom line framework in relation to tourism development. If clear objectives are set at the local level and all stakeholders are carefully brought into the process, responsible tourism can be effective for both the receiving communities and the visitors.

The evolution of responsible tourism, firstly introduced in 1996, can be divided into periods and milestones, the most important of which was the Cape Town Declaration of 2002. This declaration made a great contribution to the establishment of the principles of responsible tourism and outlined its key

objectives. On this landmark date, Kerala took the initiative to launch its Responsible Tourism Mission, which is seen as a landmark in sustainable tourism in the state. In Kerala, the Responsible Tourism Mission has a core set of beliefs and objectives and tourism is seen as a tool towards building the local community. Its purpose is to reduce poverty and increase economic opportunities through new income-earning activities. It also seeks to advance the role of women in the community because women are the engine of development in any society. One of the strategies of the Responsible Tourism Mission is to improve the welfare of the farmers who are linked to the cultural turf and plantation tourism. The mission seeks to enhance the living standards of farmers via the introduction of new societeal-entrance markets. These are some of the reasons why Kerala is not only advocating for responsible tourism but development as well.

1.2. Definition of Responsible Tourism

The definition of tourism, as outlined by the UNWTO, encompasses a wide range of activities involving individuals traveling to and staying in places outside their usual environment for various purposes, such as leisure, business, and other reasons. Responsible tourism, on the other hand, is centered around the idea of creating better living conditions for local communities and enhancing the overall visitor experience.

Responsible Tourism was officially defined in Cape Town in 2002 during the World Summit on Sustainable Development. The Cape Town Declaration, which emerged from this event, has since become widely recognized and accepted as a guiding framework for sustainable tourism practices. In 2007, the World Travel Market adopted the Cape Town Declaration's definition for its World Responsible Tourism Day, further solidifying its importance in the tourism industry.

The Cape Town Declaration of 2002 further elaborates on responsible tourism, emphasizing its role in minimizing negative social, economic, and environmental impacts. It also highlights the importance of generating greater economic benefits for local people, improving working conditions, involving local communities in decision-making processes, and contributing positively to the

conservation of natural and cultural heritage. Additionally, responsible tourism aims to provide more meaningful experiences for tourists, promote accessibility for physically challenged individuals, foster respect between tourists and hosts, and enhance local pride and confidence.

At its core, Responsible Tourism is about creating better living environments for local residents and more enriching experiences for visitors. It emphasizes the shared responsibility of operators, hoteliers, governments, local communities, and tourists to take proactive measures to ensure that tourism is sustainable and beneficial for all stakeholders.

The Cape Town Declaration acknowledges that Responsible Tourism can take various forms but is characterized by several key principles:

- Minimizing negative economic, environmental, and social impacts.

- Generating greater economic benefits for local communities and improving their well-being.

- Involving local communities in decisions that affect their lives.

- Making positive contributions to the conservation of natural and cultural heritage.

- Providing more enjoyable experiences for tourists through meaningful interactions with locals.

- Ensuring access for people with disabilities and disadvantaged groups.

- Being culturally sensitive and fostering respect between tourists and hosts.

It is important to note that responsible behavior can vary depending on the environment and culture of a particular place. Therefore, Responsible Tourism practices should be context-specific and considerate of local customs and norms.

1.3 Scope of the study

Despite the significant progress in the field of tourism research, there remains a notable gap in studies focusing specifically on responsible tourism. This underscores the importance of the present study, which seeks to investigate the effectiveness of responsible tourism and its role on the socio-economic development of Kerala By focusing on randomly selected regions—Kozhikode from South Kerala, Ernakulam from Central Kerala, and Trivandrum from North Kerala—the study investigates key aspects of Responsible Tourism, including its influence on demographic factors, occupational preferences, wage disparities, and community participation. The study explores how these factors shape the overall development and sustainability of RT initiatives across the state. Through a detailed examination of registered Responsible Tourism units, this research aims to evaluate the broader socio-economic outcomes of RT in Kerala, particularly its role in enhancing the livelihood of local communities. The findings will provide insights into the effectiveness of RT as a tool for community empowerment and sustainable development, offering valuable contributions to policy-making and future RT initiatives in Kerala.

1.4 Statement of the Problem

Kerala, renowned as "God's Own Country," boasts a rich cultural heritage, breath taking natural landscapes, and a thriving tourism industry. Amidst its lush greenery and tranquil backwaters, responsible tourism has emerged as a pivotal approach to sustainable development in Kerala. The state is a favourite destination for tourists worldwide, thanks to its immensely rich wildlife, pristine greenery, rugged mountain ranges, and serene country life. Additionally, Kerala's rich natural resources, professional workforce, scholars, supportive entrepreneurial community, small-scale ventures, local self-governments, media, and other factors have contributed to the government's enactment and enforcement of responsible tourism, transforming the tourism industry into a responsive and sustainable sector. In February 2007, Kerala launched Responsible Tourism, with the State Level Responsible Tourism Committee (SLRTC) entrusted with planning and executing

RT initiatives through the Department of Tourism. The Destination Level Responsible Tourism Committees (DLRTC) were responsible for planning and executing destination-level initiatives under the supervision of the SLRTC. Responsible Tourism (RT) strives to harmonize economic progress with environmental preservation and social justice.

The pilot Phase of responsible tourism started from the years of 2008 to 2010 focused on four destinations of Kovalam, Kumarakom, Thekkady, and Wayanad with Kumarakom being the successful model. RT made a cut through the tourism sector of Kerala during this phase. The second phase from 2011 to 2017 had RT still operational in the first four origin areas, but this time they were joined by Kumbalangi, Ambalavayal, and Bekal. Dynamite however does seek development of tourism in up to 50 additional locations in the state and instruction of no ecological or social deleterious impacts. The third Phase, the RT Mission, was kick-started on October 2017 by Chief Minister Pinarayi Vijayan. It looks towards the development of the village community, the upliftment of poverty and women status through the proper utilization of tourism. The goal of the mission is to bring in extra sources of income and means of employment to the farmers, craftsmen and all under way, set the core of education to train around 50,000 volunteers and directly place 100,000 workers in the sphere of tourism business. The RT Mission seeks to integrate traditional art forms, rituals, and handicrafts into tourism, benefiting the local community and promoting sustainable and responsible tourism practices across Kerala

The concept of responsible tourism has garnered significant attention from scholars in the tourism domain (Spenceley et al., 2002; Mihalic, 2016). Some researchers have described responsible tourism as an initiative aimed at improving tourism business opportunities (Mohd Hafiz Hanafiah, Azman, Jamaluddin, & Aminuddin, 2016), while others focus on its socio-economic benefits and the protection of natural resources in tourism destinations (Tearfund, 2002; Van der Merwe and Wocke, 2007). Some studies have also examined the impact of responsible tourism on local communities (Spenceley et al., 2002). Frey and George

(2010) studied responsible tourism management from the perspective of tourism business owners, revealing a generally positive attitude towards responsible tourism initiatives. While several studies have explored the role of responsible tourism and its impact on different outcomes, recent research has specifically examined how responsible tourism influences local communities' perception of sustainability and, consequently, their quality of life (Mathew and Sreejesh, 2017).

There are many studies and reports on tourism and development in Kerala that have received significant attention among scholars. However, responsible tourism is a relatively new initiative in Kerala, and the process of its implementation is still ongoing on the side of government and policy practitioners. Studies on responsible tourism and its impact are scarce, highlighting the need for scientific research to ensure its long-term success. It is essential to understand whether the aims of responsible tourism programs are being fulfilled in the short term. Kerala has successfully implemented responsible tourism, but there is limited empirical evidence on its effectiveness, particularly in the context of Kerala. Despite the growing interest in responsible tourism, existing studies often focus on theoretical frameworks and case studies from other regions, highlighting the need for more research on responsible tourism in Kerala to fully understand its impact and effectiveness.

The lack of empirical research on responsible tourism in Kerala creates a significant research gap that this study seeks to address. While anecdotal evidence suggests positive outcomes from responsible tourism initiatives in the state, there is a need for systematic assessment and analysis to understand their impact and true effectiveness. By investigating stakeholders' perceptions and experiences, this study aims to fill this gap and provide evidence-based insights into the impact of responsible tourism on local communities, economies, and the environment in Kerala

1.5 Significance of the study

This study contributes to the existing literature on responsible tourism by focusing on the specific context of Kerala, India. By conducting a comprehensive

assessment of stakeholders' perceptions, it offers valuable insights into the impact and effectiveness of responsible tourism initiatives in the state. The findings of this study can help policymakers, and community stakeholders in Kerala and beyond, guiding the development of more sustainable and inclusive tourism practices. Additionally, by identifying the impacts and factors influencing effectiveness, and areas for improvement, this research lays the groundwork for future studies and interventions aimed at enhancing the impact of responsible tourism in Kerala.

1.6 Objectives of the Study

The main aim of this research is to address in detail the operational aspects of responsible tourism practices in Kerala,India and their consequences on different spheres of society and economic factors. Such assessment will include analysis of how the demographic attributes of the tourists affect the selection and promotion of Responsible Tourism forms, exploration of parameters that determine occupational choice for the participants of Responsible Tourism, an assessment of wage differentials for the participants of Responsible Tourism, conducting a measurement of the degree of involvement of the community in responsible tourism, exploring the contribution that responsible tourism makes to the development of the local community, and measuring the net impact of Responsible Tourism on the socio-economic status of the local population. This is how this research aims to.

1. To assess the impact of demographic factors on the choice and development of forms of Responsible Tourism (RTS) in Kerala

2. To investigate the determinants of occupational preference among participants in Responsible Tourism in Kerala,

3. To analyze the wage differences among participants in the Responsible Tourism sector in Kerala, , and identify the key determinants of wages of the participants in RTS

4. To investigate the level of community participation in Responsible Tourism in Kerala, India, and identify the determinants influencing this participation.

5.   To examine the impact of responsible tourism on community development in Kerala.

6.   To evaluate the effectiveness of responsible tourism in Kerala, specifically in improving the overall socio-economic conditions of the local community.

1.7 Hypotheses of the Study

1.   Demographic factors, including age, education, income level, and household size, significantly influence the choice and development of forms of Responsible Tourism (RTS) in Kerala.

2.   Higher levels of education, language proficiency, computer skills, training certifications, and positive perceptions of government support, gender, geographical location influence the occupational preference of participants in Responsible Tourism (RT) in Kerala.

3.   Wage and wage differences among participants in the responsible tourism sector in Kerala are influenced by factors such as education, experience in the tourism sector, specialized training in responsible tourism practices, gender, and geographical location.

4.   Community participation in responsible tourism is significantly influenced by geographical region, type of tourism (ecotourism, community-based tourism, organic farming tourism), gender, total years' experience in the tourism sector, total family income, age, education level, English speaking skills, computer skills, and possession of a training certificate.

5.   The forms of responsible tourism, such as community-based tourism and organic farming tourism, have a significant impact on community development in Kerala, as measured by overall development in the community area.

6.   The effectiveness of responsible tourism in improving socio-economic conditions is influenced by the type of responsible tourism practiced, with organic farming tourism being perceived as more effective compared to ecotourism and community-based tourism.

1.8 Research Methodology

The study is based on primary data collected through a field survey conducted among selected participants from registered Responsible Tourism units, with the number of registered units available on the official Responsible Tourism website of Kerala. The survey was carried out in one district from each of the three regions of Kerala: Kozhikode from South Kerala, Ernakulam from Central Kerala, and Trivandrum from North Kerala.The total sample size was 376. Discussions concerning the study area and sampling techniques employed are available in Chapter 3.

For data analysis, the study employed descriptive statistics such as mean, standard deviation, percentage distribution and diagrams like bar diagrams and more statistical tests. The auxiliary methods and objects were cross-tabulation and bivariate analysis that included t- test and Chi-square test and ANOVA tests. Also, the study used the exploratory factor analysis for the reduction of the data.

Apart from these statistical methods, the study further raised empirically the issue of how appropriate and effective responsible tourism is by applying various additional multivariate models, including multinomial logistic regression models, ordered probit models, multiple linear regression models. Statistical and econometric methods raised and discussed are in chapter 3

1.9 Limitations of the Study

As much as the research is beneficial in understanding the extent of participatory approaches within the community and how effectively Kerala's Responsible Tourism operates, some deficiencies need to be noted.

1. **Sampling Bias**: The study's findings are based on a specific sample of respondents, which may not be fully representative of the broader population. The results may be skewed towards certain demographics or regions, potentially limiting the generalizability of the findings

2. **Self-Reporting Bias:**. The data relies on self-reported responses from participants, which may be influenced by social desirability bias or recall bias. This could impact the accuracy and reliability of the findings.

3. **Cross-Sectional Design:** The study adopts a cross-sectional design, which limits the ability to establish causal relationships between variables. Longitudinal studies could provide more robust evidence of the impact of responsible tourism on community development over time. But such data is not available for further analysis thereby failing to support these arguments..

4. **Limited Scope of Variables:** The current study analyzes community participation, community development and effectiveness of responsible tourism on most variable dimensions. While other dimensions like culture, political factors, and environment may play vital roles in achieving these outcomes ,they are not thoroughly investigated in this study.

5. **Regional Specificity:** The study's findings are based on data from Kerala, which may limit the generalizability of the findings to other regions or contexts. Various regions stand to benefit from the engagement in responsible tourism differently because of the different features of their regions.

6. **Method of Data Collection:** The present study makes use of survey data collection methods, which may have limitations and problems such as response bias and sampling errors that are commonly faced with survey methods.

7. **Limited Scope of Analysis:** While the study provides valuable insights into the determinants of community participation and the impact of responsible tourism on community development, the analysis could be further enhanced by exploring additional factors and employing more advanced statistical techniques

8. **External Factors:** The study does not account for external factors, such as political instability, economic fluctuations, or natural disasters, which could also impact community participation and the effectiveness of responsible tourism initiatives

Despite these limitations, the study contributes valuable insights to the field of responsible tourism and provides a foundation for future research in this area.

1.10 Chapter Layout.

The thesis has seven chapters. More information is provided hereunder

Chapter 1: Introduction

This chapter gives a brief description of the research topic, such as the background, problems, significance, objectives, and hypotheses.. This first chapter provides an understanding of responsible tourism in the case of Kerala and its relevance, thus preparing the ground for the following chapters.

Chapter 2: Review of Literature

This chapter Reviews the body of work that has been done regarding responsible tourism, its theories, practices, and effects. This chapter summarizes relevant literature and theoretical constructs so that it informs methodological practices within this study.

Chapter 3: Data and Methodology

This chapter describes the research methodology employed in the study, including the sampling strategy, data collection methods, and statistical analysis techniques used to analyze the data.

Chapter 4: Kerala's Tourism Achievements and Future plans

This chapter provides an overview of Kerala's Tourism Achievements and Future plans, highlighting the state's unique approach and the key stakeholders involved.

Chapter 5: Empirical Analysis and Interpretation

This chapter presents the findings of the data analysis, including descriptive statistics, inferential statistics, and regression analysis. It interprets the results to

draw meaningful conclusions regarding the effectiveness of responsible tourism in Kerala.

Chapter 6: Findings and Conclusions of the Study

This chapter summarizes the key findings of the study .It concludes with a comprehensive conclusion that highlights the significance of the study and its contribution to the field of responsible tourism.

Chapter 7: Recommendations, Implications and Scope for Future Research

This chapter summarizes the major recommendations of the study, discusses their implications, and provides suggestions for future research

Chapter 2
Review of Literature

2.1 Introduction

This chapter presents the findings of previous research conducted by various authors in related fields. It encompasses both conceptual and empirical literature reviewed for the purpose of this study. The discussion includes an analysis of prior research findings and the perspectives offered by earlier studies. A significant amount of research has been conducted in the field of tourism and the recreation industry, highlighting its relevance in economic, social, and environmental contexts. This chapter provides an overview of tourism from national, international, and Kerala-specific perspectives. It covers the socio-economic and environmental impacts of tourism, discusses Kerala's main tourism categories, and explores the history of responsible tourism in the region. Also, it discusses the literature gap with respect to the social and economic aspects of responsible tourism in the state of Kerala.

2.2 An Overview of tourism

Global tourism is rapidly changing shaped by new forms and increased tourist flow. International tourism is the fastest-growing sector of the world economy was, according to the UNWTO foreign visits in 2015 were 1186 million and forecasted in 2030 reach to the size of 1.8 billion. This increasing trend is likely to persist as there is an increasing population with higher disposable incomes and time to spare, as well as an increase in the availability of travel destinations across the globe. This context emphasizes the importance of domestic tourism where there are estimated to be 4 billion people who travel within their countries as compared to international visitors.

Emerging forms of tourism, such as eco-tourism, adventure tourism, and cultural tourism, are gaining popularity, albeit gradually. These new trends reflect a growing desire among travelers for authentic, immersive experiences that go beyond

traditional sightseeing. Destination management organizations (DMOs) are increasingly focusing on enhancing the experiential aspects of tourism to cater to diverse tourist segments.

One area of tourism that is experiencing rapid growth is aqua-based tourism, which includes destinations with marine resources such as beaches, islands, and coastal areas. Developers and planners are paying close attention to the environmental and socio-economic impacts of tourism in these areas. Despite concerns, tourism has also brought positive changes to host communities in many destinations. It has led to improvements in quality of life, development of infrastructure, economic growth, and conservation of natural resources.

Cooper, et al. (2004) authored a comprehensive book titled "Tourism Principles and Practice," which provides a detailed examination of various aspects of tourism. The book delves into the dynamics of tourism demand, the characteristics of tourists, the pivotal role of government organizations in tourism management, and the nuances of tourism marketing. One of the key highlights of the book is its thorough exploration of carrying capacity, shedding light on how destinations can manage the influx of tourists sustainably. It also delves into the socio-cultural and environmental impacts of tourism, offering insights into how these aspects can be addressed to ensure responsible tourism practices. Additionally, "Tourism Principles and Practice" provides valuable insights into tourism marketing strategies, offering guidance on how destinations can effectively promote themselves to attract tourists. The book also covers tourism development planning, offering a roadmap for destinations to strategically develop their tourism infrastructure and offerings.

Clare A. Gunn (1994) in his seminal work "Tourism Planning - Basics, Concepts, Cases," emphasizes the critical role of a holistic and continuous regional planning process in fostering sustainable tourism development. Gunn asserts that a well-defined and regularly updated plan is indispensable for documenting the region's inherent strengths and weaknesses, as well as outlining the requisite actions at a macro level. This meticulous approach ensures that tourism development is not

only efficient but also sustainable, effectively addressing the diverse needs and challenges unique to each region. Gunn's work underscores the significance of strategic planning in mitigating the negative impacts of tourism while maximizing its benefits. By incorporating principles of sustainability and inclusivity, tourism planning can become a powerful tool for economic growth, environmental conservation, and cultural preservation. Through case studies and practical examples, Gunn illustrates how effective planning can lead to the creation of tourism destinations that are not only economically viable but also socially and environmentally responsible. Moreover, Gunn's book delves into the complexities of stakeholder engagement, highlighting the importance of involving local communities, businesses, and government agencies in the planning process. By fostering collaboration and cooperation among stakeholders, tourism planning can ensure that the benefits of tourism are equitably distributed and that the negative impacts are minimized.

Goodwin Harold (2006) offers a meticulous examination and critique of contemporary methodologies utilized in measuring and reporting the economic impacts of tourism on national economies. His comprehensive analysis underscores the multitude of approaches employed and the diverse array of stakeholders involved, highlighting the inherent complexity of capturing the full spectrum of impacts. Harold advocates for transparent measurement and reporting practices, particularly emphasizing the need for clarity and openness at the beneficiary level. His work emphasizes the necessity of collaboration among agencies, funders, and practitioners to develop robust methodologies for assessing impacts and disseminating findings to stakeholders. He argues that such collaboration is essential for identifying best practices, enhancing intervention effectiveness, and meeting the expectations of funders and other stakeholders. By fostering a culture of transparency and accountability, Harold contends that the tourism industry can better demonstrate its value and contributions to national economies. Furthermore, Harold's analysis delves into the challenges and limitations of existing methodologies, highlighting the need for continuous refinement and innovation in measurement techniques. He suggests that a multi-faceted approach, incorporating

qualitative and quantitative methods, is crucial for capturing the full range of impacts, including social, cultural, and environmental dimensions.

Piali Haldar argues in her study (2007) the importance of tourism in the economic development of the rural sector. Her conclusions point to the great prospects of rural tourism in India: there is demand, however, very few (26%) heard of this concept. Haldar explains the importance of different categories of rural tourism namely: natural, cultural, health, eco and agro tourism in the rural development of India. Contrary to many, Haldar does not dismiss the fact that tourism has economic, social and cultural impacts. For example, the rise of culture industry that aims to instil pleasures in everyday life and generating foreign revenues through cultural resources example tourism brings. Haldar identifies the cooperative approach within rural tourism as one of those factors that can bring positive change and sustainable development into the rural world. Most importantly, her findings emphasize on the need for policies and participation from all stakeholders in order to optimize rural tourism contributions towards economic growth and preservation of culture in India.

Noela Michael et John P. Hayes (2018) sought to determine the factors that determine the competitiveness of a certain destination from the point of view of tourists with regards to United Arab Emirates (UAE) as a case study. The researchers conducted a survey with 218 international tourists while they were engaged in leisure activities. Their analysis defects with respect to the resources of tourism destination, infrastructure and support services, human resources and business environment applying hierarchy regression analysis technique to the case for tourism competitiveness in UAE. On the other hand, the effects of these modes seem to be the lowest with destination resources coming in the second rank. The implication of this is that improvement in infrastructure and support services would improve the tourism competitiveness of the UAE in the tourism market.

Sharma K.K. (1998) in his book 'New Dimensions In Tourism and Hotel Industry' ranges the studies of chartered flights, ocean cruises, resorts, tour operations, health tourism, time-share vacation homes, and low international hotel

standards. He draws attention to the necessity of state assistance when educating people for work in hotel industries, tourism and travel agencies, especially in terms of mastering major languages of Europe, in relation to the future tourism in the pluralistic county like India. Not only chartered flights, ocean cruises, resorts, tour operations, health tourism, time-share vacation homes, and industry standards, Sharma K.K. (1991) also covers the issue of tourism in a single country which is as diverse as India with respect to its geography, ethnicity, and practices. He stresses on the need for specialized education in hotel management, tourism, and travel agency management as the Indian tourism scenario presents several challenges and demands. Moreover, linguistics of tourism is also touched wherein Sharma K.K. explains how foreign clients have to be attended efficiently outlining the need of European languages. He proposes that the government can improve the tourism experience and help in the development of the tourism industry by providing language training facilities.

V. Agarwal (2016) examines the background of the tourism development in India and writes, that initially after independence, the tourism sector was not of prime importance to the Indian government. It was only after 1990 following years of political turmoil that tourism to-gain significant position in the country. Also, Agarwal commends the former government's efforts on embracing tourism such as the "AtithiDevoBhav" and the "Incredible India" campaign. Nonetheless, such efforts saw the smaller proportion of foreign tourists in India when compared to Indians traveling outside India. Agarwal says that the country is among the few or one in focusing on foreign tourism while Indians traveling out of the country are more than twice as the foreigners coming into India. But still, Agarwal perceives that there is a scope of further expansion of the tourism sector. Especially in India, with a stable government at the centre along with measures like 'Clean India', 'Digital India' and 'Visa on Arrival' being further strengthened.

Juan Brida and colleagues (2011) make a hypothesis regarding the hosts' perceptions of the tourism phenomenon and how these perceptions shape tourist

development models. Their analysis calls for improved collaboration among users and sectors in order to reach sustainable development objectives.

In this study, examples of factors related to tourism development policy are presented by showing how host perspectives are taken into account. The results point out the necessity of an active collaboration of all the agents concerned with the processes of tourism planning and development, mentioning the need for sustainable practices. Brida and associates investigate the public-private sectors in regard to sustainable tourism planning and they underline shared and participatory planning. Their research shows that understanding the needs of local people, companies, and authorities is critical to guarantee that all economic, social, and environmental considerations are taken into account for sustainable developments.

Richard T. Melstrom, A., & Leah Vasarhelyi (2018) try to examine impact of entry fees on visitation to U.S. national parks within the same model through the study of one. Then, using Monte Carlo approximations, the study shows that a growth obtained through estimation of Poisson excesses outstrips the growth v/expenditures in quantity of arrivals of tourists. Similarity of panel boulder data encompassing Us national parks tourism has been presented by the authors to this model in order to assess annual entries with application of the price modulation approach. In part, their results suggest that park visits in the US are found to be low responsive to the increases and decreases of the entry fees. The i2theory invites increasing the components of such models, on the contrary, uses the appropriate target model to test the precise impact of two hypothetical fee structure changes on the economic behaviour of US national park visitors. Additionally, the paper focuses on responsible tourism in the national parks of the United States and the problems of their management for the preservation of these natural resources for future generations.

Michelle McLeod and Richard Butler (2018) further advance the study of island tourism development by pronouncing several critical issues and challenges that are emerging in the management of tourism in island based environments. The research addresses a number of significant aspects such as strategic and operational

aspects, including financial leakages and inclusive growth, environmental aspects and waste management, intra-escort, tourism out-migration and diaspora concerns. One of the significant results of the research in question is the understanding of the role of regionalism in tourism activities, shaped by the specific characteristics of the island structural formation, and the distance of the islands to the tourism markets. This regionalism impacts greatly the success of tourism development in areas that are prone to development of islands.

Fotiadis et al. (2008) studied the rural tourism development of the countryside and stressed the value of tourism growth through the use of marketing tools. It investigates the rural environment as well as other areas within rural areas that are typically overlooked in the marketing of goods and services. It is necessary to understand the rural setting in order to market rural destinations successfully. The study also highlights the need to maintain the integrity of local culture whilst adopting fresh tourism experiences.

Colm Barcoe and Gavan Whelan (2018)A framework for assessing the effectiveness of social media has been proposed . In their paper, they emphasize on how Tourism Ireland has managed to influence pitch American tourism to Ireland due to aggressive online advertising strategies. Though operating as a destination management organizations (DMOs), which appears to comprise limited resources, Tourism Ireland, has successfully tapped into social media for purposes of driving in more tourists.

2.3 Literature on Tourism in International Context.

Tourism is a complex social phenomenon characterized by the physical movement of people for various purposes. It encompasses activities such as touring, leisure, relaxation, cultural exploration, and interaction with new environments and societies, followed by a return to one's normal environment. This concept of tourism has been integral to human civilization since ancient times and continues to evolve in meaning and scope. Today, it is a thriving industry that not only directly benefits from services like airlines, cruise ships, and taxis but also stimulates growth in other service sectors.

Bhatia (2014) elucidates tourism as a complex and crucial human activity that encompasses various disciplines for its optimal functioning and sustainable development. In certain countries, tourism surpasses primary industries in terms of economic contribution. For instance, countries like Spain, Greece, France, and Australia rely heavily on tourism as a key revenue-generating sector. This industry serves as a significant source of income for both developed and developing nations, highlighting its global importance and impact on economies worldwide.

The Sustainable Development Goals (SDGs) are advanced through tourism, which, through investments in skills and education, benefits the population. The global tourism workforce is projected to require millions of graduates in the hospitality industry by 2030, along with an additional 800,000 jobs annually needing specialized vocational training. Therefore, investing in people, who are the backbone of the tourism industry, is crucial. It is essential to ensure that everyone interested in working in the field has equal access to high-quality training, regardless of their location. (UN World Tourism Day Report, 2023). Sustainable tourism emphasizes the application of sustainable tourism development guidelines and management practices across all types of tourism activities.

In the view of the World Organisation of the UN's Council of Property of Modernisation, concerns except sustainability are covered under the environmental, economic and socio-cultural approaches to the development of any tourism region and should be pursued in a more integrated manner for its sustainability in the long term. In year 2030, hospitality industry graduates will be in demand by the global tourist workforce in the millions and in addition another 800,000 annually will require deep convergence of vocational training of how to do things. That will help and that is why there is a need to invest in people who serve as the core of the tourism sector. High-quality education should be accessible to everyone interested in it regardless of where they are living. (UN World Tourism Day Report, 2023) Moreover, easy access for the people as well as the businesses makes tourism to spin the wheel for the greener transformation and built green infrastructure. Investments that nurture entrepreneurship, innovations and technologies create wealth. There is an urgent need for labour upskilling programs and such programs should focus on

women and youth as they are more productive in upgrading the tourism labour force. More international funds have also become a necessity to develop tourism and travel entrepreneurship and innovation.

The United Nations World Tourism Organization UNWTO has the aim of enhancing and promoting tourism that is responsible, sustainable and accessible to all. It seeks to develop tourism as a source of economic prosperity, development, and protection of the natural environment. The UNWTO leads the enhancement of the global community in terms of the knowledge and implementation of policies relevant to tourism. One of the core strategic plans of the UNWTO includes the advocating of the Global Code of Ethics for Tourism. The purpose of this code is the increasing of benefits of tourism to the society while at the same time decreasing negative effects. The organization has also set out to use tourism as one of the instruments for the achievement of the United Nations Millenium Development Goals including halving extreme poverty and hunger, promoting accessible primary education for all and the empowerment of women.. The UNWTO's objectives are geared towards poverty reduction and long-term development. Through its technical assistance projects in over 100 countries worldwide, the UNWTO generates market knowledge, promotes competitive and sustainable tourism policies, fosters tourism education and training, and works to make tourism an effective tool for development (World Travel & Tourism Council, 2014).

2.4 Literature on Tourism in the National context

The expansion of tourism in India is a captivating subject that intertwines with the country's rich history. India's historical allure is a major draw for tourists, as its cultural heritage plays a significant role in shaping its tourism industry. This deep connection between tourism and history is particularly evident in India, where cultural richness is abundant. The growth of tourism in India is intricately linked to its splendid traditions and cultural heritage, with its grand monuments attracting visitors from around the globe. India's history has bestowed upon it a wealth of monuments that stand as testaments to its past glory. The iconic Taj Mahal, the magnificent Dravidian temples of South India, especially those in Madurai, and the

world-renowned frescoes of Ajantha and Ellora are just a few examples. These architectural marvels, along with India's natural beauty, music, dance forms, paintings, customs, and languages, collectively contribute to its allure as a tourist destination.The cities of India are also renowned for leaving a lasting impression on tourists. Mark Twain famously described India as "the one country under the sun that is endowed with an imperishable interest for alien prince and alien peasant, for lettered and ignorant, wise and fool, rich and poor, bonded and free, and on land that all men desire to have seen and that having seen once by even a glimpse would not give that glimpse for the shows of all the globe combined." Historically, people from around the world visited India for various purposes, with trade and commerce being among the most significantThe history of the country evokes images of prosperity and it has been noted that many who visited the area as far back as BC wanted to make their fortunes there. This continued and became the order of the day with the most emerging factors being Europeans coming to India for business activities, which later resulted in them occupying the country. Being so similar in the aspects of the richness of history, the beauty of culture and spheres of lotuses, India would always attract those who long for going back to the ancient times and want to fully experience the traditions of the country.

The travelations in India began factors before world war two, war tourism in India emerged after world war two. However, The actions of the Government towards the development of tourism proved effective, however they were interfered with by the war. In fact, organized tourist marketing began only in the year 1945. In charge of this investigating body was Sir John Sargent who was the Educational Advisor to Government of India.

The Sargent Commission's proposals also stressed the need to foster and enhance tourist traffic in the country, giving rise to the formation of a tourist body that was, however, essential. These recommendations made it possible to set up a tourist organization in India shortly after the country gained independence. By the time of independence, India already had a reasonably developed tourism sector. There was a widespread network of hotels, both for the Indian tourists and the

foreigners, apart from the arrangement of integrated transport and communication facilities. Most of the tourist hotspots were developed and were serviced by all means of transport, road, rail and air including airports for overseas flights. Nevertheless, in spite of these advantages, there was little development in the various activities due to lack of an umbrella body to organize tourism. Only with the formation of a central authority for tourism, in line with the suggestions of the Sargent Committee, could India make progress in tourism and its marketing. The separation of tourist traffic from general commercial traffic in 1949 was an important development in that it permitted full time concentration on tourism. The initial measures which were undertaken in order to introduce tourism in India were certainly successful in laying a base for the forthcoming work of this industry.The setting up of an exclusive tourism organization as well as the subsequent emphasis on development of infrastructure and services made way for India to emerge as a major tourist center.

2.5 Tourism in Independent India

The tourism industry in India has its origins in the early nineteen-fifties, with several developments in subsequent years. The first Tourism Department was formed in 1958, under the Ministry of Transport and Communication, and this was a great achievement. It also signaled the official sanctioning of tourism as a viable area of development in India. The new bureaucracy was headed by the first Director General of Tourism S.N. Schib.

In 1963, an Ad hoc Committee on Tourism was set up with L.K. Jha as the Chairman with the aim of delving into and furthering the growth of tourism in the Country. This committee prepared the way for the formation of the Indian Tourism Development Corporation, which was established in 1966, following the recommendations of the Jha Committee. The ITDC was vital in developing as well as marketing tourism facilities in the Country.

In October 1966, A round table conference on tourism was held at the instance of Prime Minister Indira Gandhi, which resulted in the formation of the Ministry of Tourism & Civil Aviation. This movement saw the appointment of Dr.

Karansingh as the cabinet minister in charge of the new ministry, which was an indication that the government was ready to invest in the tourism sector.

To further harness the potential of tourism for development in 1986, Prime Minister Rajiv Gandhi constituted the National Committee on Tourism, Which was chaired by Shri Muhammed Yunus. Such a committee, which was set up with the Prime Minister in charge of its Planning Commission, also underlined how much emphasis the government gave to tourism as a sector through its backward integration.

The first three decades after independence were quite sluggish as far as tourism development in India is concerned meet the end of the 1980s. In those periods, other sectors like food security, irrigation, electrification, education and healthcare had to take precedence. Yet, tourism was finally conferred the status of an industry in the seventh plan, which is a leap toward its advancement..

Organizations such as the Travel Agents Association of India (TAAI) and the Indian Association of Tour Operators (IATO) also played a crucial role in promoting tourism in India. State Tourism Development Corporations were established to provide accommodation and transportation services at tourist destinations across the country, strengthening the tourism infrastructure.

The National Action Plan of 1992 was a bold step towards boosting India's share of the international tourism market. The plan aimed to double hotel capacity and implement an open sky policy in the aviation sector. New markets and diverse products such as adventure sports, fairs and festivals, golf, and traditional cultural attractions were developed into tourist circuits covering the country's main tourist destinations. Travel Marts were organized to attract investment in the tourism industry, while trade and pilgrimage continued to play an important role in tourism traffic. With the growth of modern technology, rising incomes, and entrepreneurship, modern tourism in India has flourished, contributing significantly to the country's economy and cultural exchange.

The concept of Responsible Tourism has been a subject of discussion in tourism literature since the early 1980s, as highlighted by Smith (1990) and Cooper and Ozdil (1992). Early works by de Kadt (1979) and Krippendorf (1987) brought attention to the environmental and social impacts of tourism, laying the foundation for discussions on responsible tourism practices. In response to the growing concerns about these impacts, various sustainability initiatives have emerged, including alternative tourism, ecotourism, ethical tourism, green tourism, pro-poor tourism, soft tourism, and community-based tourism.

At the heart of responsible tourism is the blissful and holistic aspiration of making a better place to visit and also a better place to live. Although appropriate inroads to the definition started describing the same in 1996, it was the Cape Town Declaration in 2002 that provided the particular detail and outline regarding the goals and orientations of responsible tourism. This principle of tourism is applicable in every type of travel involving a shift to a more positive approach for the communities by reducing negative – economic, environmental and social impacts, and improving the circumstances of locals and providing more wealth to the local people.

Preserving the natural environment, cultures and way of life, and unique ecosystems around the globe is what sets responsible tourism apart. It involves a responsible approach to such endeavours, which ensures that the activities are non-destructive to the environment and the population's way of life.

Responsible tourism embodies three main facets of responsibilities – economic, social and environmental. Among these, economic responsibility is regarded as the most dominant. Banners and agents of tourism are encouraged to source majority of the products of their operations from that area that they make their activities. Turning the spending into a focus at the grassroots has phenomenal results considering that responsible tourism would not only fetch high returns but high returns with regards to employment without many beneficiaries leaving the multiplier effect.

2.6 Literature concerning Tourism in Kerala

Tourism industry in the context of Kerala has many important advantages and benefits to the state. Of these, perhaps the most important one is employment generation. A large number of employment opportunities are offered not just within the hospitality but also in transportation, travel agencies, handicraft and several other fields directly or indirectly benefiting a large section of the population. Apart from this, tourism is also a good source of revenue generation through taxation and other policies for the state government. Such revenue enhances service provision and provision of appropriate infrastructure, thereby raising the living standards of the residents. One more aspect of Kerala's tourism industry is promoting intercultural interaction. Tourists visiting Kerala are even more fortunate because they also get an opportunity to understand the cultural and traditional diversity of the state as well including its performing arts, dance, and culinary art. Aside from that, tourism leads to a strong upward trend of the region's investment in the areas of building hotels, resorts, transport infrastructure, and entertainment industries. These investments not only improve tourism facilities but are also recognized to add and boost development in the state. Kerala is very popular among the travelling masses and gaining popularity globally as well.

Obtain such global recognition and this will not only serve to promote international tourism but even promote international popular imaginary of the state. The tourism of the state is an integral part of the Kerala economy as it provides many people with work, revenue, exchange of culture and development of society economically. The innate beauty, history and warmth of the state still draws an approbation and is also key to its expansion and success.

The literature on tourism in Kerala provides valuable insights into various aspects of the state's tourism industry.

Michot T(2010) conducted research on the Kerala state government's 'Responsible Tourism' policy from 2006 to 2010. According to the findings of this study, Kerala's new tourism policies are truly innovative. There are measures in place under the "Responsible Tourism Initiative" to alleviate poverty through

tourism activities. Kerala is paying close attention to the Pro-Poor Tourism principles, and while it takes time to see the effectiveness of policies on the ground, the pilot project in Kumarakom has already shown positive results in terms of economic and social empowerment of the local community. On the other hand, the possibility of replicating what is happening in Kerala appears more speculative, given that the state appears to have benefited from a set of very favorable initial conditions.

During the years 2005-2008, Sindhu R. Babu (2009) conducted research on strategies for developing sustainable ecotourism in Kerala. According to the study, Kerala requires a long-term strategy to ensure sustainable ecotourism by utilizing new marketing techniques that will attract tourists throughout the year by combining cultural exchange with tourism. The safety of ecotourists must be prioritized. The medium-term strategy should aim to improve professional tourism knowledge in order to use it to generate revenue for the state. Developing and implementing a code of conduct is critical for the sustainability of ecotourism in the state.

Bader Anne (2010) gives a rather good account of the business scenario in relation to tourism industry in the state of Kerala. Given a Bradford's perspective of viewing tourism as a commodity that can be marketed and sold, this study seeks to evaluate the various components of the tourism in Kerala and enumerate its strengths and weaknesses. Overall, the major conclusion of the research is that in regard to tourism, Keralan conditions are mostly positive. The state has spent its resources efficiently and also the ways of analysis of methods to the aim of improving tourism and bringing in visitors. However, the research also points out a few of the possible risks, although small, such as climate changes and structural and economic circumstances. These elements may pose a threat to the tourism activities in Kerala and thus need to be monitored and dealt with accordingly. On the contrary, the study also brings forth few opportunities that if utilized might enhance the tourism in the state of Kerala. One such opportunity is the increase in the share of older tourists, which implies wider prospects for the provision of special tourism services for older people. Furthermore, new tourism offerings such as new media

marketing, online booking and virtual tours, and new sophisticated travel amenities offer further opportunities for new product development for the tourism sector.Bader's analysis dictates the fact that the hospitality industry in Kerala has, at the moment, a conducive framework, though there is a need to contain the threats that lurk and capitalize on the chances that are coming up in order to preserve and enhance the dominance of the state in the tourism business.

