

TOURISM MASTER PLAN FOR PATHANAMTHITTA DISTRICT

THESIS REPORT

Submitted by

Sonu Somarajan (TKM20MUP015)

M.U.P. (2020 - 2022) BATCH

to

*the A.P.J. Abdul Kalam Technological University in partial fulfilment
of the requirements for the award of the
Post Graduate Degree of M. Planning in
Urban Planning*



URBAN PLANNING

DEPARTMENT OF ARCHITECTURE

THANGAL KUNJU MUSALIAR COLLEGE OF ENGINEERING

Karicode, Quilon 691005

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DEPARTMENT OF ARCHITECTURE

THANGAL KUNJU MUSALIAR COLLEGE OF ENGINEERING



CERTIFICATE

Certified that the Project entitled “**Tourism Master Plan for Pathanamthitta District.**” submitted by **Sonu Somarajan (TKM20MUP015)** of M.U.P. (2020-22) BATCH, in partial fulfilment of the requirements for the award of Post-Graduate Degree in Urban Planning, under the A.P.J. Abdul Kalam Technological University is a bonafide work carried out by them under our guidance and supervision.

DISSERTATION GUIDE

Nipin K.Prasad

Professor
Department of Architecture
TKMCE

HEAD OF THE DEPARTMENT

Dr Annie John

Department of Architecture
TKMCE

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I, as a result of this, declare that the Project entitled “**Master Plan for Pathanamthitta District.**” is a bona fide record of the study done as part of thesis work under the supervision of Dr Annie John during the **Third Semester M.Plan (2022)** Post Graduate Degree Course in the Department of Architecture, Thangal Kunju Musaliar College Of Engineering, Kollam. I certify that the work mentioned here is not a part of any other project report or dissertation that was used as the basis for awarding a degree or other award to any other applicant in the past, to the best of my knowledge.

Place: Kollam

Date:14/09/2022

Sonu Somarajan

(TKM20MUP015)

MUP (2020 - 2022) Batch

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(TKM20MUP015)

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CHAPTER 1 INTRODUCTION

1.1 ABSTRACT.

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 (Organisation W. T., 2017) 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 involvement, Tourism Master Plan, Tourism resources.

1.2 INDIA'S TOURISM SECTOR

The World Tourism and Travel Council claims that, the tourism sector provided 42.673 million jobs, or 8.1% of all employment, and 16.91 lakh crore, or 9.2%, of India's GDP in 2018. According to the Ministry of Tourism's 2021 forecast, the industry would expand at a 6.9% average annual growth rate to reach 32.05 lakh crore (9.9% of GDP) by 2028. Out of 140 countries, India was ranked 34th overall in the Travel & Tourism Competitiveness Study 2019. India improved its ranking by 6% since the 2017 edition, which was the biggest gain among the top 25 nations.

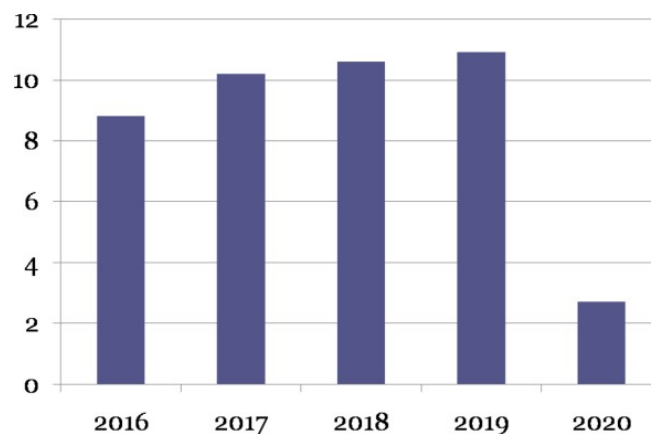


Figure 1 Foreign tourists arriving in India(In million)

