

Tourism Master Plan for Pathanamthitta District

¹Sonu Somarajan, Nipin K.Prasad²

¹M.Plan Student (Urban Planning), Dept. of Architecture, TKM College of Engineering, Kollam, India

²Assistant Professor, Dept. of Architecture, TKM College of Engineering, Kollam, India

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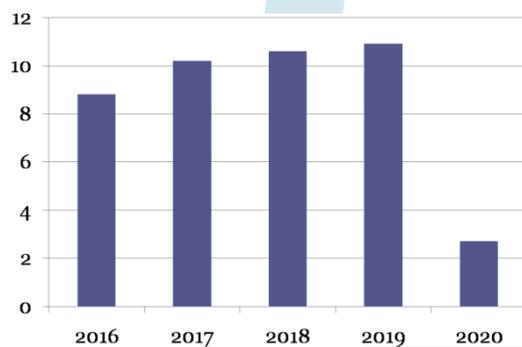
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ABSTRACT:[1] Travel is referred to as tourism, whether for pleasure or business. It also refers to the philosophy and practice of travelling and the industry that deals with luring, entertaining, and housing visitors. Tourism is one of the businesses with the quickest growth rates, which may be particularly helpful in attracting foreign investment to emerging nations. The growth of tourism can significantly enhance infrastructure and support the development of tourist destinations through community involvement. [3] The Pathanamthitta district's tourist industry has one of the worst foot traffic counts in the state. The District's tourism master plan will be created as a result of this research. The District's prospective tourist resources are what inspired the study.

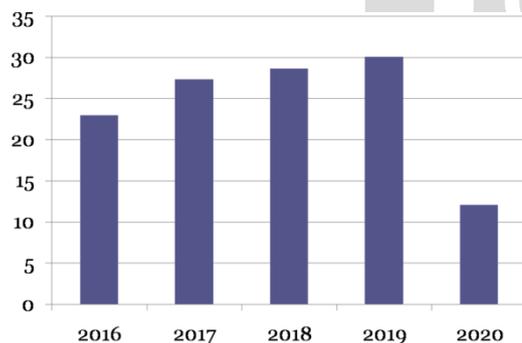
KEYWORDS: Community participation, Tourism Master Plan, Tourism resources.

I. INTRODUCTION

The economy of India depends heavily on tourism, which is expanding quickly. [2] By 2028, the industry is expected to increase at an average annual rate of 6.9%, reaching \$32,05 lakh crore (9.9% of GDP).

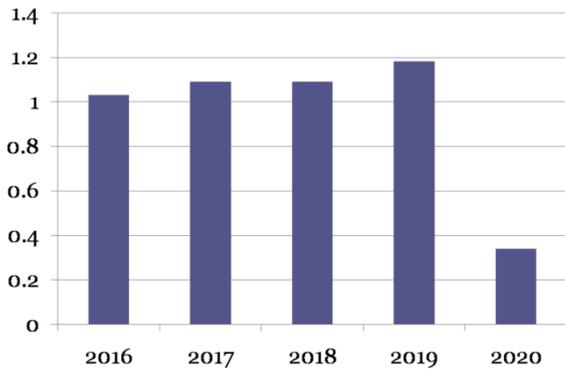


[2] Foreign tourists arriving in India (in a million)

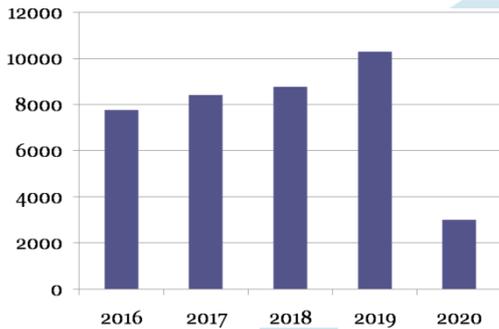


[3] Foreign exchange earnings from India (in a million)

[4] National Geographic Traveler identified Kerala as one of the top ten paradises on earth. Mainly for its ecotourism projects and stunning backwaters, Kerala is well-known. Due to its unique culture, customs, and varied people, Kerala is one of the most popular tourist destinations in the world. The tourist sector, which is expanding at a pace of 13.31%, is essential to the state's economy.