Angelique and Jithendran (2012)examines the responsible tourism practices on the part of the state and the local authorities, showing how they are implemented and assessing their effects. The study concludes that although responsible tourism is an important strategy most agencies use, having a clear conception of the different ways of tourism and their particular roles is crucial. Besides, studies done in responsible tourism orientation must concentrate on sorting the issues which emerge from this discrimination. The study is concerned over the matter of distinguishing responsible tourism from regular tourism in practice. As there are several dimensions within which responsible tourism can be defined, it becomes feasible to understand what particular problems and prospects have to be dealt with and utilized respectively within this approach. Consequently, this allows policy-makers, practitioners and scholars to create appropriate plans for the enhancement of responsible tourism and the reduction of its adverse effects. Also, further, research is required to understand the interrelations of responsible tourism as a concept and its practice in detail. When researchers look at the promotion of responsible tourism, they should do so in a way that gets to know the barriers to the effective practice of responsible tourism and why such barriers may be a problem. This study points out to the important role of responsible tourism as a concept and practice for the good evolution of tourism..

Rajan's study (2014) aims to Tourism Carrying Capacity Assessment' on some of the most visited tourist destinations in Kerala including Varkala, Kumarakom and Vagamon. Main objectives are a detailed impact assessment of tourism on the environments and the socio-economic factors of the community in those sites and creation of a development framework that fits Kerala. In Varkala

tourism also has many adverse impacts including rising costs of living and pollution, traffic overload, and reduced satisfaction from tourism experience. It has helped to reinforce views about the need for proper tourism management so as to reduce the negative effects of tourism development. Aside from the concern over tourism overdevelopment, Rajan's study also attempted to address issues of sustainable tourism development in Kerala. Apart from that, the Responsible Development of Tourism in Kerala was proposed as follows: such as strict adherence to the international legal framework, education on proper use of tourism resources, and local population involvement in planning and managing tourism. It also points out that proper tourism expansion and development in the state of Kerala requires adequate planning and cooperation between all parties involved in order that the local people and the environment are all well taken care of

Ajay Singh O T(2021) in detail looks at the possibilities of responsible tourism within the context of Kerala, especially considering the Responsible tourism (RT) initiative in Kumarakom. Since the RT initiative implements its activities in a tourism-dominated region and aims to support the local economy in a short time, the objective of the research is how the initiative can spur write economic growth in Kerala. In addition, the study utilizes the operational dynamics of the self-help group 'Samrudhi', formed after the RT initiative in Kumarakom. In particular, the study reveals the fact that the RT initiative leads to better living conditions of the members of the Samrudhi self-help group. Furthermore, the results show that many of these domestic tourists wish to eat in restaurants run by 'Samrudhi' of the RT, which is favorable to such an initiative. Not the least causes of these advantages are the facts that there is simply no sufficient comprehension of the impact achieved so far within Kumarakom and its scope is estimated on very limited aspects of RT. This means that even with the positive results from the RT initiative, there are still some discouraging results and gaps that have to be filled.

Tracy White (2008) takes on the local community living in Kovalam beach in Kerala and their opinions to the socio-cultural elements shaped by tourism expansion. The research seeks to assess how local people and other tourism

stakeholders understand tourism using for rather an ethnographic analysis of their culture. The study covers the impacts that tourism has on the people, such as: job creation - the issue of gender, issues of development, host and guest relationship, the contribution of tourism to society, ethics and economy analysis. In this way, the study reflects the directions and possibilities of changes in socio-cultural aspects related to the impact of tourism on the local population. One of the contributions of the research has been to identify the complexities of tourism impact at the destination. The benefits of the tourism sector such as increased income and employment creation are not disputed, nevertheless, concerns have been raised on the issues of culture impact, gender reordering, and ethical issues of tourism development.

In his study, Syamlal (2008) investigates the impact of tourism on land prices in Kerala, particularly focusing on the rapid growth of tourism leading to increased demand for land. This surge in demand is expected to accelerate the development of remaining resorts in the area. Additionally, the study examines the concept of carrying capacity in Kumarakom, a renowned backwater tourist destination in Kerala, India. Currently, 61.22 hectares of land are designated as resort areas, indicating the extent of development in the region related to tourism. This study highlights the complex interdependencies between land use and tourism in Kerala and underscores the importance of well-planned and managed practices that will ensure the conservation of the natural and cultural resources of tourism sites.

Kisang Ryu's (2010) research looks at the Kumbalangi Model Tourism Village in Kerala and the role of the residents in an endogenous tourism project, and how this changes their perceptions. The objective of the research is to seek to understand how participation in the project affects the views of the residents, about the successes of the project. This study employs intercept surveys to collect data from registered voters of Kumbalangi Island village, Kerala, India, employing a stratified random sample of 530. The results show that participation during the preparatory phase increases the likelihood that individuals will engage in the execution phase. In addition, residents' attitudes towards construction and economic

opportunities, living standards, and lifestyle diversity have been affected by their participation on the action phase. This research makes a case for the need for involving residents in tourism development projects, and that it will change their impressions of such projects for the better as it has done in other cases. Sustainable tourism planning should be participatory and inclusive in nature in order to enhance the benefit of tourism development on host communities.

Muhammed P. Ajims (2008) specifies the challenges of tourism industry in Kerala. 1) Although Kerala has a great potential for the development of tourism, the road infrastructure and rail transport connectivity are so low. 2) There is insufficient information provided by the Department of Tourism and they are not establishing more information centres.. 3) The basic amenities provided in tourism centres are inadequate and low in quality. 4) Lack of trained guides is another challenge faced by Kerala tourism industry, which is essential for the tourism development. 5) Attitude of the auto/taxi drivers in Kerala is so worst towards tourists. They charge more from foreign tourists and less from local people. 6) Cleanliness and hygiene is another important challenge to Kerala tourism. The plastic wastes generated from tourism activities create a lot of environmental and health problems.7) Efficient, time-scheduled, pre-advertised and regular conducted tour programmes are much appreciated by the tourists. But in Kerala this type of conducted tour programmes are not worthy. In order to avoid these challenges ,our Kerala government has launched a kerala tourism policy in 1988 with the goals of promoting tourism with a focus on tourists and pilgrims. The main goal of it was to (1)provide special services to religious, adventure, and monument-based travelers, to improve industry efficiency,(2) to maximize social and economic benefit, (3)to ensure the participation of all societal stakeholders, including the travel trade and tourism industry and(4) finally to offer high-quality services to all domestic and international customers and stakeholders (Kerala Tourism Report 2022).

A Tourism Investment Guidance Cell has been established, comprising representatives from financing organizations such as KSIDC and KFC, to offer valuable guidance to potential investors in the tourism sector. Kerala's tourism

landscape features a unique concept known as District Tourism Promotion Councils (DTPC), which has garnered praise as an innovative approach to grassroots tourism project planning, implementation, and operation. DTPCs function as autonomous societies for decentralized tourism planning, with districts acting as the focal point. The District Collector serves as the Chairman of DTPCs, ensuring swift decision-making at the governmental level.

2.7 Tourism products and current Tourist Traffic Patterns

Kerala offers a diverse range of tourism products, which can be broadly categorized into six main categories: heritage/cultural/religious sites and events, backwaters, beaches, hill stations, wildlife sanctuaries, and Ayurveda. These attractions are harmoniously connected by Kerala's lush green environment, creating a unique "Green Symphony" for visitors to experience. The state of Kerala currently attracts approximately 5 million domestic tourists and 0.2 million foreign tourists annually. The distribution of tourist interest across different tourism products is as follows:

- ***Heritage, culture and religion****: This category involves the whole historical and cultural stick of Kerala and its many temples, elucidavoir courtroom's mosques, her and parallel constative . The popularity of this category can be noted by that around sixty- five percentage, domestic tourists and forty percentage foreign will like to visit and understand the heritage, culture, and religion of Kerala. The people are generally interested in the colorful celebrations, art forms, old monuments, etc. which are part of societies in Kerala and its culture.*

- ***Backwaters****: The backwaters of kerala are an interlacing of a few canals, rivers, lakes and lagoons. This is one of the most attractive features of the state. It is seen that around 15-20% of domestic tourists and 8.25% of foreign tourists visit for backwaters. The tourists taking houseboat cruise in Kerala are able to enjoy the backwater with its serene sights and the exotic lifestyles of the people of Kerala.*

- **Beaches**: *Tourism in Kerala is also geared towards fulfillment seeking domestic and international visitors as this state has some of the best beaches in India and quite a number of sun, sand and sea seekers frequent such beaches. While the beaches in Kerala are frequented only by about 7% of domestic tourists, and about 5% of foreign tourists during their holidays to bask in the sun and enjoy the sheer beauty of the seaside. The famous beaches like Kovalam, Varkala and Marari helps the travelers to enjoy water sports and beaches relaxation or simply walking on the beach.*

- **Hill stations**: *The hill stations of Kerala bordered by mountains, valleys and forests are among the places loved by nature and adventure seekers. This can be made out from the fact that about 5% of the domestic tourists and 10% of international tourists avail of the various hill stations in Kerala to get out of the hot sun and into the cool weather. Places like Munnar, Wayanad and Thekkady provide great vistas, hiking, and exotic flora and fauna of the region.*

- **Forests and wildlife**: *Kerala is renowned for its rich assortment of flora and fauna, making it a popular part of the world for people with an interest in wildlife and those who are environmentally conscious. Only about 5% of domestic tourists and 10% of international tourists come to Kerala to see the forests and animal parks where they can see rare animals in their natural surroundings. Thekkady houses the Periyar Tiger Reserve which is also a famous wildlife safari destination where one can see elephants tigers and other wildlife animals.*

- **Ayurveda**: *Ayurveda medicine is the traditional form of treatment for the people of Kerala and for health tourists it is a great aspect of the state. Although official numbers on the geotargeted of Ayurveda tourism are missing for investigation, reasonable estimates suggest that approximately 5% of foreign tourists and small percentage populations domestic tourists will indulge in Ayurvedic experiences when they visit Kerala. There are Ayurvedic resorts and wellness centers, which are present all over the state*

where people go for treatments and therapies to rejuvenate their body and mind.

• **Pilgrimage Tourism** •*A growing segment that has developed over the years is pilgrimage tourism and travel to Guruvayoor and Thiruvananthapuram temples also adds considerable number of footfalls from within the country. This trend is usually added with relaxation tourism which is an indicator of meaningful and fun getaway trip.*

Foreign tourists are primarily drawn to Kerala's heritage sites, cultural events, palaces, and museums, particularly in Kochi and Thiruvananthapuram. The Kovalam beach, various backwater spots, and the Periyar Tiger Reserve at Thekkady are also popular among foreign visitors.

Realistic expectations for the growth of tourism

Kerala's Tourism Vision 2025 seeks an annual increase of foreign tourists by 7% and an increase of the domestic tourist arrivals by 95%. Nevertheless, reaching those growth rates might entail challenges as far as infrastructure towards the end of the year when tourism peaks. It is assumed that by 2021-22, the volume of tourism in Kerala will equal the number of people in the given state. In order to this advance, certain maintenance and enhancement in infrastructure facilities would be required so as to keep pace with the high influx during peak tourism periods. So without carefully planning and containing the development of tourism infrastructures in the state, the nature and culture of Kerala will be altered because of the high level of tourism**.**

Different Types of Tourism in Kerala

Rural Tourism

Rural tourism has proved to be very beneficial in terms of job employment, infrastructure and generation of income in the countryside. Rural tourism can incorporate a variety of attractions including sites of historical interest , heritage sites ,village farms, pilgrimage sites, centers of cultural activities and nature scenic

spots. However, ethical issues related to rural tourism tend to inflict negative impacts on the environment and culture. Development of a particular village as a 'tourist village' well within the existing village would give the tourists the feel of a village life therefore protecting the culture and traditions of the people in the village. Local involvement and sensitization in order to maintain achievement are needed for proper and effective mitigation of adverse effects.

Business Tourism

Despite the fact that Kerala is not one the major business hubs, the tranquil surroundings can attract large corporations to hold events as well as meetings. Business events can open up opportunities for the corporate leaders and other professionals in the business community to learn about Kerala which could lead to business investments in the future. Foreign tourists hospitality properties seeking to increase their bed occupancy during the lean season can target the meetings and webinars markets. It would also be wise to create packages that provide amenities and facilities such as culture activities, local food, and Ayurveda which would make Kerala enticing as a business tourism spot.

Ecotourism

Ecotourism deals with going to less crowded or rather clean nature areas with low ecological degradation. Premised on healing and making impact on the environment, it is all about meeting new people, knowing new cultures and different ecosystem. Lovely greenery of Kerala including Western Ghats and more forest cover gives scope for developing ecotourism. This kind of tourism is less resource intensive requiring more natural resource conserving. The concept of ecotourism also involves planning on the use of the environment and the natural resources in a manner that is sustainable. So what other engaging activities can ecotourism growth require?

Backwater Tourism

Kerala's backwaters, covering over 200,000 hectares, are a unique and economically valuable feature of the state. The backwaters consist of interconnected

rivers, lakes, and canals, providing excellent water transportation in the coastal plains. Backwater tourism offers visitors a chance to explore the tranquil waterways, traditional villages, and lush landscapes of Kerala. Houseboat cruises are a popular way to experience the backwaters, offering a glimpse into the local way of life and providing a relaxing getaway for tourists.

Selection of Potential Beach Tourism Destinations

Beach tourism destinations can be selected based on a variety of factors, including the availability of activities that cater to different interests. Popular activities that can attract tourists include sunbathing, water skiing, swimming, parasailing, boating, snorkeling, scuba diving, wind and board surfing, and sport fishing. Offering such diverse options not only attracts general interest tourists seeking relaxation but also appeals to special interest tourists looking for adventure and water sports activities.

Ayurveda: Ayurveda has become a key element in Kerala's tourism promotion, setting it apart from other destinations. The 'Kerala Vision 2025' places a strong emphasis on developing Ayurveda to its fullest potential. Almost all tourist resorts in Kerala now offer some form of Ayurvedic package, which is highly adaptable both in terms of cost and duration.

Tourism Vision 2025: Kerala's Tourism Vision 2025 was unveiled in 2001, shortly after the WTTC's report and policy recommendations. It aims to enhance Kerala's tourism industry and solidify its position within the Indian tourism sector. The objectives of Vision 2025 are supported by long-term, medium-term, and short-term action plans. The primary objective of Vision 2025 is to transform Kerala, known as 'God's Own Country,' into a high-quality tourist destination through optimal utilization of natural resources. This includes a focus on integrated infrastructure development, heritage and environment conservation, and enhancing productivity and income. The vision aims to position tourism as the leading sector for socioeconomic development and environmental protection.

The goals of Vision 2025 include achieving a 7% annual increase in foreign tourist arrivals and a 9% increase in domestic tourists. It also targets the creation of 10,000 new job opportunities annually. The vision emphasizes the need for the annual addition of required hotel rooms in star categories and advocates for innovation and promotion of at least one new tourism product/destination each year.

Socioeconomic and Environmental Impact of Tourism

In its turn, tourism can positively or negatively impact the economy, society, and the environment of a destination with the effect of development being influenced by the type, degree, and scope of tourism as well as the host community. While it is well recognized that tourism can yield great economic returns, there are also socio-cultural and environmental negative repercussions that may arise. But these adverse effects caused by tourism development can be controlled by properly planning and managing deployment of tourism resources.

Economic Impact of Tourism: The economic impact of tourism is defined as how tourism affects the economy at a given destination. This includes estimating the amount of tourism generated in terms of expenditures, number of people employed across all sectors of the economy, and hence economic development. Further, analyses may even extend to the pattern of use of the economic returns from tourism within the economy and retention of the tourism income within the jurisdiction.

Social Impact of Tourism: The existing research on the social impact of tourism encompasses how the tourism activities affects the society at the place. Here it includes the examination of the local population shifts such as the lifestyle, values, and habitual practices related to the visits as well as the influence of the tourism activities on social relations within the society. Other absolute social impacts include demographic dynamics such as migration, and acculturation as well as political aspects like the development or degradation of social capital regarding cultural tourism.

Environmental Impact of Tourism: In the same manner, what is known as the environmental impact assessment centered into the tourism aspect, seeks to identify

how tourism activity affects the environment and more so the ecological and geographical environment. Such as determining the effects of these tourism impacts to the biological diversity, an ecosystem and natural bounded resources such as water and land. Environmental impact studies also examine issues such as pollution due to construction and development activities, waste and resource management with regard to natural and built environment in order to preserve and protect cultural and natural heritage through tourism..

2.8 Studies on Economic Impacts of Tourism

Lea (1988) examined the elasticity of the reliability of tourism.In 1986, tourism was Fiji's largest single source of foreign exchange earnings. The military coups that occurred in May and September 1987 shook the country. It has a negative impact on the Fijian economy. By early September 1987, the secretary of the Fiji Trade Union Council reported that 80% of the staff in the hospitality industry had been laid off, and public servants had taken a 15% pay cut. The Fijian currency was devalued by more than 17% shortly after the May coup, which was compounded by lower tourism receipts. As a result, tourism is highly responsive to national events.

According to Budeanu's (2005) research, tourism is currently responsible for the largest annual human migration in history. This massive human migration has significant positive and negative consequences for nature, societies, cultures, and economies. Tourism, which is desired worldwide for its economic benefits, is expected to double over the next 20 years, and the multiple consequences of such rapid growth necessitate a preventative approach at all strategic and professional levels in order to avoid negative consequences. Considering mass tourism as a reality of modern life that cannot be ignored by current efforts to promote sustainable tourism, this paper focuses on one of its key players, tour operators, arguing that they play important roles. In influencing behavioral and attitude changes toward

Young (1973) examined the situation in the Caribbean island of St. Lucia, where the arrival of tourists causes laborers to migrate from banana plantations to the tourism sector. This causes earnings and productivity to decline. Due to their

desire to import food items, the expanding tourism industry has put a significant burden on their balance of payments. Therefore, the new industry's net benefit to the island was negligible.

According to Johnston (1999), between 55% and 72% of Europeans On examining the relationship between indigenous people and tourism, international travelers desire some form of indigenous interaction during their vacation. Despite this activity and growing market, indigenous peoples remain among the world's poorest. The paper also discussed intellectual property piracy in the tourism industry.

Goodwin (1998) expanded on poverty eradication via sustainable tourism.He argued that where tourism develops strong links into the local economy, local benefits, including poverty elimination, will be maximized. Employment distribution, including gender distribution, and access to the tourism market for local entrepreneurs from the formal and informal sectors are critical to poverty eradication.

According to Lacy (2002), in order to deliver a sustainability strategy for tourism destinations through public/private partnerships APEC (Asian Pacific Economic Corporation) should have a strong framework, particularly in marketing, planning, and infrastructure areas, that should be implemented whenever destinations invest in tourism development.

Lumsdon (2000) evaluated the National Cycle Network, a planned sustainable transportation network in the United Kingdom, as a potential model for the integration of transportation, tourism, and recreation. The paper concluded by discussing various implications, such as reusing existing resources, reducing waste and finite resource consumption, integrating within existing tourism planning frameworks, maximizing local economic impacts, and so on.

According to Wearing (2002), in order to rethink the development of community-based tourism in Papua New Guinea by focusing on the relationship between intermediaries and rural and isolated area communities, a framework should be invoked. Foucault's concepts of power/knowledge and government ability

provide a 'way of thinking' about this relationship that challenges the tourism industry's dominant discourse. The researchers lead a discussion through a number of areas that impact the development of community-based tourism to further elaborate these alternative concepts. These include the introduction of Western management models and their ability to undermine traditional forms of knowledge, the concept of the tourist destination as an interactive space, and a critique of the tourism industry. According to these viewpoints, community-based tourism or ecotourism is a viable option.

2.9 Studies on Social Impacts of Tourism

In other words, the social impact of tourism is the one which relates to the interactions of host populations and the visitors. Many advantages of tourism are apparent; however, there are also several disadvantages and challenges. Here are some essential facts about the social impact of tourism: Tourism promotes cross-cultural interaction between tourists and locals, which in turn helps to develop and cherish the values and practices of other people's culture. It also generates revenue and creates job opportunities in the communities. Such will therefore improve the quality of life and reduce incidences of poverty. Studies also show that the tourist's needs also encourage the development of physical facilities such as roads, airports, and hotels for the benefit of the tourists and local residences. It at times causes excessive commercialization of the way of life of the indigenous people. Over time, as societies strain to please the tourists, their genuine ways of life may disappear.

However, tourism also has negative effects such as the destruction of biodiversity and habitats. This may also have indirect consequences for the communities who depend directly on the above resources for their livelihood. There are times when Australian and international visitors' interactions create arising social frictions, especially when the conquering cultures and the subjugated ones do not share the same norms or even the same financial class. People from other countries come to the local population, and their actions and behavior may be inappropriately viewed by local culture or provoke undesired contacts. At times, development that comes at the cost of increased poverty tourism may result in the displacement of the

native inhabitants and the earthquake of the township culture. Promoting tourism can in turn help in combination with protection of historical centers and cultural monuments creation of additional economic incentives for their preservation and use.

Including low-income groups in key decisions that impact tourism and sharing tourism revenues with them directly allow for responsible and sustainable tourism to produce positive impacts to their communities. To conclude, the societal effects of tourism are rather complex and there are many sides to it. Man-made effects that are potentially beneficial in the short term can prove adverse, however, efforts and commitment in the management of tourism to achieve the right approach in tourism will mean that tourists and the residents of the places where tourism is practiced will both benefit in the long term.

Miller (2005) explored different aspects of sustainable tourism including the influences of modification and complexity with the regard to ecological and social systems operant in the industry. Such initiatives can make tourism objectives sustainable besides the conventional impact approaches.

Farsari (2001) however explains that sustainable tourism is a reasonably recent concept whose aim is to show the need for such a careful study and management of the field which is tourism internally and externally. Tourism, however, should not be the only factor that plays a role in development. In fact, tourism is a part of the quest for balanced development. In this perspective, Resorts that have now reached a level of saturation should review their aim and strategies of development. Thus, use of indicators can be a way of assessing sustainability levels and trends in the tourism consumption. There are indicators of sustainable development which are aimed at forecasting tourism development and its impact on the environment and its socio-cultural and economic dimensions. The focus when specifying the different such indicators is centred around resorts that have been fully developed. The geometric and climatic conditions of the Mediterranean maritime region have influenced the proposed indicators..

Furcan Baltaci and Aydin cevirgen(2020)., second home tourism has a minimal detrimental influence on the environment and host community, making it a viable choice for promoting sustainable development in rural areas. However, the concept of sustainable tourism is called into question in this paper. It is therefore argued that tourism planning for a sustainable development should also include strategies for maintaining a stable tourist demand. This paper aims to analyze the relationship between sustainable development and tourist demand, with a particular focus on second-home tourism.

Russell (2004) talked about how the term "ecotourism" is sometimes misused. Environmental tourism is widely supported as a way to deal with some of the issues brought about by resource depletion and landscape destruction in the last half century via the unchecked growth of mass tourism. However, in the process of gaining popularity, the term "ecotourism" has been so tarnished by dishonest business people and an obliging public that its very concept should be called into question. More recently, concerns have been raised concerning how "ecotourists" may affect the stress levels of wildlife and birds in ecologically delicate areas.

2.10 Studies on Environmental Impacts of Tourism

Tourism's environmental impact refers to the effects of tourism activities on the natural environment. While tourism can help with economic development, it can also pose environmental issues. Tourism puts a strain on local resources like water, energy, and raw materials. Over consumption can deplete these resources, especially in areas with poor infrastructure. Tourism contributes to pollution by generating waste, such as plastic waste, litter, and sewage. Inadequate waste disposal and waste management systems can harm ecosystems and wildlife. Tourism infrastructure development, such as hotels, resorts, and roads, can result in changes in land use. This could lead to habitat loss, deforestation, and ecosystem disruption. Tourism, especially in ecologically sensitive areas, can contribute to biodiversity loss. Habitat destruction, pollution, and wildlife disturbance can all have a negative impact on local plant and animal species. To summarize, the environmental impact of tourism emphasizes the importance of sustainable practices and responsible tourism

management in order to mitigate negative effects and preserve natural resources for future generations. Ecotourism and sustainable development initiatives, for example, seek to balance the economic benefits of tourism with environmental conservation.

McDonald (2009) explained how the idea of sustainability entered the international scene; the results are still problematic and spark strong opinions. The phenomenon of tourism is multifaceted and frequently discussed. The intrinsic complexity of tourism is often overlooked in research. In reality, when this division between values and nature takes place, tourism developers of natural resources are not always aware of the complexity of tourism.

Hunter (1997) observed that although the field of sustainable tourism has its roots in the broader notion of sustainable development, it seems to have developed primarily apart from the ongoing discourse surrounding the definition of the former. This essay makes the case that because of this isolation, a rigid and overly basic paradigm of sustainable tourism has emerged, one that ignores unique situations. A broad paradigm that encompasses a variety of approaches to the "tourism environment system" within destination areas is proposed as a new definition for the term "sustainable tourism." In order to show the validity of various interpretations of sustainable tourism, these strategies are described for a range of hypothetical scenarios.

According to Grams (1995), the amount of time that tourists spend in the natural environment has been steadily rising. Many authors have expressed concern about the effects of this growing use as a result of this. In addition to summarizing these worries, this paper describes the various management approaches that have been implemented in response to the growing pressure from tourists on the environment. This paper makes the case that educating tourists is one form of management response that can be used to effectively lessen negative effects. A variety of significant pedagogical approaches that can be implemented in an interpretation program for "ecotourists" are described, and their application and evaluation are encouraged.

According to Bramwell's (2001) analysis, the adoption of more environmentally friendly tourism practices in a nation is probably the consequence of a mix of interventions and regulations from the government as well as the independent judgment of companies as they react to the market. The study looked at senior managers' perspectives on who should have primary responsibility for encouraging sustainable tourism practices in the Danish travel industry. These senior industry managers' thoughts are also shared regarding the barriers and facilitators to the uptake of sustainable tourism practices, outside support that could help bring these practices in, and whether or not more laws should be passed to promote their adoption. Industry perspectives These issues are especially relevant in Denmark due to the relative importance of environmental.

Dolnlcar (2008) investigated the environment that serves as a primary resource for numerous travel destinations. Travelers are becoming more and more interested in taking their holidays in pristine natural settings. As a result, destination there is more pressure on managers to adopt environmentally friendly procedures. One strategy for sustainable destination management has been suggested: selectively targeting visitors. However, the viability of this approach has not yet been established. That is what this study has to offer. Based on past environmentally friendly behavior at the destination, market segments represent distinct groups with respect to psycho graphic and sociodemographic personal characteristics, according to survey results from 1000 Australians. These explanatory factors made a significant contribution to the understanding of pro-environmental behavior. The conclusion was that targeted marketing that is specific could be a workable addition to the current sustainable tourism management.

Northcote (2006) created a framework for using the tourism concept.Here, a framework is put forth that uses a systems approach to incorporate sustainable parameters into the conceptualization of tourism yield across a wide range of domains. Using Rottnest Island, a well-known tourist destination in Australia, as a case study, the model's application to planning assessment and decision-making is illustrated.

Tribe (2000) study examines an environmentally friendly waste-water treatment system used in Portugal's recreational areas. It is possible to use this system, known as a "Aquatic Bed," in recreational areas as Its many benefits include being aesthetically pleasing, producing no unpleasant odors, and allowing waste water to be recycled back into watercourses without causing any harm. The system consists of planting aquatic plant species-adapted plants into a small ground depression that has been artificially made porous. Waste water travels through the aquatic bed and comes into contact with the roots of porous plants. After being cleaned by this plant root, the waste water is fit to be refilled in watercourses.

Amelung (2006) investigated potential future climate changes for the the Tourism Climatic Index for the Mediterranean region. Currently, the Mediterranean region welcomes an estimated 100 million tourists a year, mostly due to its ideal weather. With the Mediterranean getting too hot in the summer, the climate in northern Europe being more appealing, and the Mediterranean turning into a more enjoyable travel destination in the spring and fall. The sustainability of the growth of the tourism industry may be significantly impacted by these temporal and spatial variations in climate attractiveness. According to preliminary findings for the Balearic Islands case study, changes are probably going to have a negative impact on the economy and society and a neutral or positive impact on biodiversity and resource management.

Farrel (2005) discussed how new thinking, informed by close observations of reality, depicts a world full of uncertainty that is constantly changing and evolving, and where improving resilience to disturbance replaces the former focus on achieving stability. This approach to managing tourism is different from trying to maintain stability. Although this is a shift in paradigm, it is not a universal one. It illustrates how a new worldview is progressively replacing the old and makes the argument that it is impossible to ignore this viewpoint and its proponents. The paper provides readers with seven basic steps to help them better understand sustainable tourism within the framework of complex system dynamics. These steps include learning about natural ecosystems, comprehending complex adaptive systems,

recognizing the co-evolution of human and natural systems, and expanding the tourism industry.

2.11 Literature on Responsible Tourism

History of Responsible Tourism

Tourism, as a dynamic industry, is frequently regarded as one of the world's fastest growing. It contributes significantly to the economic and social development of destinations and communities all over the world. As a result, many countries see tourism as a means of economic development. At the same time, it is important to note that many tourists are concerned about the ethical practices of tourism destinations.In addition, when selecting responsible products, tourists frequently consider environmental, cultural, and sustainable practices of companies (Tearfund, 2002). At the same time, the issue of destinations exceeding their carrying capacity and the negative impacts of tourism on the lives of local residents and the environment raises concerns about the future of tourism and emerges as serious issues of concern for tourism planners and policymakers.

Studies also reveals that, the lives of communities in tourism-influential areas are under significant stress as a result of development consequences (Buckley et al;2003; Butler, 2006; Hall & Vredenburg, 2004; Richins & Pearce, 2000, and Ryan & Deci, 2001). Increased tourism impacts cause a number of potential environmental, social, cultural, economic, and political issues in destinations, necessitating the urgent need for alternative and host-friendly tourism planning and development practices ((Dunning, 2003). However, the enormous economic impact of tourism has outweighed these concerns and, in some ways, suppressed them (Pradhan & Ranjan, 2010).

When the government is required to undertake significant development initiatives, the business sector is expected to play an active role by practicing Responsible Business, which ensures an equitable distribution of wealth and the well-being of the communities in which the business operates. Taking into account the goals of inclusive development, socio-cultural enhancement, and environmental

conservation, tourism stakeholders have developed a number of novel concepts for practicing sustainable tourism development. Among these is the emerging concept of Responsible Tourism (RT), which is gaining popularity.

Some existing definitions on responsible tourism

The term "responsible tourism" emerged in the early 1990s and can be traced back to Smith's (1990) report on the 1989 World Tourism Organization seminar on "Alternative" Tourism in Tamanrasset, Algeria. Smith argued that "alternative tourism" should be replaced with "responsible tourism." He defined responsible tourism as encompassing all forms of tourism that respect the natural, built, and cultural environments of the host destination, as well as the interests of all parties involved.

According to Lynn C. Harrison and Winston Husbands(2010) *"responsible tourism encompasses a framework and a set of practices that chart a sensible course between the fuzziness of ecotourism and the well-known negative externality associated with conventional mass tourism. The basic point of responsible tourism is that ... tourism itself can be practiced in ways that minimize and mitigate its obvious dis benefits. Product development, policy, planning, and marketing can all be instituted in ways to ensure that tourists, host populations and investors reap the long-term benefits of a vibrant and healthy industry"*.

Dowling (1997) critiqued a book titled "Responsible Tourism," suggesting that the title might be misleading as the book actually promotes the principles of "Sustainable Tourism." According to Dowling, this critique somewhat misses the essence of responsible tourism, which inherently encompasses sustainability principles.

The International Centre for Responsible Tourism, based at Greenwich University, defines responsible tourism as follows:

Minimizing Negative Impacts: Responsible tourism aims to minimize negative environmental, social, and cultural impacts.

Economic Benefits for Local People: It seeks to generate greater economic benefits for local people and enhance the well-being of host communities by improving working conditions and access to the industry.

Involvement of Local People: Responsible tourism involves local people in decisions that affect their lives and life chances.

Contribution to Conservation: It makes positive contributions to the conservation of natural and cultural heritage and to the maintenance of the world's diversity.

Enhanced Tourist Experiences: Responsible tourism provides more enjoyable experiences for tourists through more meaningful connections with local people and a greater understanding of local cultural and environmental issues.

Cultural Sensitivity and Respect: It is culturally sensitive and engenders respect between tourists and hosts.

Sharpley (2002) coined the term "responsible tourist," characterizing them as individuals who prioritize quality over value, demonstrate a sense of adventure, flexibility, and environmental consciousness, and prefer authentic experiences over traditional mass tourism offerings. Other terms such as 'good tourists' (Wood and House 1991) and 'green tourists' (Swarbrooke 1999) have also been employed in the literature. Swarbrooke (1999) offers a contrasting perspective by outlining the responsibilities of tourists rather than providing a rigid definition of the responsible tourist.

Krippendorf (1987) defines the responsible tourist as someone who selects travel options that minimize harm to the environment and avoid disrupting the local people and cultures. They prioritize activities that benefit the local community and ensure that the origins of products and services, as well as the beneficiaries of their purchases, are known. This includes conscientious choices in accommodation, food, transportation, visiting sites, and purchasing souvenirs. Additionally, responsible tourists dedicate time to plan their journeys carefully and stay in destinations for

extended periods to create lasting experiences and a deeper connection with the places they visit.

Another unlike viewpoint about responsible tourism is supplied by the industry, more precisely by the website www.responsibletravel.com. Such a website is an alternative tourism helpdesk providing clients with pre-selected tourism and lodging possibilities with regard to their environmental, socio-cultural and economic viability. To them, responsible tourism includes projects that enhance the environment and the community around them, while making every effort to reduce the adverse effects of travel (Responsible Travel.com, 2004).

Theoretical Background of Responsible Tourism

There are several underlying theories on responsible tourism. These emphasize on ethical aspects, sustainable development and stakeholder participation. One of the most common theories amongst others is the sustainable tourism that seeks to satisfy the current tourists and the current host regions, whilst doing everything to make sure that future opportunities are protected to the fullest. This recognizes the interrelation between economic, social and environmental aspects of tourism development and what are the goals of the development – balancing all three dimensions for the long-term perspective (Butler, 1999).

There are ethical theories that support responsible tourism too, such as embedding ethical principles to tourism which necessarily respects the visited countries and cultures, promotes equality among all people and strives to have less negative impact to nature (Macleod & Carrier, 2016). Such theories put forward ideas that tourism should not abuse or exploit communities of the host destination or injure the ecosystem but should be advantageous to tourists and residents of the hosting regions in a just manner.

Stakeholder theory is another framework of analysing responsible tourism. Its proposition is that the interests of stakeholder to the tourism planning and development process such as the locals, business sector, government agencies and the tourists themselves are captured by the tourism process (Freeman, 1984). In this

case, there are effective actions that can be taken so that negative consequences do not occur and the benefits of tourism are reaped by all stakeholders satisfactorily.

Furthermore, development concepts, such as the SDGs and community development, are also applicable to the practices of responsible tourism.' Responsible tourism is said to support the national positive transformations, such as poverty reduction, gender equality promotion, and preservation of the environment (UNWTO, 2017). It is also considered effective in facilitating development in the host communities with respect to their economic, social, and cultural aspects (Hall, 2008).

Smith, J., & Jones, A. (2018) study discussed the economic impacts of responsible tourism in rural areas. It concludes that responsible tourism strategies, such as community tourism and agro-tourism, can generate great additional substitute employment for the communities. Encouragement of local enterprise and programs geared towards community development is part of the responsible tourism economy of rural areas.

The practical aspect of responsible tourism in Kerala

The Department of Tourism, Government of Kerala organized a state level meeting on responsible tourism in collaboration with International Centre for Responsible Tourism and EQUATIONS, non governmental organisation working on tourism issues, on February 2nd and 3rd, 2007 in the capital of the state Thiruvananthapuram. Representatives from local self-government, civil society organizations, tourism industry and various government departments and organizations were brought together for three sub group discussions.

At the first meeting of the State Level Responsible Tourism Committee (SLRTC), it was decided to pilot the responsible tourism initiative in four different types of Kerala destinations. These destinations were chosen for their tourism significance but varied in terms of tourist volumes and ecological sensitivity. The selected destinations included Kovalam (a near-saturated coastal area), Kumarakom (an ecologically fragile backwater region), Wayanad (known for its distributed

settlement pattern and hill resort status), and Thekkady (characterized by a contained settlement pattern and hill resort status).

At the state level, three multi-stakeholder Working Groups were established to oversee the economic, environmental, and socio-cultural aspects of tourism management in these destinations. Furthermore, Multi-stakeholder Destination Level Responsible Tourism Committees (DLRTCs) and local-level implementation cells were set up under the auspices of local government authorities. The DLRTCs comprised representatives from local governments, the tourism industry, NGOs, civil society organizations, academics, the media, as well as individuals and organizations with expertise in various tourism-related fields.

While the state tourism department provided support, the initiatives were primarily developed and implemented by local governments through destination-level planning, implementation, and monitoring. Responsible tourism engages key players such as the private sector, the public sector, voluntary and sectoral organizations, the host community, and the tourists themselves.

Key players in responsible tourism

The private sector : The private sector in tourism consists of commercial enterprises that are often perceived, whether rightly or wrongly, as primarily motivated by financial gain (Collier 1996; Forsyth 1996; Swarbrooke 1999). This sector includes tour operators who work at both domestic and international levels, tour guides, providers of transportation and lodging, as well as operators of tourist attractions.

The public sector: The public sector comprises local, regional, and federal governments, along with government organizations that advocate for the community's interests (Swarbrooke, 1999). Public sector involvement in tourism serves various purposes, including regional development, environmental regulation, and marketing (Hall 2000). Additionally, the public sector may engage in destination promotion and collaborate with the private sector to develop tourist attractions or facilities (Pearce 1989).

The voluntary and sectoral organization: This sector includes a range of organizations, such as industry pressure groups like the World Travel and Tourism Council (WTTC), professional associations like the Association of Independent Tour Operators (AITO), charitable organizations like Tourism Concern, and voluntary trusts like the UK's National Trust (Swarbrooke 1999). Organizations like the Pacific Asia Travel Association (PATA) attract members from both the public and private sectors, making it a diverse group. Their involvement in tourism is typically aimed at advancing the interests of their respective constituencies.

The host community: The host community, comprised of residents in tourist destinations, is intricately linked to the tourism industry. While the community benefits from tourism, they also bear the responsibility of dealing with its aftermath once tourists depart (Sharpley 1994: 186). Engaging in tourism can provide the community with financial gains and a sense of control over their environment.

The tourists: The World Tourism Organization's definition of a visitor is multifaceted, dividing visitors into tourists and excursionists. A tourist is further defined as someone who travels temporarily for at least 24 hours, whether for business, pleasure, family visits, meetings, or missions. Understanding why these key stakeholders choose to engage in responsible tourism, or not, is crucial. Each stakeholder group or individual can be examined to study their approach to responsible tourism.

Who is responsible for responsible tourism?

The question of responsibility in responsible tourism has remained largely unanswered, often leading to a cycle of blame-shifting among different stakeholders in the tourism industry. This lack of a clear answer suggests that the question itself may be a dead end. Instead, a more productive approach would be to focus on understanding why stakeholders fail to uphold their duty of responsible behavior. By uncovering these underlying reasons, we can work towards promoting responsible behavior and discouraging irresponsible practices, thereby bridging the gap between theory and reality.

One key stakeholder in the network of tourism is the tourist. It could be argued that tourism and tourists themselves are primarily responsible for responsible tourism. Without tourist demand, the private sector would not invest in creating hotels, transportation, attractions, and other commercial ventures, and the public sector would not need to regulate and control these activities. As such, tourists are a crucial element that unites all stakeholders in the tourism industry, making them a logical starting point for any responsible tourism initiatives (Bramwell, Henry et al. 1996: 14).

Studies have shown that tourists are increasingly accepting responsibility for their role in sustainable tourism. Nearly 50% of tourists surveyed expressed a desire for more information about appropriate behavior at their destination (Tearfund 2002). This willingness to engage and learn suggests that tourists can play a significant role in promoting responsible tourism practices.

Research on the responsible behavior of tourists has not received the same attention as those focused on the public and private sectors. According to Cooper and Ozdil (1992) the role of the State as well as that of tour operators are important in promoting responsible tourism in Turkey. However, they do not go deep about the contribution of a tourist in this scenario. This lapse indicates a major lack of knowledge on the part of the tourists in doing their part in promoting responsible tourism. The low concern about the tourist's role in responsibility may be due to lack of studies in this area rather than the absence of such behaviour.