Tourism Master Plan For Pathanamthitta District

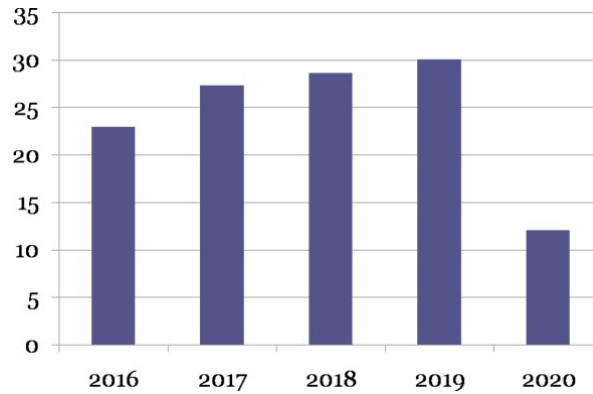


Figure 2 Foreign exchange earnings from tourism in India (US\$ billion).

(Tourism M. o., 2021)

1.3 TOURISM SECTOR IN KERALA

Kerala is well known for its ecotourism projects and stunning backwaters, earning it a spot in National Geographic Traveler's list of the world's top ten paradises. Kerala is one of the most well-liked travel destinations in the world because of its unique culture, traditions, and population. The 13.31%-expanding tourism sector is a significant contributor to the state's economy.

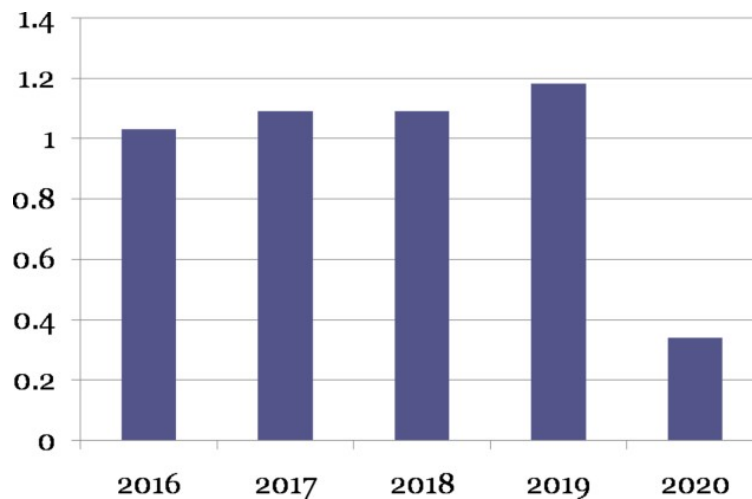


Figure 3 Foreign tourists arriving in Kerala(In million)

Tourism Master Plan For Pathanamthitta District

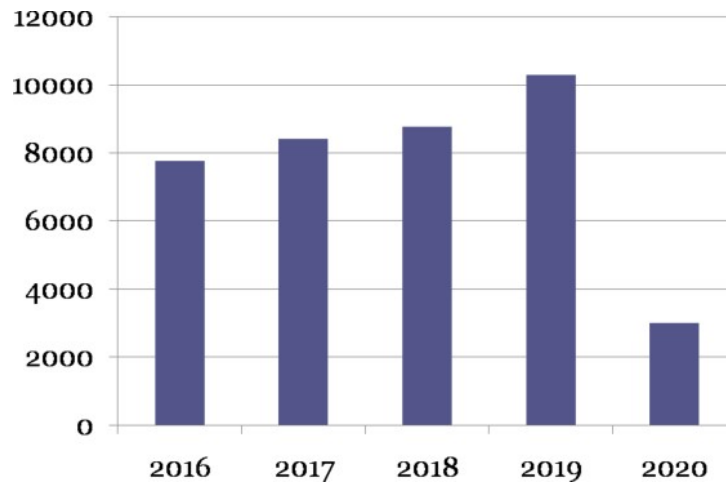


Figure 4 Foreign exchange earnings(In Rs crores)

Source: (Tourism M. o., 2021)

Given that the pandemic crisis will alter traveller behaviour and tastes, the Novel Coronavirus (Covid-19 rapid) 's worldwide expansion has become a severe obstacle for the tourist industry. 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. India has moved to lift pandemic-related limits since Covid-19 instances have steadily decreased (Research, 2021).