[3] Foreign tourists arriving in Kerala (in a million)

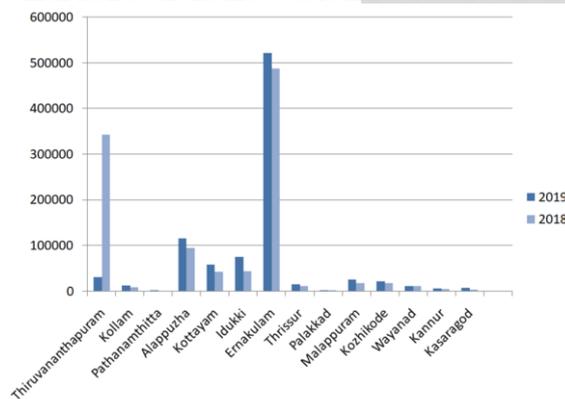


[3] Foreign exchange earnings from tourism in Kerala (Rs crores).

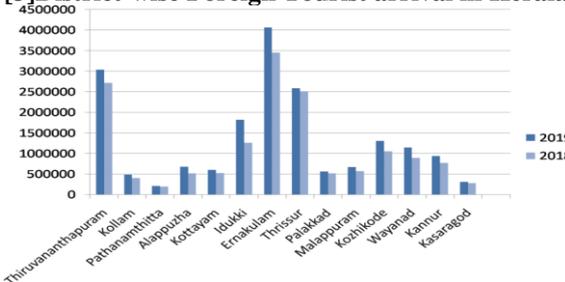
[5] The fast global spread of the Novel Coronavirus (Covid-19) has become a significant barrier for the tourism business because the pandemic crisis would change traveller behaviour and preferences. Tourists have cancelled plans due to the virus danger, which has caused the tourist graph to decline in 2020. The widespread travel bans, quarantines, social isolation, and lockdown imposed by Covid-19 have significantly influenced global economic growth.

[5] India has moved to lift pandemic-related limits since Covid-19 instances have steadily decreased.

Having a wealth of attractions, the Pathanamthitta district has the potential to become one of Kerala's most well-liked tourist destinations. The Konni ecotourism, Gavi ecotourism, and Aranmula history village are the main draws in the area. These locations, which lack even the most basic infrastructure amenities, are not well known to those living outside the District.



[3] District-wise Foreign Tourist arrival in Kerala-2018-19



[3] District-wise Domestic Tourist arrival in Kerala-2018-19

[3] The District of Pathanamthitta had the fewest footfalls from local and foreign visitors. A tourism master plan was thus deemed required.

NEED OF THE STUDY

This research aims to create a tourist master plan for the Pathanamthitta district that decision-makers may utilise as a starting point for future tourism development to grow, promote, and market the region. [1] The growth of tourism can significantly enhance infrastructure and support the development of tourist areas.

AIM

Formulating a tourist master plan for the Pathanamthitta district is the goal of this initiative.

OBJECTIVE

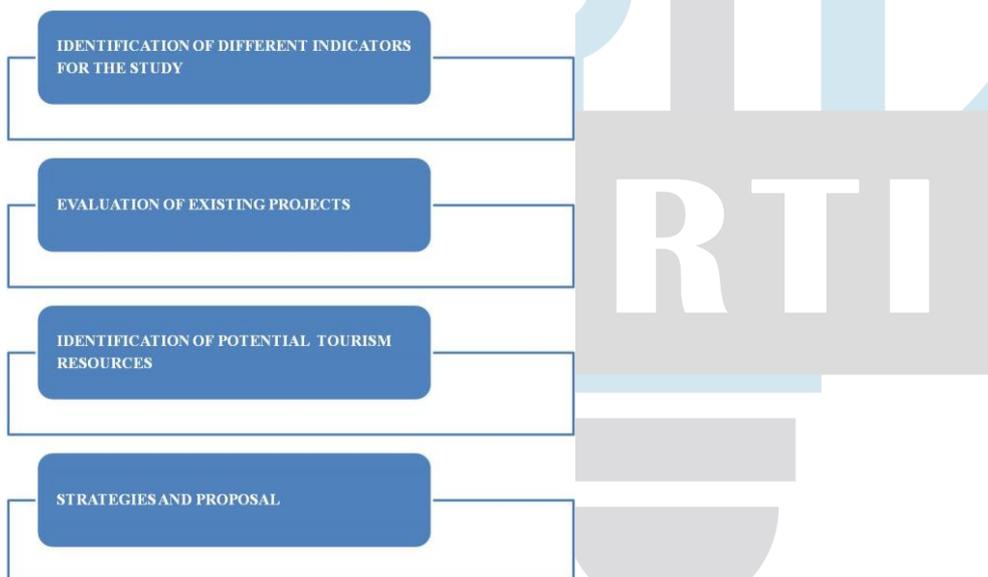
The research has four objectives:

- To research the diverse effects of tourism master plans on tourist regions.
- Research many strategic planning topics to create a master tourist strategy.
- Research the approaches used in various locations to create tourist master plans.
- Creating a tourist master plan that considers the host community's needs, existing initiatives, and future prospective tourism resources.

LIMITATION

Since there are predominantly four significant types of tourism in Pathanamthitta, the study considers only Eco, Heritage, and Leisure tourism.

II. METHODOLOGY



III. LITERATURE

Tourism master plan-[1] "Is a strategic approach for a successful and sustainable tourism development of a defined area that shall stimulate positive impacts such as employment, local income, investments, infrastructure and general welfare."

[6] Before reaching a decision, a project's environmental, social, and economic implications are determined using the Environmental Impact Assessment (EIA) methodology. It attempts to identify methods and means to lessen negative consequences, design projects to fit the local environment, estimate environmental impacts early in the project planning and design process, and communicate the predictions and choices to decision-makers. Economic and ecological advantages of EIA include averted treatment/clean-up costs, implications of laws and regulations, and decreased project implementation and design costs and times.

Tourism carrying capacity- Tourism carrying capacity is "the greatest number of travellers that may be accommodated simultaneously at a tourist location without endangering the physical, economic, or socio-cultural environment or resulting in unacceptable reductions in visitor pleasure."

STUDY AREA

[9] The thirteenth revenue district in Kerala, Pathanamthitta, extends from the low-lying rice plains that border Alappuzha District to its head on the Western Ghats. It was established with effect as of November 1st.



Location of the study area

[9] With a population of 1,197,412 as per the 2011 India Census, Wayanad is the third least populated District in Kerala (out of 14), behind Idukki. Pathanamthitta's population was 11,97,412 (11.97 lakh) in 2011, down from the 12.34 lakh counted in the preceding Census of 2001. 89% of the population comprises females and men, or 46.9% and 53.1%, respectively—the first District in India to be certified polio-free in Pathanamthitta. As of 2013, Pathanamthitta, one of the wealthiest districts in India, with a poverty rate of just 1.17%, ranks among the top 5 poorest districts in the country.

TRANSPORTATION

[7]Airport: The closest airports are Cochin International Airport in Nedumbassery, Kochi (142 km), and Thiruvananthapuram International Airport (113 km).

Rail: The single railroad station in the District is at Tiruvalla (30 miles; Code: TRVL). The closest railroad station is Chengannur (CNGR; 24 kilometres). The Chengannur private bus stand is the most practical because of its front-of-station placement.

There are direct bus services from Tiruvalla and Chengannur to Pathanamthitta.

Road: The intersection of the T.K. Road (S.H. - 07) and Main Eastern Highway (Punalur-Muvattupuzha Road / S.H. - 08) is located on the General Hospital Road section of the T.K. Road in Pathanamthitta.

DISTRICT TOURISM PROMOTION COUNCIL (DTPC) PROJECTS.

1)Ecotourism

- 1.1 .Konni Ecotourism
- 1.2. Gavi Ecotourism

2)Leisure tourism

- 2.1)Gavi forest safari
- 2.2)Nedumpara hill station
- 2.3)Perumthenaruvi water falls