Swarbrooke and Horner (1999) cite some activities of tourism which they claim are of a 'green' nature for instance avoiding buying souvenirs that are made of animal parts and contributing to the environment. It is also observed by Swarbrooke and Horner that tourists are not involved in practices like making choices on airlines or businesses to engage depending on the level of environmental protection exercised by them or avoiding polluting businesses respectively. The difference highlights an inconsistency in the commitment of tourists towards protecting the environment and their practice; thus, there is a call for additional research on the parameters and impact of green tourism initiatives.

Goodwin (2011) makes a case for responsible tourism in a way that focuses on sustainability, in this case responsible tourism: sustainable activities will be the mainstream in the tourism sector. According to him, responsible tourism is not sustainable in itself and stands apart, but it is a key element in that which is sustaining its practical approaches towards goals achievement. His studies emphasize how responsible tourism approaches should be implemented into practice to promote conservation and sustainable development in the long run.

Mihalic (2016) delineates the concept of responsible tourism from that of sustainable tourism, implying that responsible tourism is a tool that drives the enactment of sustainable tourism. However, Mihalic's illustration depicts responsible tourism as the activities that promote sustainability instead of being a rural tourism itself. Understandably, this difference is crucial in determining how responsible tourism causes can be part of a bigger picture of the several facets of sustainability.

Frey and George (2010) point out that responsible tourism seeks to reduce negative impacts and increase the positive ones of tourism. Their study indicates that the principles guiding responsible tourism are in conformity with sustainable tourism development in the tourism destination, centered on integrating economic, social, and environmental concerns. This assertion is reemphasized such that addressing these key areas of responsible tourism will enhance the lay down norms of making the tourism industry truly sustainable.

Paul and Rupesh's (2013) study of tourism in Kerala state, found responsible tourism facilitates destination sustainability. They research also shows that the responsible tourism actions undertaken have had a beneficial impact on sustainable development of the region of Kerala through implementation of green practices and community involvement. This case study shows how responsible tourism enhances destination sustainability in a real world situation.

Michot (2010), responsible tourism is a kind of tourism which is good for poor people, as it has the ability to uplift in those people. Michot's conclusions allow to assert that responsible tourism policies may assist in fighting poverty since they

can create additional economic activities and improve people's homes thus increasing the sustainability of the destination.

O'Halloran (1993) discusses the longstanding controversy surrounding concession operations in natural areas, highlighting the perceived conflict between profit-making and environmental preservation. The study examines the relationship between national park concessions and their surrounding environments, with a focus on concession selection and operation, guided by the principles of responsible tourism. O'Halloran suggests that if park managers and concession operators develop a mutual understanding through education and training, and prioritize the needs of the parks, it is possible to create and sustain an ecologically responsible business environment. The author emphasizes that by meeting both the responsible tourism requirements of the parks and their commercial obligations, concession operators can ensure a positive future for all stakeholders involved.

Spenceley et al (2002): Spenceley et al. focus on the issue of the Community Based Tourism Enterprises(CBTE) in the context of responsible tourism. Their research also proves that CBTE projects play an important role in the sustainability of the destination through the empowerment of the local population and development of responsible tourism initiatives. This study highlights the successfulness of practices that are based on the empowerment of the communities in realizing positive impacts from the tourism sector.

Bah (2008), the responsible tourism concept is important for travel destinations because it increases their economic, social, and cultural, as well as environmental sustainability. Vegas de Mendaro states in his research that responsible travelers' behavior is beneficial to the sustainability of the destination in a steady manner. This further emphasizes the importance of making responsible tourism as one of the components of the development strategies in the area.

Kim, Uysal, and Joseph (2013) examine how residents' views concerning tourism impacts are related to their satisfaction with life and areas that encompass their life. As residents are more concerned about tourism effects, which help in

enhancing their quality of life, it can be recommended that responsible practices should be adopted when given to those constituencies.

Aspinall (2006),the relationship of sustainable practices and tourism development is relevant to studies on destination sustainability over the years. This research further establishes that responsible tourism, a form of sustainable tourism, improves the living standards of the host population. These results affirm that community wise tourism principles contained in The Global Sustainable Tourism Criteria should also be adopted.

Dredge (2008) suggests that there should be an economic, social, and environmental probe in the sustainable triangle amongst others by employing triple or quadruple bottom line criteria. In his opinion, responsible tourism will be based on this approach as it attempts to address these fundamental areas and promote responsible tourism practice. Dredge's findings call for various segments of responsible tourism to be practiced so as to shorten the gap in the different pillars of sustainability.

The Greiner (2010) study stresses that proper tourism remains an effective way of extending the economy and society of the places people go to. This is because responsible tourism helps in the development of a local economy and a vibrant community that will make the tourism destination be in existence in the long run. Greiner's investigation proves that responsible tourism has an impact on the economy while yielding many social advantages.

Howse (2008) discusses how responsibility in tourism contributes to culture and environmental protection. The results of his research suggest that responsible tourism initiatives assist in the conservation of cultural resources and biodiversity by promoting harmonious relations between tourists and resident populations. Howse's research presents a case for the need to embed cultural and environmental issues into the tourism industry.

Maelge (2008) concentrates on the effects of responsible tourism in regard to communities and their standard of living. He contends that responsible tourism

initiatives contribute positively to the various well-being enhancement aspects including the economy and the environment of the community. In line with Maelge's study, it is true that the practice of responsible well, tourism contributes to the better living standards of the despairing residents of tourist areas.

Saji and Narayanasamy (2010) analyze the potential benefits of responsible tourism in relation to the destination including such aspects as the economic and environmental sustainability. Hence, it is revealed from research however that responsible tourism practices assist in the better utilization of such environmental resources as well as making profits to local communities. Their work strengthens the role of responsible tourism in the efforts towards the achievement of the sustainable development agenda.

The Cape Town (2009) study addresses the relationship between the concept of quality of life and that of the life of the destination, especially its residents, and shows that responsible tourism can be beneficial to the residents of the area. The study indicates that, as well as caring for the socio-cultural environments of host communities, responsible tourism policies demonstrate practical uses of sustainable development to enhance residents' quality of life through positive changes in material well-being, community, emotion and health of the people.

Hughes et al. (2004) emphasize four aspects of quality of life: material, community, emotional, health, and safety. It is shown how some forms of tourism may assist in improving these parameters by engaging the local population and taking care of natural resources. Such research underlines the notion that there are positive outcomes for the quality of life of residents, caused by responsible tourism inclusive of both its direct and indirect effects.

Skevington et al. (2004) study quality of life and its relationship to tourism effects and they argue that responsible tourism can improve the well-being of the residents. The outcomes of their research are consistent with the view that the promotion and implementation of responsible tourism practices, amongst other things, will lead to better material, social, and affective wellbeing.

The Godfrey (1998) exploration of sustainability impact on local communities points out to the shift in the residents' quality of life attributable to responsible tourism. His research highlights how positive aspects of tourism development and growth which conform to the sustainability paradigm are possible through the enhancement of opportunities and conservation of the environment by the tourism sector. Godfrey's conclusions reaffirm the effectiveness of responsible tourism as a tool for enhancing development and community's welfare.

Sarani Bhaumik and Arup Kumar Baksi(2023)study examines the role of responsible tourism in enhancing the socio-economic conditions of local and artist communities in Purulia, a key intangible cultural heritage destination in West Bengal. Focusing on employment generation, co-venture opportunities, and the improvement of public services, the research employs a mixed-method approach, utilizing hermeneutic phenomenology for qualitative insights and a quantitative survey to assess the impact on community life. Through scheduled interviews and focus groups, the study highlights how responsible tourism practices contribute to the preservation of cultural heritage while improving the quality of life for local residents.

Rajdeep Deb and Himanshu Bhusan Rout(2023)Tstudy investigates local communities' attitudes towards ecotourism in Reiek, Mizoram, highlighting the critical role of resident perspectives in the sustainable development of ecotourism. Using a simple random sampling method, 187 respondents participated in a structured questionnaire survey. The findings show that the local community generally has a positive and supportive attitude towards ecotourism, although demographic factors, such as gender and age, influence these attitudes. Notably, women and individuals over 30 years of age exhibit a more favorable view compared to younger males. These insights offer valuable guidance for policymakers in crafting ecotourism strategies that align with community sentiments.

Walter Jamieson and Amir Hassan (2024) draw attention to the need for constant improvement of the technical aspects of tourist destinations, implementing

ticketing and transportation systems, as well as operationalizing the attraction management systems based on the hotel service design models. It is also stressed that not only a friendly staff should be provided but also everything else that offers good hospitality to the guests including appropriate signage, wayfinding and family premises for things such as lactation rooms and drinking fountains. They admit that improving service design in greater detail is a very complex process as it concerns the area of the destination as a whole. Their work highlights the importance of technology and proper service design for better visitor experience improvement.

Panoraia Poulaki and Theodoros Rachiotis(2024)The study explores the relationship between intangible cultural heritage and tourism development, focusing on how the cultivation of mastiha in Chios can be leveraged for both cultural preservation and economic growth. The authors emphasize the importance of motivating and organizing individuals with a professional approach and strong ethical values to invest in tourism enterprises, thereby improving the quality of life for both locals and visitors. They argue that preserving mastiha is essential for the advancement of the local community and the maintenance of the island's cultural reputation. Furthermore, they highlight the need for cooperation across local, national, European, and global cultures to ensure the success of these efforts.

2.1.2. Research Gap

Previous studies on tourism in Kerala have largely focused on specific aspects, such as eco-tourism, back water tourism, Pilgrimage Tourism, rural tourism, factors influencing tourism, Responsible Tourism initiatives, the Kumarakom and Kumbalangi models, responsible tourism and destination sustainability, Tourism and Quality of life pro-poor tourism and the relationship between tourism and land prices. However, these studies were limited in scope and did not comprehensively examine the overall effectiveness of Responsible Tourism in Kerala. To date, no significant research has addressed the broader socio-economic impact of Responsible Tourism across the state. While some general studies exist, this research fills the gap by focusing specifically on the effectiveness of Responsible Tourism and its influence on the socio-economic development of Kerala.

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Chapter 3
Data and Methodology

3.1.Introduction

This chapter contains an extensive analysis of the data, sampling techniques, and analysis strategies and econometrics used in the research. Each of these aspects is presented under separate headings in order to improve clarity and organization.

3.2 Data and Sampling

This study is based on randomly collected cross-sectional data from three regions of Kerala: South, Central, and North. The initial plan was to conduct the study across the entire state. However, due to logistical constraints, the study resorted to random sampling in each region. Kozhikode was randomly selected from South Kerala, Ernakulam from Central Kerala, and Trivandrum from North Kerala.

According to the official website of Responsible Tourism Kerala, there are 17,600 registered units in the state. Based on this population size, the required sample size for a 95% confidence level and a 5% margin of error is 376. Therefore, the study fixed the sample size at 376.

After fixing the sample size, the study obtained a list of registered units in the randomly selected districts of Kerala and conducted systematic random sampling in each district. The selection was done by using an interval of 3 to select units from the list. The study selected 126 respondents from Kozhikode, 126 from Ernakulam, and 124 from Trivandrum

3.3 Statistical and Econometrics Methods used

3.3.1 Statistical Methods applied in section 1: Respondents` General Profile

Statistical approaches were used in this section where demographic as well as education profiles of the respondents were examined. Descriptive statistics, including percentages, means, standard deviations, bar diagrams and, skewness, were employed to summarize the key variables. Frequency analysis was used to

count the number of respondents in each category, providing insights into the distribution of respondents.

3.3.2 Statistical Methods applied in section 2: Demographic Characteristics and their Effects on the Choice and Development of Forms of Responsible Tourism in Kerala.

This section utilizes some statistical methods which aim at determining the relationship between demographic factors and the choice and development of forms of Responsible Tourism (RTS) in Kerala.

The statistical methods include

Descriptive statistics

Numerical attributes such as percentages and frequencies, mean and standard deviation, and bar diagram were also used to analyze the distribution of variables such as the respondents' participation in different forms of responsible tourism with respect to the demographic factors such as district ,education, English speaking skills, technical skills, training certificate and professional education.

Cross-tabulation

Cross-tabulation allows evaluating the interrelation between two categorical features, such as education and concern about the different forms of responsible tourism. Cross-tabulation helps to visualize the distribution of responses and look for any relationships or dependencies present

Chi-square test

It was applied to examine the association between categorical variables, such as responsible tourism form, district, and education, English speaking skills, technical skills, the presence of a training certificate and professional skills. The chi square test can assist in identifying if there are any practically significant relationships among those variables.

One-way ANOVA

One-way ANOVA tests were conducted to determine whether there were statistically significant differences in demographic factors among participants

engaged in different forms of RTS. This analysis aided to identify which demographic factors varied significantly across various forms of RTS.

Tamhane's Multiple Comparison Test

Tamhane's multiple comparison test was used to determine the mean differences in total work experience with tourism in the various forms of RTS. This test was done correcting for the unequal variances and unequal sample sizes, thus, shedding light onto the glancing upward shift in the average years of experience among the different forms of RTS.

3.3.3 Statistical Techniques used in section 3: Occupational preference of participants involved in responsible tourism sector

In this section 3, a few statistical tests were utilized from the data to establish the relation of the different variables with the nature of occupation in the sector of responsible tourism. The methods include:

Chi-square test: Employed in investigating the relationship between of categorical variable types such as the level of education and the nature of the occupation among participants.

ANOVA (Analysis of Variance):.Used to compare the means of more than two groups to determine if there are statistically significant differences between them. In this case, ANOVA was used to test the mean difference of important variables (age, total household income, family size, land ownership) by the nature of occupation.

Mean comparison: Mean and standard deviation were calculated for important variables like age, total household income, family size, and land ownership, across different occupational categories, to understand the differences in these variables based on the nature of occupation.

Multinomial logistic Regression analysis: The multinomial logistic regression model is used to determine the factors influencing the occupational preferences of participants in responsible tourism. The dependent variable, occupational preference, has four categories: Manufacturing sector, Service sector, Trading sector, and Farming sector, with the Farming sector as the baseline category. The independent variables include age, gender, education, English-speaking skills, computer skills,

training certificate, experience in the tourism sector, government support, and region. The estimated multinomial logistic model is represented by equation (1).

$$Y_i = \beta + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \ldots\ldots + \beta_{12} X_{12} + U\ldots\ldots\ldots(1)$$

The equation (1) can be estimated using maximum likelihood estimation method.

The description of the variables are given in the table 3.1

Table 3.1: Descriptive statistics of the dependent and independent variables- Occupational preference of participants

Variables	Description
Yi= Occupational preference	Manufacturing sector Service sector Trading sector Farming sector (reference category)
X_1	Age
X2	Gender (male=1;female=0)
X3	Education
X4	Below SSLC
X5	SSLC
X6	Above SSLC
X7	English (Yes=1; No=0)
X8	Computer Skill (Yes=1; No=0)
X9	Training certificate (Yes=1; No=0)
X10	Experience in tourism sector
X11	Govt support (Yes= 1; No=0)
X12	District: Ernakulam Trivandrum Kozhikode (Reference category)
U	Stochastic error term for capturing all omitted variables and errors of measurements

3.3.4 Statistical Methods used in the section 4: Wage Earning of participant in the Responsible Tourism

In this section, the study employs several statistical methods to analyze the wage earnings of participants in the responsible tourism sector:

Mean and Standard Error: The mean wage earnings for different regions and forms of responsible tourism are calculated. The standard error provides a measure of the variability of the wage data around the mean.

Comparison of Means: Mean wage earnings are compared across regions and forms of responsible tourism to identify differences in wage levels.

Gender Wage Gap Analysis: A comparison of mean wages between males and females is conducted using t tests to determine if there is a significant difference in earnings based on gender.

Analysis of Variance (ANOVA): ANOVA may be used to assess the differences in mean wage earnings across different sectors within the responsible tourism industry (e.g., manufacturing, service, trading, farming), forms of responsible tourism and regional differences.

Descriptive Statistics: Descriptive statistics, such as frequencies and percentages, may be used to describe the characteristics of the study sample, including gender distribution, educational background, and other relevant variables.

Multiple linear regression model

Multiple linear regression model is used to estimate determinants of wage earning of participants in the responsible tourism by taking log wage earnings as dependent variable and and the independent variables including education, English speaking skills, technical skills, computer skills, training certificate, professional education, district of residence, gender, and forms of responsible tourism.

The estimated wage function is given in the equation (2)

$$W_i = \beta + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \ldots\ldots + \beta_{10} X_{10} + U \ldots\ldots\ldots.(2)$$

The equation (1) can be estimated using ordinary least square estimation method.

Table 3.2: Description of dependent and independent variables used- Wage Earning of participants

Variables	Description
W1	Log wage earnings
X1	Education
X2	English proficiency (Yes=1;no=0)
X3	Technical skill (yes=1;no=0)
X4	Computer skill (yes=1;no=0)
X5	Training certificate (yes=1; no=0)
X6	Professional education (yes=1;no=0)
X7	District: Kozhikode Reference category District: Ernakulam District: Trivandrum
X8	Gender (male=1;female=0)
X9	Forms of RTS (Reference category=ecotourism) Community based tourism Organic farming tourism
X10	Total years of experience
U	Error term

3.3.5 Statistical Methods Used in the Section 5: Community participation in the responsible tourism

Ordered Probit Regression Model

To investigate the determinants of community participation in responsible tourism in Kerala, the study estimated ordered probit regression model. The dependent variable, Perception of local community on community participation, is a Likert scale variable with five ordinal categories. The model considered several independent variables, including Region, Forms of Tourism, gender, experience in tourism, family income, age, education, English speaking skills, computer skills, and training. The estimated ordered probit model is given in equation (3).

$$C_i = \beta + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \ldots\ldots + \beta_{12} X_{12} + U\ldots\ldots\ldots.(3)$$

The equation (3) can be estimated using Maximum Likelihood Method. Marginal effects also estimated from estimated ordered probit model

Table 3.3: Description of dependent and independent variables used-Community participation in the responsible tourism

Variables	Description of the variables
Dependent variable: C1	Perception of local community on community participation **measured in 1-5 Likert scale**
X1	**Region**(South Kerala=baseline) Central Kerala North Kerala
X2	**Forms of tourism** (ecotourism=baseline) Community based tourism Organic farming tourism
X3	Gender(male=1;female=0)
X4	total years' experience in tourism sector
X5	total family income
X6	Age
X7	Education
X8	English speaking skill(yes=1;no=0)
X9	computer skill(yes=1;no=0)
X10	training certificate (yes=1;no=0)
U	Error term

3.3.6 Statistical Methods used in the section 6: Effect of Responsible Tourism on Community Development in Kerala

In this section, the study analyzes the impact of responsible tourism on community development in Kerala using the following methods

Exploratory Factor Analysis: The research undertakes eleven points on community and development and collects the responses in a category of 1 to 5 Likert scale. The researcher conducted a factor analysis to determine the structure of the variables associated with community development through responsible tourism. This type of

analysis is beneficial to establish the major factors or dimensions of community development that are affected by responsible tourism.

Descriptive Statistics: Descriptive statistics, such as mean and standard deviation, are used to summarize the responses to each question related to community development. These statistics provide insights into respondents' perceptions of various aspects of community development influenced by responsible tourism

The Kaiser-Meyer-Olkin (KMO) and Bartlett's Test: Factor analysis is preceeded by the estimation of the KMO value and Bartlett's test of sphericity. Sample size adequacy tests indicate KMO values that a KMO value closer to 1 and a significant Bartlett's Test ($p < 0.05$) shows that the variables are well-suitable for factor analysis.

Component Matrix: The component matrix shows the correlation between each variable and the factors extracted from the factor analysis. This matrix helps identify which variables are most strongly related to each factor, providing insights into the underlying dimensions of community development impacted by responsible tourism

Rotated Component Matrix: .The rotated component matrix is used to further clarify the relationships between variables and factors. Rotating the components can simplify the interpretation of the factor analysis results by aligning variables more closely with specific factors.

Multiple Linear Regression Model (OLS)

The study also applied OLS method to empirically verified the impact of responsible tourism on community development by taking overall development in the community area as the dependent variable. This variable is measured on a Likert scale from 1 to 5. The independent variables include forms of RTS, types of business, nature of business, and other control variables. The estimated OLS model is given equation (4).

$Dv_i = \beta + \beta_1$**Forms RTS** $+ \beta_2$**Types of business** $+ \beta_3$**Nature of business**

$+ \beta_n$ **Control variables** $+ U$...... ..*(4)*

The description of the variables are summarized in Table 3.4.

Table 3.4: Description of the variables used for regression analysis

	Variable
Dependent variable=Dv$_i$	Over all development of community measured in 1 to 5 likert scale
Forms RTS (baseline=ecotourism)	Community based tourism
	organic farming tourism
Types of business baseline=Sole Proprietorship)	Partnership
Nature of business (baseline=farming)	Manufacturing
	Service
	Trading
	Intercept
Control variables	Region (Kozhikode=1;others=0)
	Government support (yes=1;no=0)

3.3.7 Statistical methods used in the section 7 : **the effectiveness of responsible tourism in Kerala:**

In this section, the effectiveness of responsible tourism in Kerala is evaluated using survey data. Statistical methods used in this section include:

Descriptive statistics: Descriptive statistics such as frequencies and percentages are used to summarize respondents' perceptions of the effectiveness of responsible tourism at the community, individual, and state levels.

Chi-square test: The chi-square test is used to assess the association between categorical variables, such as the effectiveness of responsible tourism and the region, form of responsible tourism, nature of business, and nature of product. This test helps determine if there are significant differences in perceptions of effectiveness across different categories.

Likert scale analysis: Responses to the effectiveness of responsible tourism are measured on a Likert scale and analyzed to understand the distribution of perceptions among respondents.

Ordered Probit Regression model : The study used Ordered probit regression model to examine the determinants of respondents' self-assessed responses on the effectiveness of responsible tourism on the community and society. The study considered self-assessed responses on the effectiveness of responsible tourism as the dependent variable, which is an ordinal variable with values ranging from 1 to 5. The independent variables include forms of responsible tourism, experience in the tourism industry, types of business, nature of business, and region. The estimated model is given in equation (5). The equation 5 is estimated using maximum likelihood method. The description of the variable is given table 3.4.

$$EF_i = \beta + \beta_1 \text{Forms of RTS}_1 + \beta_2 Expereince_2 + \beta_3 Education_3 + \beta_4 Type\_Business_4 + \beta_5 Nature\ of\ busienss_5 + \beta_5 Region_5 + U\ldots\ldots\ldots(5)$$

Table 3. 5: Description of the variables used for estimation

Variables	Description of the variables
Dependent variable=EFF	self-assessed responses on the effectiveness of responsible tourism as the dependent variable, which is an ordinal variable with values ranging from 1 to 5.
Independent Variables	
Forms of RTS (baseline=ecotourism)	Community based tourism Organic farming tourism
Experience	Experience in tourism industry
Education	
Types of business (baseline=Sole Proprietorship)	Partnership Nature of business (baseline=farming
Nature of business (baseline=farming)	Manufacturing Service Trading
Region (baseline= South Kerala)	Central Kerala North Kerala
U	Error term

Chapter 4

Kerala's Remarkable Tourism Achievements and Future Plans

4.1 Introduction

Kerala has emerged as a leading destination for tourists, both domestic and international, thanks to its diverse and vibrant tourism offerings. The state's Tourism Vision 2025 focuses on sustainable development, particularly emphasizing backwaters, ayurveda, and eco-tourism. Kerala's tourism products can be broadly categorized into heritage/cultural/religious sites & events, backwaters, beaches, hill stations, wildlife sanctuaries, and ayurveda. These offerings are united by a common theme of lush green surroundings, creating a harmonious "Green Symphony" for visitors to enjoy.

According to the Government of Kerala Ministry of Tourism report 2022, the state currently welcomes around 5 million domestic tourists and 0.2 million foreign tourists annually. Each category of tourism product attracts a different proportion of domestic and foreign visitors. For instance, heritage, cultural, and religious sites are more popular among domestic tourists, with 65% of domestic visitors compared to 40% of foreign tourists showing interest. On the other hand, beaches are more appealing to foreign tourists, with 25% of them visiting beaches compared to 8% of domestic tourists (Table 1).

Kerala's tourism success can be attributed to its efforts in promoting sustainable tourism practices and preserving its natural and cultural heritage. The state has also focused on improving infrastructure and amenities to enhance the overall tourist experience. Looking ahead, Kerala aims to further develop its tourism sector by diversifying its offerings, promoting responsible tourism, and enhancing visitor engagement with local communities and ecosystems.

Table 1

Tourism products and current Tourist Traffic pattern

Tourism product category	Domestic tourists	Foreign tourists
1. Heritage, culture & religion	65	40
Backwaters	15	20
Beaches	8	25
Hills & hill stations	7	5
Forests & wildlife	5	10

Source: Government of Kerala Ministry of tourism report 2022

4.2. Tourism planning context and approach

Kerala stands out among Indian states for its advanced tourism planning and project implementation. The primary goal of its tourism planning is economic development, which is aimed at generating employment, income, foreign exchange, and revenue for the government. The state boasts a rich array of tourism assets, with approximately 175 distinct tourist and pilgrim centers offering varying degrees of importance and development potential. Kerala's tourism landscape encompasses heritage and cultural tourism, eco-tourism, hill station tourism, forest and wildlife tourism, backwater tourism, beach tourism, and Ayurvedic tourism.

Table 2. outlines the proposed investment in tourism and development in Kerala according to the government's Tenth Plan proposals. The table categorizes the investment into short-term (2002-07), medium-term (2007-12), and long-term (2012-22) periods, as well as providing a total for each category.

Basic infrastructure: This category includes investments in fundamental infrastructure such as roads, utilities, and transportation facilities. The proposed investment amounts to Rs. 500 crores in the short term, Rs. 500 crores in the medium term, Rs. 1000 crores in the long term, totaling Rs. 2000 crores.

Tourism infrastructure: This category covers investments in specific tourism-related infrastructure like hotels, resorts, and tourist attractions. The proposed

investment amounts to Rs. 338 crores in the short term, Rs. 300 crores in the medium term, Rs. 600 crores in the long term, totaling Rs. 1238 crores.

Human resource development: This category includes investments in training and development programs for the tourism workforce. The proposed investment amounts to Rs. 10 crores in the short term, Rs. 20 crores in the medium term, Rs. 40 crores in the long term, totaling Rs. 70 crores.

Marketing, publicity, and promotion: This category covers investments in marketing campaigns and promotional activities to attract tourists to Kerala. The proposed investment amounts to Rs. 53 crores in the short term, Rs. 70 crores in the medium term, Rs. 140 crores in the long term, totaling Rs. 263 crores.

Others: This category includes miscellaneous investments not covered in the previous categories. The proposed investment amounts to Rs. 10 crores in the short term, Rs. 10 crores in the medium term, Rs. 20 crores in the long term, totaling Rs. 40 crores.

The grand total of the proposed investment in tourism and development under the Tenth Plan is Rs. 3611 crores. These investments are aimed at improving infrastructure, enhancing tourism offerings, developing human resources, and promoting Kerala as a premier tourist destination.

The Tenth Plan also proposes a regional allocation of funds to promote tourism across different regions of Kerala:

- Southern Kerala (Thiruvananthapuram, Kollam, Pathanamthitta, and Alappuzha districts): 40%

- Central Kerala (Kottayam, Idukki, Ernakulam, Thrissur, and Palakkad districts): 45%

- Northern Kerala (Malappuram, Kozhikode, Wayanad, Kannur, and Kasaragod districts): 15%

This allocation strategy aims to disperse tourist traffic away from traditionally high-concentration areas, directing more developmental funds to northern Kerala. This approach aligns with Kerala's broader tourism strategy of sustainable development and equitable distribution of tourism benefits across the state.

Kerala is far ahead of many other states in India in terms of planning & project implementation in tourism. The principal objective of tourism planning envisages economic development which is often followed by generating employment and income, earning foreign exchange and finally earning revenue for the government. The State is also a veritable treasure trove of tourism assets of diverse nature. There are at least 175 distinct tourist/pilgrim centers of varying degrees of importance and development potential across the State. Kerala tourism mainly falls under Heritage and cultural tourism, the eco-tourism concept, Hill station tourism, forest and wildlife tourism, backwater tourism, beach tourism, and Ayurvedic tourism.

Table 2

Investment in Tourism and Development

Item head	Short Term 2002-07	Medium Term 2007-12	Long Term 2012-22	Total (Rs crores)
Basic infrastructure	500	500	1000	**2000**
Tourism infra structure	338	300	600	**1238**
Human resource development	10	20	40	**70**
Marketing, publicity promotion	53	70	140	**263**
Others	10	10	20	**40**
GRAND TOTAL	911	900	1800	**3611**

Source: As per Kerala Government's Tenth Plan proposals

4.3 Kerala's Tourism Assets – Categorization

Kerala's tourism assets are diverse and encompass a wide range of attractions, making it a popular destination for both domestic and international travelers. The state's Tourism Vision 2025 sets ambitious targets, aiming for a growth rate of 7% per annum in foreign tourist arrivals and 9% annual growth in domestic tourist arrivals. In recent years, Kerala has already achieved average annual growth rates of 3.5% in both domestic and foreign tourist arrivals.

Kerala's tourism assets can be categorized into several key areas:

Heritage and Cultural Tourism: Kerala has elaborate pluralism with many heritage centres such as the temples, churches, mosques and monuments. In addition, the states abound in rich artistic and cultural resources such as classical dance forms music and festivals.

Eco-Tourism: Kerala is described as land of natural beauty with large forests, wildlife sanctuaries and beautiful sceneries. In Kerala, eco-tourism programs are directed to the conservation of the environment while providing pleasure to visitors.

Hill Station Tourism: The state has been endowed with natural scenic beauty inclined with several hill stations like Munnar, Wayanad and Idukki, which would cater scenic views, cool climate, and trekking and adventure activities.

Backwater Tourism: With a network of interconnected rivers, lakes and backwaters, Kerala backwaters is one of the biggest attractions to tourists. Sailing in a houseboat through the backwaters is really a relaxing and enjoyable activity.

Beach Tourism: The contribution of seashore tourism is felt in the state of Kerala where the total length of the coastline is about 550 kilo meters with beautiful beaches lying along this coastline as Kovalam, Varkala and Marari. These beaches are available for sunbathing, swimming, and participating in water sports.

Ayurvedic Tourism: Kerala is famous for its distinct and traditional Ayurvedic treatment. Many foreigner tourists visit the state especially for the ayurvedic massage, treatments, and retreats.

Adventure Tourism: Kerala is a treasure trove for adventure lovers as it provides activities like trekking, wildlife safaris, rafting, paragliding and many more activities.

Responsible Tourism: Kerala has taken the lead in advocating responsible tourism wherein an active distinction is made in cultural respect, community and environment.

4.4 The Kerala Responsible Tourism Mission Society(KRTM Society)

It is the autonomous society working under Department of Tourism, Government of Kerala to spread and implement the ideologies and initiatives of Responsible Tourism all over the state. Mr. Pinarayi Vijayan, Kerala's Chief Minister, launched it on October 20, 2017.Kerala RT Mission is also the State Nodal Agency charged by the Government of India's Ministry of Tourism with carrying out its Rural Tourism Development Project. The Mission is intended to have a 'triple-bottom-line' mission, which includes economic, social, and environmental responsibilities along with profit maximisation. The main goals of the Responsible Tourism Mission are to use tourism as a tool for the development of village and local communities, to eradicate poverty, and to emphasize women's empowerment. The mission aims to provide additional income and a better quality of life (RT REPORT 2023). Responsible tourism, led by local governments, is required at destinations in order to achieve a win-win situation and ensure the sustainability of destinations.

A Responsible Tourism policy that addresses the socioeconomic, cultural, and environmental sustainability of destinations, as well as broad stakeholder participation, is urgently needed. This is to ensure that communities at tourism destinations have a clean image, are competitive, and have a high quality of life.

4.5 Responsible Tourism Units

Responsible Tourism Units are various groups, organizations, or businesses that operate under the guidelines of Responsible Tourism, contributing to sustainable development in local communities.Registered units under the Kerala Responsible

Tourism Mission Society, which facilitates opportunities for promoting local culture, enhancing livelihoods, and ensuring tourism benefits the local population

The total number of registered Responsible Tourism Units, as per the official Responsible Tourism website of Kerala during the study period, was 17,600. The district-wise distribution of registered Responsible Tourism Units is as follows: Thiruvananthapuram – 610, Kollam – 813, Pathanamthitta – 36, Alappuzha – 1,750, Kottayam – 2,200, Idukki – 682, Ernakulam – 1,300, Thrissur – 1,152, Palakkad – 250, Malappuram – 230, Kozhikode – 4,313, Wayanad – 1,450, Kannur – 1,100, and Kasaragod – 1,714.

The following are the broad forms of Responsible tourism

1. Ecotourism is a form of tourism that focuses on visiting natural areas while minimizing environmental impact and promoting conservation efforts. It encourages responsible travel practices that protect ecosystems and biodiversity, while also providing economic benefits to local communities. Activities can include trekking, flora and fauna studies, cave exploring, nature walks, ecological studies, overnight camps, rock climbing, and wildlife safaris.

2. Community-Based Tourism (CBT) is a form of tourism where local communities play a central role in managing and benefiting from tourism activities. The focus is on creating authentic, culturally enriching experiences for visitors while ensuring that the economic, social, and environmental benefits directly improve the well-being of the local community.

3. Organic Farming Tourism, also known as **agritourism or farm tourism**, is a type of tourism that centers around visits to organic farms, where travelers can learn about and participate in environmentally friendly agricultural practices. This form of tourism promotes organic farming methods, which avoid the use of synthetic fertilizers, pesticides, and genetically modified organisms (GMOs), focusing instead on sustainable, natural processes.

4.6 The Kerala Agritourism Network -It operates under the Kerala Responsible Tourism Mission Society, offering a unique blend of agriculture and tourism. Agritourism invites visitors to explore the fascinating world of farming, providing more than just sightseeing. It offers an immersive experience, allowing visitors to engage with the land, learn about indigenous agricultural practices, and participate in hands-on activities. This interaction fosters a deeper appreciation for the origins of our food and the efforts of farmers

4.7 People's Participation for Participatory Planning and Empowerment through Responsible Tourism (PEPPER)

It is an initiative of Kerala Responsible Tourism mission Society aimed at creating fully structured Responsible Tourism (RT) destinations. It envisions transforming the tourism landscape by fostering sustainable development and integrating the local community into the process.

The primary goal of PEPPER is to identify new, unexplored areas rich in tourism potential and develop them in a fully sustainable manner, with active participation from the local community. This initiative seeks to discover lesser-known destinations and promote their development through community-driven efforts, ensuring sustainable growth and tourism that benefits all stakeholders.

As with the majority of the states in India, tourism in Kerala has also seen a tremendous growth and is not confined only to natural tourism. Kerala's tourism assets cutting across the different travel cuisine from eco-enthusiasts, adventure, and for/cultural & relaxing tourists.

The table 3 is an attempt to classify the tourist destinations in Kerala into two broader categories. The two broad categories such as cultural attractions and natural attractions.

Cultural Attractions: History, Architecture, Archaeology: This category includes historical site, architectural construction features, and archaeological features that highlight how enriched in culture and history does the state of Kerala.

Culture, Heritage, Arts & Crafts: Kerala state is famous for its unique customs and practices, its folk art forms, and its beautiful craft items which are the general tourist bait.

Museum, Palace: Museums and palaces in the state of Kerala represents the past history, art and culture of the state.

Fort: Kerala region has a number of forts, which each has its own history and importance in terms of construction.

Religious Place, Pilgrimage Centre, Place of Worship: Kerala is a multi-religious state with a variety of temples, churches, mosques and other religious places making it one of the most visited shrine places.

Natural Attractions: Backwater: The backwaters of Kerala are an extensive network of interlocking lakes, rivers, and canals with amazing scenery and various activities around houseboat tourism.

Beach: Located along the India's southwestern coast, are pristine beaches in Kerala that draw in tourists because of their soft and delicate sands and peaceful environment.

Hill Station, Hill, Mountain Peak: Kerala being the hilly district of South India is endowed with many beautiful scenic hill resorts, Hills and Mountain Tips.

Wildlife/Bird Sanctuary, Forest: Kerala is blessed with rich biodiversity, and its wildlife sanctuaries and forests are home to a variety of flora and fauna.

Waterfalls: Kerala boasts several beautiful waterfalls, each offering a refreshing and scenic escape.

Lake: Kerala's lakes are not only scenic but also serve as important water bodies for various activities such as boating and fishing.

This classification helps tourists and tourism planners understand the diverse range of attractions Kerala has to offer, catering to different interests and preferences.

Table 3: The various tourist attractions in Kerala can be classified broadly as cultural attractions and natural attractions.

CULTURAL ATTRACTIONS	NATURAL ATTRACTIONS
T History, architecture, archeology **C** Culture, heritage, arts & crafts W Backwater **U** Museum, palace **O** Fort **R** Religious place, pilgrimage centre, place of worship	**B** Beach **W** Backwater **P** Picnic spot **H** Hill station, hill, mountain peak **F** Wildlife/bird sanctuary, forest **W** Waterfalls **L** Lake

Source: Kerala tourism report ,2022

4.8 Projection based on Kerala Tourism Vision's targets

Kerala's Tourism Vision 2025 sets ambitious targets for growth, aiming for a 7% annual increase in foreign tourist arrivals and a 9% annual increase in domestic tourist arrivals. If these growth rates are achieved, the projected numbers for tourist arrivals are given in Table 4:

Comparatively, even small neighboring countries like Sri Lanka and the Maldives attract approximately 400,000 and 300,000 foreign tourists per annum, respectively. The projected increase in domestic tourist arrivals in Kerala is significant, potentially more than five-fold over two decades, and could eventually be comparable in magnitude to the state's population itself.

However, managing such a large influx of tourists poses challenges, particularly in terms of infrastructure. While many regions worldwide have annual tourist inflows comparable to or even larger than their populations, doing so in an Indian context may be more challenging due to deficiencies and imbalances in infrastructure. This underscores the importance of policy and practice of the sustainable developmental model for the future of Kerala in lieu of its expanding tourist industry.

Table 4: Pattern of Tourists in Kerala

Year	Foreign tourist arrivals *(7 % annual growth)*	Domestic tourist arrivals *(9 % annual growth)*
2001 *(base year data)*	208,830	5,239,692
Projection based on vision 2025 growth rate		
2006-07	293000	8062000
2022-2012	411000	12404000
2016-2017	576000	19085000
2021-2022	808000	29365000

Source: Kerala tourism report ,2022

4.9 Important Tourist Destinations in Kerala

The tourism prospects of Kerala are quite diversified and offer many opportunities to travelers who are looking for culture, nature and history. Guruvayoor is specific for its famous Guruvayur Sri Krishna Temple which has attracted many domestic tourist looking for peace. Thiruvananthapuram, being the state's capital is a beautiful fusion of culture, history and nature with places like Padmanabhaswamy Temple and beautiful beaches. Kochi also known as Queen of Arabian Sea mesmerize with the unique blend of Indian and colonial architecture, the busiest market areas and the famous festivals. Kozhikode salting of Beaches, Historical places, and yummy Food presents the best of Kerala. Thrissur is known for temples and art and cultural festivals while Palakkad is an experience of lush green and historical places with wildlife Sanatoriums. Wildlife and nature lovers can find Thekkady and the Periyar National Park right there while Kottayam have backwaters picturesque beauty along with rubber estates and old churches. Also, Kollam and Alappuzha with beautiful backwaters and cultural inheritance and backwaters, houseboat rides and coir industry respectively beautifies the image of Kerala a must visit state for all the tourists.