1.4 WHY PATHANAMTHITTA?

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

Tourism Master Plan For Pathanamthitta District

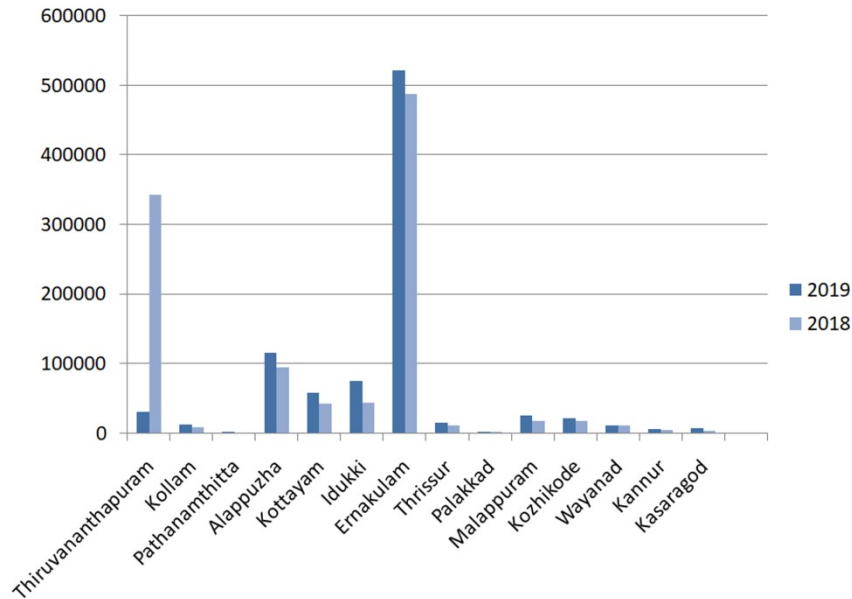


Figure 5 District wise Foreign Tourist arrival in Kerala-2018-19

Source: (TOURISM, 2019)

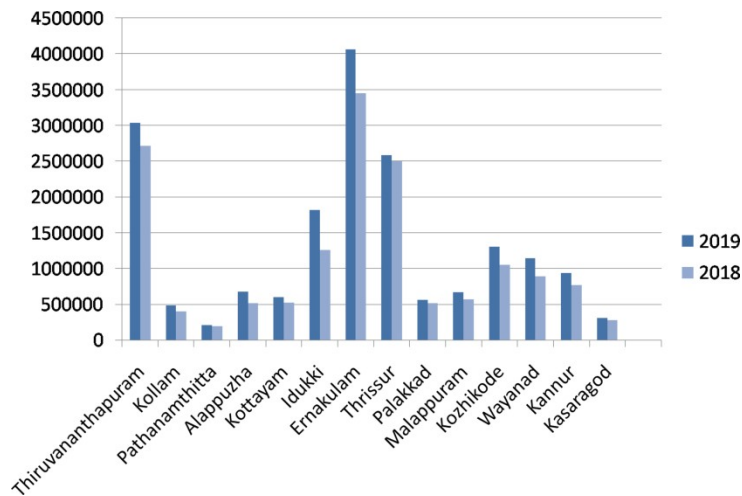


Figure 6 District wise Domestic Tourist arrival in Kerala-2018-19

Source: (TOURISM, 2019)

FOREIGN TOURIST ARRIVAL.

- The Ernakulam district saw the most number of arrivals.
- The least amount of people visited the Pathanamthitta district.
- The highest percentage rise in visitor numbers (76.35%) over the prior year was recorded in the Kasaragod district.

DOMESTIC TOURIST ARRIVAL

- The district of Ernakulam saw the most visitors.
- Regarding domestic foot traffic, the Pathanamthitta district had the lowest numbers.
- The most significant percentage increase in visitor arrivals over the prior year was recorded in the Idukki area (44.76%).

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

1.5 NEED FOR 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 (Organisation W. T., 2017) The growth of tourism can significantly enhance infrastructure and support the development of tourist areas.