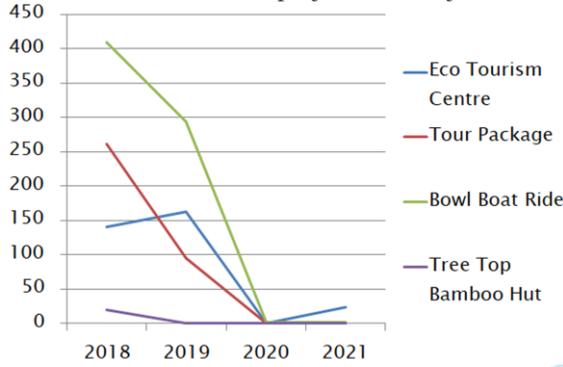
3)Heritage tourism

- 3.1)Aranmula heritage village
- 3.2)Anandapalli Maramadi
- 3.3)Kadammanitta Padayani Gramam
- 3.4)Kaviyoor rock cut temple
- 3.5)Mannadi Smarakam

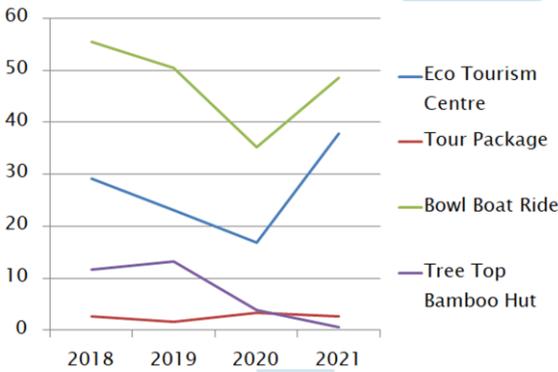


[8]Existing tourist map of Pathanamthitta district.

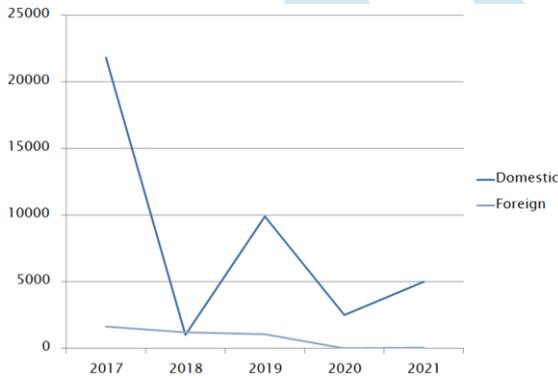
The District's ecotourism projects are the joint venture of DTPC and the Forest Department.



Foreign Tourist arrival at konni-Eco tourism Projects



Domestic Tourist arrival at konni-Eco tourism Projects.



Tourist arrival at Gavi Ecotourism



Tourist arrival at Gavi Forest Safari

IV. KEY OBSERVATIONS AND FINDINGS

All the ecotourism projects in the District are profitable to the concerned department.

- Very few international visitors were documented for any of the initiatives.

- The Gavi Forest Safari and ecotourism initiatives are the only ones with accurate statistical data and monitoring systems. Statistics and essential infrastructural resources are absent from any other initiatives.
- There are no packages provided for visiting tourist attractions for leisure or history.
- Lack of coordination and integration amongst the relevant departments for tourism growth.
- One of the main problems in the Pathanamthitta area is accessibility. The District's single railroad station is Thiruvalla, situated at its westernmost point. The District and neighbouring districts lack airports. The 109 km (3 hours) closest airport is Trivandrum International Airport.
- Tourism-attracting marketing strategies now in use are ineffective. The use of fresh marketing strategies is necessary.
- Tourists are clustered in the areas surrounding ecotourism destinations.
- That needs to be dispersed equally throughout the District.
- A successful model in the District for community involvement in ecotourism initiatives is Vana Samrakshana Samiti (VSS). This model may be used for other tourist destinations with a structured fit for the host community.

V. STRATEGIES AND PROPOSAL VISION

Reshaping Pathanamthitta into one of the most popular and environmentally friendly tourism destinations, integrating it with community needs, enhancing the quality of life, and generating additional employment possibilities.

MISSION

To achieve the goal, all public and commercial stakeholders must be involved to draw visitors into a controlled growth and development model at the project area's defined nodes.

STRATEGIES

- Promoting the Konni Ecotourism Center as the Pathanamthitta district's tourist hub.
- Coordinate all tourism-related operations from a central location through departmental integration to realise the aim. (DTPC, Forestry Division, LSGD, Devasom Board).
- Inclusion of the private sector in travel and lodging.
- Potential locations are added to the konni-Gavi package.
- DTPC and the Forest Department have reclassified the Jeep safari along the Kattathi-Chellikkal as a cooperative enterprise.
- Tourists are picked up and dropped off at the Gavi Ecotourism Center.
- Inclusion of the heritage circuit as a cooperative project of the relevant LSGD, the DTPC, the Devasom Board, the Cultural Department, and the Archeology Department.
- A cooperative project between Plantation Corporation, DTPC, and Concerned LSGD is the Kodumon Plantation-Nedumpara Hill Station Cycling Trail.