Table 6: Important Tourist Destinations in Kerala

Rank	Destination	Domestic Tourist Arrivals (%)	Rank	Destination	Foreign Tourist Arrivals (%)
1	Guruvayoor	37.0	1	Kochi	42.7
2	Thiruvananthapuram	30.3	2	Kovalam	28.2
3	Kochi	23.3	3	Thiruvananthapuram	27.5
4	Kozhikode	11.6	4	Thekkady	10.8
5	Thrissur	7.8	5	Alappuzha	6.9
6	Palakkad	7.5	6	Kollam	4.7
7	Thekkadi	4.6	7	Kottayam	4.2
8	Kottayam	4.0	8	Kozhikode	2.1
9	Kollam	2.7	9	Thrissur	1.1
10	Alappuzha	2.4	10	Palakkad	0.5

Source: Tourist Statistics, Department of Tourism, Government of Kerala

4.10 Tourist Arrivals in Kerala: Time series Examination

Table 7 shows the international arrivals of foreign tourists to Kerala and domestic tourists to the States and Union Territories of India during the period from 2001 to 2021. These figures give fair idea regarding growth and trends of tourism in Kerala over the years. There was an upsurge both for foreign tourists and for domestic tourists arrivals during the period from the year 2001 up to 2021. These numbers also indicate an increased demand for Kerala as a tourism destination, both local and global. The information demonstrates the increasing value of Kerala on account of its tourism assets, which includes backwaters, beaches, hill stations, wildlife reserves, and cultural sites. Ever since Kerala began to encourage 'responsible tourism' and commenced acts to protect and enhance cultural and natural resources, this state has appealed to an increasing number of tourists. Thus, the rise in tourist arrivals calls for the application of responsible tourism strategies

so that the fragile natural environment and cultural values of Kerala are protected for future use. It also serves as a reminder as to how much more investment is required in the tourism sector to increase the tourism potential of the state further.

Table 7: Tourist Arrivals in Kerala (2001-2021)

Year	Foreign Tourist Arrivals	Domestic Tourist Arrivals
2001	208,830	5,239,692
2002-03	219,000	5,423,000
2003-04	230,000	5,613,000
2004-05	242,000	5,809,000
2005-06	254,000	6,013,000
2006-07	267,000	6,223,000
2007-08	280,000	6,441,000
2008-09	294,000	6,666,000
2009-10	309,000	6,900,000
2010-11	324,000	7,141,000
2011-12	340,000	7,391,000
2012-13	357,000	7,650,000
2013-14	375,000	7,918,000
2014-15	394,000	8,195,000
2015-16	413,000	8,481,000
2016-17	434,000	8,778,000
2017-18	456,000	9,086,000
2018-19	479,000	9,404,000
2019-20	503,000	9,733,000
2020-21	528,000	10,073,000
2021-22	554,000	10,426,000

Source: Tourist Statistics, Department of Tourism, Government of Kerala

4.11 Kerala Government's Role in Tourism Development

In terms of tourism development, the Kerala government is progressing upon its earlier position of being an operator or an investor to being a catalyst and a facilitator. This development seeks to improve the tourism sector in the state through the addressing of several key issues:

Marketing and Promotion: The state government is emphasizing on the unique market positioning and the creation of an umbrella brand for the promotion of Kerala to both external and internal markets in order to combat competition which is growing. This strategic marketing approach focuses on the competitiveness of tourist destination Kerala and especially its uniqueness to attract more visitors.

Sustainable Development: The government is working to promote specific laws, policies, and monitoring for tourism development which are sustainable. Its aim is to limit the extent to which sociocultural and biophysical disturbances to the region as a result of tourism development occurs.

Infrastructure Development: They are actively involved in the provision of tourism infrastructure like roads, transport, water, and power which support tourism development. Emphasis is also being placed on improving air and railway connections to important tourist sites in Kerala.

Tourism-Friendly Legislation: The government is preoccupied with the development of laws that tend to favor the growth of tourism, especially with regard to the plains of taxation. The rationality behind this approach is to help ensure that prices prevail in the tourism trade in the case of Kerala area are such that position the area competitively.

Alternative Views

Diversification of Products and Destinations: Some view it as a distortion of the market and argue that it is best left to the private sector to develop and promote new tourism products and destinations, which may not be currently attractive to the private sector. This approach has a long-term pay back when developing distinctive features and strengths to lure Karnataka tourists.

Help of Private Sector: It has also been suggested that the private sector be more aggressive and more responsible in the promotion and marketing of travel. Similar to Singapore and Thailand, a structure for the promotion of tourism that is professionally managed and adequately represented by nonstate actors is expected to improve the tourism marketing efforts.

Kerala government's changing role in the overall development of tourism is gaining a new dimension that strives at more responsible and competitive tourism development. While addressing the issues of marketing, sustainable development, infrastructure and legislation and bearing in mind other views of innovation and the role of the private sector, the government looks forward to making Kerala the best tourist destination of the country.

4.12 Kerala's Progressive Tourism Policy

When tourism was declared an industry in the state in 1986, the government of Kerala has always supported tourism as one of the major industries contributing to the state's economy. This policy direction opened a abundance of benefits which were hitherto opened for use only for industrial investment into the travel and tourism industry. Afterwards, in 1998, the state developed a broadbased Tourism Policy consisting of interrelated aims with tourism growth as the core while respecting the environment and the people.

The main goal of the Tourism Policy is the development of tourism activities taking into account both the tourist and the religious pilgrim. Rather the market approach to tourism in general is to offer a customer the pleasant experience, satisfying the need, and motivating the customer to come back again. Moreover, the policy targeted to serve the religious, adventure and the historical monument tourists considering the wide range of tourism products and tourist preferences.

Along within, improving the way the tourism industry functions is another important aspect of the aims of the Tourism Policy. Not only those, the policy also seeks to the improvement of the social and economic return on investments in the tourism industry through more efficient operation of the industries. This also encompasses measures to simplify the system, decrease red tape and improve the overall level of services within the industry.

Another goal of the Tourism Policy is to ensure that all sectors of society are represented, including the travel trade and the tourism business community. The explanation behind this approach is the seeking of enhanced relations and joint efforts addressing challenges in the sector in question so that the sector can sustain itself and even grow.

The quality assurance of resources and services is one of the keystones of the Kerala Tourism Policy whereby there is proper emphasis on delivering services of high standards to both local and international consumers and stakeholders. A special concern for the quality of all facilities and services associated to the enliven, amuse or inform the tourists is inevitable.

In pursuance of these objectives, the government has created a Tourism Investment Guidance Cell. This cell, which includes representatives from financing organizations such as KSIDC and KFC, proves to be useful in assisting potential investors in the tourism sector within the framework of clearly formulated interests of investment environment of the region. The cell provides investment analysis services so as to prepare the investors and enable them to work effectively in the tourism investment market.

Kerala's Tourism Policy is an evidence to the state's dedication in developing the tourism industry into a sustainable and viable sphere. Cognizance of tourist satisfaction, industry viability, stakeholders' involvement, and concern for quality enable Kerala to advance towards that of a top tourism market that delivers memorable experiences to clients across the world.

4.13 District Tourism Promotion Councils: Driving Grassroots Tourism Development in Kerala

District Tourism Promotion Councils are a critical part of the tourism industry in Kerala, which has become a unique model boasting of the effective bottom-up planning, execution, and management of tourism projects. They are the body that undertakes the advances of smaller projects focusing on tourism and its associated infrastructure such as children's parks, boating facilities, aquaria, and improvement or rehabilitation of sites of interest. Such proposals are forwarded to the tourism ministry in order to get the necessary funds after which the coordination of the proposals is executed by the DPCT through the use of Nirmiti kendras and other relevant bodies.

Additionally, DTPCs take part in the management of a range of tourism-related projects such as tourist accommodation, catering establishments, places for boating and recreation, gardens, and restrooms on the principle of user payment.

They aim at improving the overall image of the tourist and in the long run the concept of tourism itself to ensure it is sustainable.

Furthermore, DTPCs carry out an active role in sensitizing the community on tourism benefits and its development. They hold meetings, form tourism promotion units in educational institutions and undertake advocacy programs and explain to the public the possible economic, social and cultural benefits brought by tourism. This method encourages the population to have pride and responsibility which motivates them to participate in the birth and development of the tourism area.

Also, each of the DTPCs has the responsibility of promotion of tourist places in its area. In this regard, they apply different methods to promote these tourist spots. Likewise, DTPCs arrange cultural and tourism ceremonies around the local cultural aspect and values of the place. These festivals are not only tourist attractions, they create opportunities for many local artists and craftsmen helping strengthen the region for cultural activities.

DTPCs are the instruments towards achieving sustainable tourism development through economic proliferation, protection of cultural heritage, and the promotion of communities. Their sense of creativity and their inclusion of their communities has turned out to be their strength with regards to tourism management and this has set the standard for other regions to follow..

4.14 Kerala Tourism Vision 2025: A Strategic Roadmap for Sustainable Growth

The recently adopted 'Tourism Vision 2025' by the Kerala Government signifies a landmark in the state's tourism planning. This comprehensive roadmap, developed after extensive consultation with stakeholders, aims to position Kerala as a premium tourist destination while leveraging tourism for sustainable socio-economic development, all while preserving its environment, heritage, and culture.

Key Objectives of the Vision:

- Economic Growth: Targeting a 10% annual increase in tourism earnings.

- Tourist Arrivals: Aiming for a 7% annual growth rate in foreign tourist arrivals and 9% in domestic tourist arrivals.

- Employment: Creating direct employment for 10,000 individuals annually.

- Accommodation: Adding 200 hotel rooms in star categories each year.

- Innovation: Introducing and promoting at least one new tourism product or destination annually.

4.15 SWOT Analysis of Kerala Tourism

- Strengths: Diverse attractions, excellent infrastructure, and a strong brand image.

- Weaknesses: Inadequate institutional mechanisms and limited international connectivity.

- Opportunities: Untapped potential in various tourism segments and investor interest.

- Threats: Risks of environmental and cultural degradation, and over-dependence on tourism.

Table 8: SWOT Analysis

STRENGTHS	WEAKNESSES
☐ Diverse attractions in a small land area ☐ Stable law & order, personal safety ☐ Good air, rail, road, telecom links ☐ Availability of high quality manpower ☐ Good brand image for targeting high spending tourists	☐ Weak institutional mechanism for ensuring sustainable development ☐ Inadequate civic amenities and infrastructure in tourist destinations ☐ Distance from major markets in India ☐ Limited international air connections
OPPORTUNITIES ☐ Untapped potential in heritage, back water, eco-friendly & health tourism ☐ Prospective private investors interested in investing in Kerala (including NRKs)	**THREATS** ☐ Unbridled growth of tourism may result in environmental & cultural degradation ☐ Over-dependence on tourism could lead to economic recession

The Government's Long-Term Role in Tourism Development in Kerala

Tourism is a dynamic and growing industry, often driven by private sector investments and initiatives. In the Indian context, where the government faces numerous demands on its administrative and financial resources, the role of the government in tourism development needs to be carefully calibrated. The Kerala government recognizes this and views its role as primarily that of a catalyst and facilitator in the tourism sector. As such, it is essential for the government to plan for progressively lower levels of direct investments and operations in tourism products and services over the long term.

A strategic withdrawal plan for the government from direct involvement in tourism projects would necessitate several key actions. First, there is a need to strengthen zoning and developmental guidelines, quality standards, and administrative mechanisms. This will help streamline the planning, construction, operation, and regulation of tourism projects, ensuring their sustainability and adherence to established norms. Additionally, the role of local self-governments in decision-making and other aspects related to tourism development must be clearly defined to enhance their effectiveness and efficiency.

District Tourism Promotion Councils (DTPCs) play a crucial role in tourism development at the grassroots level in Kerala. However, there is a need for them to redefine their role and gradually transition away from implementing and operating tourism projects. Instead, they should focus more on planning, coordination, and oversight, aligning with the government's vision of a more hands-off approach to tourism development.

While the government aims to reduce its direct involvement, there are certain areas where its active participation remains crucial. One such area is the development of new tourism destinations. For instance, the proposed beach tourism project at Bekal, while technically an excellent site, may face reluctance from the private sector to invest in a virgin area. In such cases, the government may need to step in to seed further development by implementing and marketing one resort to kickstart the destination's growth. Once the destination gains traction, the

government can gradually withdraw, as has been the case in some instances in the past.

Another critical aspect where government intervention is necessary is in regulating and providing access to land for tourism projects. Land scarcity can be a significant hindrance to private sector investments in land-intensive tourism projects. One possible solution is for the government to document all vacant land available with various departments to create a land bank. Portions of this land can then be made available for tourism projects, unlocking the hidden value of underutilized land. Additionally, where appropriate, the government can acquire land in a fair and equitable manner for designated tourism projects and contribute it as its share, further facilitating private sector investments.

The government's long-term role in tourism development in Kerala should be one of strategic facilitation and regulation rather than direct involvement. By creating a conducive environment for private sector investments and ensuring sustainable and responsible tourism practices, the government can effectively contribute to the growth and development of the tourism sector in the state.

Chapter 5

Empirical analysis and Interpretation

5.1 Introduction

One of the key objectives of this research is to assess the impact and effectiveness of responsible tourism in Kerala on the local community, based on a survey conducted across selected regions of the state. This chapter presents the empirical results of these objectives, derived from the field survey. The chapter is organized into several sections to provide a detailed analysis.

5.2 Section 1: General profile of the respondents

This section presents the general profile of the respondents in the study, providing key demographic and educational information. Understanding these characteristics is crucial for analyzing the impact of responsible tourism on the local community in Kerala. The table 1 provides a breakdown of the respondents' demographics and educational backgrounds.

The data shows that 56.1% of the respondents were male, while 43.9% were female. This suggests a slightly higher representation of males in the survey. Regarding marital status, 88.0% of the respondents were married, while 12.0% were categorized as 'Others,' which may include single, divorced, or widowed individuals. This indicates a significant proportion of married individuals in the sample. In terms of education, 43.4% of respondents had education levels below SSLC, while 27.1% had SSLC education. This suggests a substantial number of respondents with basic education levels. 24.5% of respondents reported having English speaking skills, while 75.5% indicated they did not. This indicates that English proficiency may not be widespread among the respondents. Only 6.4% of respondents reported having technical skills, while the majority (93.6%) did not possess such skills. This implies that technical expertise is not prevalent among the respondents. Similar to technical skills, only 6.4% of respondents reported having computer skills, while 93.6% did not. This suggests a low prevalence of computer literacy among the respondents.

7.4% of respondents reported having a training certificate, while 92.6% did not. This indicates that only a small proportion of respondents had received formal training certifications. The table 1 provides insights into the demographic and educational background of the respondents, which is essential for understanding their perceptions and experiences related to responsible tourism in Kerala.

Table 1: General profile of the respondents

		Number	**Percent**
Gender	Male	211	56.1
	Female	165	43.9
Marital status	Married	331	88.0
	Others	45	12.0
Education	Below SSLC	163	43.4
	SSLC	102	27.1
	Plus Two	59	15.7
	Degree	32	8.5
	Pg and above	20	5.3
English speaking skills	Yes	92	24.5
	No	284	75.5
Technical skills	Yes	24	6.4
	No	352	93.6
Computer skills	Yes	24	6.4
	No	352	93.6
Training certificate	Yes	28	7.4
	No	348	92.6

Source: Field Survey, 2024

Table 2 presents descriptive statistics for several key demographic variables measured on a scale. The age of the respondents ranges from 28 to 70 years, with a mean age of approximately 50.65 years and a standard deviation of 9.11. The skewness of -0.096 indicates a relatively symmetrical distribution around the mean. In terms of monthly total family income, the range is from 30,000 to 69,000, with a mean income of 49,413.56 and a standard deviation of 8,001.49. The negative skewness of -0.218 suggests a slight left-skewed distribution, indicating that the distribution leans towards higher income levels.

Regarding family size, the range is from 1 to 9 members, with a mean of 4.00 and a standard deviation of 1.42. The skewness of 0.334 indicates a slight right-skewed distribution, implying that there are more respondents with smaller family sizes. For total years of experience in the tourism sector, the range is from 1 to 30 years, with a mean of 12.76 years and a standard deviation of 5.56. The skewness of 0.207 suggests a slight right-skewed distribution, indicating that there are more respondents with fewer years of experience. Lastly, in terms of land acquisition (in acres), the range is from 0.09 to 10 acres, with a mean of 1.26 acres and a standard deviation of 1.09. The skewness of 2.762 indicates a highly right-skewed distribution, suggesting that there are more respondents with smaller land holdings. Overall, these descriptive statistics provide valuable insights into the demographic characteristics of the respondents, offering a glimpse into the typical profiles within the study population.

Table 2: D**escriptive statistics of important scale Demographic Variables**

	Minimum	Maximum	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Age of the respondent	28.00	70.00	50.6543	9.10634	-.096	.126
Total family income (monthly)	30000.00	69000	49413.56	8001.49000	-.218	.126
Family size	1.00	9.00	4.0000	1.41610	.334	.126
Total years of experience in tourism sector	1.00	30.00	12.7606	5.56380	.207	.126
Land acquisition (in acre)	.09	10.00	1.2644	1.08767	2.762	.126
Number of observations	376					

Source: Field Survey, 2024

5.3 Section 2: Impact of demographic factors on the choice and development of forms of Responsible Tourism (RTS) in Kerala

Responsible Tourism (RT) has emerged as a significant approach to sustainable tourism development, emphasizing the importance of environmental, socio-cultural, and economic considerations. In the context of Kerala, a state renowned for its natural beauty and cultural heritage, understanding the factors that influence the choice and development of different forms of Responsible Tourism (RT) is crucial for promoting sustainable tourism practices. This section of the study aims to explore the impact of key demographic factors on the selection and evolution of RT forms, including ecotourism, community-based tourism, and organic farming tourism, in Kerala.

The analysis focuses on several demographic variables, including important skills factors such as educations and various technical skills, age, family size, experience in the tourism industry, and land ownership, which are believed to play a significant role in shaping individuals' preferences and engagement in RT activities. By examining how these factors influence the choice of RT forms, the study seeks to provide insights into the underlying motivations and decision-making processes of tourists and local communities involved in RT initiatives in Kerala. Through a comprehensive analysis of survey data collected from participants engaged in various forms of RT across different regions of Kerala, this study aims to contribute to the existing literature on sustainable tourism development.

Forms of Responsible Tourism by District

Table 3 and Figure 1 provide insights into the involvement of respondents in different forms of responsible tourism, categorized as ecotourism, community-based tourism, and organic farming tourism, across various districts.

In Kozhikode district, a significant proportion (65.4%) of respondents are engaged in ecotourism, indicating a strong inclination towards nature-centric tourism activities. However, the involvement in community-based tourism is relatively low at 3.4%, suggesting a potential area for growth and development. The

participation in organic farming tourism stands at 18.4%, indicating a moderate interest in sustainable agricultural practices as part of tourism experiences.

Ernakulam district shows a contrasting pattern, with a predominant focus on community-based tourism (89.1%) and negligible engagement in organic farming tourism. This high involvement in community-based tourism reflects a strong emphasis on local community participation and cultural experiences in tourism initiatives.

Trivandrum district demonstrates a balanced distribution across the three forms of responsible tourism, with 22.0% involved in ecotourism, 7.6% in community-based tourism, and a substantial 81.6% in organic farming tourism. This indicates a diverse tourism landscape in Trivandrum, encompassing nature-based, community-driven, and agriculture-focused experiences.

The chi-square test results confirm a significant association between the form of responsible tourism and the district (chi-square = 349.98, $p < 0.0001$). This highlights the district-specific nature of responsible tourism activities, suggesting that local contexts and preferences play a crucial role in shaping tourism practices. The implications of this finding are twofold. First, it indicates that the choice of tourism form is not uniform across districts, which may reflect differences in local preferences, resources, or initiatives. Second, it suggests that strategies and policies related to promoting and developing tourism should consider the specific characteristics and preferences of each district to maximize their effectiveness. Policymakers and stakeholders can leverage this understanding to tailor strategies and interventions that align with the unique characteristics and potentials of each district, fostering sustainable and community-driven tourism development in Kerala.

Table 3: Form of Responsible Tourism in which Respondents are Involved

	Ecotourism		Community based tourism		organic farming tourism		Total	
District	N	%	N	%	N	%	N	%
Kozhikode	104	65.4%	4	3.4%	18	18.4%	126	33.5%
Ernakulam	20	12.6%	106	89.1%	0	0.0%	126	33.5%
Trivandrum	35	22.0%	9	7.6%	80	81.6%	124	33.0%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square tests	349.98							
P values	0.0000							

Source: Field Survey, 2024

Figure 1: Form of Responsible Tourism in which Respondents are Involved
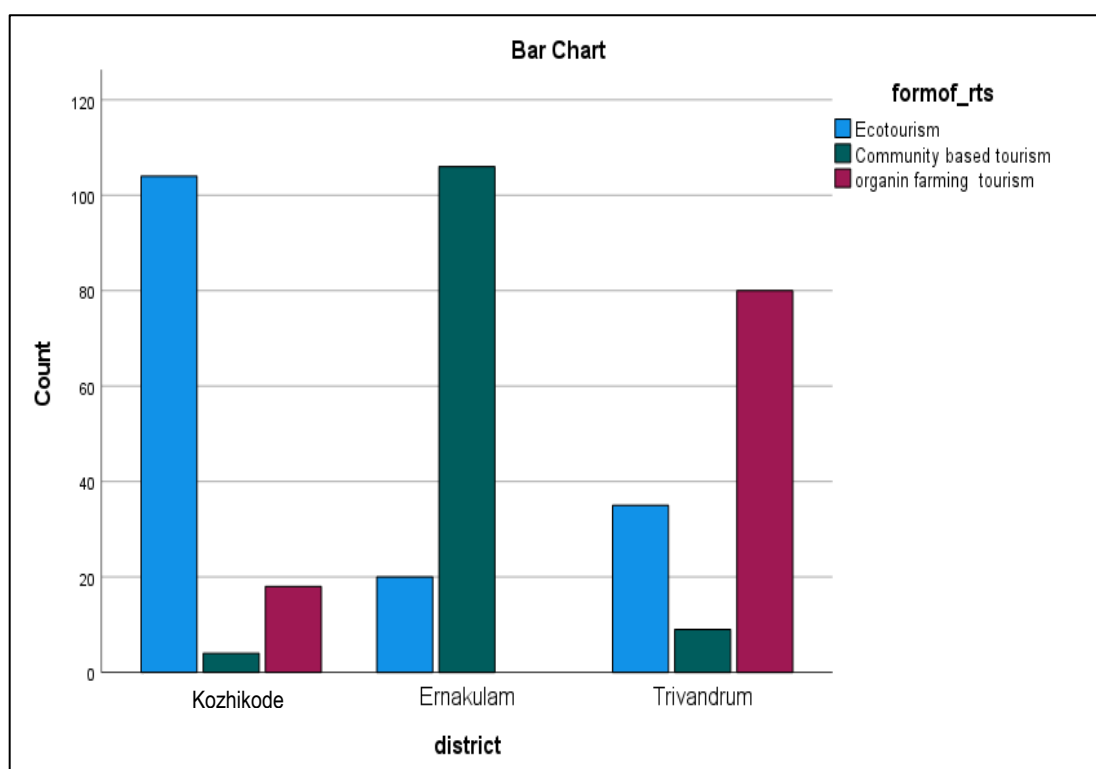
5.4 Education and Forms of Responsible Tourism

Table 4 and Figure 2 present the distribution of respondents' educational qualifications and their involvement in different forms of responsible tourism, including ecotourism, community-based tourism, and organic farming tourism. The table shows that the majority of respondents across all educational levels are involved in ecotourism, with the highest participation among those with below SSLC qualifications (41.5%). Community-based tourism sees relatively consistent participation across educational levels, ranging from 4.2% to 48.7%. In contrast, organic farming tourism shows varied participation, with the highest involvement among those with below SSLC qualifications (39.8%) and the lowest among those with a degree (10.2%).

The chi-square test value of 6.545 with a p-value of 0.546 indicates that there is no significant association between respondents' educational qualifications and their involvement in different forms of responsible tourism. This suggests that educational qualifications alone may not be a strong predictor of the type of responsible tourism activities individuals are involved in. Other factors, such as personal interests, local opportunities, and community engagement, may play a more significant role in shaping individuals' choices regarding responsible tourism.

The implications of these findings are twofold. First, they suggest that efforts to promote and develop responsible tourism should not solely focus on educational qualifications as a determinant of participation. Instead, a more holistic approach that considers various factors influencing individuals' choices and preferences is necessary. Second, the results highlight the importance of understanding local contexts and community dynamics in promoting responsible tourism initiatives. Tailoring strategies to specific communities and their needs can enhance the effectiveness and sustainability of responsible tourism development efforts.

Table 4: Education and forms of Responsible Tourism

mmm	Ecotourism		Community based tourism		Organic farming tourism		Total	
Education	N	%	N	%	N	%	N	%
Below SSLC	66	41.5%	58	48.7%	39	39.8%	163	43.4%
SSLC	44	27.7%	32	26.9%	26	26.5%	102	27.1%
Plus Two	23	14.5%	17	14.3%	19	19.4%	59	15.7%
Degree	17	10.7%	5	4.2%	10	10.2%	32	8.5%
Pg and above	9	5.7%	7	5.9%	4	4.1%	20	5.3%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	6.545							
P value	0.546							

Source: Field Survey, 2024

Figure 2: Education and forms of Responsible Tourism
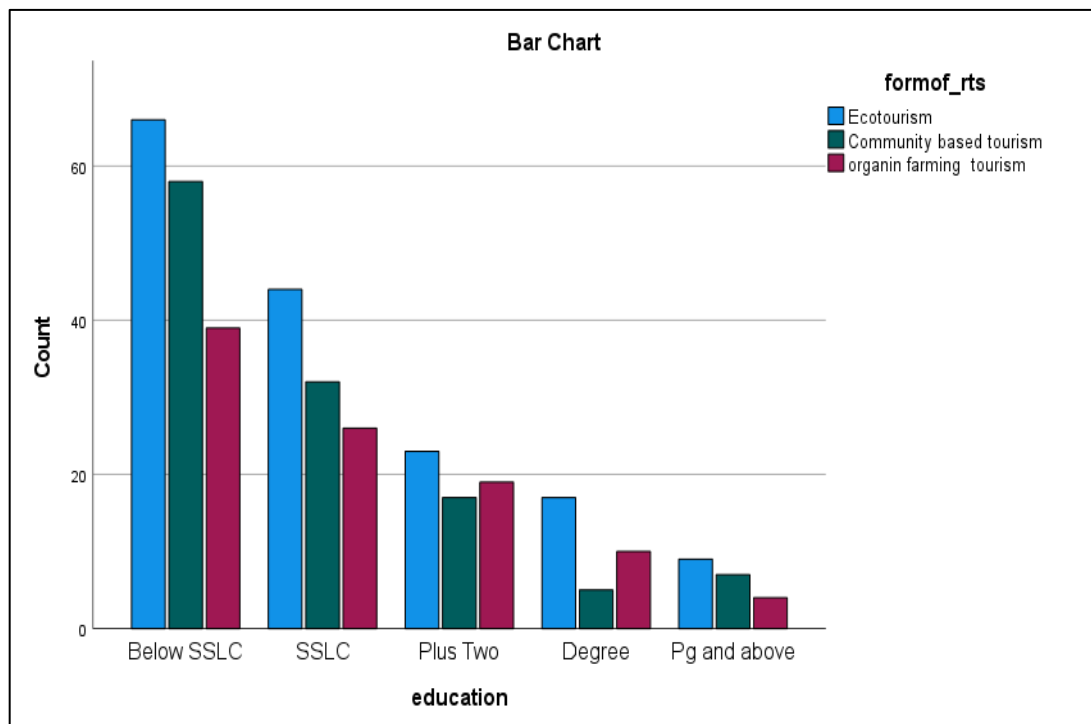
5.5 English Speaking Skills and Forms of Responsible Tourism

Table 5 displays the relationship between respondents' English speaking skills and their involvement in different forms of responsible tourism. The data reveals that individuals with English speaking skills are more likely to participate in organic farming tourism, with 46.9% of English speakers engaged in this form of tourism compared to only 15.1% of non-English speakers. Similarly, 18.5% of English speakers are involved in community-based tourism, compared to 81.5% of non-English speakers. In contrast, ecotourism shows less disparity, with 15.1% of English speakers and 84.9% of non-English speakers participating.

The chi-square test value of 36.67 with a p-value of 0.0001 indicates a significant association between English speaking skills and involvement in different forms of responsible tourism. This suggests that English proficiency is a determining factor in the choice of responsible tourism activities. The implications of these findings are twofold. First, promoting English language skills among local communities could potentially enhance their participation in responsible tourism initiatives, particularly in community-based and organic farming tourism. Second, there is a need for inclusive approaches that consider language barriers and provide opportunities for non-English speakers to engage in responsible tourism activities. Addressing these issues can help promote a more inclusive and diverse responsible tourism sector in Kerala.

Table 5: English speaking skills and forms of Responsible Tourism

English skill	Ecotourism		Community based tourism		Organic farming tourism		Total	
	N	%	N	%	N	%	N	%
Yes	24	15.1%	22	18.5%	46	46.9%	92	24.5%
No	135	84.9%	97	81.5%	52	53.1%	284	75.5%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	36.67							
P value	0.0001							

Source: Field Survey, 2024

5.6 Technical skills and Forms of Responsible Tourism

Table 6 presents the relationship between respondents' technical skills and their involvement in different forms of responsible tourism. The data shows that individuals with technical skills are more likely to participate in organic farming tourism, with 13.3% of those with technical skills engaged in this form of tourism compared to only 4.4% of those without technical skills. However, the differences in participation rates for ecotourism and community-based tourism based on technical skills are relatively small, with 4.4% and 3.4% participation rates for ecotourism, and 3.4% and 96.6% for community-based tourism, among those with and without technical skills, respectively.

The chi-square test value of 10.98 with a p-value of 0.001 indicates a significant association between technical skills and involvement in different forms of responsible tourism. This suggests that possessing technical skills influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that promoting technical skills among local communities could enhance their participation in organic farming tourism. This highlights the importance of considering diverse skill sets and providing opportunities for skill development to promote a more inclusive and diverse responsible tourism sector in Kerala.

Table 6: Technical skills and forms of Responsible Tourism

	Ecotourism		Community based tourism		Organic farming tourism		Total	
Technical skill	N	%	N	%	N	%	N	%
Yes	7	4.4%	4	3.4%	13	13.3%	24	6.4%
No	152	95.6%	115	96.6%	85	86.7%	352	93.6%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	10.98							
P value	0.001							

Source: Field Survey, 2024

5.7 Computer skills and Forms of Responsible Tourism

Table 7 illustrates the relationship between respondents' computer skills and their involvement in various forms of responsible tourism. The data indicates that individuals with computer skills are more likely to participate in organic farming tourism, with 14.3% of those with computer skills engaged in this form of tourism compared to only 3.1% of those without computer skills. Similarly, 4.2% of individuals with computer skills are involved in community-based tourism, compared to 95.8% of those without computer skills. However, the difference in participation rates for ecotourism based on computer skills is relatively small, with 3.1% and 96.9% participation rates for those with and without computer skills, respectively.

The chi-square test value of 14.56 with a p-value of 0.001 indicates a significant association between computer skills and involvement in different forms of responsible tourism. This suggests that possessing computer skills influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that promoting computer skills among local communities could enhance their participation in organic farming tourism. This highlights the importance of considering diverse skill sets and providing opportunities for skill development to promote a more inclusive and diverse responsible tourism sector in Kerala.

Table 7: Computer skills and Forms of Responsible Tourism

	Ecotourism		Community based tourism		Organic farming tourism		Total	
Computer skill	N	%	N	%	N	%	N	%
Yes	5	3.1%	5	4.2%	14	14.3%	24	6.4%
No	154	96.9%	114	95.8%	84	85.7%	352	93.6%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	14.56							
P value	0.001							

Source: Field Survey, 2024

5.8 Training Certificate and Forms of Responsible Tourism

Table 8 examines the relationship between respondents' possession of a training certificate and their engagement in various forms of responsible tourism. The data indicates that individuals with a training certificate are more likely to participate in organic farming tourism, with 12.2% of those with a certificate engaged in this form of tourism compared to only 3.8% of those without a certificate. Similarly, 8.4% of individuals with a training certificate are involved in community-based tourism, compared to 91.6% of those without a certificate. However, the difference in participation rates for ecotourism based on possession of a training certificate is relatively small, with 3.8% and 96.2% participation rates for those with and without a certificate, respectively.

The chi-square test value of 7.67 with a p-value of 0.000 indicates a significant association between possession of a training certificate and involvement in different forms of responsible tourism. This suggests that having a training certificate influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that providing training and certification opportunities to local communities could enhance their participation in organic farming tourism. This highlights the importance of skill development and capacity building initiatives to promote a more inclusive and diverse responsible tourism sector in Kerala.

Table 8: Training Certificate and Forms of Responsible Tourism

	Ecotourism		Community based tourism		organic farming tourism		Total	
Training certificate	N	%	N	%	N	%	N	%
Yes	6	3.8%	10	8.4%	12	12.2%	28	7.4%
No	153	96.2%	109	91.6%	86	87.8%	348	92.6%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	7.67							
P value	0.000							

Source: Field Survey, 2024

5.9 Professional Education and Forms of Responsible Tourism

Table 9 examines the relationship between respondents' professional education and their involvement in various forms of responsible tourism. The data reveals that individuals with professional education are more likely to participate in organic farming tourism, with 11.2% of those with professional education engaged in this form of tourism compared to only 3.1% of those without professional education. Similarly, 2.5% of individuals with professional education are involved in community-based tourism, compared to 97.5% of those without professional education. However, the difference in participation rates for ecotourism based on professional education is relatively small, with 3.1% and 96.9% participation rates for those with and without professional education, respectively.

The chi-square test value of 12.34 with a p-value of 0.00 indicates a significant association between professional education and involvement in different forms of responsible tourism. This suggests that having professional education influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that promoting professional education among local communities could enhance their participation in organic farming tourism. This highlights the importance of education and skill development initiatives to promote a more inclusive and diverse responsible tourism sector in Kerala.

Table 9: Professional Education and Forms of Responsible Tourism

Professional_ education	Ecotourism		Community based tourism		Organic farming tourism		Total	
	N	%	N	%	N	%	N	%
Yes	5	3.1%	3	2.5%	11	11.2%	19	5.1%
No	154	96.9%	116	97.5%	87	88.8%	357	94.9%
Total	159	100.0%	119	100.0%	98	100.0%	376	100.0%
Chi square test value	12.34							
P value	0.00							

Source: Field Survey, 2024

5.10 Relationship between Forms of Responsible Tourism and age, family size, and Land

The table 10 and table 11 provide insights into the relationship between forms of Responsible Tourism (RTS) and key demographic factors such as age, family size, experience in the tourism industry, and land ownership among the participants.

In Table 10, the mean and standard deviation provide a snapshot of the average and variation in key demographic factors among participants engaged in different forms of Responsible Tourism (RTS). For instance, in ecotourism, the mean age of approximately 50.67 years suggests that participants are typically in their early 50s, with a standard deviation of 9.44 indicating a relatively wide age range. Similarly, the mean family size for ecotourism is 3.87, implying that participants generally come from small to medium-sized families, with a standard deviation of 1.45 indicating some variability in family sizes. These statistics help paint a picture of the demographic characteristics of individuals involved in each form of RTS, offering insights into the diversity within participant groups.

Table 10: Relationship between Forms of Responsible Tourism and age, family size, experience and Land

Forms of RTS		age	family size	Experience in tourism industry	Land (in acre)
Ecotourism	Mean	50.6730	3.8679	13.0189	1.2267
	N	159	159	159	159
	Std. Deviation	9.43968	1.45007	5.39863	1.16907
Community based tourism	Mean	51.0672	4.0084	13.9664	1.2773
	N	119	119	119	119
	Std. Deviation	8.80363	1.39306	5.68366	.96244
Organin farming tourism	Mean	50.1224	4.2041	10.8776	1.3097
	N	98	98	98	98
	Std. Deviation	8.98138	1.37698	5.23719	1.10270
Total	Mean	50.6543	4.0000	12.7606	1.2644
	N	376	376	376	376
	Std. Deviation	9.10634	1.41610	5.56380	1.08767

Source: Field Survey, 2024

Table 11 presents the results of the one-way ANOVA test, which examines whether there are statistically significant differences in demographic factors among participants engaged in different forms of RTS. The significant difference in family size across forms of RTS (F = 3.718, p = 0.0481) indicates that the average family size varies significantly among participants engaged in ecotourism, community-based tourism, and organic farming tourism. This suggests that family dynamics play a role in determining the choice of RTS activities. However, for age, experience in the tourism industry, and land ownership, the ANOVA test did not show a significant difference, implying that these factors may not be as influential in determining the choice of RTS activities among participants.

Table 11: One way ANOVA Test Results for the relationship between Forms of Responsible Tourism and age, family size, experience and Land acquisition

		Sum of Squares	df	Mean Square	F	Sig.
Age * form of RTS	Between Groups	48.067	2	24.033	.289	.749
	Within Groups	31048.987	373	83.241		
	Total	31097.053	375			
Family size * form of RTS	Between Groups	6.864	2	3.432	3.718	.0481
	Within Groups	745.136	373	1.998		
	Total	752.000	375			
Experience * form of RTS	Between Groups	531.118	2	265.559	8.942	.000
	Within Groups	11077.340	373	29.698		
	Total	11608.457	375			
Land * form of RTS	Between Groups	.447	2	.223	.188	.829
	Within Groups	443.191	373	1.188		
	Total	443.637	375			

Source: Estimated form Field Survey data, 2024

These findings have practical implications for the design and promotion of responsible tourism initiatives. Understanding the demographic profiles of participants in different forms of RTS can help tailor initiatives to better meet the specific needs and preferences of different groups. For example, initiatives targeting families may focus on ecotourism activities, while those targeting individuals with professional experience in the tourism industry may emphasize organic farming tourism. By catering to the unique demographic characteristics of participants, responsible tourism programs can be more effective and inclusive, ultimately contributing to the sustainable development of tourism in the region.

5.11 Relationship between Forms of Responsible Tourism and Experience in Tourism Industry

The table 12 provides descriptive statistics for the relationship between forms of Responsible Tourism (RTS) and experience in the tourism industry. It shows that the mean years of experience for participants in ecotourism is 13.02 years, with a standard deviation of 5.40. For community-based tourism, the mean experience is 13.97 years, with a standard deviation of 5.68. For organic farming tourism, the mean experience is 10.88 years, with a standard deviation of 5.24. The total mean experience across all forms of RTS is 12.76 years, with a standard deviation of 5.56. These statistics provide insights into the average experience levels of participants in each form of RTS.

Table 12: Mean years of experience by forms of Responsible Tourism

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Ecotourism	159	13.01	5.398	.428	1.00	30.00
Community based tourism	119	13.96	5.683	.521	2.00	26.00
organic farming tourism	98	10.87	5.237	.529	3.00	27.00
Total	376	12.76	5.563	.286	1.00	30.00

Source: Field Survey, 2024

The table 13 presents the results of the ANOVA test for mean differences in experience across forms of RTS. The test indicates that there is a significant difference in experience levels among participants engaged in different forms of RTS (F = 5.45, p < 0.001). This suggests that the average years of experience in the tourism industry vary significantly among participants involved in ecotourism, community-based tourism, and organic farming tourism. The 95% confidence intervals for the mean experience levels also do not overlap between the different forms of RTS, further supporting the conclusion of significant differences in experience levels.

Overall, these results suggest that experience in the tourism industry plays a role in determining the choice of RTS activities among participants. The findings highlight the importance of considering participants' experience levels when designing and implementing responsible tourism initiatives, as individuals with varying levels of experience may have different needs, interests, and preferences.

Table 13: Estimated One way ANOVA Test Results for the relationship between Forms of RTS and experience in the Tourism industry

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	531.118	2	265.559	8.942	.000
Within Groups	11077.340	373	29.698		
Total	11608.457	375			

Source: Estimated form Field Survey data, 2024

This table 14 presents the results of Tamhane's multiple comparison test, which is used to compare the mean differences in total years of experience in the tourism sector across different forms of Responsible Tourism (RTS). The test compares the mean difference between each pair of RTS forms while adjusting for unequal variances and sample sizes.

For example, the first row compares the mean difference in experience between participants engaged in Ecotourism and Community-based tourism. The

mean difference is estimated to be approximately -0.95 years, indicating that, on average, participants in Community-based tourism have slightly less experience than those in Ecotourism. However, this difference is not statistically significant at the 0.05 level (p = 0.410), suggesting that it could have occurred by chance. The second row compares the mean difference in experience between Ecotourism and Organic farming tourism. Here, the mean difference is estimated to be approximately 2.14 years, and this difference is statistically significant at the 0.01 level (p = 0.006). This suggests that participants in Organic farming tourism have, on average, significantly more experience in the tourism sector than those in Ecotourism. The subsequent rows follow a similar pattern, comparing the mean differences in experience between different pairs of RTS forms. The confidence intervals provide additional information about the precision of the estimates, indicating the range within which the true mean difference is likely to fall. These results provide insights into how the average years of experience vary across different forms of RTS and help identify which forms may attract participants with more or less experience in the tourism sector. The mean comparison is also shown in figure 3.