1.6 AIM

To prepare a tourism master plan for Pathanamthitta District

1.7 OBJECTIVE

The research has four objectives:

- To research the diverse effects of tourism master plans on tourist regions.
- Research many strategic planning areas to create a tourism master plan.
- 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 potential tourism resources.

1.8 SCOPE

This study aims to prepare a tourism Master Plan for the Pathanamthitta district, which decision-makers could use as baseline data for future tourism development to develop, promote, and market the area.

1.9 LIMITATION

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

CHAPTER 2 METHODOLOGY.



Tourism Master Plan For Pathanamthitta District

CHAPTER 3 LITERATURE REVIEW

3.1 TOURISM MASTER PLAN

TOURISM MASTER PLAN- “A methodical strategy for developing tourism in a specific region that will be effective and sustainable and encourage good effects like employment, local income, investments, infrastructure, and general well-being.” (Organisation W. T., 2017)

Determine the marketing and development prospects that will serve as your tourist master plan or development strategy framework.

Strategic planning in the following areas:

- Tourism potential analyses
- Marketing and distribution
- Tourism organization.
- Formulation of distribution, marketing, and human resources strategies in the tourist industry, as well as institutional and investment frameworks.
- Visitor surveys
- Focus group discussion

The master tourism plan serves as the destination’s road map. It is an essential initial step that will answer three critical questions: “Where are we trying to go? How do we go there?”

3.2 TYPE OF TOURISM CONSIDERED

3.2.1 ECO-TOURISM

“Ecotourism is moral tourism to natural areas that supports the preservation of the environment, promotes the welfare of the local populace, and fosters knowledge and comprehension through explanation and training of all relevant parties, including travellers, staff, and the locations they are visiting.” (Network, 2016)



Ecotourism tenets

- Generate immediate cash gains for conservation.
- Produce financial gains for residents and businesses.
- Offer tourists enduring interpretive experiences that promote attention to the host nations' political, environmental, and social environments. •Offer satisfying experiences to both guests and hosts.
- Create, build, and run low-impact facilities.
- Reduce the influence on fauna and flora's physical, social, behavioural, and psychological health.
- Recognize the rights and spiritual convictions of native and local populations, and collaborate with them to foster empowerment.

3.2.2 HERITAGE TOURISM.

A kind of tourism known as “heritage tourism” is focused on preserving the local community’s cultural history. Heritage tourism may also include the use of cultural, historical, and natural resources, according to the National Trust for Historic Preservation (U.S.), which defines it as “travelling to see the locations, objects, and events that best capture the past's narratives and inhabitants.”



Taj Mahal-Agra



Hampi-Karnataka



Cambodian Dance form

There are several reasons why heritage tourism is vital.

- Cultural heritage tourism promotes knowledge of and appreciation for local heritage.
- Fostering intercultural dialogue.
- Encouraging peace and mutual understanding among people.
- It helps to protect and safeguard cultural heritage and builds and strengthens identity.

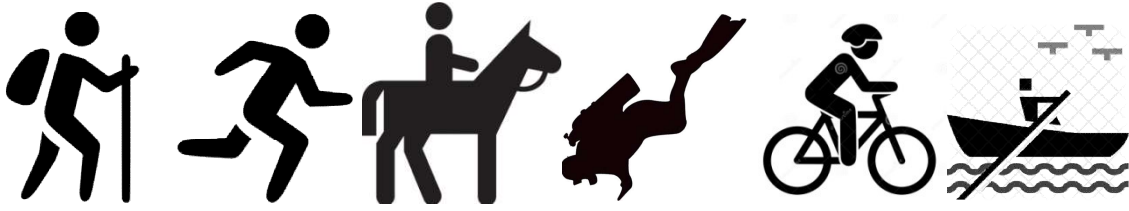
Consequently, the area's social and financial standards will be improved.

2.3 LEISURE TOURISM.

Taking a vacation from everyday routine is referred to as leisure travel. Tourists that travel for pleasure typically appreciate beauty, luxury hotels and resorts, and the ambience of beaches. Social tours, recreational, family, sports, and medical tours are among the most well-liked leisure tourist activities. (Organisation W. T., 2017).