PROPOSAL

- The Konni tourism hub has a centre for coordination and information for travellers.
- At the Manneera and Panakudutha waterfalls, there is a viewing platform, security measures, parking, and a place to pay admission.
- There are viewing areas and safety precautions along the banks of the Pampa River.
- Experiencing Aranmula's history through a museum.
- Kodumon Plantation and Nedumpara Hill Station offer amenities and safety measures for route travellers.



Proposed tourism Circuits and development map for Pathanamthitta District.

VI. CONCLUSION

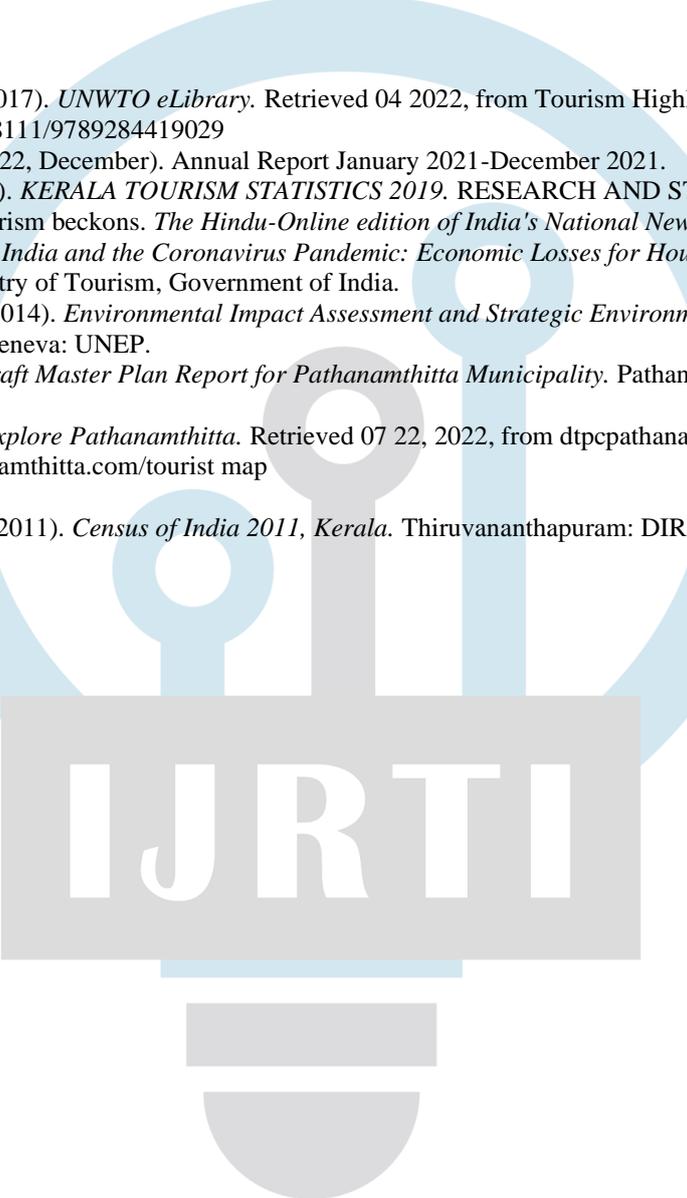
Compiling a tourism master plan for the Pathanamthitta District was the primary goal of this research. New tourist destinations were found in the research region, and current tourism initiatives were analysed. Different results include a lack of effective marketing and accessibility difficulties. Only ecotourism-related ventures are profitable. Other tourist destinations are neglected and lack basic infrastructure.

To create the master plan, seven indicators were developed. Based on the indicators, strategies and suggestions are formed. Some factors include marketing, accessibility, activities, facilities, operation and administration, community engagement, and economics.

Pathanamthitta's enormous tourism potential may be quickly realised by creating a tourist master plan and then carrying out the projects following it.

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