The results of the test for total years of experience in the tourism sector across different forms of Responsible Tourism (RTS) have several implications. Firstly, the significant differences in experience levels among participants in different forms of RTS suggest that certain forms may attract individuals with more or less experience in the tourism sector. For example, Organic farming tourism may appeal to individuals with more experience, while Community-based tourism may attract those with less experience. Understanding these differences can help tailor training and development programs to meet the needs of participants in each form of RTS. Secondly, the variation in experience levels also indicates a diversity of skills and expertise among participants in RTS. This diversity can be leveraged to create more enriching and sustainable tourism experiences, as participants with different backgrounds and experiences can contribute unique perspectives and ideas. Thirdly, for organizations and policymakers involved in promoting responsible tourism, these findings can inform resource allocation decisions. They can prioritize initiatives and programs that cater to the specific needs and interests of participants in each form of

RTS, based on their experience levels. Additionally, understanding the demographic characteristics, including experience levels, of participants in different forms of RTS can guide promotional strategies. Organizations can tailor their marketing efforts to attract individuals with specific levels of experience, highlighting the benefits of participating in RTS activities that align with their background and expertise. Lastly, the findings underscore the importance of ongoing professional development and training opportunities within the RTS sector. By providing training and support to participants with varying levels of experience, organizations can enhance the overall quality and sustainability of RTS initiatives.

Table 14: Post estimation results: Tamhane Multiple comparison results

Dependent Variable: total years of experience in tourism sector						
Tamhane						
(I) Forms of RTS	**(J) forms of RTS**	**Mean Difference (I-J)**	**Std. Error**	**Sig.**	**99% Confidence Interval**	
					Lower Bound	**Upper Bound**
Ecotourism	Community based tourism	-.947	.674	.410	-2.9456	1.056
	organic farming tourism	2.141*	.680	.006	.1213	4.161
Community based tourism	Ecotourism	.947	.674	.410	-1.050	2.945
	organic farming tourism	3.088*	.742	.000	.885	5.292
organic farming tourism	Ecotourism	-2.141*	.68	.006	-4.161	-.121
	Community based tourism	-3.088*	.742	.000	-5.298	-.885
*. The mean difference is significant at the 0.01 level.						

Source: Estimated form Field Survey data, 2024

Figure 3 : Mean comparison of experience in tourism industry by Forms of RTS
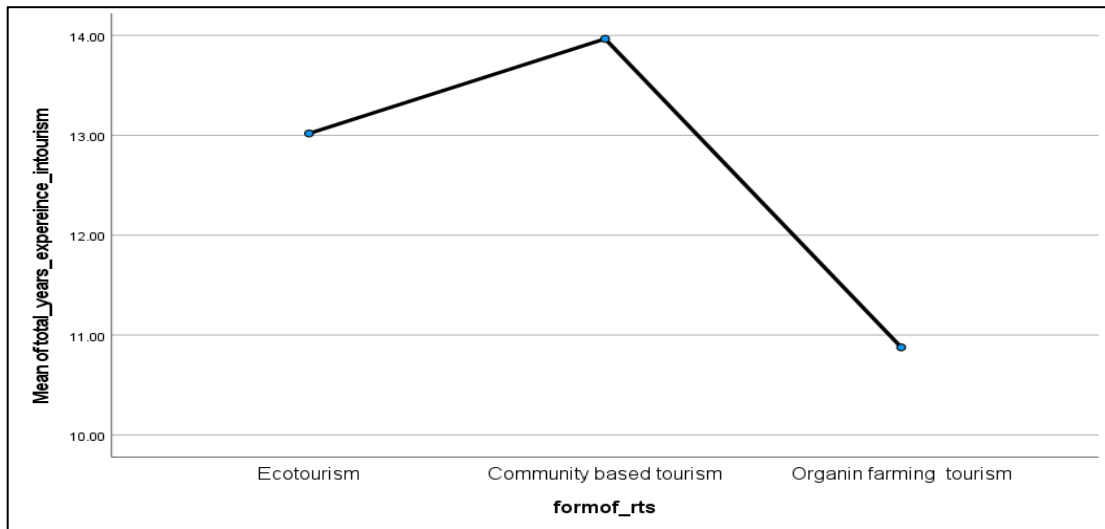
Section 3: Occupational preference of participants involved in responsible tourism sector

5.12 The Relationship between nature of occupation and education in participants in RTS

The table 15 provides a detailed breakdown of the different occupations held by participants involved in the responsible tourism sector. The largest group is engaged in farming-related occupations, with 108 individuals accounting for 28.7% of the total sample. Service-related occupations are also well-represented, with 106 individuals (28.2% of the total). Trading-related occupations have 86 individuals (22.9%), while manufacturing-related occupations have 76 individuals (20.2%).

A chi-square test was conducted to examine the relationship between education levels and the nature of occupations among participants. The test yielded a chi-square value of 44.54 and a p-value of 0.001, indicating a statistically significant relationship. This suggests that education levels influence the types of occupations participants choose within the responsible tourism sector.

The results have several implications. They indicate that individuals with higher education levels are more likely to be engaged in service or trading

occupations, which may require specialized skills or knowledge. Conversely, those with lower education levels are more likely to be engaged in farming or manufacturing-related occupations, which may require practical skills over formal education. Understanding the distribution of occupations within the responsible tourism sector is crucial for policymakers and stakeholders. It can help them design targeted interventions and training programs to support participants based on their educational backgrounds and occupational preferences. Promoting a diverse range of occupations within the responsible tourism sector can contribute to its sustainability by providing opportunities for individuals with varying skill sets and backgrounds**.**

Table 15: The Relationship between nature of occupation and education in participants in RTS

Education	Manufacturing		Service		Trading		Farming		Total	
	N	%	N	%	N	%	N	%	N	%
Below SSLC	27	35.5%	38	35.8%	31	36.0%	67	62.0%	163	43.4%
SSLC	26	34.2%	28	26.4%	29	33.7%	19	17.6%	102	27.1%
Plus Two	15	19.7%	11	10.4%	18	20.9%	15	13.9%	59	15.7%
Degree	4	5.3%	17	16.0%	5	5.8%	6	5.6%	32	8.5%
Pg and above	4	5.3%	12	11.3%	3	3.5%	1	0.9%	20	5.3%
Total	76	100.0%	106	100.0%	86	100.0%	108	100.0%	376	100.0%
Chi square test value									44.54	
P value									0.001	

Source: Estimated form Field Survey data, 2024

5.13 Relationship between nature of occupation and English-speaking skills of participants involved in RTS

The table 16 presents the relationship between the nature of occupation and English speaking skills among participants involved in Responsible Tourism Sector (RTS). It shows the distribution of participants across different occupational categories based on whether they have English speaking skills.In the manufacturing sector, 23.7% of participants have English speaking skills, while in the service sector, this percentage is higher at 34.9%. For trading and farming, the proportions are 22.1% and 16.7% respectively. Overall, 24.5% of participants have English speaking skills.

The chi-square test value of 15.45 with a p-value of 0.004 indicates a statistically significant association between the nature of occupation and English speaking skills among participants in the RTS. This suggests that the distribution of English speaking skills varies significantly across different occupational categories.

These results have several implications. Firstly, they highlight the importance of English speaking skills in certain occupational categories within the RTS. Participants in the service sector, for example, may benefit more from English language proficiency due to potential interactions with tourists. Secondly, the findings underscore the need for targeted training and development programs to enhance English speaking skills among participants in occupations where it is less prevalent, such as farming. This could help improve communication and engagement with tourists, potentially leading to better experiences and outcomes in the RTS.

Table 16: Relationship between nature of occupation and English speaking skills of participants involved in RTS

	manufacturing		Service		Trading		Farming		Total	
English	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**	**N**	**%**
Yes	18	23.7%	37	34.9%	19	22.1%	18	16.7%	92	24.5%
No	58	76.3%	69	65.1%	67	77.9%	90	83.3%	284	75.5%
Total	76	100.0%	106	100.0%	86	100.0%	108	100.0%	376	100.0%
							Chi square test value		15.45	
							P value		0.004	

Source: Estimated form Field Survey data, 2024

5.14 Relationship between nature of occupation and computer skills of participants involved in RTS

The table shows the relationship between the nature of occupation and computer skills among participants involved in Responsible Tourism Sector (RTS). It presents the distribution of participants across different occupational categories based on whether they possess computer skills.

In the manufacturing sector, 3.9% of participants have computer skills, while in the service sector, this percentage is slightly lower at 3.8%. For trading and

farming, the proportions are 11.6% and 6.5% respectively. Overall, 6.4% of participants have computer skills.

The chi-square test value of 12.40 with a p-value of 0.000 indicates a statistically significant association between the nature of occupation and computer skills among participants in the RTS. This suggests that the distribution of computer skills varies significantly across different occupational categories.

These results suggest several implications. Firstly, they highlight the relatively low prevalence of computer skills among participants in the RTS, particularly in the manufacturing and service sectors. This underscores the importance of providing training and support to enhance computer literacy among participants, which could improve their efficiency and effectiveness in their respective occupations. Secondly, the findings suggest a need for targeted interventions to promote computer skills in sectors where they are less prevalent, such as farming. This could help participants take advantage of technological advancements and digital tools to enhance their work practices and outcomes in the RTS.

Table 17: Relationship between nature of occupation and computer skills of participants involved in RTS

Computer_ skill	Manufacturing		Service		Trading		Farming		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	3	3.9%	4	3.8%	10	11.6%	7	6.5%	24	6.4%
No	73	96.1%	102	96.2%	76	88.4%	101	93.5%	352	93.6%
Total	76	100.0%	106	100.0%	86	100.0%	108	100.0%	376	100.0%
								Chi square		12.40
								P value		0.000

Source: Estimated form Field Survey data, 2024

5.15 Relationship between nature of occupation and training completed by participants involved in RTS

The table 18 presents the relationship between the nature of occupation and the completion of training among participants involved in Responsible Tourism Sector (RTS). It shows the distribution of participants across different occupational categories based on whether they have completed training.

In the manufacturing sector, 5.3% of participants have completed training, while in the service sector, this percentage is slightly lower at 4.7%. For trading and farming, the proportions are 11.6% and 8.3% respectively. Overall, 7.4% of participants have completed training.

The chi-square test value of 7.89 with a p-value of 0.023 indicates a statistically significant association between the nature of occupation and training completion among participants in the RTS. This suggests that the distribution of training completion varies significantly across different occupational categories.

These results suggest several implications. Firstly, they highlight the relatively low completion rates of training among participants in the RTS, particularly in the manufacturing and service sectors. This underscores the importance of providing accessible and effective training programs tailored to the needs of participants in these sectors. Secondly, the findings suggest a need for targeted efforts to promote training completion in sectors where rates are lower, such as farming. This could help enhance the skills and capabilities of participants, leading to improved performance and outcomes in the RTS.

Table 18: Relationship between nature of occupation and training completed by participants involved in RTS

Training	Manufacturing		Service		Trading		Farming		Total	
	N	%	N	%	N	%	N	%	N	%
Yes	4	5.3%	5	4.7%	10	11.6%	9	8.3%	28	7.4%
No	72	94.7%	101	95.3%	76	88.4%	99	91.7%	348	92.6%
Total	76	100.0%	106	100.0%	86	100.0%	108	100.0%	376	100.0%
							Chi square value		7.89	
							P value		0,023	

Source: Estimated form Field Survey data, 2024

5.16 Mean Difference of Important Variables by Nature of Occupation in the Responsible Tourism Sector

The table 19 presents the mean and standard deviation of important variables (age, total household income, family size, and land ownership) by the nature of occupation (manufacturing, service, trading, farming) among participants involved in the Responsible Tourism Sector.

1. *Age*: The mean age ranges from approximately 49.73 years in the service sector to 52.20 years in the farming sector. The standard deviation indicates the degree of variation in age within each sector.

2. *Total Household Income (Annual):* The mean total household income is relatively consistent across sectors, ranging from approximately 49,273.15 to 49,543.40. The standard deviations suggest some variability in income within each sector.

3. *Family Size*: The mean family size ranges from 3.84 to 4.28 across sectors. The standard deviations indicate some variation in family size within each sector.

4. *Land Ownership (in acres):* The mean land ownership ranges from approximately 1.13 to 1.35 acres across sectors. The standard deviations suggest variability in land ownership within each sector.

The table 19 provides a comparative view of these important variables across different occupational categories in the Responsible Tourism Sector. It can help identify any potential differences or patterns in these variables based on the nature of occupation, which could be useful for understanding the characteristics and needs of participants in each sector.

Table 19: Mean difference of important variables by nature of occupation

Nature of occupation		age	Total household income(annual)	Family size	Land (in acre)
Manufacturing	Mean	50.3026	49434.2105	3.9342	1.3242
	N	76	76	76	76
	Std. Deviation	9.26789	7965.48475	1.31995	1.11372
Service	Mean	49.7264	49443.3962	3.8962	1.1268
	N	106	106	106	106
	Std. Deviation	8.93525	7650.80785	1.44703	.85295
Trading	Mean	50.1628	49534.8837	3.8372	1.2700
	N	86	86	86	86
	Std. Deviation	8.73648	8717.38989	1.37935	1.07470
Farming	Mean	52.2037	49273.1481	4.2778	1.3528
	N	108	108	108	108
	Std. Deviation	9.37461	7878.27495	1.45867	1.27125
Total	Mean	50.6543	49413.5638	4.0000	1.2644
	N	376	376	376	376
	Std. Deviation	9.10634	8001.49000	1.41610	1.08767

Source: Estimated form Field Survey data, 2024

5.17 ANOVA test results for the mean difference of important variables by nature of occupation in the responsible tourism sector.

The table 20 indicates several findings.

Firstly, for the variable "age," the between-groups sum of squares is 380.708 with 3 degrees of freedom, resulting in a mean square of 126.903. The F-value is 1.537 with a corresponding p-value of 0.205, which is not statistically significant at

the conventional alpha level of 0.05. This suggests that there is no significant difference in age across different types of occupations in the responsible tourism sector.

Secondly, for the variable "household income," the between-groups sum of squares is 3521916.011 with 3 degrees of freedom, resulting in a mean square of 1173972.004. The F-value is 0.018 with a corresponding p-value of 0.997, indicating no significant difference in household income across different types of occupations.

Thirdly, for the variable "family size," the between-groups sum of squares is 12.083 with 3 degrees of freedom, resulting in a mean square of 6.028. The F-value is 2.025 with a corresponding p-value of 0.003, which is statistically significant. This suggests that there is a significant difference in family size across different types of occupations in the responsible tourism sector.

Lastly, for the variable "land," the between-groups sum of squares is 3.125 with 3 degrees of freedom, resulting in a mean square of 1.042. The F-value is 0.880 with a corresponding p-value of 0.452, indicating no significant difference in land ownership across different types of occupations.

These test results suggest that while age, household income, and land ownership do not significantly vary across different types of occupations in the responsible tourism sector, there is a significant difference in family size.

Table 20: ANOVA Test Results for the Mean difference of important variables by nature of occupation

		Sum of Squares	Df	Mean Square	F	Sig.
Age * nature of occupation	Between Groups	380.708	3	126.903	1.537	.205
	Within Groups	30716.345	372	82.571		
	Total	31097.053	375			
Household income * nature of occupation	Between Groups	3521916.011	3	1173972.004	.018	.997
	Within Groups	24005418908.457	372	64530695.990		
	Total	24008940824.468	375			
Family_size * nature of occupation	Between Groups	12.083	3	6.028	2.025	.003
	Within Groups	739.917	372	1.989		
	Total	752.000	375			
Land * nature of occupation	Between Groups	3.125	3	1.042	.880	.452
	Within Groups	440.512	372	1.184		
	Total	443.637	375			

Source: Estimated form Field Survey data, 2024

5.1.8. The relationship between experience in the tourism industry and the nature of occupation in the Responsible Tourism Sector (RTS)

Table 21 provides an overview of the relationship between experience in the tourism industry and the nature of occupation in the Responsible Tourism Sector (RTS) in Kerala. It shows the mean, standard deviation, standard error, minimum, and maximum years of experience for individuals in different occupational categories within the RTS. The table 21 indicates that individuals in the farming sector have the highest mean experience (13.54 years), followed by those in the manufacturing sector (13.16 years), service sector (12.42 years), and trading sector (11.85 years). These differences suggest that certain occupations within the RTS may attract individuals with varying levels of experience in the tourism industry.

Table 21: Relationship between experience in Tourism Industry and nature of occupation in RTS

	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
Manufacturing	76	13.1579	5.29919	.60786	1.00	30.00
Service	106	12.4245	5.47018	.53131	2.00	25.00
Trading	86	11.8488	5.53814	.59719	2.00	26.00
Farming	108	13.5370	5.79466	.55759	3.00	27.00
Total	376	12.7606	5.56380	.28693	1.00	30.00

Source: Estimated form Field Survey data, 2024

Table 22 presents the results of an ANOVA test conducted to determine if the differences in experience levels among the occupational groups are statistically significant. The test shows that there is a significant difference in mean experience levels among the occupational groups ($F = 2.739$, $p = 0.005$). This indicates that the nature of occupation within the RTS is influenced by the level of experience individuals have in the tourism industry. The mean plot of experience in tourism industr by nature of occupation in RTS is given in figure 4

The table 21 and table 22 suggest that experience in the tourism industry plays a significant role in determining the nature of occupation within the RTS in Kerala. Policymakers and stakeholders in the tourism industry can use these findings to develop strategies that attract individuals with specific levels of experience to different occupational categories within the RTS, thereby promoting sustainable tourism practices in the region.

The findings from the analysis have several implications for the Responsible Tourism Sector (RTS) in Kerala. First, the variation in mean experience levels among different occupational categories suggests that certain sectors may be more attractive to individuals with a particular level of experience in the tourism industry. This information can be valuable for organizations within the RTS to target recruitment efforts towards individuals with relevant experience levels for specific roles, thereby enhancing the overall efficiency and effectiveness of their operations.

Second, the significant difference in mean experience levels among the occupational groups indicates that experience in the tourism industry plays a crucial role in determining the nature of occupation within the RTS. This highlights the

importance of providing opportunities for skill development and training for individuals entering the tourism sector, particularly in occupations where there is a shortage of experienced professionals.

Furthermore, the results suggest that there may be opportunities for the RTS to leverage the experience of individuals from different occupational backgrounds to enhance the overall sustainability and competitiveness of the tourism sector in Kerala. For example, individuals with experience in the farming sector may bring unique perspectives on agricultural practices that can be integrated into responsible tourism initiatives focused on promoting sustainable agriculture and eco-friendly practices.

Table 22: ANOVA Test Results for the relationship between experience in tourism industry and nature of occupation in RTS

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	160.569	3	53.523	2.739	.005
Within Groups	11447.888	372	30.774		
Total	11608.457	375			

Source: Estimated form Field Survey data, 2024

Figure 4: Mean plot of experience in tourism industry by nature of occupations
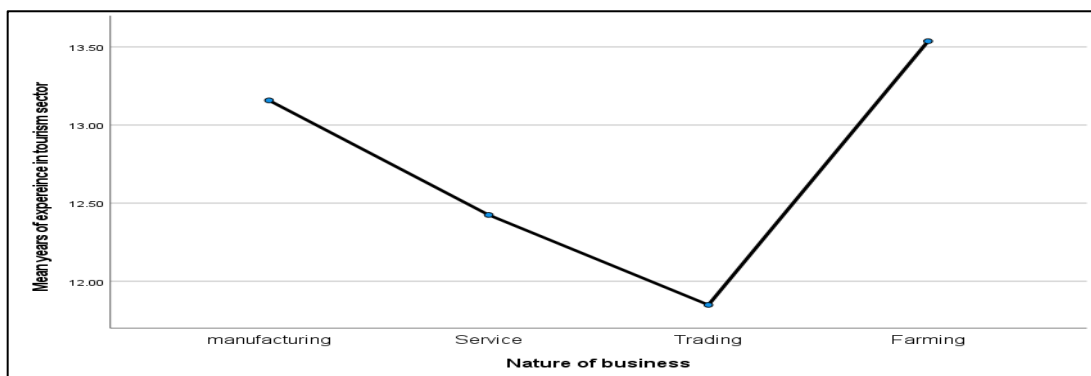
5.19 Determinants of Occupational Preference in Responsible Tourism Sector in Kerala

This section of the study aims to explore the occupational preferences of participants in the Responsible Tourism Sector (RTS) in Kerala, focusing on factors

influencing these preferences. Human capital factors such as education, skills, government support, and region are considered as potential determinants. A multinomial logistic regression model is estimated, with occupational preference as the dependent variable and various independent variables including age, gender, education, English-speaking skills, computer skills, training certificate, experience in the tourism sector, government support, and region.

Descriptive Statistics

Table 23 provides descriptive statistics of the dependent and independent variables. The mean and standard deviation are reported for each variable. Occupational preferences are categorized into manufacturing sector, service sector, trading sector, and farming sector, with farming sector as the benchmark. The mean values indicate the proportion of participants in each sector.

Table 23: Descriptive statistics of the dependent and independent variables

Variable	Mean	Std. Dev.
Occupational preference		
Manufacturing sector	0.202	0.452
Service sector	0.282	0.451
Trading sector	0.229	0.421
Farming sector	0.287	0.453
Age	50.654	9.106
Gender (male=1;female=0)	0.439	0.497
Education		
Below SSLC	0.434	0.456
SSLC	0.271	0.445
Above SSLC	0.295	0.457
English (Yes=1; No=0)	0.245	0.430
Computer Skill (Yes=1; No=0)	0.064	0.245
Training certificate (Yes=1; No=0)	0.074	0.263
Experience in tourism sector	12.764	5.563
Govt support (Yes= 1; No=0)	0.529	0.500
District (Kozhikode	.335	0.456
Ernakulam	0.335	0.473
Trivandrum)	0.330	0.471

Source: Estimated form Field Survey data, 2024

5.20 Multinomial Logistic Regression Results

Table 24 presents the estimated results of the multinomial logistic regression model for occupational preferences in responsible tourism. The coefficients represent the effect of each independent variable on the log odds of choosing a specific occupation compared to farming.

The estimated results show that the odds of choosing manufacturing over farming are $\exp(1.418) = 4.13$ times higher for participants with SSLC education compared to those below SSLC. The odds of choosing manufacturing over farming are $\exp(1.270) = 3.57$ times higher for participants with education above SSLC compared to those below SSLC. Education plays a crucial role in shaping the occupational preferences of participants in responsible tourism in Kerala. The multinomial logistic regression model reveals that individuals with higher levels of education, specifically SSLC (Secondary School Leaving Certificate) and above SSLC, are more inclined to choose occupations in the manufacturing, service, and trading sectors over farming. This finding underscores the importance of education as a determinant of occupational choice, with higher education levels likely providing individuals with the skills, knowledge, and confidence to pursue opportunities in non-farming sectors within responsible tourism. The positive and statistically significant coefficients for SSLC and above SSLC education suggest a strong association between education and occupational preferences. Participants with SSLC and above SSLC education levels are more likely to view opportunities in manufacturing, service, and trading sectors as attractive alternatives to farming. This trend may be attributed to the perception of higher education as a pathway to better job prospects, higher income potential, and greater social mobility, factors that are particularly relevant in the context of responsible tourism development in Kerala. Furthermore, the findings highlight the role of education in enhancing the overall quality of the tourism workforce in Kerala. Higher education levels are often associated with improved skills, including communication, problem-solving, and technical competencies, which are essential for success in various sectors of the tourism industry. By encouraging education and skill development among its

population, Kerala can foster a more skilled and diversified workforce capable of driving growth and innovation in responsible tourism.

The odds of choosing the service sector over farming are $\exp(0.530) = 1.70$ times higher for participants with English skills compared to those without English skills. English skills play a significant role in shaping the occupational preferences of participants in responsible tourism in Kerala. The multinomial logistic regression model indicates that individuals with English skills are more inclined to choose occupations in the service sector over farming. This finding highlights the importance of English proficiency as a determinant of occupational choice, particularly in the context of the tourism industry where communication with tourists, many of whom are international visitors, is crucial. The positive and statistically significant coefficient for English skills suggests that proficiency in English is associated with a higher likelihood of preferring service sector occupations. This association can be attributed to the role of English as a global language of communication, especially in the tourism sector, where interactions with tourists from diverse linguistic backgrounds are common. Participants with English skills may perceive service sector roles, which require frequent interactions with tourists, as more accessible and potentially more rewarding than farming, where such skills may be less essential. Furthermore, the findings underscore the importance of language skills in enhancing employability and career opportunities in the tourism industry. English proficiency can open up a wide range of job roles in the service sector, including customer service, tour guiding, and hospitality management, all of which require effective communication with tourists. By developing English skills, individuals can enhance their competitiveness in the job market and increase their chances of securing employment in the service sector within responsible tourism.

The odds of choosing manufacturing over farming are $\exp(0.758) = 2.13$ times higher for participants with computer skills compared to those without computer skills. The odds of choosing the service sector over farming are $\exp(1.352)$ $= 3.86$ times higher for participants with computer skills compared to those without

computer skills. Computer skills are increasingly essential in the modern workforce, and their importance is reflected in the occupational preferences of participants in responsible tourism in Kerala. The multinomial logistic regression model reveals that individuals with computer skills are more inclined to choose occupations in the manufacturing and service sectors over farming. This finding suggests that computer literacy is a significant factor influencing occupational choices, particularly in sectors where technology plays a vital role.The positive and statistically significant coefficients for computer skills in the manufacturing and service sectors indicate that possessing computer skills increases the likelihood of preferring these sectors over farming. This association can be attributed to the growing integration of technology in these sectors, where computer literacy is increasingly becoming a prerequisite for many roles. Participants with computer skills may perceive the manufacturing and service sectors as offering more opportunities for career advancement and skill development, compared to farming, which may be perceived as more traditional and less technology-driven. Furthermore, the findings underscore the importance of computer literacy in enhancing employability and job prospects in the tourism industry. In the manufacturing sector, computer skills may be essential for tasks such as inventory management, production planning, and quality control. In the service sector, computer skills are valuable for roles involving data management, customer relationship management, and online marketing.

The odds of choosing manufacturing over farming are $\exp(0.717) = 2.05$ times higher for participants with a training certificate compared to those without a training certificate. The odds of choosing the service sector over farming are $\exp(0.662) = 1.94$ times higher for participants with a training certificate compared to those without a training certificate. The presence of a training certificate emerges as a significant factor influencing occupational preferences in the responsible tourism sector in Kerala. The multinomial logistic regression analysis indicates that individuals with a training certificate are more inclined to choose occupations in the manufacturing sector over farming. This finding suggests that formal training and skill development programs play a crucial role in shaping career choices, particularly in sectors that require specialized knowledge and expertise.

The positive and statistically significant coefficient for training certificates in the manufacturing sector implies that individuals with such certificates are more likely to opt for manufacturing sector occupations compared to those without. This association may be attributed to the perception that training certificates enhance one's employability and prospects for advancement in sectors that value specialized skills and knowledge. Moreover, the findings underscore the importance of training and skill development initiatives in the responsible tourism sector. By investing in training programs that equip individuals with relevant skills and certifications, Kerala can enhance the quality of its workforce and improve the overall competitiveness of its tourism industry. Training certificates not only benefit individuals by enhancing their employability but also contribute to the growth and sustainability of the manufacturing sector in the tourism industry.

The odds of choosing manufacturing over farming increase by a factor of $\exp(0.047) = 1.05$ for each additional unit of experience in the tourism sector. The odds of choosing the service sector over farming increase by a factor of $\exp(0.025) = 1.03$ for each additional unit of experience in the tourism sector. The analysis reveals that individuals with prior experience in the tourism sector are more inclined to select occupations in the manufacturing and service sectors over farming in the responsible tourism sector in Kerala. The positive and statistically significant coefficients for experience in the tourism sector suggest that individuals with more experience are more likely to prefer these sectors compared to those with less experience. The positive association between experience in the tourism sector and occupational preferences in the manufacturing and service sectors implies that prior exposure to the tourism industry influences career choices. This finding suggests that individuals who have worked in the tourism sector may develop skills, knowledge, and networks that are transferable to the manufacturing and service sectors within responsible tourism. This experience may also provide individuals with a better understanding of the diverse opportunities available within the tourism industry, leading them to explore occupations beyond farming. Furthermore, the results underscore the importance of promoting career mobility and providing opportunities for skill development within the tourism sector. By recognizing and leveraging the skills acquired through prior experience in tourism, Kerala can

enhance workforce productivity and job satisfaction in the manufacturing and service sectors. This highlights the need for policies and programs that facilitate the transition of individuals with tourism experience into other sectors within responsible tourism, thereby promoting career growth and industry diversification.

The odds of choosing manufacturing over farming are exp(0.654) = 1.92 times higher for participants who perceive government support compared to those who do not perceive government support. The analysis indicates that participants who perceive government support are more inclined to choose occupations in the manufacturing sector over farming in the responsible tourism sector in Kerala. The positive and statistically significant coefficient for government support suggests that individuals who believe that the government provides support to the tourism industry are more likely to opt for the manufacturing sector compared to those who do not perceive such support. The positive association between perceived government support and occupational preferences in the manufacturing sector implies that the perception of government assistance plays a role in shaping career choices. This finding suggests that individuals who perceive government support may have more confidence in the stability and growth potential of the manufacturing sector within responsible tourism. They may also believe that government support can provide them with opportunities for career advancement and skill development in the manufacturing sector. Furthermore, the results highlight the importance of government policies and initiatives in influencing occupational preferences in the tourism industry. By creating a supportive environment for the manufacturing sector within responsible tourism, the government can attract more individuals to pursue careers in this sector. This can lead to a more diversified and skilled workforce in the tourism industry, contributing to its overall growth and sustainability.

Younger participants are less likely to choose the trading sector over farming. The coefficient for age is negative and statistically significant, indicating that younger participants are less inclined to opt for the trading sector in responsible tourism.

The odds of choosing manufacturing over farming are exp(0.250) = 1.28 times higher for males compared to females. The odds of choosing the service sector over farming are exp(0.207) = 1.23 times higher for males compared to females. The

odds of choosing the trading sector over farming are exp(0.263) = 1.30 times higher for males compared to females. Gender plays a significant role in determining occupational preferences in responsible tourism, with males being more inclined towards choosing non-farming sectors such as manufacturing, service, and trading over farming. The positive and statistically significant coefficients for gender indicate that males are more likely to opt for these sectors compared to females. This finding suggests that gender norms and societal expectations may influence individuals' choices regarding their careers in responsible tourism. Males may perceive these sectors as more suitable or lucrative, leading to a higher likelihood of selecting them as their preferred occupation.

Similarly, geographical location, specifically being from Kozhikode district, also influences occupational preferences in responsible tourism. The odds of choosing manufacturing over farming are exp(0.423) = 1.53 times higher for participants from Kozhikode district compared to other districts. The odds of choosing the service sector over farming are exp(0.435) = 1.55 times higher for participants from Kozhikode district compared to other districts. The odds of choosing the trading sector over farming are exp(0.433) = 1.54 times higher for participants from Kozhikode district compared to other districts. Participants from Kozhikode district are more likely to choose the manufacturing, service, and trading sectors over farming. The positive and statistically significant coefficients for Kozhikode district suggest that individuals from this region have a higher propensity to opt for these sectors compared to those from other districts. This finding implies that local factors, such as the availability of opportunities, infrastructure, and cultural factors, may play a role in shaping career choices in responsible tourism. Participants from Kozhikode district may perceive these sectors as more viable or attractive, leading to a higher preference for them over farming.

The LR Chi-square statistic tests the overall significance of the multinomial logistic regression model. In this case, the LR Chi-square value is 76.66, indicating that the model as a whole is statistically significant. The p-value associated with the Chi-square statistic is 0.0000, which is less than the conventional significance level of 0.05, suggesting strong evidence against the null hypothesis that the model has no predictive power. Therefore, we reject the null hypothesis and conclude that the

model is statistically significant in predicting occupational preferences in responsible tourism based on the given independent variables.

The Pseudo R-squared value is a measure of the goodness-of-fit of the model. In this case, the Pseudo R-squared value is 0.600, indicating that the model explains about 60% of the variance in occupational preferences in responsible tourism. This suggests that the model provides a reasonably good fit to the data, meaning that the included independent variables are able to explain a substantial portion of the variation in the dependent variable.

Table 24: Estimated results of multinomial logistic regression model of occupational preferences in responsible tourism

Education (baseline=below SSLC)	Manufacturing (coefficient)	Service (coefficient)	Trading (coefficient)
SSLC	1.418*** (3.260)	0.859 (2.080)	1.321 (3.170)
Above SSLC	1.270*** (2.690)	1.207*** (2.790)	1.067*** (2.320)
English skills (yes=1;no=0)	0.103** (0.220)	0.530*** (1.240)	-0.607*** (-1.250)
Computer skill (yes=1;no=0)	0.758** (0.870)	1.352** (0.670)	0.293* (0.420)
Training certificate (yes=1;no=0)	0.717** (-0.970)	0.662** (0.950)	0.116** (0.190)
Experience in tourism sector	0.047** (1.260)	0.025** (0.720)	0.023** (0.630)
Govt_support (yes=1;no=0)	0.654** (2.060_	0.124* (0.430)	0.075** (0.250)
Age	-0.015* (-0.590)	-0.009* (-0.400)	0.014** (0.550)
Gender(male=1; female=0)	0.250** (0.780)	0.207** (0.710)	0.263** (0.870)
District (Kozhikode =1;others=0)	0.423*** (1.890)	0.435** (2.120)	0.433** (2.020)
Constant	-1.202 (-0.950)	-1.300 (-1.090)	-2.148 (-1.710)
LR Chi square	76.66		
P value of chi square	0.0000		
Pseudo R2 =	0.600		

Source: Estimated form Field Survey data, 2024

Section 4: Wage Earning of participant in the Responsible Tourism

In this section, the study delves into the intricate details of wage differences among individuals engaged in various occupations within the responsible tourism sector. By examining the wage earnings of workers in this sector, the research aims to uncover nuanced insights into the economic landscape of responsible tourism. Additionally, the study seeks to shed light on the disparities in wages that exist across different groups within the sector. Furthermore, this section aims to identify the key determinants of wages among workers in the responsible tourism sector. By elucidating these determinants, the study can provide valuable insights for policymakers to formulate effective strategies for enhancing wage levels and promoting sustainable livelihoods within the sector.

5.21 Regional wise differences in wage earning of the participants in responsible tourism sector

The table 25 presents the mean wage earnings of participants in the responsible tourism sector across different regions in Kerala. The mean wage earnings in Kozhikode are estimated to be Rs. 41,103.17 with a standard error of 991.7008. Similarly, in Ernakulam, the mean wage earnings are Rs. 41,047.62 with a standard error of 770.3108. In Trivandrum, the mean wage earnings are higher at Rs. 51,887.1, but with a larger standard error of 5472.378, indicating more variability in wage earnings in this region compared to Kozhikode and Ernakulam.

Table 25: Regional wise differences in wage earning of the participants in Responsible Tourism sector

Over	Mean	Std. Err.
Kozhikode	41103.17	991.7008
Ernakulam	41047.62	770.3108
Trivandrum	51887.1	5472.378

Estimated from primary data, 2024

5.22 Wage difference by forms of responsible tourism

Table 26 shows the mean wage earnings and standard errors for different forms of responsible tourism. Ecotourism shows a mean wage of Rs. 43,968.55 with

a standard error of 2100.633. Community-based tourism has a lower mean wage of Rs. 40,403.36 but a smaller standard error of 752.4654. On the other hand, organic farming tourism has the highest mean wage of Rs. 50,877.55 but a larger standard error of 6209.019, indicating greater variability in wage earnings compared to the other forms.

The differences in wage earnings across these forms of responsible tourism suggest varying economic opportunities and income levels. Ecotourism, while offering relatively stable wages, might provide more consistent and reliable income for workers. Community-based tourism, although offering lower mean wages, provides a more predictable income with less variability. Organic farming tourism, despite offering the highest mean wage, exhibits greater income volatility, possibly due to seasonal factors or other variables affecting agricultural activities. These findings underscore the importance of understanding the economic dynamics within different forms of responsible tourism for effective policy-making and sustainable development in the sector.

Table 26: Wage difference by forms of Responsible Tourism

	Mean	**Std. Err**
Ecotourism	43968.55	2100.633
Community based tourism	40403.36	752.4654
Organic farming tourism	50877.55	6209.019

Estimated from primary data, 2024

5.23 Gender difference in wages in Responsible tourism

Table 27 displays the gender difference in wages within the responsible tourism sector. The mean wage for males is Rs. 46,298.58 with a standard error of 2930.798, while for females, the mean wage is slightly lower at Rs. 42,521.21 with a standard error of 2010.46. This suggests that, on average, males earn more than females in responsible tourism.

The wage disparity between genders in responsible tourism reflects broader societal trends where gender-based wage gaps persist. The findings highlight the

need for targeted interventions and policies to address gender inequality in the workplace, including ensuring equal pay for equal work and creating opportunities for women to access higher-paying positions within the sector. Addressing these disparities is crucial for promoting gender equity and creating a more inclusive and sustainable tourism industry.

Table 27: Gender difference in wages in Responsible Tourism

Gender	Mean	Std. Err
Male	46298.58	2930.798
Female	42521.21	2010.46

Estimated from primary data, 2024

5.24 Wage difference by Nature of Occupations in Responsible Tourism

Table 28 presents the wage differences by the nature of occupations within the responsible tourism sector. The mean wage for the manufacturing sector is Rs. 49,828.95 with a standard error of 6711.221, for the service sector it is Rs. 41,556.6 with a standard error of 832.416, for the trading sector it is Rs. 42,406.98 with a standard error of 935.7438, and for the farming sector, it is Rs. 45,796.3 with a standard error of 4331.671.

The variation in wages across different sectors indicates that the nature of the occupation plays a significant role in determining wage levels within the responsible tourism sector. This may be due to differences in skill requirements, job demands, and market conditions for each sector. Understanding these wage differences is crucial for policymakers and industry stakeholders to ensure fair compensation practices and promote job satisfaction and retention within the sector.

Table 28: Wage difference by Nature of Occupations in Responsible Tourism

Nature of occupation	Mean	Std. Err.
Manufacturing sector	49828.95	6711.221
Service sector	41556.6	832.416
Trading sector	42406.98	935.7438
Farming sector	45796.3	4331.671

Estimated from primary data, 2024

5.25 Determinants of wages of participants in Responsible Tourism in Kerala

The results of the analysis provide a comprehensive understanding of the determinants of wages among participants in the responsible tourism sector in Kerala. The study examines the impact of various factors, including education, skills, experience, and geographical location, on wage earnings in this sector. Understanding these determinants is crucial for policymakers and stakeholders to formulate effective strategies for enhancing wage levels and promoting sustainable livelihoods in responsible tourism. Table 29 presents the estimated results of a multiple linear regression model with the dependent variable as log wage and the independent variables including education, English speaking skills, technical skills, computer skills, training certificate, professional education, district of residence, gender, and forms of responsible tourism. The coefficients of the model represent the estimated change in log wage for a one-unit change in each independent variable, holding all other variables constant. The standard errors, t-values, and p-values indicate the significance of each variable in explaining the variation in log wages. The R-squared value provides a measure of the overall fit of the model, indicating how well the independent variables explain the variation in the dependent variable. The F-statistic tests the overall significance of the model.

As far as education is concerned, a one-unit increase in education is associated with a 0.022 increase in wages. This effect is statistically significant (p = 0.001), indicating that higher education levels are positively related to higher wages in responsible tourism. Participants with English proficiency earn 0.068 higher wages compared to those without English proficiency. This effect is statistically significant (p = 0.002), suggesting that English language skills contribute to higher earning potential. The coefficient for technical skill is 0.196, but it is not statistically significant (p = 0.054), indicating that technical skills may not have a significant impact on wages in responsible tourism. Participants with computer skills earn 0.024 higher wages, and this effect is statistically significant (p = 0.001), suggesting that digital literacy is associated with higher earning potential. Holding a training certificate does not have a significant impact on wages, as the coefficient is not

statistically different from zero (p = 0.761). Participants with professional education earn 0.173 higher wages, and this effect is statistically significant (p = 0.011), indicating that specialized training and qualifications lead to higher earning potential.