Trails – A means for people to learn about the natural environment, build relationships between communities and places, and improve people's lives by giving them new views and getting them outside.

- Trails offer access to breathtaking natural experiences.
- As they enhance the health and wellness of the environment and people while providing tourists with enjoyable outdoor experiences.
- Most often, non-motorized leisure activities like walking, jogging, cycling, horseback riding, canoeing, or scuba diving are done on recreational paths. (Organisation W. S., 2015).



Walking

Running

Horse riding

Scuba diving

Cycling

Canoeing

3.3 CARRYING CAPABILITY FOR TOURISM

According to the World Tourism Organization, the maximum number of tourists can visit a tourist attraction at one time without destroying the environment or affecting the visitor experience.



Physical carrying capacity.

This is the most visitors that a location can genuinely accommodate. It refers to the most visitors that may be adjusted at any given moment at a particular tourist destination while allowing for movement. Typically, this is estimated to be roughly 1m per person. The physical carrying capacity (PCC) per day is calculated using the formula: area (in square metres) x visitors per metre x daily duration.

3.4 LOCAL COMMUNITY PARTICIPATION IN TOURISM DEVELOPMENT.

The local group portrays an important role as a stakeholder in the tourist industry since they are immediately impacted by any changes that affect tourism.

- Additionally, they play a crucial part in the tourist industry because of how their attitudes and behaviours affect the industry.

- They directly affect whether tourism-related activities are successful or unsuccessful.
- Furthermore, when the neighbourhood is engaged, they always think of methods to raise their socioeconomic standing and neighbourhood without endangering the environment.
- They constantly work to reduce the negative consequences and increase the good ones. In addition to the primary tourism product, local services and goods are essential in providing tourists with a worthwhile experience.

3.5 DESTINATION MARKETING STRATEGIES.

The success of tourism marketing results from coordinated efforts of the whole travel industry. The travel industry cooperates to promote tourism in the state. They coordinate with airlines, auto rental firms and passenger railways through packages. This requires coordination in pricing services and delivery of packages.

Marketing tools and techniques.

- Media Advertising
- Attendance at Selected Trade and Consumer Fairs and Exhibitions
- Direct Marketing
- Special Events
- Tourist Information Centers /Brochure Display Units
- Trade and Consumer Promotions
- Website and e-Marketing
- Research and Evaluation
- Media / Travel Agent Familiarization Trips

3.6 LITERATURE CASE STUDIES

3.6.1 TOURISM MASTER PLAN FOR NORTH EASTERN REGION 2015-35

India's geographical area is made up of 7.9% of the North East Region. However, it barely draws 0.3% of foreign visitors and 0.9% of domestic visitors to India. A Thriving Tourist Master Plan was therefore deemed necessary. To create a tourism master plan for the North Eastern Region, which includes Arunachal Pradesh, Nagaland, Sikkim, Assam, Manipur,

Tourism Master Plan For Pathanamthitta District

Meghalaya, Mizoram and Tripura, the North Eastern Council (NEC) selected Tata Consultancy Services Ltd.

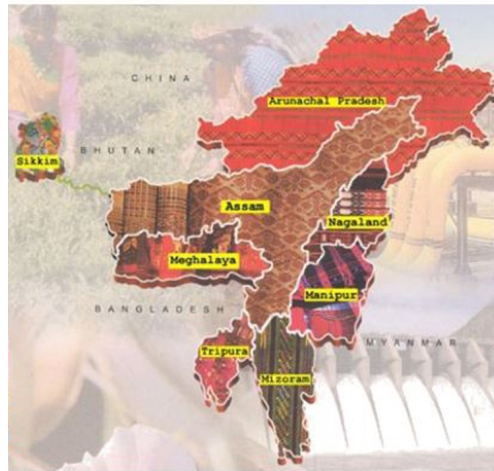


Figure 7 Map Of North East Region.