Participants residing in Ernakulam and Trivandrum earn 0.101 and 0.175 higher wages, respectively, compared to those in Kozhikode. Both effects are statistically significant, suggesting that geographical location within Kerala influences wage levels. Being male is associated with 0.046 higher wages, and this effect is statistically significant (p = 0.026), indicating gender disparities in wage earnings. Engaging in community-based tourism or organic farming tourism is not significantly associated with wage levels compared to ecotourism. A one-year increase in total experience is associated with a 0.006 increase in wages, and this effect is statistically significant (p = 0.010), suggesting that experience in the sector leads to higher wages.

R-squared and F-statistic: The R-squared value of 0.341 indicates that the model explains 34.1% of the variation in wages. The F-statistic of 67.45 is highly significant (p = 0.000), suggesting that the overall model is a good fit for the data.

The results have several important implications for policymakers and stakeholders in the responsible tourism sector in Kerala. Firstly, investing in education and English language skills development could enhance the earning potential of participants. Additionally, promoting the acquisition of computer skills may improve job prospects and wages. Supporting programs that offer professional education and specialized training could also lead to higher wages. Addressing regional disparities in wages by implementing targeted policies and incentives is crucial. Moreover, efforts to promote gender equality and reduce wage gaps are essential. Finally, providing opportunities for on-the-job training and career advancement can lead to higher wages for experienced workers. These findings highlight the need for comprehensive policies that focus on human capital development, gender equality, and regional development to improve economic outcomes in the responsible tourism sector.

Table 29: Determinants of wages of participants in Responsible Tourism in Kerala

Variable	Coefficient	Std. Err.	t-value	P-value
Constant	10.536	0.110	95.68	0.000
Education	0.022	0.015	4.41	0.001
English proficiency (Yes=1;no=0)	0.068	0.047	5.45	0.002
Technical skill (yes=1;no=0)	0.196	0.102	1.93	0.054
Computer skill (yes=1;no=0)	0.024	.109	5.22	0.001
Training certificate (yes=1; no=0)	0.025	0.083	-0.30	0.761
Professional education (yes=1;no=0)	0.173	0.109	3.58	0.011
District: Kozhikode Reference category				
District: Ernakulam	0.101	0.062	4.61	0.008
District: Trivandrum	0.175	0.051	3.45	0.001
Gender (male=1;female=0)	0.046	0.033	3.38	0.026
Forms of RTS (Reference category=ecotourism)				
Community based tourism	-0.100	0.060	-1.66	0.099
Organic farming tourism	-0.003	0.049	-0.07	0.946
Total years of experience	0.006	0.032	2.64	0.010
R square	0.341			
F statistics	67.45 (0.000)			

Estimated from primary data, 2024

Section 5: Community participation in the responsible tourism

This section of the study focuses on community participation in responsible tourism, as assessed through two key questions in the questionnaire. The first question asked participants to indicate their agreement with the statement, "The local community actively participates in responsible tourism initiatives," using a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree. The second question asked participants to rate, on a scale of 1 to 5, how much value they believe

the local community places on responsible tourism initiatives in their area, with 1 indicating very little value and 5 indicating a great deal of value.

Table 30 presents the results of these questions, showing the distribution of responses among the participants. For the question regarding the perception of local community participation, the mean score was 3.3803, indicating a moderate level of agreement among participants that the local community actively participates in responsible tourism initiatives. The standard deviation of 1.125 suggests some variability in responses. Regarding the question about the value placed on responsible tourism initiatives by the local community, the mean score was 3.273, again indicating a moderate level of perceived value. The standard deviation of 1.145 suggests some variability in responses to this question as well. The results suggest that while there is some level of agreement among participants regarding community participation and value placed on responsible tourism initiatives, there is also a degree of variability in perceptions among respondents. These findings provide insights into the level of community engagement and support for responsible tourism practices in the area surveyed.

Table 30: Community participation in the Responsible Tourism

	Scale	Number	Percent	Mean score
Perception of local community on community participation	1.00	21	5.6	3.3803 (1.125)
	2.00	61	16.2	
	3.00	117	31.1	
	4.00	108	28.7	
	5.00	69	18.4	
Values given by local community in responsible tourism	1.00	24	6.4	3.273 (1.145)
	2.00	74	19.7	
	3.00	117	31.1	
	4.00	98	26.1	
	5.00	63	16.8	

Source: Estimated from field survey, 2024

Note: values in the bracket is standard deviation

5.26 Determinants of community participation of responsible tourism

This section investigated the determinants of community participation in responsible tourism in Kerala using an estimated ordered probit regression model. The dependent variable, Perception of local community on community participation, is a Likert scale variable with five ordinal categories. The model considered several independent variables, including Region, Forms of Tourism, gender, experience in tourism, family income, age, education, English speaking skills, computer skills, and training.

The results in the table 31 indicate that participants from Central Kerala and North Kerala are more likely to engage in responsible tourism compared to those from South Kerala, suggesting regional differences in participation. Additionally, involvement in community-based tourism and organic farming tourism is associated with higher participation rates than in ecotourism, indicating the influence of different tourism forms on community engagement.

Gender differences were also observed, with males showing a higher likelihood of participating in responsible tourism compared to females. Experience in the tourism sector was positively associated with participation, as was total family income, suggesting that economic factors play a role. However, age did not significantly impact participation.

Higher levels of education, English speaking skills, and computer skills were associated with increased participation, indicating the importance of these skills in engaging with responsible tourism initiatives. Having a training certificate did not significantly influence participation. These findings highlight the diverse factors that influence community participation in responsible tourism, including regional, economic, gender-related, and skill-based factors. Understanding these determinants can help develop targeted strategies to enhance community involvement in responsible tourism initiatives in Kerala.

The findings have several implications for promoting community participation in responsible tourism in Kerala. Firstly, understanding regional differences is crucial, as participants from Central and North Kerala show higher engagement. This suggests the need for tailored strategies for different regions to enhance community involvement. Secondly, the preference for community-based

and organic farming tourism indicates a potential shift in tourism practices. Encouraging these forms of tourism could increase community participation. Gender disparities highlight the importance of addressing gender-specific barriers to participation. Efforts to promote inclusivity and gender equality in tourism initiatives could help bridge this gap. Additionally, the positive association between experience, education, and skills with participation suggests the importance of capacity-building programs. Providing training and educational opportunities can empower communities to actively engage in responsible tourism. Moreover, the influence of economic factors on participation underscores the need for initiatives that provide economic benefits to local communities. Supporting sustainable livelihoods and income-generating activities within responsible tourism can incentivize participation.

Table 31: Determinants of community participation of Responsible Tourism: Estimated Results of Ordered Probit Regression model

Variables	Coefficient	z-value	p-value
Region(South Kerala=baseline)			
Central Kerala	0.547	2.61	0.009
North Kerala	0.442	2.43	0.015
Forms of tourism (ecotourism=baseline)			
Community based tourism	0.059	2.29	0.007
Organic farming tourism	0.037	3.22	0.008
Gender(male=1;female=0)	0.021	2.18	0.034
total years' experience in tourism sector	0.013	6.95	0.000
total family income	0.012	3.65	0.048
age	0.003	0.38	0.707
Education	0.043	4.78	0.004
English speaking skill(yes=1;no=0)	0.085	2.53	0.045
computer skill(yes=1;no=0)	0.690	2.46	0.014
training certificate (yes=1;no=0)	0.474	1.85	0.064
Thresholds			
cut1	-0.354		
cut2	0.502		
cut3	1.399		
cut4	2.267		
Pseudo R2	0.0300		
LR chi2(12)	33.60		
P value	0.0000		
Sample Size	376		

Source: Estimated from field survey

The marginal effects derived form table 31 provide insights into how changes in the independent variables affect the probability of community participation in responsible tourism at different levels (1 to 5). See table 32.

For Central Kerala, a one-unit increase in community participation score decreases the probability of being in lower participation categories (1 to 3) and increases the probability of being in higher categories (4 and 5). The effect is more pronounced for category 5. A similar pattern is observed for North Kerala, but the effect is slightly smaller. Compared to ecotourism, community-based tourism and organic farming tourism have positive marginal effects, indicating that they increase the probability of higher participation categories (4 and 5) and decrease the probability of lower categories (1 to 3). Being male has a small positive effect on community participation, particularly in categories 4 and 5, indicating that males are more likely to participate actively. Each additional year of experience in the tourism sector slightly increases the probability of higher participation categories (4 and 5) and decreases the probability of lower categories (1 to 3). Total family income has a negligible effect on community participation, with almost no change in the probabilities across categories. Age has no significant effect on community participation, as indicated by the marginal effects being close to zero across all categories. Higher levels of education have a positive effect on community participation, with a greater impact on higher categories (4 and 5) and a smaller impact on lower categories (1 to 3). Having English speaking skills increases the probability of higher participation categories (4 and 5) and decreases the probability of lower categories (1 to 3), indicating that language skills play a role in community participation. Participants with computer skills are more likely to be in the higher participation categories (4 and 5) and less likely to be in the lower categories (1 to 3), suggesting that digital literacy is associated with higher community participation. Holding a training certificate has a mixed effect, with a positive impact on categories 4 and 5 but a negative impact on category 1, indicating that training may not always lead to higher community participation. The marginal effects give insights into how various factors influence community participation in responsible

tourism in Kerala, helping policymakers and stakeholders design effective strategies to promote and enhance community engagement in sustainable tourism practices.

Table 32: Derived marginal effect from the estimation of ordered probit model

Variables	1	2	3	4	5
Region(South Kerala=baseline)					
Central Kerala	-0.060	-0.102	-0.051	0.082	0.132
North Kerala	-0.052	-0.084	-0.035	0.071	0.101
Forms of tourism (ecotourism=baseline)					
Community based tourism	-0.006	-0.011	-0.007	0.008	0.015
Organic farming tourism	-0.004	-0.007	-0.004	0.005	0.009
Gender(male=1;female=0)	-0.002	-0.004	-0.002	0.003	0.005
total years' experience in tourism sector	0.001	0.002	0.001	-0.002	-0.003
total family income	-0.000	-0.000	-0.000	0.000	0.000
age	-0.000	-0.000	-0.000	0.000	0.000
Education	-0.004	-0.008	-0.004	0.006	0.010
English speaking skill(yes=1;no=0)	-0.008	-0.016	-0.009	0.012	0.021
computer skill(yes=1;no=0)	-0.109	-0.128	-0.014	0.124	0.128
training certificate (yes=1;no=0)	0.033	0.079	0.073	-0.043	-0.142

Note: Derived from Table 31 estimation results through post estimation of ordered probit model

5.27 Effect of Responsible Tourism on Community Development in Kerala by Factor Analysis

In this section, the study examines the impact of responsible tourism on community development, which is one of the primary objectives of RTS. For this purpose, the study incorporated eleven important questions related to community and development concerning responsible tourism's impact. The responses were measured on a 1 to 5 Likert scale. The study applied factor analysis to understand the underlying structure of variables related to community development in the context of responsible tourism in Kerala. Let's break down the tables and results to explain their significance and implications.

5.28 Descriptive statistics for variables related to community development in the context of Responsible Tourism

Table 33 provides the descriptive statistics for variables related to community development in the context of responsible tourism. Here's an explanation of each component:

1. *Overall development of rural area:* The mean score of 3.4096 indicates that, on average, respondents perceive the overall development of rural areas where responsible tourism is present positively, with a standard deviation of 1.12300 showing some variability in responses.

2. *Satisfaction on improvements of basic infrastructure in local area:* The mean score of 3.3511 suggests a relatively high level of satisfaction with improvements in basic infrastructure, with a standard deviation of 1.15199 indicating moderate variability in responses.

3. *Healthcare and education services in rural areas improved by responsible tourism initiatives*: The mean score of 3.2367 indicates a positive perception of improvements in healthcare and education services, with a standard deviation of 1.19324 showing some variability in responses.

4. *Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts*: The mean score of 3.2367 suggests a positive perception of efforts to preserve and promote traditional rural livelihoods, with a standard deviation of 1.19993 indicating moderate variability in responses

5. *The overall standard of living in rural areas where responsible tourism initiatives are present*: The mean score of 3.2766 indicates a positive perception of the overall standard of living, with a standard deviation of 1.20580 showing some variability in responses.

6. *RTS contribution to the creation of job opportunities*: The mean score of 3.0372 suggests a moderate perception of the contribution of responsible

tourism to job creation, with a relatively high standard deviation of 1.29149 indicating considerable variability in responses.

7. *Satisfaction in providing employment opportunities by RTS*: The mean score of 3.3883 indicates a relatively high level of satisfaction with employment opportunities provided by responsible tourism, with a standard deviation of 1.15390 showing moderate variability in responses.

8. *Stability of employment provided by responsible tourism projects*: The mean score of 3.1410 suggests a moderate perception of the stability of employment provided by responsible tourism, with a standard deviation of 1.21713 indicating some variability in responses.

9. *Impact RTS on income:* The mean score of 3.1383 indicates a moderate perception of the impact of responsible tourism on income, with a standard deviation of 1.21853 showing some variability in responses.

10. *Satisfaction from income generation:* The mean score of 3.1596 suggests a moderate level of satisfaction with income generation, with a standard deviation of 1.21373 indicating some variability in responses.

11. *Fairness of income distribution within the responsible tourism sector:* The mean score of 3.0532 indicates a moderate perception of the fairness of income distribution within the responsible tourism sector, with a standard deviation of 1.17863 showing some variability in responses.

The descriptive statistics provide insights into respondents' perceptions of various aspects of community development influenced by responsible tourism, highlighting both positive perceptions and areas where there may be room for improvement.

Table 33: Descriptive Statistics of the variables related to community development

Variables related to community development	Mean	Std. Deviation
Overall development of rural area	3.4096	1.12300
Satisfaction on improvements of basic infrastructure in local area	3.3511	1.15199
Healthcare and education services in rural areas improved by responsible tourism initiatives	3.2367	1.19324
Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts	3.2367	1.19993
The overall standard of living in rural areas where responsible tourism initiatives are present	3.2766	1.20580
RTS contribution to the creation of job opportunities	3.0372	1.29149
Satisfaction in providing employment opportunities by RTS	3.3883	1.15390
Stability of employment provided by responsible tourism projects	3.1410	1.21713
Impact RTS on income	3.1383	1.21853
Satisfaction from income generation	3.1596	1.21373
Fairness of income distribution within the responsible tourism sector	3.0532	1.17863

Source: Estimated from field survey, 2024

5.29 KMO and Bartlett's Test for Variables related to community development

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy assesses whether the data is suitable for factor analysis. It ranges from 0 to 1, where values closer to 1 indicate that the data is well-suited for factor analysis. In this case, the KMO value is 0.827, which indicates that the variables related to community development have a high degree of intercorrelation and are suitable for factor analysis.

Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix is an identity matrix, meaning there are no correlations between variables. A significant result ($p < 0.05$) indicates that the variables are correlated, supporting the

use of factor analysis. In this case, the Bartlett's Test statistic is approximately 562.017, with 55 degrees of freedom, and a significance level (Sig.) of .000, which is less than 0.05. Therefore, we reject the null hypothesis and conclude that there are significant correlations between the variables, supporting the use of factor analysis.

Table 34: KMO and Bartlett's Test for Variables related to community development

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.827
Bartlett's Test of Sphericity	Approx. Chi-Square	562.017
	Df	55
	Sig.	.000

Source: Estimated from field survey, 2024

5.30   Estimated Communalities for Variables Related to Community Development

This table 35 presents the estimated communalities for variables related to rural development in the context of responsible tourism. Communalities represent the proportion of each variable's variance that is accounted for by the factors extracted in the analysis. The table includes initial communalities (before factor extraction) and extraction communalities (after factor extraction using Principal Component Analysis).

Initial Communalities: These values, all equal to 1.000, represent the total variance in each variable before factor extraction.

Extraction Communalities: These values indicate the proportion of variance in each variable that is accounted for by the factors extracted in the principal component analysis. For example, for the variable "Overall development of rural area," the extraction communalities value is 0.691, indicating that 69.1% of the variance in this variable is explained by the extracted factors.

Higher extraction communalities suggest that the variables are well-represented by the factors extracted in the analysis. In this case, most variables have extraction communalities above 0.4, indicating that a substantial amount of their variance is accounted for by the factors. However, the variable "The overall standard of living in rural areas where responsible tourism initiatives are present" has a relatively low extraction communalities value of 0.307, suggesting that the factors extracted explain a smaller proportion of the variance in this variable compared to others. Figure 5 shows the screen plot for the variables related to community development of responsible tourism in the selected region.

Table 35: Estimated communalities for Variables related to Community Development

Communalities		
Variables related to community development	**Initial**	**Extraction**
Overall development of rural area	1.000	.691
Satisfaction on improvements of basic infrastructure in local area	1.000	.438
Healthcare and education services in rural areas improved by responsible tourism initiatives	1.000	.634
Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts	1.000	.596
The overall standard of living in rural areas where responsible tourism initiatives are present	1.000	.307
RTS contribution to the creation of job opportunities	1.000	.487
Satisfaction in providing employment opportunities by RTS	1.000	.486
Stability of employment provided by responsible tourism projects	1.000	.403
Impact RTS on income	1.000	.458
Satisfaction from income generation	1.000	.333
Fairness of income distribution within the responsible tourism sector	1.000	.371
Extraction Method: Principal Component Analysis.		

Source: Estimated from field survey, 2024

Figure 5: screen plot for the Variables related to Community Development
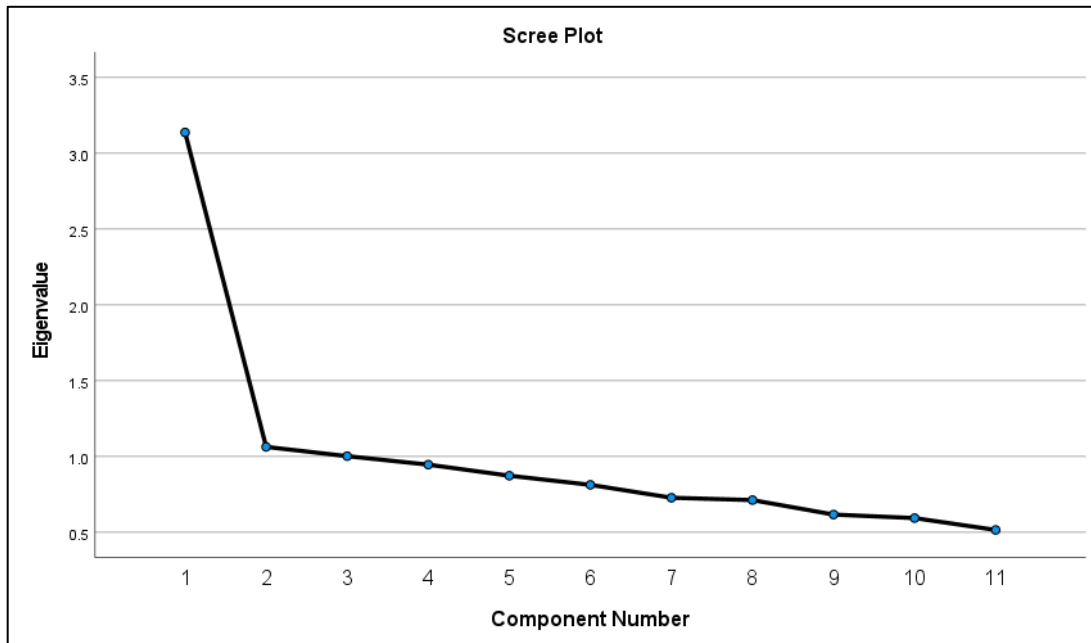
5.31 Total variance explained by the components extracted in the factor analysis for variables related to community development

Table 36 provides information on the total variance explained by the components extracted in the factor analysis for variables related to community development in the context of responsible tourism. The table includes the component number, initial eigenvalues, percentage of variance explained by each component, and the cumulative percentage of variance explained up to each component. For example, the initial eigenvalue of 3.137 for Component 1 explains 28.521% of the total variance, with a cumulative percentage of 28.521%. Component 2 explains an additional 9.665% of the total variance, resulting in a cumulative percentage of 38.186%. These values help in understanding the relative importance of each component in explaining the variability in the variables related to rural development impacted by responsible tourism.

Based on the eigenvalues provided in Table 36, it appears that 4 factors should be retained. This decision is typically made by retaining all factors with eigenvalues greater than 1, as they explain more variance than a single original

variable. In this case, the eigenvalues for the first four components are 3.137, 1.063, 1.002, and 0.946, all of which exceed 1, indicating that they are significant in explaining the variance in the variables related to rural development influenced by responsible tourism.

Table 36: Total Variance Explained for **Variables related to community development**

Component	Initial Eigenvalues		
	Total	**% of Variance**	**Cumulative %**
1	3.137	28.521	28.521
2	1.063	9.665	38.186
3	1.002	9.110	47.296
4	.946	8.601	55.897
5	.873	7.937	63.833
6	.813	7.389	71.222
7	.728	6.616	77.838
8	.712	6.475	84.313
9	.617	5.607	89.920
10	.594	5.396	95.315
11	.515	4.685	100.000

Source: Estimated from field survey, 2024

5.32 Component Matrix for Variables Related to Community Development

The table 37 presents the component matrix for variables related to community development in the context of responsible tourism. Each cell in the matrix represents the correlation between a variable and a component extracted from the factor analysis. The components represent underlying factors or dimensions of community development impacted by responsible tourism.

- **Component 1**: This component is positively correlated with variables such as overall development of rural area, satisfaction on improvements of basic

infrastructure, healthcare and education services improvement, preserving traditional livelihoods, overall standard of living, job creation contribution, satisfaction in providing employment, stability of employment, impact on income, satisfaction from income generation, and fairness of income distribution within the tourism sector. This component represents a broad aspect of community development influenced by responsible tourism.

- **Component 2**: This component is negatively correlated with healthcare and education services improvement and preserving traditional livelihoods, indicating that as these aspects improve, Component 2 decreases. It is positively correlated with satisfaction on improvements of basic infrastructure, stability of employment, impact on income, and fairness of income distribution within the tourism sector. This component may represent specific aspects of community development related to infrastructure, employment stability, income impact, and fairness.

- **Component 3**: This component is positively correlated with overall development of rural area, preserving traditional livelihoods, satisfaction in providing employment, and fairness of income distribution within the tourism sector. It is negatively correlated with satisfaction on improvements of basic infrastructure, healthcare and education services improvement, overall standard of living, stability of employment, impact on income, and satisfaction from income generation. This component may represent another specific aspect of community development related to employment satisfaction, income fairness, and traditional livelihood preservation.

The component matrix provides insights into the underlying factors or dimensions of community development influenced by responsible tourism, highlighting the interconnectedness of various aspects of development.

Table 37: Component Matrix for Variables related to Community Development

Variables related to community development	Component		
	1	**2**	**3**
Overall development of rural area	.317	.157	.752
Satisfaction on improvements of basic infrastructure in local area	.473	.422	-.189
Healthcare and education services in rural areas improved by responsible tourism initiatives	.505	-.605	-.112
Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts	.535	-.474	.292
The overall standard of living in rural areas where responsible tourism initiatives are present	.503	-.067	-.224
RTS contribution to the creation of job opportunities	.678	.063	.152
Satisfaction in providing employment opportunities by RTS	.606	.172	-.299
Stability of employment provided by responsible tourism projects	.588	-.029	-.236
Impact RTS on income	.527	.424	-.016
Satisfaction from income generation	.544	-.167	-.099
Fairness of income distribution within the responsible tourism sector	.522	.155	.274
Extraction Method: Principal Component Analysis.			
3 components extracted.			

Source: Estimated from field survey, 2024

5.33 Rotated Component Matrix for Variables Related to Community Development

The table 38 displays the rotated component matrix for variables related to rural development influenced by responsible tourism. The rotation method used was Varimax with Kaiser Normalization, and convergence was achieved in 4 iterations. The components represent underlying factors or dimensions of community

development impacted by responsible tourism, with each cell showing the correlation between a variable and a component after rotation.

- **Component 1**: This component is primarily characterized by high loadings for variables such as overall development of rural area, satisfaction in providing employment opportunities, stability of employment, RTS contribution to job opportunities, and impact of RTS on income. This component may represent a holistic aspect of rural development influenced by responsible tourism, encompassing factors like overall progress, employment stability, and income impact.

- **Component 2**: This component is characterized by high loadings for variables related to basic infrastructure improvements, healthcare and education services, preserving traditional livelihoods, and the overall standard of living. This component may represent a specific aspect of rural development related to infrastructure, services, and quality of life improvements driven by responsible tourism initiatives.

- **Component 3**: This component is characterized by high loadings for variables related to preserving traditional livelihoods, RTS contribution to job opportunities, impact of RTS on income, and fairness of income distribution within the tourism sector. This component may represent another specific aspect of rural development focused on the sustainability of traditional livelihoods, job creation, income impact, and equitable income distribution within the tourism sector.

The rotated component matrix provides a clearer understanding of the underlying factors or dimensions of rural development impacted by responsible tourism, highlighting the multifaceted nature of community development in rural areas. Figure 6 shows the component plot in rorated space for variables related to community development.

Table 38: Rotated Component Matrix for Variables related to Community Development

	Component		
	1	**2**	**3**
Overall development of rural area	-.006	-.002	.831
Satisfaction on improvements of basic infrastructure in local area	.654	-.027	.095
Healthcare and education services in rural areas improved by responsible tourism initiatives	.043	.795	-.021
Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts	-.031	.671	.380
The overall standard of living in rural areas where responsible tourism initiatives are present	.403	.379	-.019
RTS contribution to the creation of job opportunities	.441	.349	.412
Satisfaction in providing employment opportunities by RTS	.646	.262	-.001
Stability of employment provided by responsible tourism projects	.490	.403	.010
Impact RTS on income	.620	-.011	.271
Satisfaction from income generation	.320	.472	.090
Fairness of income distribution within the responsible tourism sector	.336	.170	.479
Extraction Method: Principal Component Analysis. *Rotation Method: Varimax with Kaiser Normalization.*			
a. Rotation converged in 4 iterations.			

Source: Field survey

Figure 6: Component plot in rorated space for Variables related to Community Development
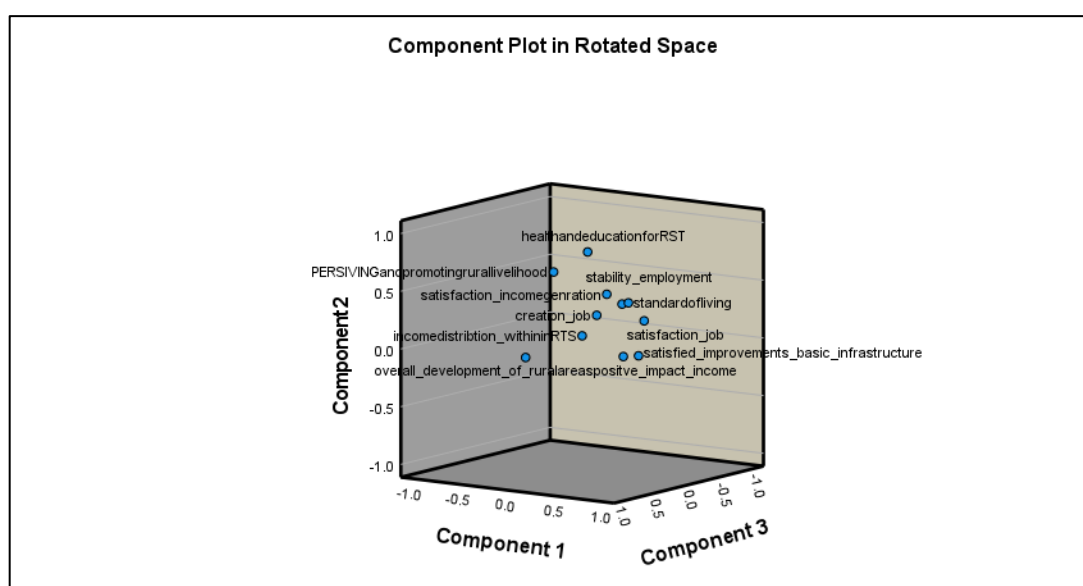
5.34 Effect of Responsible Tourism on Community Development by OLS Estimation

The study also empirically verified the impact of responsible tourism on community development by taking overall development in the community area as the dependent variable. This variable is measured on a Likert scale from 1 to 5. The independent variables include forms of RTS, types of business, nature of business, and other control variables. The study used OLS estimation, and the results are summarized in Table 39.

The estimated regression model provides insights into the impact of responsible tourism on community development, considering various independent variables such as forms of RTS, types of business, nature of business, and control variables. Here's an interpretation of the estimated regression results for each independent variable:

1. *Forms of RTS*: The coefficients for community-based tourism and organic farming tourism are both 0.5225, indicating a positive impact on community development compared to ecotourism (baseline). This suggests that community-based and organic farming tourism have a significant and positive effect on overall development in the community area. The p-values of 0.000 indicate that these effects are statistically significant.

2. *Types of Business*: For types of business, the coefficients represent the impact of each type of business compared to the baseline of sole proprietorship. Partnership businesses have a coefficient of 0.5225, implying a positive impact on community development. However, the coefficients for manufacturing, service, and trading businesses are 0.6468, 0.1304, and 0.0949 respectively. These results suggest that manufacturing businesses have the most substantial positive impact on community development, followed by service businesses, while trading businesses have the least impact. All these effects are statistically significant based on the low p-values.

3. *Nature of Business:* The coefficients for different natures of businesses compared to farming (baseline) indicate their impact on community development. Manufacturing businesses have a coefficient of 0.6468, implying a strong positive impact on community development. Service businesses have a coefficient of 0.1304, indicating a moderate positive impact. Trading businesses have a coefficient of 0.0949, indicating a relatively weaker positive impact. These effects are statistically significant with p-values less than 0.01.

The results suggest that certain forms of RTS, types of businesses, and nature of businesses have a significant positive impact on community development. This underscores the importance of responsible tourism and specific types of businesses in fostering community development.

The implications of the regression results for responsible tourism are significant. Firstly, the findings highlight the importance of diversifying forms of responsible tourism beyond ecotourism. Community-based tourism and organic farming tourism show notable positive impacts on community development, suggesting that a broader range of responsible tourism activities can contribute positively to local communities. Secondly, the results underscore the role of different types and natures of businesses in responsible tourism. Manufacturing businesses, for example, appear to have a particularly strong positive impact on community development. This suggests that responsible tourism initiatives should consider supporting and promoting local manufacturing businesses to enhance community development outcomes. Additionally, the positive impact of partnership businesses and certain service businesses indicates that collaboration and service-oriented ventures within responsible tourism can also contribute positively to community development. However, trading businesses, while still beneficial, may have a relatively weaker impact. The implications suggest that responsible tourism initiatives should focus on a diverse range of activities and businesses to maximize their positive impact on community development. This may involve supporting local

businesses, encouraging community-based tourism initiatives, and promoting sustainable practices across various sectors within the tourism industry.

Table 39: Effect of Responsible Tourism on Community Development: Estimation of Multiple linear Regression Model

	Variable	Coefficient	Std. Err.	t-value	P-value
Forms RTS (baseline=ecotourism)	Community based tourism	0.5225	0.1346	3.88	0.000
	organic farming tourism	0.5225	0.1346	3.88	0.000
Types of business baseline=Sole Proprietorship)	Partnership	0.5225	0.1346	3.88	0.000
Nature of business (baseline=farming)	Manufacturing	0.6468	0.1412	4.58	0.000
	Service	0.1304	0.1139-	3.14	0.003
	Trading	0.0949	0.1352	2.70	0.004
	Intercept	0.876	0.1408	13.62	0.000
Control variables	Region	Yes			
	Government support	Yes			
	R squared	0.253			
	F value	29.345 (0.000)			

Source: Estimated from field survey, 2024

Section 6: Effectiveness of Responsible Tourism

One of the key objectives of this study is to evaluate the effectiveness of responsible tourism in Kerala. To achieve this, the study includes a question in the questionnaire to assess respondents' perceptions of the effectiveness of responsible tourism at the community, individual, and state levels. The question asked is, 'Taking everything into consideration, do you believe responsible tourism is effective in

improving the overall socio-economic conditions of the local community?' Respondents are required to respond on a 1 to 5 Likert scale. The results of the survey are presented in Table 40.

Table 40 presents the responses of the survey participants regarding the effectiveness of responsible tourism in improving the overall socio-economic conditions of the local community in Kerala. The responses were measured on a Likert scale ranging from 1 to 5, where 1 indicates 'Not effective at all' and 5 indicates 'Highly effective'.

1. *1.00 (Not effective at all):* 28 respondents, accounting for 7.4% of the total, believe that responsible tourism is not effective at all in improving the socio-economic conditions of the local community.

2. *2.00 (Slightly effective):* 77 respondents, representing 20.5% of the total, perceive responsible tourism to be slightly effective in improving the socio-economic conditions.

3. *3.00 (Moderately effective):* 114 respondents, making up 30.3% of the total, consider responsible tourism to be moderately effective in its impact on the socio-economic conditions.

4. *4.00 (Effective):* 97 respondents, comprising 25.8% of the total, believe that responsible tourism is effective in improving the socio-economic conditions.

5. *5.00 (Highly effective):* 60 respondents, accounting for 16.0% of the total, view responsible tourism as highly effective in improving the socio-economic conditions of the local community.

The majority of respondents (57.8%) rated responsible tourism as moderately to highly effective in improving the socio-economic conditions of the local community, indicating a generally positive perception of its impact. However, there is a notable proportion (27.9%) that considers responsible tourism to be less effective or not effective at all, suggesting room for improvement in the implementation and outcomes of responsible tourism initiatives.

Table 40: Effectiveness of Responsible Tourism in Kerala

Likert scale (1 to 5)	Frequency	Percent
1.00	28	7.4
2.00	77	20.5
3.00	114	30.3
4.00	97	25.8
5.00	60	16.0
Total	376	100.0

Source: Estimated from field survey, 2024

5.35 Regional Variations in Perceptions of Responsible Tourism Effectiveness

The table 41 provides a breakdown of responses regarding the effectiveness of responsible tourism (RTS) in improving socio-economic conditions across different regions of Kerala: South Kerala, Central Kerala, and North Kerala. Here's the interpretation:

- **South Kerala**: In South Kerala, the majority of respondents rated the effectiveness of RTS as moderate to high (31.7% rated 3.00, 4.00, or 5.00), with 31.7% considering it moderately effective (3.00), 20.6% effective (4.00), and 5.6% highly effective (5.00). However, a notable 15.9% rated it as not effective at all (1.00).

- **Central Kerala**: In Central Kerala, similar to South Kerala, a significant proportion of respondents perceived RTS as moderately to highly effective (27.8% rated 3.00, 4.00, or 5.00). Specifically, 27.0% considered it moderately effective (3.00), 15.1% effective (4.00), and 5.6% highly effective (5.00). A smaller proportion (5.6%) rated it as not effective at all (1.00).

- **North Kerala**: In North Kerala, the responses were more evenly distributed across the effectiveness categories. However, a substantial percentage of respondents still viewed RTS positively, with 31.5% considering it moderately effective (3.00), 29.8% effective (4.00), and 27.4% highly effective (5.00). Only a small percentage (0.8%) rated it as not effective at all (1.00).

Chi-square test: The Chi-square test value of 123.45 with a p-value of 0.000 indicates a statistically significant difference in the responses regarding the effectiveness of RTS across the regions. This suggests that there are regional variations in perceptions of the effectiveness of responsible tourism in improving socio-economic conditions. While there are differences in perceptions across regions, the majority of respondents in all regions viewed responsible tourism as at least moderately effective in improving socio-economic conditions, highlighting the generally positive perception of its impact.

Table 41: Regional wise difference in responses of effectiveness of Responsible Tourism

Region		Effectiveness of RTS					Total
		1.00	2.00	3.00	4.00	5.00	
South Kerala	Count	20	33	40	26	7	126
	% within region	15.9%	26.2%	31.7%	20.6%	5.6%	100.0%
Central Kerala	Count	7	31	35	34	19	126
	% within region	5.6%	24.6%	27.8%	27.0%	15.1%	100.0%
North Kerala	Count	1	13	39	37	34	124
	% within region	0.8%	10.5%	31.5%	29.8%	27.4%	100.0%
Total	Count	28	77	114	97	60	376
	% within region	7.4%	20.5%	30.3%	25.8%	16.0%	100.0%
Chi square test value							123.45 (0.000)

Source: Estimated from field survey, 2024

Figure 7: Regional wise difference in responses of effectiveness of responsible tourism
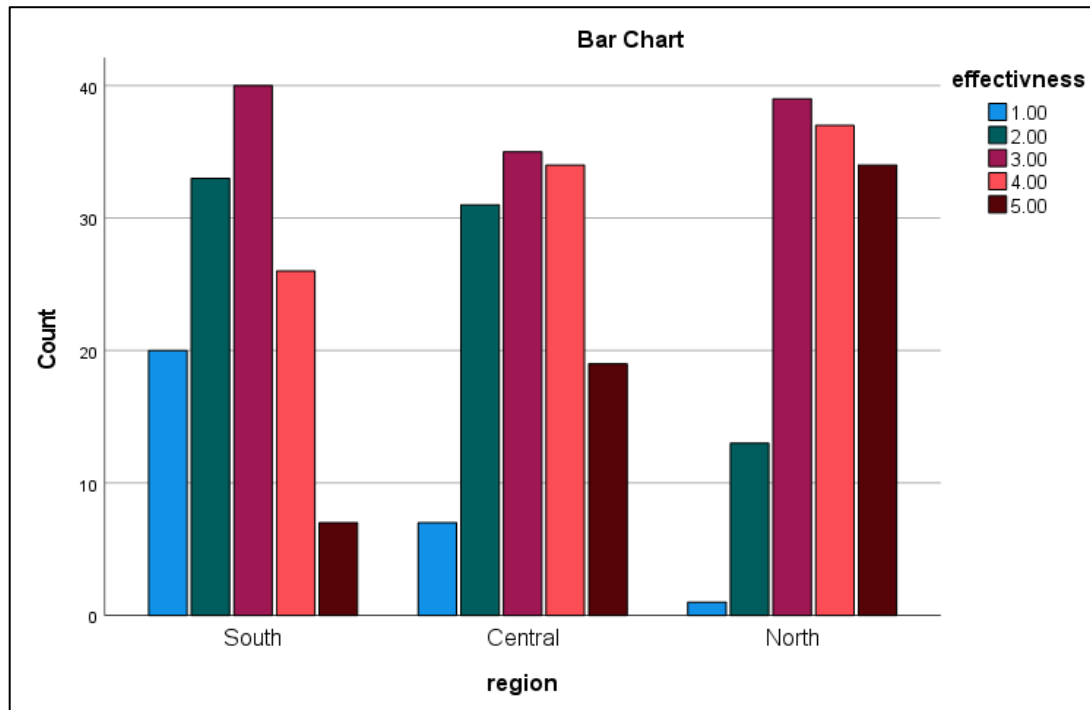
5.36 Difference in Responses of the Effectiveness of Responsible Tourism by Forms of Responsible Tourism

The table 42 and figure 8 present the differences in responses regarding the effectiveness of responsible tourism (RTS) based on different forms of RTS.

1. *Ecotourism:* Among respondents who identified ecotourism as a form of RTS, 28.3% rated its effectiveness as 3, making it the most common rating. Overall, ecotourism received a balanced distribution of ratings across the Likert scale.

2. *Community-based Tourism*: For community-based tourism, the most common rating for effectiveness was 4, with 27.7% of respondents giving this rating. Similar to ecotourism, there was a relatively balanced distribution of ratings across the scale.

3. *Organic Farming Tourism*: Respondents who identified organic farming tourism as a form of RTS tended to rate its effectiveness higher, with 35.7%

giving a rating of 3 and 30.6% giving a rating of 4. This suggests that organic farming tourism was perceived more positively in terms of its effectiveness compared to the other forms of RTS.

The chi-square test indicates a significant difference in responses regarding the effectiveness of RTS based on the forms of RTS identified by respondents. This suggests that different forms of RTS may be perceived differently in terms of their effectiveness, highlighting the need for tailored strategies and interventions for each form to enhance their impact and effectiveness.

Table 42: Difference in responses of effectiveness of responsible tourism by the Forms of Responsible Tourism

		Forms of RTS and effectiveness					
		Effectiveness					Total
		1.00	2.00	3.00	4.00	5.00	
Ecotourism	Count	19	39	45	34	22	159
	% within formof_rts	11.9%	24.5%	28.3%	21.4%	13.8%	100.0%
Community based tourism	Count	6	30	34	33	16	119
	% within formof_rts	5.0%	25.2%	28.6%	27.7%	13.4%	100.0%
Organin farming tourism	Count	3	8	35	30	22	98
	% within formof_rts	3.1%	8.2%	35.7%	30.6%	22.4%	100.0%
Total	Count	28	77	114	97	60	376
	% within formof_rts	7.4%	20.5%	30.3%	25.8%	16.0%	100.0%
Chi Square test results							76.78 (0.000)

Source: Estimated from field survey, 2024

Figure 8: Difference in Responses of the Effectiveness of Responsible Tourism by Forms of Responsible Tourism
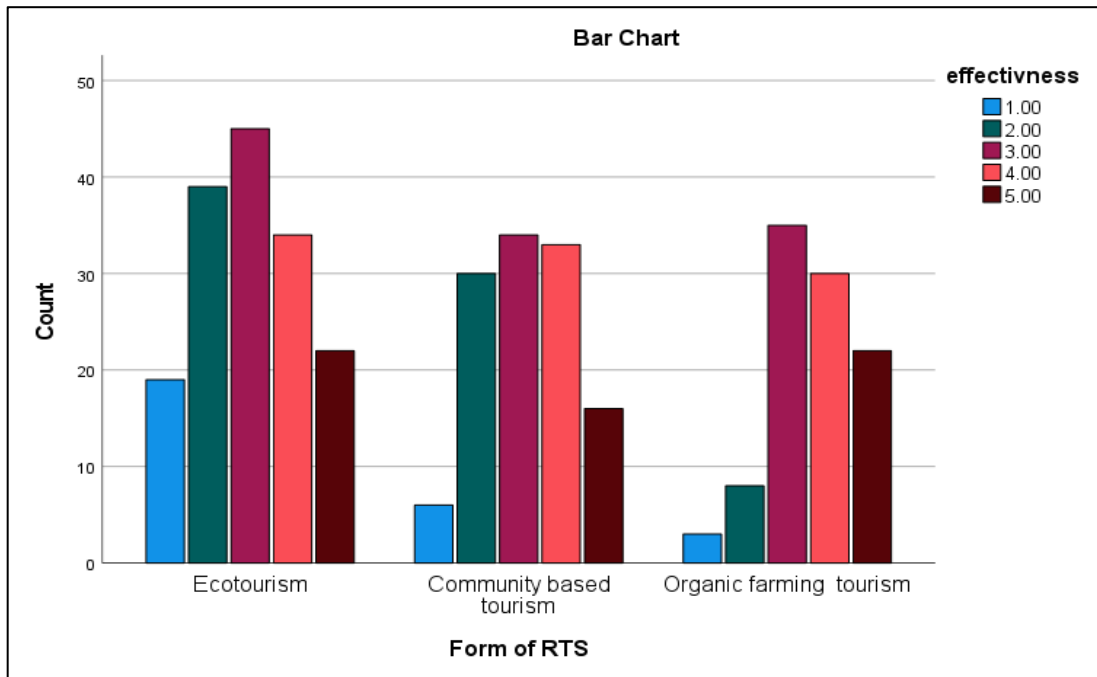
5.37 Effectiveness of Responsible Tourism by Nature of Business

The table 43 and figure 9 displays the differences in respondents' perceptions of the effectiveness of responsible tourism (RTS) based on the nature of their business.

1. **Manufacturing**: Among respondents engaged in manufacturing, the most common rating for RTS effectiveness was 4, with 29.0% giving this rating. Overall, there was a relatively balanced distribution of ratings across the Likert scale for this group.

2. **Service**: For those in the service sector, the most common ratings for RTS effectiveness were 3 and 5, each accounting for 30.0% and 21.0% respectively. This indicates a positive perception of RTS effectiveness among service sector respondents.

3. **Trading**: Respondents in the trading sector tended to rate RTS effectiveness evenly across the scale, with no single rating dominating. This suggests a mixed perception of RTS effectiveness within this group.

4. **Farming**: Farmers showed a strong positive perception of RTS effectiveness, with 38.0% giving a rating of 3 and 30.4% giving a rating of 4. This indicates that farmers perceive RTS as effective in improving the overall socio-economic conditions of the local community.

The chi-square test results indicate a significant difference in responses regarding the effectiveness of RTS based on the nature of respondents' businesses. This suggests that the nature of the business may influence how RTS is perceived in terms of its effectiveness, highlighting the need for tailored strategies for different sectors to maximize the impact of responsible tourism initiatives.

Table 43: Difference in Responses of the Effectiveness of Responsible Tourism by nature of business in RTS

		Effectiveness RTS					Total
		1.00	**2.00**	**3.00**	**4.00**	**5.00**	
Manufacturing	Count	7	23	26	27	10	93
	% within nature business	7.5%	24.7%	28.0%	29.0%	10.8%	100.0%
Service	Count	6	23	30	20	21	100
	% within nature business	6.0%	23.0%	30.0%	20.0%	21.0%	100.0%
Trading	Count	8	21	28	26	21	104
	% within nature business	7.7%	20.2%	26.9%	25.0%	20.2%	100.0%
Farming	Count	7	10	30	24	8	79
	% within nature business	8.9%	12.7%	38.0%	30.4%	10.1%	100.0%
Total	Count	28	77	114	97	60	376
	% within nature business	7.4%	20.5%	30.3%	25.8%	16.0%	100.0%
					Chi square		46.575 (0.000)

Source: Estimated from field survey, 2024

Figure 9: Difference in Responses of the Effectiveness of Responsible Tourism by nature of business in RTS
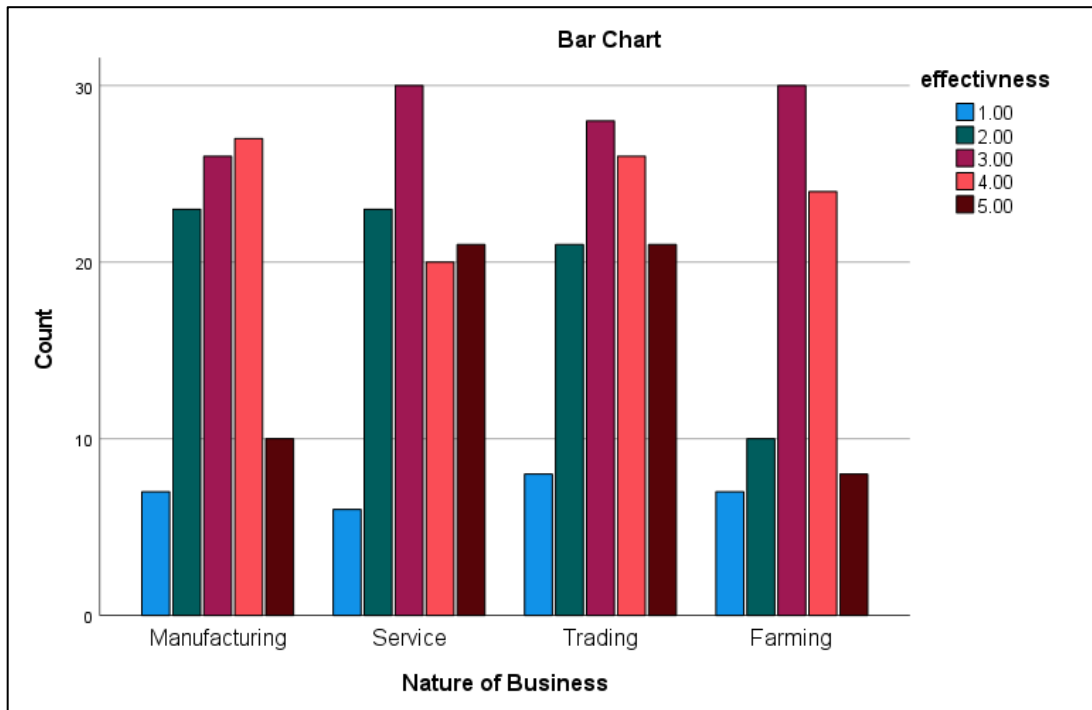
5.38 Effectiveness of Responsible Tourism by Nature of Product

The table 44 and figure 10 presents the distribution of responses on the effectiveness of responsible tourism (RTS) by the nature of the product. Here's the interpretation:

- **Organic Products**: Among respondents who identified with organic products, 29.6% rated the effectiveness of RTS as 3, while 26% rated it as 4. Overall, 18.3% rated it as 5, indicating a positive perception of the effectiveness of RTS among this group.

- **Non-organic Products**: For respondents associated with non-organic products, 30.6% rated the effectiveness of RTS as 3, and 26.1% rated it as 4. 13.5% rated it as 5, showing a somewhat less positive perception compared to organic product respondents.

- **Mixed Products**: Among those with mixed products, 31.3% rated the effectiveness of RTS as 3, and 25% rated it as 4. 14.6% rated it as 5,

indicating a positive but slightly lower perception compared to the organic product group.

The estimated results suggest that respondents associated with organic products have a relatively more positive perception of the effectiveness of responsible tourism compared to those associated with non-organic and mixed products.

Table 44: Difference in Responses of the Effectiveness of Responsible Tourism by nature of business in RTS

Nature of product		Effectiveness RTS					Total
		1.00	**2.00**	**3.00**	**4.00**	**5.00**	
Organic	Count	10	34	50	44	31	169
	% within nature of product	5.9%	20.1%	29.6%	26.0%	18.3%	100.0%
Non-organic	Count	13	20	34	29	15	111
	% within nature of product	11.7%	18.0%	30.6%	26.1%	13.5%	100.0%
Mixed	Count	5	23	30	24	14	96
	% within nature of product	5.2%	24.0%	31.3%	25.0%	14.6%	100.0%
Total	Count	28	77	114	97	60	376
	% within nature of product	7.4%	20.5%	30.3%	25.8%	16.0%	100.0%

Source: Estimated from field survey, 2024

Figure 10: Difference in Responses of the Effectiveness of Responsible Tourism by nature of business in RTS
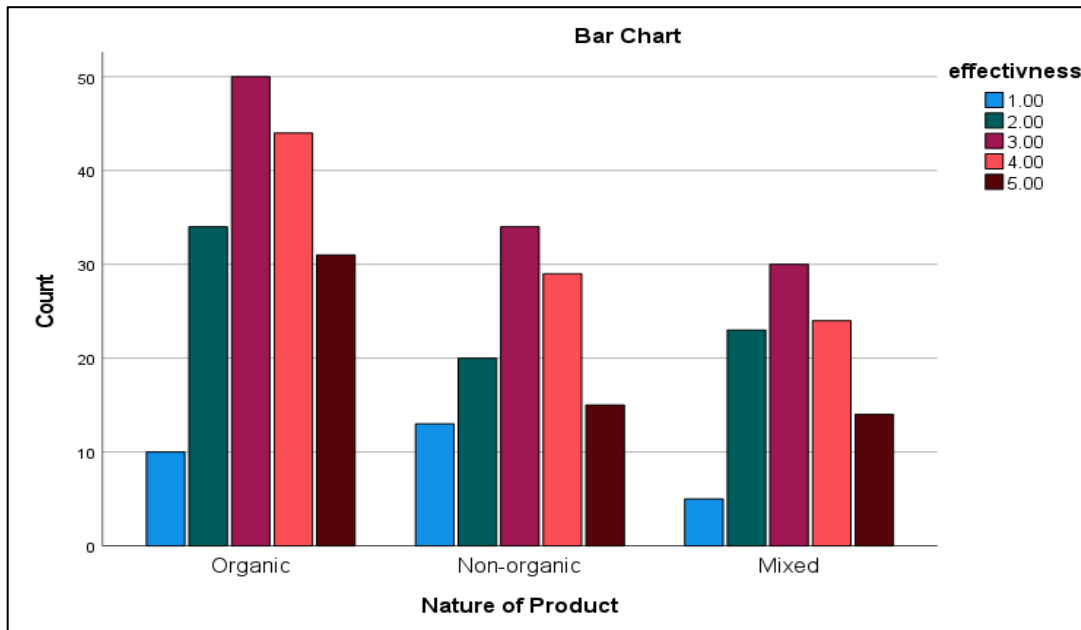
5.39 Determinants of Self assessed effectiveness of Responsible Tourism

The study also examined the determinants of respondents' self-assessed responses on the effectiveness of responsible tourism on the community and society. The study considered self-assessed responses on the effectiveness of responsible tourism as the dependent variable, which is an ordinal variable with values ranging from 1 to 5. The independent variables include forms of responsible tourism, experience in the tourism industry, types of business, nature of business, and region. An ordered probit model was estimated to analyze the data. The results are presented in Table 45.

The estimated results from the ordered probit model (Table 45) provide insights into the factors influencing respondents' self-assessed responses on the effectiveness of responsible tourism.

Community-based tourism and organic farming tourism have significant effects on the effectiveness perception compared to ecotourism (baseline). Community-based tourism has a negative coefficient, indicating that it is perceived

as less effective, while organic farming tourism is perceived as more effective. This suggests that diversifying responsible tourism offerings beyond traditional ecotourism could enhance its perceived impact on communities and society.

Higher levels of experience in the tourism industry and education are associated with a more positive perception of responsible tourism's effectiveness. This highlights the importance of education and training in the tourism sector to promote responsible practices and enhance their perceived impact.

Compared to sole proprietorship (baseline), partnership has a negative coefficient, suggesting it is associated with lower perceived effectiveness. The type and nature of businesses involved in responsible tourism play a role in shaping perceptions of its effectiveness. Manufacturing and service sectors have positive coefficients, indicating that being in these sectors is associated with a more positive perception of responsible tourism effectiveness, while trading has a negative association.

Respondents from Central and North Kerala perceive responsible tourism as more effective compared to South Kerala. This suggests that regional contexts and characteristics may influence how responsible tourism is perceived and experienced, emphasizing the need for region-specific approaches.

The model's LR chi-square value of 54.74 and the pseudo R-squared value of 0.0478 suggest that the model has some explanatory power, although it explains a relatively small portion of the variation in the dependent variable. The sample size is 376 respondents.

Table 45: Effectiveness of Responsible Tourism: Estimation of Ordered Probit Model

Variable	Coefficient	Std. Err.	Z	P>z
Forms of RTS (baseline=ecotourism)				
Community based tourism	-0.1099	0.200	-3.55	0.003
Organic farming tourism	0.1588	0.164	4.97	0.001
Experience in tourism industry	0.0141	0.011	2.28	0.029
Education	0.023	0.051	3.46	0.002
Types of business baseline=Sole Proprietorship)				
Partnership	-0.1424	0.110	-3.29	0.009
Nature of business (baseline=farming				
Manufacturing	0.1438	0.159	3.90	0.000
Service	0.056	0.167	4.34	0.000
Trading	-0.026	0.159	-2.17	0.02
Region(South Kerala)				
Central Kerala	0.55	0.208	2.68	0.007
North Kerala	0.906	0.168	5.52	0.000
cut1 |	-.862	.274		
/cut2 |	.072	.268		
/cut3 |	.928	.271		
/cut4 |	1.778	.278		
LR chi2(10) = 54.74				
Pseudo R2 = 0.0478				
Sample size= 376				

Source: Field survey

Chapter 6

Findings and Conclusions of the Study

6.1 Introduction

Kerala, known for its cultural heritage and natural beauty, has embraced responsible tourism as a means of sustainable development. This approach aims to balance economic growth with environmental protection and social justice. The state government launched the Responsible Tourism initiative in 2007, focusing on key destinations. Over the years, the initiative has expanded to include more destinations and has evolved to empower local communities and promote their traditional arts and crafts. While there is growing interest in responsible tourism, empirical research on its impact in Kerala is limited. This study seeks to fill this gap by examining stakeholders' perceptions and experiences, providing valuable insights that can guide future sustainable tourism practices in the state.

Objectives of the study

This research aims to comprehensively understand responsible tourism in Kerala, India, and its societal and economic impacts. It focuses on various aspects, such as demographic influences on the choice and development of Responsible Tourism (RTS), determinants of occupational preference among participants, wage differences, community participation levels, impact on community development, and overall effectiveness in improving local socio-economic conditions. The study hypothesizes that demographic factors significantly influence the choice and development of RTS, higher education levels and training certifications impact occupational preferences, and wage differences are influenced by education, experience, gender, and location. Additionally, community participation is expected to be influenced by various factors, and different forms of responsible tourism are believed to impact community development differently, with organic farming tourism perceived as more effective in improving socio-economic conditions.

Hypothesizes of the Study

The research hypothesizes that demographic factors, such as age, education, income, and household size, significantly influence the choice and development of RTS in Kerala. Additionally, it suggests that higher education levels, language proficiency, computer skills, training certifications, and positive perceptions of government support and gender may influence occupational preferences in responsible tourism. Wage differences among participants are expected to be influenced by education, experience, training in responsible tourism practices, gender, and location. Moreover, community participation is hypothesized to be influenced by geographical region, type of tourism, gender, income, age, education, English proficiency, computer skills, and possession of a training certificate. The study further hypothesizes that different forms of responsible tourism, such as community-based and organic farming tourism, have varying impacts on community development in Kerala. It also posits that the effectiveness of responsible tourism in improving socio-economic conditions is influenced by the type of responsible tourism practiced, with organic farming tourism perceived as more effective compared to ecotourism and community-based tourism.

Literature on Responsible Tourism

The study conducted a comprehensive review of both theoretical and empirical literature, including definitions, basic concepts, trends, and patterns of responsible tourism worldwide and in Kerala, to provide a robust background for the research. The review highlighted that responsible tourism, particularly its impact and effectiveness at the community level, is an under-researched topic in the tourism literature. Therefore, this study aims to contribute significantly to the existing literature on tourism and development by addressing this gap. The theoretical literature review explored various definitions and concepts related to responsible tourism, emphasizing its importance in sustainable tourism development. It also discussed trends and patterns of responsible tourism globally, highlighting its evolution and key principles. In the empirical literature review, the focus was on studies that have examined the impact and effectiveness of responsible tourism

initiatives, especially at the community level. These studies provided insights into the outcomes of responsible tourism practices and their implications for community development. By synthesizing and building upon the existing literature, this study seeks to enhance our understanding of responsible tourism and its implications for sustainable development in Kerala. It aims to contribute valuable insights that can inform policy and practice in the tourism sector, ultimately leading to more effective and sustainable tourism development strategies.

Data and Sampling

This study is based on randomly collected cross-sectional data from three regions of Kerala: South, Central, and North. Originally planned to cover the entire state, logistical constraints led to random sampling in each region, with Kozhikode selected from South Kerala, Ernakulam from Central Kerala, and Trivandrum from North Kerala. According to the official website of Responsible Tourism Kerala, there are 17,600 registered units in the state, necessitating a sample size of 376 for a 95% confidence level and a 5% margin of error. Subsequently, the study obtained a list of registered units in the selected districts and conducted systematic random sampling with an interval of 3, selecting 126 units from Kozhikode ,126 from Ernakulam district and 124 from Trivandrum district respectively.

Statistical and Econometrics Methods Used

The study employed a variety of statistical and econometric methods to analyze different aspects of responsible tourism in Kerala. For the general profile of respondents, descriptive statistics such as percentages, means, and standard deviations were used alongside bar diagrams and skewness to summarize key variables. Frequency analysis was also employed to understand the distribution of respondents across different categories. To analyze the impact of demographic factors on the choice and development of forms of Responsible Tourism (RTS), the study used descriptive statistics, cross-tabulation, chi-square tests, one-way ANOVA, and Tamhane's Multiple Comparison Test. These methods helped examine relationships between demographic factors and various forms of RTS, identifying significant associations and differences across groups.

For the analysis of occupational preferences among participants in the responsible tourism sector, the study used chi-square tests, ANOVA, mean comparisons, and multinomial logistic regression analysis. These methods helped identify factors influencing occupational preferences, such as education, English-speaking skills, and training, providing insights into the nature of occupations in the sector. For analyzing wage earnings, the study employed mean and standard error calculations, comparison of means, gender wage gap analysis, ANOVA, and multiple linear regression models. These methods helped understand wage differences across regions, forms of responsible tourism, and occupational categories, identifying key determinants of wage earnings among participants. For assessing community participation, the study used an ordered probit regression model to examine determinants of community participation in responsible tourism. This method helped identify factors influencing community participation, such as region, forms of tourism, and demographic variables. Lastly, to evaluate the effectiveness of responsible tourism, the study used descriptive statistics, chi-square tests, Likert scale analysis, and ordered probit regression models. These methods helped assess perceptions of effectiveness at different levels and identify factors influencing these perceptions. These statistical and econometric methods provided a comprehensive analysis of responsible tourism in Kerala, offering valuable insights into its impact and effectiveness.

6.2 Findings of the Study

Section 1: General Profile of the respondents

The section provides a detailed overview of the demographic and educational profiles of the respondents in the study, which is crucial for understanding the impact of responsible tourism on the local community in Kerala. The data revealed a slightly higher representation of males in the survey, with 56.1% of respondents being male and 43.9% female. The majority of respondents were married (88.0%), and a significant proportion had education levels below SSLC (43.4%) and SSLC education (27.1%). English speaking skills were reported by only 24.5% of

respondents, while technical and computer skills were reported by only 6.4% each. Additionally, only 7.4% of respondents reported having a training certificate.

The descriptive statistics for key demographic variables further illustrated the characteristics of the respondents. The mean age of respondents was approximately 50.65 years, with a standard deviation of 9.11. The mean monthly total family income was 49,413.56, with a standard deviation of 8,001.49. The mean family size was 4.00, with a standard deviation of 1.42. The mean total years of experience in the tourism sector was 12.76, with a standard deviation of 5.56. Finally, the mean land acquisition (in acres) was 1.26, with a standard deviation of 1.09. These statistics provide valuable insights into the demographic characteristics of the respondents, setting the stage for a detailed analysis of the impact of responsible tourism on the local community in Kerala.

Section 2: Impact of demographic factors on the choice and development of forms of Responsible Tourism (RTS) in Kerala

Responsible Tourism (RT) has emerged as a significant approach to sustainable tourism development, emphasizing environmental, socio-cultural, and economic considerations. Understanding the factors influencing the choice and development of RT forms, including ecotourism, community-based tourism, and organic farming tourism, in Kerala is crucial for promoting sustainable tourism practices. This section explores the impact of key demographic factors on the selection and evolution of these forms. The analysis focuses on demographic variables such as education, technical skills, age, family size, experience in the tourism industry, and land ownership, which are believed to shape individuals' preferences and engagement in RT activities. By examining how these factors influence the choice of RT forms, the study aims to provide insights into the motivations and decision-making processes of tourists and local communities involved in RT initiatives in Kerala.

Forms of Responsible Tourism by District

In Kozhikode district, a significant proportion of respondents are engaged in ecotourism, indicating a strong inclination towards nature-centric tourism activities. However, involvement in community-based tourism is relatively low, suggesting potential for growth. Ernakulam district shows a focus on community-based tourism, reflecting an emphasis on local community participation. Trivandrum district demonstrates a balanced distribution across the three forms of responsible tourism, indicating a diverse tourism landscape encompassing nature-based, community-driven, and agriculture-focused experiences.

The chi-square test results confirm a significant association between the form of responsible tourism and the district, highlighting the district-specific nature of responsible tourism activities. This suggests that strategies and policies related to promoting and developing tourism should consider the specific characteristics and preferences of each district to maximize effectiveness. Policymakers and stakeholders can use this understanding to tailor strategies and interventions that align with the unique characteristics of each district, fostering sustainable and community-driven tourism development in Kerala.

The study explored the impact of demographic factors on the choice and development of different forms of Responsible Tourism (RT) in Kerala, including ecotourism, community-based tourism, and organic farming tourism. The study analyzed how variables such as education, technical skills, computer skills, training certificates, and professional education influence individuals' participation in these forms of tourism.

Educational Qualifications and Forms of Responsible Tourism

The study revealed that while educational qualifications did not show a significant association with the choice of responsible tourism activities, other factors such as technical skills, computer skills, training certificates, and professional education did. Specifically, individuals with technical skills, computer skills, training certificates, and professional education were more likely to participate in

organic farming tourism. These findings suggest that possessing certain skills and certifications can influence individuals' choices regarding responsible tourism activities, particularly in the context of organic farming tourism.

Overall, the findings underscore the importance of considering a range of factors beyond educational qualifications in promoting and developing responsible tourism initiatives. By understanding the diverse influences on individuals' choices, policymakers and stakeholders can tailor strategies that are more inclusive and effective, ultimately contributing to the sustainable development of tourism in Kerala.

English Speaking Skills and Forms of Responsible Tourism

The relationship between respondents' English speaking skills and their involvement in different forms of responsible tourism reveals intriguing insights. Individuals with English speaking skills are more likely to participate in organic farming tourism, with 46.9% of English speakers engaged in this form of tourism compared to only 15.1% of non-English speakers. Similarly, 18.5% of English speakers are involved in community-based tourism, while 81.5% of non-English speakers participate in this form. In contrast, ecotourism shows less disparity, with 15.1% of English speakers and 84.9% of non-English speakers participating. The statistical analysis underscores the significance of English proficiency in determining the choice of responsible tourism activities. The chi-square test value of 36.67 with a p-value of 0.0001 indicates a significant association between English speaking skills and involvement in different forms of responsible tourism. This suggests that promoting English language skills among local communities could potentially enhance their participation in responsible tourism initiatives, particularly in community-based and organic farming tourism. These findings highlight the need for inclusive approaches in responsible tourism development that address language barriers. Providing opportunities for non-English speakers to engage in responsible tourism activities can lead to a more diverse and inclusive responsible tourism sector in Kerala.

Technical Skills and Forms of Responsible Tourism

The study shows that individuals with technical skills are more likely to participate in organic farming tourism, with 13.3% of those with technical skills engaged in this form of tourism compared to only 4.4% of those without technical skills. However, the differences in participation rates for ecotourism and community-based tourism based on technical skills are relatively small, with 4.4% and 3.4% participation rates for ecotourism, and 3.4% and 96.6% for community-based tourism, among those with and without technical skills, respectively.

The chi-square test value of 10.98 with a p-value of 0.001 indicates a significant association between technical skills and involvement in different forms of responsible tourism. This suggests that possessing technical skills influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that promoting technical skills among local communities could enhance their participation in organic farming tourism. This highlights the importance of considering diverse skill sets and providing opportunities for skill development to promote a more inclusive and diverse responsible tourism sector in Kerala.

Computer Skills and Forms of Responsible Tourism

The study indicates that individuals with computer skills are more likely to participate in organic farming tourism, with 14.3% of those with computer skills engaged in this form of tourism compared to only 3.1% of those without computer skills. Similarly, 4.2% of individuals with computer skills are involved in community-based tourism, compared to 95.8% of those without computer skills. However, the difference in participation rates for ecotourism based on computer skills is relatively small, with 3.1% and 96.9% participation rates for those with and without computer skills, respectively. The chi-square test value of 14.56 with a p-value of 0.001 indicates a significant association between computer skills and involvement in different forms of responsible tourism. This suggests that possessing computer skills influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest

that promoting computer skills among local communities could enhance their participation in organic farming tourism. This highlights the importance of considering diverse skill sets and providing opportunities for skill development to promote a more inclusive and diverse responsible tourism sector in Kerala.

Training Certificate and Forms of Responsible Tourism

The study indicates that individuals with a training certificate are more likely to participate in organic farming tourism, with 12.2% of those with a certificate engaged in this form of tourism compared to only 3.8% of those without a certificate. Similarly, 8.4% of individuals with a training certificate are involved in community-based tourism, compared to 91.6% of those without a certificate. However, the difference in participation rates for ecotourism based on possession of a training certificate is relatively small, with 3.8% and 96.2% participation rates for those with and without a certificate, respectively.

The chi-square test value of 7.67 with a p-value of 0.000 indicates a significant association between possession of a training certificate and involvement in different forms of responsible tourism. This suggests that having a training certificate influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that providing training and certification opportunities to local communities could enhance their participation in organic farming tourism. This highlights the importance of skill development and capacity building initiatives to promote a more inclusive and diverse responsible tourism sector in Kerala.

Professional Education and Forms of Responsible Tourism

The study reveals that individuals with professional education are more likely to participate in organic farming tourism, with 11.2% of those with professional education engaged in this form of tourism compared to only 3.1% of those without professional education. Similarly, 2.5% of individuals with professional education are involved in community-based tourism, compared to 97.5% of those without professional education. However, the difference in

participation rates for ecotourism based on professional education is relatively small, with 3.1% and 96.9% participation rates for those with and without professional education, respectively. The chi-square test value of 12.34 with a p-value of 0.00 indicates a significant association between professional education and involvement in different forms of responsible tourism. This suggests that having professional education influences the choice of responsible tourism activities, particularly in the context of organic farming tourism. The implications of these findings suggest that promoting professional education among local communities could enhance their participation in organic farming tourism. This highlights the importance of education and skill development initiatives to promote a more inclusive and diverse responsible tourism sector in Kerala.

Relationship between Forms of Responsible Tourism and Key Demographic Factors

The relationship between forms of Responsible Tourism (RTS) and key demographic factors such as age, family size, experience in the tourism industry, and land ownership provides valuable insights into participant profiles and preferences. In ecotourism, participants have an average age of approximately 50.67 years, indicating a preference among individuals in their early 50s. The standard deviation of 9.44 suggests a wide age range, reflecting diversity within the participant group. Similarly, the mean family size for ecotourism is 3.87, indicating that participants generally come from small to medium-sized families, with some variability in family sizes (standard deviation of 1.45). The one-way ANOVA test results in Table 11 reveal a significant difference in family size across forms of RTS ($F = 3.718$, $p = 0.0481$), suggesting that family dynamics influence the choice of RTS activities. However, there is no significant difference in age, experience in the tourism industry, and land ownership among participants engaged in different forms of RTS. This implies that these factors may not strongly influence the choice of RTS activities. These findings have practical implications for the design and promotion of responsible tourism initiatives. Tailoring initiatives to meet the specific needs and preferences of different demographic groups can enhance the effectiveness and

inclusivity of responsible tourism programs. For example, initiatives targeting families may focus on ecotourism activities, while those targeting individuals with professional experience in the tourism industry may emphasize organic farming tourism. Understanding the demographic profiles of participants is crucial for developing sustainable tourism practices that benefit both tourists and local communities.

Relationship between Forms of Responsible Tourism and Experience in the Tourism Industry

The study explores the relationship between experience in the tourism industry and participation in different forms of Responsible Tourism (RTS) in Kerala. The study reveals that the mean years of experience for participants in ecotourism is 13.02 years, for community-based tourism it is 13.97 years, and for organic farming tourism, it is 10.88 years. The significant difference in experience levels among participants engaged in different forms of RTS (F = 5.45, p < 0.001) suggests that experience in the tourism industry influences the choice of RTS activities. These findings have implications for designing and implementing responsible tourism initiatives. Tailoring programs to meet the specific needs and preferences of participants with varying levels of experience can enhance the effectiveness and inclusivity of responsible tourism efforts. Understanding the demographic profiles, including experience levels, of participants can also guide promotional strategies and resource allocation decisions, ultimately contributing to the sustainable development of tourism in the region.

Section 3: Occupational preference of participants involved in responsible tourism sector.

Relationship Between Nature of Occupation and Education of Participants Involved in RTS

The study examines the relationship between the nature of occupation and the education levels of participants engaged in the responsible tourism sector in Kerala. The study shows that the largest group of participants is involved in

farming-related occupations (28.7%), followed by service-related occupations (28.2%), trading-related occupations (22.9%), and manufacturing-related occupations (20.2%). A chi-square test was conducted, revealing a significant relationship between education levels and the nature of occupations among participants (chi-square = 44.54, p = 0.001). This suggests that education levels influence the types of occupations individuals choose within the responsible tourism sector. The findings indicate that individuals with higher education levels are more likely to be engaged in service or trading occupations, while those with lower education levels are more likely to be engaged in farming or manufacturing-related occupations. These insights are valuable for designing targeted interventions and training programs to support participants based on their educational backgrounds and occupational preferences. Promoting a diverse range of occupations within the responsible tourism sector can enhance its sustainability by providing opportunities for individuals with varying skill sets and backgrounds.

Relationship Between Nature of Occupation and English-Speaking Skills of Participants Involved in RTS

The study explored the relationship between the nature of occupation and English-speaking skills among participants in the Responsible Tourism Sector (RTS) in Kerala. The study reveals the distribution of participants across different occupational categories based on their English-speaking skills. In the manufacturing sector, 23.7% of participants have English-speaking skills, while in the service sector, this percentage is higher at 34.9%. For trading and farming, the proportions are 22.1% and 16.7%, respectively. Overall, 24.5% of participants have English-speaking skills. A chi-square test was conducted, resulting in a statistically significant association between the nature of occupation and English-speaking skills among participants in the RTS (chi-square = 15.45, p = 0.004). This indicates that the distribution of English-speaking skills varies significantly across different occupational categories. These findings suggest that English-speaking skills are particularly important in certain occupational categories within the RTS, such as the service sector, where interactions with tourists may be more frequent. The results

also highlight the need for targeted training programs to enhance English-speaking skills among participants in occupations where proficiency is lower, such as farming. Improving English-speaking skills can lead to better communication and engagement with tourists, ultimately enhancing the overall tourism experience in Kerala.

Relationship between nature of occupation and computer skills of participants involved in RTS

The study shows the relationship between the nature of occupation and computer skills among participants involved in Responsible Tourism Sector (RTS). It presents the distribution of participants across different occupational categories based on whether they possess computer skills. In the manufacturing sector, 3.9% of participants have computer skills, while in the service sector, this percentage is slightly lower at 3.8%. For trading and farming, the proportions are 11.6% and 6.5% respectively. Overall, 6.4% of participants have computer skills. The chi-square test value of 12.40 with a p-value of 0.000 indicates a statistically significant association between the nature of occupation and computer skills among participants in the RTS. This suggests that the distribution of computer skills varies significantly across different occupational categories. These results suggest several implications. Firstly, they highlight the relatively low prevalence of computer skills among participants in the RTS, particularly in the manufacturing and service sectors. This underscores the importance of providing training and support to enhance computer literacy among participants, which could improve their efficiency and effectiveness in their respective occupations. Secondly, the findings suggest a need for targeted interventions to promote computer skills in sectors where they are less prevalent, such as farming. This could help participants take advantage of technological advancements and digital tools to enhance their work practices and outcomes in the RTS.

Relationship and nature of occupation and training completed by participants involved in RTS

The study shows the relationship between the nature of occupation and the completion of training among participants involved in Responsible Tourism Sector (RTS). It shows the distribution of participants across different occupational categories based on whether they have completed training. In the manufacturing sector, 5.3% of participants have completed training, while in the service sector, this percentage is slightly lower at 4.7%. For trading and farming, the proportions are 11.6% and 8.3% respectively. Overall, 7.4% of participants have completed training. The chi-square test value of 7.89 with a p-value of 0.023 indicates a statistically significant association between the nature of occupation and training completion among participants in the RTS. This suggests that the distribution of training completion varies significantly across different occupational categories. These results suggest several implications. Firstly, they highlight the relatively low completion rates of training among participants in the RTS, particularly in the manufacturing and service sectors. This underscores the importance of providing accessible and effective training programs tailored to the needs of participants in these sectors. Secondly, the findings suggest a need for targeted efforts to promote training completion in sectors where rates are lower, such as farming. This could help enhance the skills and capabilities of participants, leading to improved performance and outcomes in the RTS.

Mean Difference of Important Variables by Nature of Occupation in the Responsible Tourism Sector

The study found mean differences of important variables (age, total household income, family size, and land ownership) by the nature of occupation (manufacturing, service, trading, farming) among participants involved in the Responsible Tourism Sector.

Age: The mean age ranges from approximately 49.73 years in the service sector to 52.20 years in the farming sector. The standard deviation indicates the degree of variation in age within each sector.

Total Household Income (Annual): The mean total household income is relatively consistent across sectors, ranging from approximately 49,273.15 to 49,543.40. The standard deviations suggest some variability in income within each sector.

***Family Size*:** The mean family size ranges from 3.84 to 4.28 across sectors. The standard deviations indicate some variation in family size within each sector.

Land Ownership (in acres): The mean land ownership ranges from approximately 1.13 to 1.35 acres across sectors. The standard deviations suggest variability in land ownership within each sector.

The ANOVA test results indicate that among participants in the responsible tourism sector, there is no significant difference in age, household income, or land ownership across different types of occupations. However, there is a significant difference in family size, suggesting that family dynamics may play a role in determining the choice of occupation within the responsible tourism sector. These findings underscore the importance of considering demographic factors, such as family size, when designing targeted interventions and training programs for participants in responsible tourism, to ensure inclusivity and effectiveness in promoting sustainable tourism practices in Kerala.

Relationship between Experience in the Tourism Industry and the Nature of Occupation in the Responsible Tourism Sector (RTS)

The analysis of experience in the tourism industry and its relationship with the nature of occupation within the Responsible Tourism Sector (RTS) in Kerala reveals significant insights. The findings show that while there is variation in mean experience levels across different occupational categories within the RTS, experience in the tourism industry plays a crucial role in determining the nature of occupation. Specifically, individuals in the farming sector tend to have the highest mean experience, followed by those in manufacturing, service, and trading sectors. The significant difference in mean experience levels among these occupational groups underscores the importance of considering experience levels when designing recruitment strategies and training programs within the RTS. These findings can

help policymakers and stakeholders in the tourism industry develop targeted initiatives to attract individuals with specific levels of experience to different occupational categories within the RTS, ultimately promoting sustainable tourism practices in Kerala.

Determinants of Occupational Preference in Responsible Tourism Sector in Kerala

This section of the study explores the factors influencing the occupational preferences of participants in the Responsible Tourism Sector (RTS) in Kerala. Human capital factors such as education, skills, government support, age, gender, and region are considered as potential determinants. A multinomial logistic regression model is estimated, with occupational preference as the dependent variable and various independent variables including education, English-speaking skills, computer skills, training certificate, experience in the tourism sector, government support, age, gender, and region.

The findings indicate that education plays a crucial role in shaping occupational preferences, with individuals with higher levels of education more inclined to choose occupations in the manufacturing, service, and trading sectors over farming. English-speaking skills are also significant, with participants proficient in English more likely to prefer service sector occupations. Similarly, possessing computer skills increases the likelihood of preferring manufacturing and service sector occupations. Having a training certificate is associated with a higher preference for manufacturing and service sector occupations as well.

Experience in the tourism sector is a significant factor, with individuals with more experience more inclined to select manufacturing and service sector occupations. Perception of government support also influences occupational preferences, with participants who perceive government support more likely to opt for manufacturing sector occupations.

Gender and region also play a role in determining occupational preferences, with males and participants from Kozhikode district more inclined towards choosing non-

farming sectors such as manufacturing, service, and trading over farming. The findings highlight the importance of education, skills, experience, and perceptions of government support in shaping occupational preferences in the responsible tourism sector in Kerala. Policymakers and stakeholders can use these findings to develop strategies that attract individuals with specific profiles to different occupational categories within the RTS, thereby promoting sustainable tourism practices in the region.

Section 4: Wage Earning of participant in the Responsible Tourism

In this section, the study delves into the intricate details of wage differences among individuals engaged in various occupations within the responsible tourism sector. Additionally, the study seeks to shed light on the disparities in wages that exist across different groups within the sector. Furthermore, this section aims to identify the key determinants of wages among workers in the responsible tourism sector.

Regional wise differences in wage earning of the participants in responsible tourism sector

The study found the mean wage earnings of participants in the responsible tourism sector across different regions in Kerala. The mean wage earnings in Kozhikode are estimated to be Rs. 41,103.17 with a standard error of 991.7008. Similarly, in Ernakulam, the mean wage earnings are Rs. 41,047.62 with a standard error of 770.3108. In Trivandrum, the mean wage earnings are higher at Rs. 51,887.1, but with a larger standard error of 5472.378, indicating more variability in wage earnings in this region compared to Kozhikode and Ernakulam.