(Tata Consultancy Services, 2015)

Accessibility

- A few of the region's most important obstacles to visitor movement is accessibility and smooth transport.
- The region has poor air connection, and save for Assam, there are few trains, one of the essential means of substantial internal mobility.
- Highways continue to be the major means of intra-regional transportation, but because of their geography, development, and condition, they take a long time to traverse.

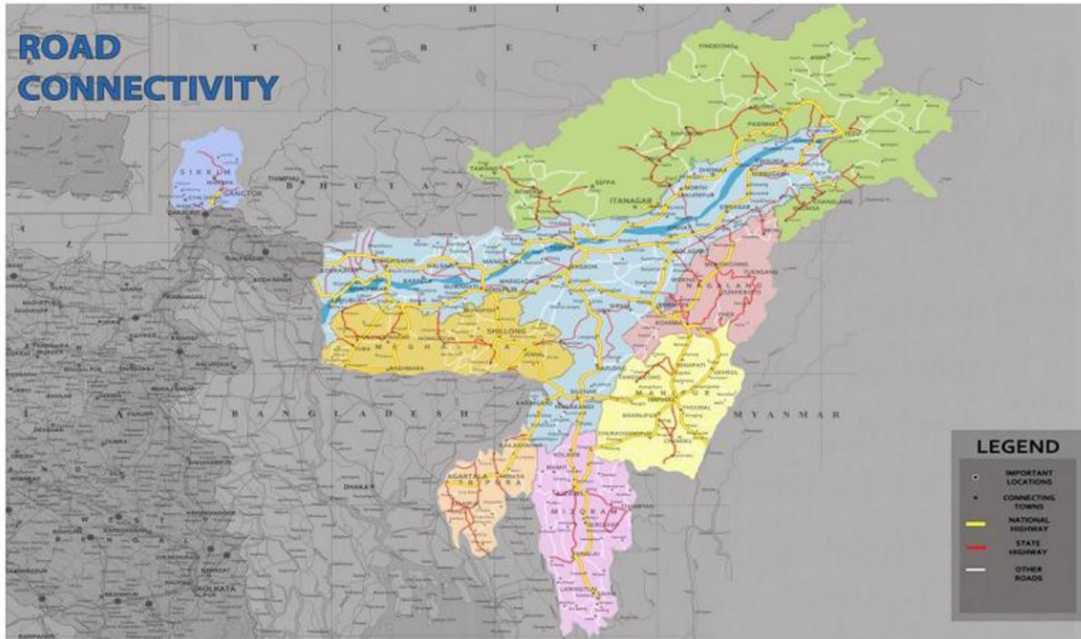


Figure 8 Road Connectivity of NER

(Tata Consultancy Services, 2015)

Tourism resources

- The North Eastern region of 8 States is a reservoir of rich natural resources & biodiversity and an amalgamation of different tribes and cultures.
- NER is blessed with rich biodiversity, unique Intangible resources, and the region's diverse people.
- The region is very varied, with more than 220 ethnic groups and an equivalent number of dialects.
- In the majority of the states in the area, handlooms are a thriving village industry.



Figure 9 Tourism resource categorization

(Tata Consultancy Services, 2015)

Tourism Trends

The tourism trends have been analyzed to understand the existing tourism profile, potential tourism scenario, and trend projections of the North East region.

Despite its vast tourism resources, the North East region attracts only 0.83% of the domestic tourist flows of the whole country.

Even within the North East region, around 86.5% of the domestic tourist arrivals are in the states of Assam, Meghalaya, and Sikkim only.

A Consistent average growth rate of 11.84% has been witnessed for the North Eastern region throughout 2005-2010.

According to the analysis of the primary survey, the average length of stay for visitors in the North East is 4.39 days.

Tourism Master Plan For Pathanamthitta District

Tourist Arrivals	2005	2006	2007	2008	2009	2010
Arunachal Pradesh	50873	80843	93312	152312	199092	231252
Assam	2478438	3279808	3449589	3631732	3866000	4066081
Manipur	94615	117279	101880	112400	124300	114451
Meghalaya	381010	404546	462952	554873	595920	656933
Mizoram	46312	50786	44961	57635	58314	58023
Nagaland	18353	16276	23021	22000	22376	22226
Sikkim	258524	310512	349100	479718	565540	720768
Tripura	225047	232712	246704	249745	324931	347485

Table 1 Tourist arrival in the NE region

(Tata Consultancy Services, 2015)

Tourism development issues

- Resource-related issues (Funding, Investments, Human resources).
- Development issues (Accessibility, Infrastructure, Destination/ Circuit development, tourist amenities, information systems etc.).
- Management issues (Safety and safety perception, Non/ late Implementation of Packages, Absence of Visitor Management Plan etc.).

REGIONAL LEVEL RECOMMENDATIONS

Policy level & Institutional mechanism

- Formation of North East Tourism Development Council under - North Eastern Council.
- Focused northeast tourism policy and incentives for the northeastern region.
- Dedicated Infrastructure Fund for the northeast.
- Coordination between different departments and states.

Development proposals

Recommendations for tourism infrastructure, such as the need for hotels, dining establishments, tourist information services, en route conveniences, tour and tour packages, touristic attractions and site services, retail establishments, ATMs, internet access, tourism police, etc.

Community participation programs

- Promoting handicrafts and creating products with visitors in mind.

Tourism Master Plan For Pathanamthitta District

- The activities comprise a comprehensive programme to enhance craftsmen's capability, including product/packaging training for visitors.
- To create goods using handlooms, a design institute will be chosen.
- Additionally, there are community-based gift shops and an artisans village.
- Ecommerce platform for reaching a wider audience and selling items to travellers. Community-based tourism policing is a component of cultural tourism management.
- The training programme is created for the local community, future entrepreneurs, government-related stakeholders in tourism, private players in tourism, training for women and youth, etc.

Marketing strategy and promotion plan

- A team was established to periodically carry out marketing audits.
- A product strategy, including Target Market, Distribution Mechanism, etc., is developed.
- The control the quality, brand recognition, company logo and vows statement, company brand, brand awareness, brand orientation, etc. are the main goals of the promotion plan.
- The activities include public relations, advertising, the use of various media resources, outreach initiatives for the general public, etc.

Proposed tourism circuits



Figure 10 Proposed Tourism Circuits

(Tata Consultancy Services, 2015)



Figure 11 Proposed Tourism Circuits Entry Points, Nodes & Hubs.

Tourism Master Plan For Pathanamthitta District

(Tata Consultancy Services, 2015)

The critical criteria for Circuit formulation are:

- Travel cost
- Access control, Nodes, Hubs
- Metropolitan Dynamics
- Key tourist attractions and themes
- Safety and security
- Length of stay
- Accessibility from Project is to identify
- Connections between locations & time taken

CHAPTER 4 CASE STUDY

4.1 UTTARAKHAND TOURISM DEVELOPMENT MASTER PLAN-2007 - 22. ZONE 3: CORBETT NATIONAL PARK, LANDSDOWNE & ENVIRONS.

4.1.1 AIM

The objective of this tourism development master plan study is to assist the Indian government in its efforts to encourage the permanent growth of high-quality, sustainable tourist facilities, amenities, and goods in Uttarakhand State's premier tourist areas.

4.1.2 OBJECTIVES

Enhancing the state's general and specified tourism zones' physical and socioeconomic environments.

- Evaluating development patterns in the local and international tourism sectors and creating new and distinctive tourist goods based on available resources.
- Establishing a thorough but simple planning and development control system for tourist development areas based on improving the performance and institutional structure of the current planning system for integrating tourism products with the National and State Physical Planning Policy

4.1.3 TOURISM SECTOR

14%, domestic tourist visits climbed in Uttarakhand at an average yearly rate of 12.9% from 2001 to 2006.

Currently, Uttarakhand does not benefit fairly from the increase of foreign visitors to India. International arrivals to Uttarakhand are only increasing at a substantially slower rate than those to India, which can only be viewed as inadequate given the state's enormous and distinctive resources. Arrivals to India are expanding by around 13 to 15% yearly.