Wage difference by forms of responsible tourism

The study shows the mean wage earnings and standard errors for different forms of responsible tourism. Ecotourism shows a mean wage of Rs. 43,968.55 with a standard error of 2100.633. Community-based tourism has a lower mean wage of Rs. 40,403.36 but a smaller standard error of 752.4654. On the other hand, organic farming tourism has the highest mean wage of Rs. 50,877.55 but a larger standard

error of 6209.019, indicating greater variability in wage earnings compared to the other forms. The differences in wage earnings across these forms of responsible tourism suggest varying economic opportunities and income levels. Ecotourism, while offering relatively stable wages, might provide more consistent and reliable income for workers. Community-based tourism, although offering lower mean wages, provides a more predictable income with less variability. Organic farming tourism, despite offering the highest mean wage, exhibits greater income volatility, possibly due to seasonal factors or other variables affecting agricultural activities. These findings underscore the importance of understanding the economic dynamics within different forms of responsible tourism for effective policy-making and sustainable development in the sector.

Gender difference in wages in Responsible tourism

The study shows the gender difference in wages within the responsible tourism sector. The mean wage for males is Rs. 46,298.58 with a standard error of 2930.798, while for females, the mean wage is slightly lower at Rs. 42,521.21 with a standard error of 2010.46. This suggests that, on average, males earn more than females in responsible tourism. The wage disparity between genders in responsible tourism reflects broader societal trends where gender-based wage gaps persist. The findings highlight the need for targeted interventions and policies to address gender inequality in the workplace, including ensuring equal pay for equal work and creating opportunities for women to access higher-paying positions within the sector. Addressing these disparities is crucial for promoting gender equity and creating a more inclusive and sustainable tourism industry.

Wage difference by Nature of Occupations in Responsible Tourism

The study found the wage differences by the nature of occupations within the responsible tourism sector. The mean wage for the manufacturing sector is Rs. 49,828.95 with a standard error of 6711.221, for the service sector it is Rs. 41,556.6 with a standard error of 832.416, for the trading sector it is Rs. 42,406.98 with a standard error of 935.7438, and for the farming sector, it is Rs. 45,796.3 with a standard error of 4331.671. The variation in wages across different sectors indicates

that the nature of the occupation plays a significant role in determining wage levels within the responsible tourism sector. This may be due to differences in skill requirements, job demands, and market conditions for each sector. Understanding these wage differences is crucial for policymakers and industry stakeholders to ensure fair compensation practices and promote job satisfaction and retention within the sector.

Determinants of wages of participants in responsible tourism in Kerala

The study examined the impact of various factors, including education, skills, experience, and geographical location, on wage earnings in this sector. The study estimated the multiple linear regression model with the dependent variable as log wage and the independent variables including education, English speaking skills, technical skills, computer skills, training certificate, professional education, district of residence, gender, and forms of responsible tourism. The coefficients of the model represent the estimated change in log wage for a one-unit change in each independent variable, holding all other variables constant. The standard errors, t-values, and p-values indicate the significance of each variable in explaining the variation in log wages. The R-squared value provides a measure of the overall fit of the model, indicating how well the independent variables explain the variation in the dependent variable. The F-statistic tests the overall significance of the model.

As far as education is concerned, a one-unit increase in education is associated with a 0.022 increase in wages. This effect is statistically significant (p = 0.001), indicating that higher education levels are positively related to higher wages in responsible tourism. Participants with English proficiency earn 0.068 higher wages compared to those without English proficiency. This effect is statistically significant (p = 0.002), suggesting that English language skills contribute to higher earning potential. The coefficient for technical skill is 0.196, but it is not statistically significant (p = 0.054), indicating that technical skills may not have a significant impact on wages in responsible tourism. Participants with computer skills earn 0.024 higher wages, and this effect is statistically significant (p = 0.001), suggesting that digital literacy is associated with higher earning potential. Holding a training

certificate does not have a significant impact on wages, as the coefficient is not statistically different from zero (p = 0.761). Participants with professional education earn 0.173 higher wages, and this effect is statistically significant (p = 0.011), indicating that specialized training and qualifications lead to higher earning potential. Participants residing in Ernakulam and Trivandrum earn 0.101 and 0.175 higher wages, respectively, compared to those in Kozhikode. Both effects are statistically significant, suggesting that geographical location within Kerala influences wage levels. Being male is associated with 0.046 higher wages, and this effect is statistically significant (p = 0.026), indicating gender disparities in wage earnings. Engaging in community-based tourism or organic farming tourism is not significantly associated with wage levels compared to ecotourism. A one-year increase in total experience is associated with a 0.006 increase in wages, and this effect is statistically significant (p = 0.010), suggesting that experience in the sector leads to higher wages.

The results have several important implications for policymakers and stakeholders in the responsible tourism sector in Kerala. Firstly, investing in education and English language skills development could enhance the earning potential of participants. Additionally, promoting the acquisition of computer skills may improve job prospects and wages. Supporting programs that offer professional education and specialized training could also lead to higher wages. Addressing regional disparities in wages by implementing targeted policies and incentives is crucial. Moreover, efforts to promote gender equality and reduce wage gaps are essential. Finally, providing opportunities for on-the-job training and career advancement can lead to higher wages for experienced workers. These findings highlight the need for comprehensive policies that focus on human capital development, gender equality, and regional development to improve economic outcomes in the responsible tourism sector.

Section 5: Community participation in the Responsible Tourism

This section of the study focused on community participation in responsible tourism, as assessed through two key questions in the questionnaire. The first

question asked participants to indicate their agreement with the statement, "The local community actively participates in responsible tourism initiatives," using a scale of 1 to 5, where 1 means strongly disagree and 5 means strongly agree. The second question asked participants to rate, on a scale of 1 to 5, how much value they believe the local community places on responsible tourism initiatives in their area, with 1 indicating very little value and 5 indicating a great deal of value. The study shows the the perception of local community participation, the mean score was 3.3803, indicating a moderate level of agreement among participants that the local community actively participates in responsible tourism initiatives. The standard deviation of 1.125 suggests some variability in responses. Regarding the question about the value placed on responsible tourism initiatives by the local community, the mean score was 3.273, again indicating a moderate level of perceived value. The standard deviation of 1.145 suggests some variability in responses to this question as well. The results suggest that while there is some level of agreement among participants regarding community participation and value placed on responsible tourism initiatives, there is also a degree of variability in perceptions among respondents. These findings provide insights into the level of community engagement and support for responsible tourism practices in the area surveyed.

Determinants of community participation of Responsible Tourism

The study investigated the determinants of community participation in responsible tourism in Kerala using an estimated ordered probit regression model. The dependent variable, Perception of local community on community participation, is a Likert scale variable with five ordinal categories. The model considered several independent variables, including Region, Forms of Tourism, gender, experience in tourism, family income, age, education, English speaking skills, computer skills, and training.

The estimated results found that participants from Central Kerala and North Kerala are more likely to engage in responsible tourism compared to those from South Kerala, suggesting regional differences in participation. Additionally, involvement in community-based tourism and organic farming tourism is associated

with higher participation rates than in ecotourism, indicating the influence of different tourism forms on community engagement. Gender differences were also observed, with males showing a higher likelihood of participating in responsible tourism compared to females. Experience in the tourism sector was positively associated with participation, as was total family income, suggesting that economic factors play a role. However, age did not significantly impact participation. Higher levels of education, English speaking skills, and computer skills were associated with increased participation, indicating the importance of these skills in engaging with responsible tourism initiatives. Having a training certificate did not significantly influence participation. These findings highlight the diverse factors that influence community participation in responsible tourism, including regional, economic, gender-related, and skill-based factors. Understanding these determinants can help develop targeted strategies to enhance community involvement in responsible tourism initiatives in Kerala.

The findings have several implications for promoting community participation in responsible tourism in Kerala. Firstly, understanding regional differences is crucial, as participants from Central and North Kerala show higher engagement. This suggests the need for tailored strategies for different regions to enhance community involvement. Secondly, the preference for community-based and organic farming tourism indicates a potential shift in tourism practices. Encouraging these forms of tourism could increase community participation. Gender disparities highlight the importance of addressing gender-specific barriers to participation. Efforts to promote inclusivity and gender equality in tourism initiatives could help bridge this gap. Additionally, the positive association between experience, education, and skills with participation suggests the importance of capacity-building programs. Providing training and educational opportunities can empower communities to actively engage in responsible tourism. Moreover, the influence of economic factors on participation underscores the need for initiatives that provide economic benefits to local communities. Supporting sustainable livelihoods and income-generating activities within responsible tourism can incentivize participation.

The marginal effects derived from the analysis offer valuable insights into how changes in different factors influence the probability of community participation in responsible tourism in Kerala. In Central Kerala, an increase in community participation score is associated with a higher probability of being in higher participation categories (4 and 5) and a lower probability of being in lower categories (1 to 3). This effect is more pronounced for category 5. A similar pattern is observed in North Kerala, although the effect is slightly smaller. Compared to ecotourism, community-based tourism and organic farming tourism have positive marginal effects, indicating that they increase the probability of higher participation categories and decrease the probability of lower categories. Males are more likely to participate actively, particularly in categories 4 and 5. Each additional year of experience in the tourism sector slightly increases the probability of higher participation categories and decreases the probability of lower categories. Total family income has a negligible effect on community participation, while age has no significant effect. Higher levels of education have a positive effect on community participation, with a greater impact on higher categories and a smaller impact on lower categories. English speaking skills and computer skills are also associated with higher community participation, suggesting that language and digital literacy play important roles. Having a training certificate has a mixed effect, with a positive impact on higher participation categories but a negative impact on category 1, indicating that training may not always lead to higher community participation. These findings provide valuable insights for policymakers and stakeholders, helping them design effective strategies to promote and enhance community engagement in sustainable tourism practices.

Section 6: Effect of Responsible Tourism on Community Development in Kerala

In this section, the study examines the impact of responsible tourism on community development, which is one of the primary objectives of RTS. For this purpose, the study incorporated eleven important questions related to community and development concerning responsible tourism's impact. The responses were

measured on a 1 to 5 Likert scale. The study applied factor analysis to understand the underlying structure of variables related to community development in the context of responsible tourism in Kerala.

The study provides the descriptive statistics for variables related to community development in the context of responsible tourism.

Overall development of rural area: The mean score of 3.4096 indicates that, on average, respondents perceive the overall development of rural areas where responsible tourism is present positively, with a standard deviation of 1.12300 showing some variability in responses.

Satisfaction on improvements of basic infrastructure in local area: The mean score of 3.3511 suggests a relatively high level of satisfaction with improvements in basic infrastructure, with a standard deviation of 1.15199 indicating moderate variability in responses.

Healthcare and education services in rural areas improved by responsible tourism initiatives: The mean score of 3.2367 indicates a positive perception of improvements in healthcare and education services, with a standard deviation of 1.19324 showing some variability in responses.

Preserving and promoting traditional rural livelihoods such as agriculture and handicrafts: The mean score of 3.2367 suggests a positive perception of efforts to preserve and promote traditional rural livelihoods, with a standard deviation of 1.19993 indicating moderate variability in responses

The overall standard of living in rural areas where responsible tourism initiatives are present: The mean score of 3.2766 indicates a positive perception of the overall standard of living, with a standard deviation of 1.20580 showing some variability in responses.

RTS contribution to the creation of job opportunities: The mean score of 3.0372 suggests a moderate perception of the contribution of responsible tourism to job

creation, with a relatively high standard deviation of 1.29149 indicating considerable variability in responses.

Satisfaction in providing employment opportunities by RTS: The mean score of 3.3883 indicates a relatively high level of satisfaction with employment opportunities provided by responsible tourism, with a standard deviation of 1.15390 showing moderate variability in responses.

Stability of employment provided by responsible tourism projects: The mean score of 3.1410 suggests a moderate perception of the stability of employment provided by responsible tourism, with a standard deviation of 1.21713 indicating some variability in responses.

Impact RTS on income: The mean score of 3.1383 indicates a moderate perception of the impact of responsible tourism on income, with a standard deviation of 1.21853 showing some variability in responses.

Satisfaction from income generation: The mean score of 3.1596 suggests a moderate level of satisfaction with income generation, with a standard deviation of 1.21373 indicating some variability in responses.

Fairness of income distribution within the responsible tourism sector: The mean score of 3.0532 indicates a moderate perception of the fairness of income distribution within the responsible tourism sector, with a standard deviation of 1.17863 showing some variability in responses.

The descriptive statistics provide insights into respondents' perceptions of various aspects of community development influenced by responsible tourism, highlighting both positive perceptions and areas where there may be room for improvement.

Impact of Responsible Tourism on Community Development in Kerala: A Factor Analysis Approach

The factor analysis conducted on the impact of responsible tourism on community development in Kerala reveals several key findings. The Kaiser-Meyer-

Olkin (KMO) measure and Bartlett's Test of Sphericity indicate that the data is suitable for factor analysis, as there is a high degree of intercorrelation between variables. The analysis suggests that four factors should be retained, as they explain the most variance in the variables related to rural development influenced by responsible tourism.

The component matrix and rotated component matrix provide insights into the underlying factors or dimensions of community development impacted by responsible tourism. Component 1 represents a broad aspect of community development, including overall progress, employment stability, and income impact. Component 2 focuses on infrastructure, services, and quality of life improvements. Component 3 emphasizes the sustainability of traditional livelihoods, job creation, income impact, and equitable income distribution within the tourism sector. These findings highlight the multifaceted nature of community development in rural areas influenced by responsible tourism, providing valuable information for policymakers and stakeholders aiming to enhance community development outcomes in the context of sustainable tourism practices.

Empirical Estimation Effect of Responsible Tourism on Community development

The study also empirically verified the impact of responsible tourism on community development by taking overall development in the community area as the dependent variable. This variable is measured on a Likert scale from 1 to 5. The independent variables include forms of RTS, types of business, nature of business, and other control variables. The study used OLS estimation, and the results are summarized here. The estimated regression model provides insights into the impact of responsible tourism on community development, considering various independent variables such as forms of RTS, types of business, nature of business, and control variables. Here's an interpretation of the estimated regression results for each independent variable:

Forms of RTS: The coefficients for community-based tourism and organic farming tourism are both 0.5225, indicating a positive impact on community development

compared to ecotourism (baseline). This suggests that community-based and organic farming tourism have a significant and positive effect on overall development in the community area. The p-values of 0.000 indicate that these effects are statistically significant.

***Types of Business*:** For types of business, the coefficients represent the impact of each type of business compared to the baseline of sole proprietorship. Partnership businesses have a coefficient of 0.5225, implying a positive impact on community development. However, the coefficients for manufacturing, service, and trading businesses are 0.6468, 0.1304, and 0.0949 respectively. These results suggest that manufacturing businesses have the most substantial positive impact on community development, followed by service businesses, while trading businesses have the least impact. All these effects are statistically significant based on the low p-values.

Nature of Business: The coefficients for different natures of businesses compared to farming (baseline) indicate their impact on community development. Manufacturing businesses have a coefficient of 0.6468, implying a strong positive impact on community development. Service businesses have a coefficient of 0.1304, indicating a moderate positive impact. Trading businesses have a coefficient of 0.0949, indicating a relatively weaker positive impact. These effects are statistically significant with p-values less than 0.01.

The results suggest that certain forms of RTS, types of businesses, and nature of businesses have a significant positive impact on community development. This underscores the importance of responsible tourism and specific types of businesses in fostering community development.

The implications of the regression results for responsible tourism are significant. Firstly, the findings highlight the importance of diversifying forms of responsible tourism beyond ecotourism. Community-based tourism and organic farming tourism show notable positive impacts on community development, suggesting that a broader range of responsible tourism activities can contribute positively to local communities. Secondly, the results underscore the role of different types and natures of businesses in responsible tourism. Manufacturing businesses,

for example, appear to have a particularly strong positive impact on community development. This suggests that responsible tourism initiatives should consider supporting and promoting local manufacturing businesses to enhance community development outcomes. Additionally, the positive impact of partnership businesses and certain service businesses indicates that collaboration and service-oriented ventures within responsible tourism can also contribute positively to community development. However, trading businesses, while still beneficial, may have a relatively weaker impact. The implications suggest that responsible tourism initiatives should focus on a diverse range of activities and businesses to maximize their positive impact on community development. This may involve supporting local businesses, encouraging community-based tourism initiatives, and promoting sustainable practices across various sectors within the tourism industry.

Section 7: Effectiveness of Responsible Tourism in Kerala

One of the key objectives of this study is to evaluate the effectiveness of responsible tourism in Kerala. To achieve this, the study includes a question in the questionnaire to assess respondents' perceptions of the effectiveness of responsible tourism at the community, individual, and state levels. The question asked is, 'Taking everything into consideration, do you believe responsible tourism is effective in improving the overall socio-economic conditions of the local community?' Respondents are required to respond on a 1 to 5 Likert scale. The results of the survey summarised here.

The study found the responses of the survey participants regarding the effectiveness of responsible tourism in improving the overall socio-economic conditions of the local community in Kerala. The responses were measured on a Likert scale ranging from 1 to 5, where 1 indicates 'Not effective at all' and 5 indicates 'Highly effective'.

1.00 (Not effective at all): 28 respondents, accounting for 7.4% of the total, believe that responsible tourism is not effective at all in improving the socio-economic conditions of the local community.

2.00 (Slightly effective): 77 respondents, representing 20.5% of the total, perceive responsible tourism to be slightly effective in improving the socio-economic conditions.

3.00 (Moderately effective): 114 respondents, making up 30.3% of the total, consider responsible tourism to be moderately effective in its impact on the socio-economic conditions.

4.00 (Effective): 97 respondents, comprising 25.8% of the total, believe that responsible tourism is effective in improving the socio-economic conditions.

5.00 (Highly effective): 60 respondents, accounting for 16.0% of the total, view responsible tourism as highly effective in improving the socio-economic conditions of the local community.

The majority of respondents (57.8%) rated responsible tourism as moderately to highly effective in improving the socio-economic conditions of the local community, indicating a generally positive perception of its impact. However, there is a notable proportion (27.9%) that considers responsible tourism to be less effective or not effective at all, suggesting room for improvement in the implementation and outcomes of responsible tourism initiatives.

Regional Variations in Perceptions of Responsible Tourism Effectiveness

The study provides a breakdown of responses regarding the effectiveness of responsible tourism (RTS) in improving socio-economic conditions across different regions of Kerala: South Kerala, Central Kerala, and North Kerala. Here's the interpretation:

South Kerala: In South Kerala, the majority of respondents rated the effectiveness of RTS as moderate to high (31.7% rated 3.00, 4.00, or 5.00), with 31.7% considering it moderately effective (3.00), 20.6% effective (4.00), and 5.6% highly effective (5.00). However, a notable 15.9% rated it as not effective at all (1.00).

Central Kerala: In Central Kerala, similar to South Kerala, a significant proportion of respondents perceived RTS as moderately to highly effective (27.8% rated 3.00,

4.00, or 5.00). Specifically, 27.0% considered it moderately effective (3.00), 15.1% effective (4.00), and 5.6% highly effective (5.00). A smaller proportion (5.6%) rated it as not effective at all (1.00).

North Kerala: In North Kerala, the responses were more evenly distributed across the effectiveness categories. However, a substantial percentage of respondents still viewed RTS positively, with 31.5% considering it moderately effective (3.00), 29.8% effective (4.00), and 27.4% highly effective (5.00). Only a small percentage (0.8%) rated it as not effective at all (1.00).

The Chi-square test value indicates a statistically significant difference in the responses regarding the effectiveness of RTS across the regions. This suggests that there are regional variations in perceptions of the effectiveness of responsible tourism in improving socio-economic conditions. While there are differences in perceptions across regions, the majority of respondents in all regions viewed responsible tourism as at least moderately effective in improving socio-economic conditions, highlighting the generally positive perception of its impact.

Difference in Responses of the Effectiveness of Responsible Tourism by Forms of Responsible Tourism

The study found the differences in responses regarding the effectiveness of responsible tourism (RTS) based on different forms of RTS.

Ecotourism: Among respondents who identified ecotourism as a form of RTS, 28.3% rated its effectiveness as 3, making it the most common rating. Overall, ecotourism received a balanced distribution of ratings across the Likert scale.

*Community-based Tourism***:** For community-based tourism, the most common rating for effectiveness was 4, with 27.7% of respondents giving this rating. Similar to ecotourism, there was a relatively balanced distribution of ratings across the scale.

*Organic Farming Tourism***:** Respondents who identified organic farming tourism as a form of RTS tended to rate its effectiveness higher, with 35.7% giving a rating of 3 and 30.6% giving a rating of 4. This suggests that organic farming tourism was

perceived more positively in terms of its effectiveness compared to the other forms of RTS.

The chi-square test indicates a significant difference in responses regarding the effectiveness of RTS based on the forms of RTS identified by respondents. This suggests that different forms of RTS may be perceived differently in terms of their effectiveness, highlighting the need for tailored strategies and interventions for each form to enhance their impact and effectiveness.

Effectiveness of Responsible Tourism by Nature of Business

The study found the differences in respondents' perceptions of the effectiveness of responsible tourism (RTS) based on the nature of their business.

Manufacturing: Among respondents engaged in manufacturing, the most common rating for RTS effectiveness was 4, with 29.0% giving this rating. Overall, there was a relatively balanced distribution of ratings across the Likert scale for this group.

Service: For those in the service sector, the most common ratings for RTS effectiveness were 3 and 5, each accounting for 30.0% and 21.0% respectively. This indicates a positive perception of RTS effectiveness among service sector respondents.

Trading: Respondents in the trading sector tended to rate RTS effectiveness evenly across the scale, with no single rating dominating. This suggests a mixed perception of RTS effectiveness within this group.

Farming: Farmers showed a strong positive perception of RTS effectiveness, with 38.0% giving a rating of 3 and 30.4% giving a rating of 4. This indicates that farmers perceive RTS as effective in improving the overall socio-economic conditions of the local community.

The chi-square test results indicate a significant difference in responses regarding the effectiveness of RTS based on the nature of respondents' businesses. This suggests that the nature of the business may influence how RTS is perceived in

terms of its effectiveness, highlighting the need for tailored strategies for different sectors to maximize the impact of responsible tourism initiatives.

Effectiveness of Responsible Tourism by Nature of Product

The distribution of participants responses on effectives of responsible tourism is given here

Organic Products: Among respondents who identified with organic products, 29.6% rated the effectiveness of RTS as 3, while 26% rated it as 4. Overall, 18.3% rated it as 5, indicating a positive perception of the effectiveness of RTS among this group.

Non-organic Products: For respondents associated with non-organic products, 30.6% rated the effectiveness of RTS as 3, and 26.1% rated it as 4. 13.5% rated it as 5, showing a somewhat less positive perception compared to organic product respondents.

Mixed Products: Among those with mixed products, 31.3% rated the effectiveness of RTS as 3, and 25% rated it as 4. 14.6% rated it as 5, indicating a positive but slightly lower perception compared to the organic product group.

The estimated results suggest that respondents associated with organic products have a relatively more positive perception of the effectiveness of responsible tourism compared to those associated with non-organic and mixed products.

Determinants of Self assessed effectiveness of Responsible Tourism

The study also examined the determinants of respondents' self-assessed responses on the effectiveness of responsible tourism on the community and society. The study considered self-assessed responses on the effectiveness of responsible tourism as the dependent variable, which is an ordinal variable with values ranging from 1 to 5. The independent variables include forms of responsible tourism, experience in the tourism industry, types of business, nature of business, and region. An ordered probit model was estimated to analyze the data.

The estimated results from the ordered probit model provide insights into the factors influencing respondents' self-assessed responses on the effectiveness of responsible tourism. Community-based tourism and organic farming tourism have significant effects on the effectiveness perception compared to ecotourism (baseline). Community-based tourism has a negative coefficient, indicating that it is perceived as less effective, while organic farming tourism is perceived as more effective. This suggests that diversifying responsible tourism offerings beyond traditional ecotourism could enhance its perceived impact on communities and society. Higher levels of experience in the tourism industry and education are associated with a more positive perception of responsible tourism's effectiveness. This highlights the importance of education and training in the tourism sector to promote responsible practices and enhance their perceived impact. Compared to sole proprietorship (baseline), partnership has a negative coefficient, suggesting it is associated with lower perceived effectiveness. The type and nature of businesses involved in responsible tourism play a role in shaping perceptions of its effectiveness. Manufacturing and service sectors have positive coefficients, indicating that being in these sectors is associated with a more positive perception of responsible tourism effectiveness, while trading has a negative association. Respondents from Central and North Kerala perceive responsible tourism as more effective compared to South Kerala. This suggests that regional contexts and characteristics may influence how responsible tourism is perceived and experienced, emphasizing the need for region-specific approaches.

6.3 Conclusion

This study examines responsible tourism in Kerala, India, focusing on its societal and economic impacts. It explores demographic influences on the choice and development of Responsible Tourism (RTS), determinants of occupational preference, wage disparities, community participation levels, and its impact on community development and local socio-economic conditions. The study hypothesizes that demographics significantly shape RTS choice, higher education and training affect job preferences, and wages vary based on education, experience,

gender, and location. Community involvement is expected to be influenced by several factors, and different types of tourism are thought to impact community development differently, with organic farming tourism seen as particularly effective. The study provides valuable insights into the demographic and educational profiles of participants in the Responsible Tourism Sector (RTS) in Kerala, shedding light on their occupational preferences and the factors influencing them. The findings reveal a diverse group of participants, with varying levels of education, skills, and experience in the tourism industry. Education emerges as a key determinant of occupational preference, with individuals with higher levels of education more inclined towards non-farming sectors such as manufacturing, service, and trading. English-speaking and computer skills also play significant roles in shaping occupational preferences, particularly in the service and manufacturing sectors. Additionally, possession of a training certificate and perception of government support are associated with preferences for certain occupational categories. Experience in the tourism sector is another important factor influencing occupational preferences, with more experienced individuals more likely to choose manufacturing and service sector occupations. Gender and region also play a role, with males and participants from certain districts showing a higher inclination towards non-farming sectors. The study also provides insights into the wage earning patterns and community participation in responsible tourism in Kerala.

The findings reveal significant regional differences in wage earnings, with Trivandrum exhibiting higher variability compared to Kozhikode and Ernakulam. Additionally, disparities in wages across different forms of responsible tourism highlight the need for targeted interventions to ensure fair compensation practices and sustainable development in the sector. The gender wage gap further underscores the importance of addressing gender inequality in the workplace. Community participation in responsible tourism was found to be moderate, with some variability in perceptions among participants. Regional differences, forms of tourism, gender, experience, education, and skills were identified as key determinants of community participation. Understanding these factors can help develop targeted strategies to enhance community involvement in responsible tourism initiatives.

The study highlights the complex interplay of economic, social, and environmental factors in the responsible tourism sector. These results help to design effective strategies for promoting sustainable tourism practices and enhancing community engagement in Kerala. Addressing wage disparities, gender inequality, and regional differences will be crucial for fostering a more inclusive and sustainable tourism industry in the region. The findings suggest that responsible tourism initiatives have a generally positive impact on various aspects of community development, including infrastructure, healthcare, education, livelihoods, and income. The study also highlights the importance of diversifying forms of responsible tourism beyond ecotourism, with community-based and organic farming tourism showing significant positive effects on community development. Furthermore, the study underscores the role of different types and natures of businesses in responsible tourism, with manufacturing businesses having the most substantial positive impact on community development. Partnership businesses and certain service businesses also contribute positively, while trading businesses have a relatively weaker impact. The study's findings also indicate that the effectiveness of responsible tourism varies across regions, with Central and North Kerala perceiving it as more effective compared to South Kerala. This suggests that regional contexts and characteristics play a significant role in shaping perceptions of responsible tourism's effectiveness. The study provides insights for policymakers, in the tourism industry to enhance the impact and effectiveness of responsible tourism initiatives in Kerala. By considering the diverse factors influencing community development and perceptions of effectiveness, responsible tourism can be further leveraged to promote sustainable development and improve the socio-economic conditions of local communities in Kerala.

Chapter 7

Recommendations, Implications
and Scope for Future Research

7.1 Introduction

Responsible tourism has emerged as a crucial aspect of sustainable development, offering a unique opportunity to promote economic growth while preserving cultural and natural heritage. In Kerala, India, responsible tourism initiatives have gained traction, reflecting a growing awareness of the need for sustainable practices in the tourism sector. However, the effective implementation of responsible tourism requires a thorough understanding of its various dimensions and the factors that influence its success. This study aims to contribute to this understanding by examining the demographic, economic, and social factors that shape responsible tourism in Kerala. By analyzing the choices and preferences of participants, as well as the impact of responsible tourism on community development, and effectiveness of RTS, this study provides important insights into how responsible tourism can be harnessed to achieve sustainable development goals.

Drawing on these findings, this chapter presents a series of recommendations and policy implications aimed at enhancing the effectiveness and sustainability of responsible tourism in Kerala. These recommendations are designed to inform policymakers, stakeholders, and practitioners in the tourism sector, providing them with actionable insights to guide their decision-making and strategic planning efforts. Ultimately, it is hoped that these recommendations will contribute to the continued growth and success of responsible tourism in Kerala, while ensuring that its benefits are shared equitably among all stakeholders.

7.2 Recommendations

Based on the findings of the study on community participation, community development, and the effectiveness of responsible tourism in Kerala, the following recommendations and suggestions can be made:

1. **Regional Targeting:** Develop region-specific strategies to promote responsible tourism based on the regional differences observed in community participation and perceptions of effectiveness. Tailoring initiatives to the specific needs and characteristics of each region can enhance community engagement and overall impact.

2. **Diversification of Tourism Forms:** Encourage and support a variety of responsible tourism forms, including community-based tourism and organic farming tourism, alongside ecotourism. This diversification can attract a broader range of participants and potentially increase community involvement.

3. **Gender Equality:** Address gender disparities in community participation by implementing initiatives that promote inclusivity and gender equality within responsible tourism practices. This can include targeted outreach programs and capacity-building activities for women in the tourism sector.

4. **Skill Development:** Provide training and educational opportunities to enhance skills such as English language proficiency and computer literacy, which are associated with increased community participation in responsible tourism. These skills can empower community members to actively engage in tourism initiatives.

5. **Support for Traditional Livelihoods:** Continue efforts to preserve and promote traditional rural livelihoods, such as agriculture and handicrafts, as they are perceived positively by communities and contribute to sustainable tourism development.

6. **Economic Benefits:** Ensure that responsible tourism initiatives provide tangible economic benefits to local communities, including job creation, income generation, and equitable income distribution. Supporting sustainable livelihoods within the tourism sector can incentivize community participation.

7. **Partnerships and Collaboration:** Encourage partnerships between responsible tourism operators and local businesses, especially in the manufacturing and service sectors, to enhance community development outcomes. Collaboration can lead to innovative solutions and increased positive impacts on communities.

8. **Monitoring and Evaluation:** Implement a robust monitoring and evaluation framework to assess the impact of responsible tourism initiatives on community participation and development. Regular assessments can help identify successful strategies and areas for improvement.

9. **Stakeholder Engagement:** Involve local communities, government agencies, NGOs, and other stakeholders in the planning and implementation of responsible tourism initiatives. This participatory approach can ensure that initiatives are aligned with community needs and priorities.

10. **Sustainable Practices:** Promote sustainable tourism practices, including resource conservation, waste management, and cultural preservation, to ensure the long-term viability of responsible tourism in Kerala.

Implementing these recommendations can contribute to the sustainable development of tourism in Kerala, enhance community participation, and improve the overall effectiveness of responsible tourism initiatives.

7.3 Future Scope of Research

The future scope of research in responsible tourism in Kerala offers several exciting avenues for exploration and development. One such area is the continued study of community engagement and empowerment through responsible tourism initiatives. Understanding how different forms of community participation, such as decision-making processes or benefit-sharing mechanisms, influence the success and sustainability of responsible tourism projects could provide valuable insights for policymakers and practitioners.

Another important area for future research is the impact of responsible tourism on local economies, particularly in terms of job creation, income generation, and poverty alleviation. By conducting in-depth economic analyses, researchers can assess the direct and indirect effects of responsible tourism on local communities, helping to identify strategies for maximizing its positive impacts.

Exploring Responsible Tourism practices in other Indian states presents another valuable avenue for future research. A comparative study of Kerala's Responsible Tourism model with that of other states, could yield insights into different strategies and practices. This research could help identify best practices, challenges, and innovative approaches that could be adopted to enhance the socio-economic impact of Responsible Tourism across India.

There is scope for further research on the best ways to effectively harness social media networks for Responsible Tourism in Kerala. Social media's extension to the society will undoubtedly assist in sustainable advocacy, foster wider audience engagement, and help draw more people locally and internationally. More research could aim at measuring the growth of Responsible Tourism units in cyberspace in terms of visiting and examining the effects of social media promotion on the tourism sector

Furthermore, there is a need for research that explores the role of responsible tourism in promoting environmental conservation and sustainable resource management. Studies could focus on the implementation of eco-friendly practices, waste management strategies, and biodiversity conservation efforts within the context of responsible tourism, providing valuable insights into best practices and areas for improvement.

Additionally, future research could investigate the role of responsible tourism in promoting cultural heritage preservation and intercultural exchange. By examining how responsible tourism initiatives impact local cultural practices, traditions, and identities, researchers can contribute to a deeper understanding of the cultural dimensions of sustainable tourism development.

The future of responsible tourism research in Kerala is characterized by its potential to contribute to sustainable development goals, promote social equity, and enhance environmental conservation efforts. Through interdisciplinary collaboration and innovative research approaches, researchers can continue to advance our understanding of responsible tourism and its role in shaping more sustainable and inclusive tourism practices in Kerala and beyond.

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Appendix

EFFECTIVENESS OF RESPONSIBLE TOURISM AND ITS INFLUENCE ON SOCIO-ECONOMIC DEVELOPMENT OF KERALA

Regional information

1. Region: 1. South   2. Central   3. North

2. District: 1. Kozhikode   2. Ernakulam   3. Trivandrum

3. Forms: 1. Ecotourism 2. Community based tourism   3. Organic farming tourism

Demographic profile the respondents

4. Name:

5. Age:

6. Gender: 1. Male   2. Female

7. Marital status: 1. Married   2. Single   3. Others

8. Total family Income:

9. Education: 1. Below SSLC   2. SSLC   3. Plus Two   4. Degree   5. PG and above

10. Do you English speaking English fluently: 1. Yes   2. No

11. Do you have technical skill: 1. Yes   2. No

12. Do you have computer skills: 1. Yes   2. No

13. Have you completed any training courses related to tourism   1. Yes 2. No

14. Have you completed any professional education: 1. Yes 2. No

15. Family size:

16. The category in which you belong: (i) Born and brought up in this locality

(ii) Migrated from other places

17. Total years of experience in the field of tourism sector:

18. How long have you been residing in your current community:

(i) Less than 5 years   (ii) 6-10 years   (iii) More than 10 years

Rural Development

19. To what extent do you believe responsible tourism initiatives in Kerala have contributed to the overall development of rural areas? (please rate in 1 to 5 likert scale)

1. Minimal Contribution

2. Moderate Contribution

3. Significant Contribution

4. Major Contribution

5. Transformational Contribution

20. How satisfied are you with the improvements in basic infrastructure (roads, electricity, water supply) in rural areas due to responsible tourism projects? (please rate in 1 to 5 likert scale)

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

    4. Satisfied

    5. Very Satisfied

21. How would you rate the accessibility of healthcare and education services in rural areas improved by responsible tourism initiatives? (please rate in 1 to 5 likert scale)

    1. Very Poor

    2. Poor

    3. Fair

    4. Good

    5. Excellent

22. To what extent do you feel responsible tourism has helped in preserving and promoting traditional rural livelihoods such as agriculture and handicrafts? (please rate in 1 to 5 likert scale)

    1. Minimal Help

    2. Some Help

    3. Moderate Help

    4. Significant Help

    5. Very Significant Help

23. How satisfied are you with the overall standard of living in rural areas where responsible tourism initiatives are present? (please rate in 1 to 5 likert scale)

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

4. Satisfied

5. Very Satisfied

Employment Generation

24. To what extent do you believe responsible tourism initiatives in Kerala have contributed to the creation of job opportunities? (please rate in 1 to 5 likert scale)

    1. Minimal Impact

    2 Some Impact
    3 Moderate Impact

    4 Significant Impact

    5 Very Significant Impact

25. How satisfied are you with the variety of employment opportunities available through responsible tourism initiatives in Kerala? (please rate in 1 to 5 likert scale)

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

    4. Satisfied

    5. Very Satisfied

26. How would you rate the stability of employment provided by responsible tourism projects in Kerala? (please rate in 1 to 5 likert scale)

    1. Very Unstable

    2. Unstable

    3. Neutral

    4. Stable

    5. Very Stable

Income Generation

27. To what extent has responsible tourism in Kerala positively impacted household incomes? (please rate in 1 to 5 likert scale)

    1. Minimal Impact

    2. Some Impact

    3. Moderate Impact

    4. Significant Impact

    5. Very Significant Impact

28. How satisfied are you with the income generated through your involvement in responsible tourism activities? (1 being very dissatisfied, 5 being very satisfied)

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

    4. Satisfied

    5. Very Satisfied

29. How would you rate the fairness of income distribution within the responsible tourism sector in Kerala?

    1. Very Unfair

    2. Unfair

    3. Neutral

    4. Fair

    5. Very Fair

Women Empowerment

30. To what extent do you believe responsible tourism initiatives in Kerala have empowered women in local communities?

    1. Minimal Empowerment

    2. Some Empowerment

    3. Moderate Empowerment

    4. Significant Empowerment

    5. Very Significant Empowerment

31. How satisfied are you with the opportunities for women's participation and leadership within responsible tourism projects in Kerala?

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

    4. Satisfied

    5. Very Satisfied

32. How would you rate the impact of responsible tourism on enhancing women's decision-making power within their households?

    1. Minimal Impact

    2. Some Impact

3. Moderate Impact

4. Significant Impact

5. Very Significant Impact

Community Development

33. To what extent do you believe responsible tourism initiatives have contributed to the overall development of local communities in Kerala?

1. Minimal Contribution

2. Some Contribution

3. Moderate Contribution

4. Significant Contribution

5. Very Significant Contribution

34. How satisfied are you with the infrastructure and amenities developed through responsible tourism projects in your community?

1. Very Dissatisfied

2. Dissatisfied

3. Neutral

4. Satisfied

5. Very Satisfied

35. How would you rate the level of engagement and participation of local residents in decision-making processes related to responsible tourism development?

1. Very Low

2. Low

3. Moderate

4. High

5. Very High

Cultural Change

36. To what extent has responsible tourism influenced cultural preservation and promotion in Kerala?

1. Minimal Influence

2. Some Influence

3. Moderate Influence

4. Significant Influence

    5. Very Significant Influence

37. How satisfied are you with the efforts made to respect and showcase local culture and traditions within responsible tourism initiatives?

    1. Very Dissatisfied

    2. Dissatisfied

    3. Neutral

    4. Satisfied

    5. Very Satisfied

38. How would you rate the impact of responsible tourism on fostering cross-cultural understanding and appreciation in Kerala?

    1. Minimal Impact

    2. Some Impact

    3. Moderate Impact

    4. Significant Impact

    5. Very Significant Impact

Livelihood Vulnerability

39. How does responsible tourism contribute to diversifying the income sources of local community households? (1 to 5 Likert scale)

    1. Minimal Contribution

    2. Some Contribution

    3. Moderate Contribution

    4. Significant Contribution

    5. Very Significant Contribution

40. How do training and capacity-building programs assist rural households in reducing livelihood vulnerability? (1 to 5 Likert scale)

    1. Minimal Assistance

    2. Some Assistance

    3. Moderate Assistance

    4. Significant Assistance

    5. Very Significant Assistance

41. How does responsible tourism provide financial safety nets to households, reducing livelihood vulnerability? (1 to 5 Likert scale)

    1. Minimal Safety Nets

2. Some Safety Nets

3. Moderate Safety Nets

4. Significant Safety Nets

5. Very Significant Safety Nets

Effectiveness of responsible tourism

42. Taking everything into consideration, do you believe responsible tourism is effective in improving the overall socio-economic conditions of the local community? (1 to 5 Likert scale)

1. Ineffective

2. Somewhat Ineffective

3. Neutral

4. Somewhat Effective

5. Effective