Tourism Master Plan For Pathanamthitta District

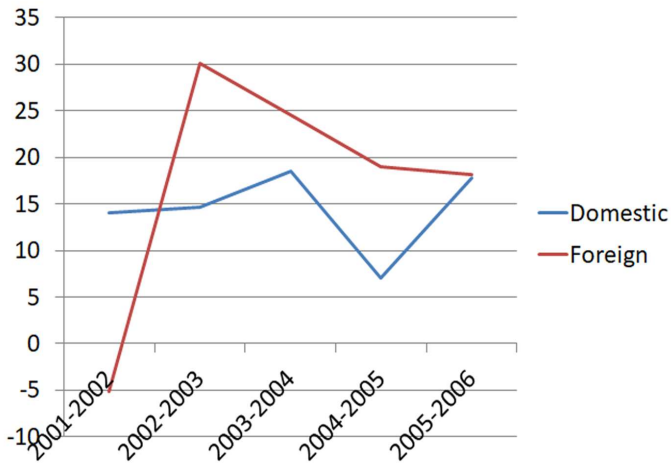


Figure 12 National Tourism Growth Rate-India. (Board, 2007)

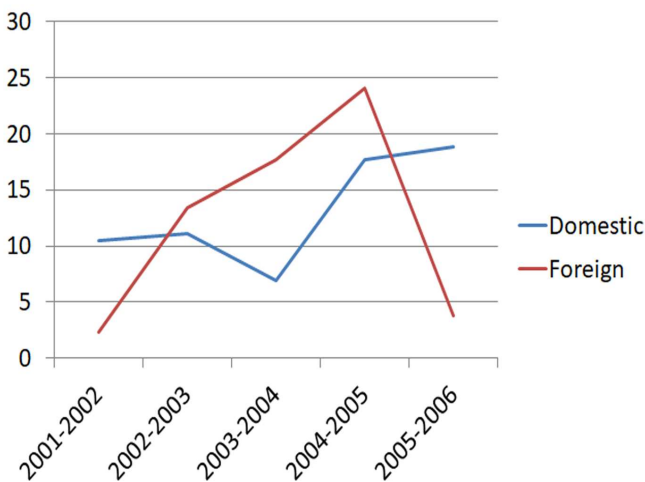


Figure 13 Uttarakhand Tourism Growth Rate-India. (Board, 2007)

4.1.4 MARKETING ASSESSMENT

Several issues are impeding the effective marketing of Uttarakhand as a tourism destination.

- Lack of awareness of Uttarakhand as a tourism destination.
Ineffective branding of the state.
- Lack of marketing strategy and expensive annual campaigns which are not sufficiently focused.
- Weak statistical system.
- Development and operational issues.

4.1.5 COMMUNITY INVOLVEMENT IN TOURISM

Eco-Vikas committees

In all of its tourism-related initiatives, Uttarakhand's Department of Forest has established Eco-Vikas Committees. The finest illustration of such is Corbett Park. Nine forest ranges make up Corbett Park. There are eco-development (Vikas) committees for each range. There are six such eco-development (Vikas) committees in the Dhela range. For communities near sanctuaries and national parks, these committees are required, and the state provides minor grants to encourage "eco-development."

- The money was utilised to erect electric fences in several areas.
- In the remaining villages of the Dhikala range, residents have chosen to buy cattle with the loans given to the eco-development committees.

The Corbett Foundation

The Corbett Society is a reputable charity that works with local residents. It provides people with an immediate, if modest, financial recompense for domestic animals killed by tigers or other wild animals. The Foundation also works to protect fish species that are at danger of extinction.

The Role of GNVM and KNVM

The Kumaon Mandal Vikas Nigam (KMVN) and the Garhwal Mandal Vikas Nigam (GMVN), both semi-governmental organisations, serve as the operational arms of the tourism department. GMVN is a player in the tourist industry and employs about 1,200 people. Over 75 guesthouses and tourist bungalows are run by it throughout Garhwal. These were first established in 1976 to promote the growth of tourism in the region. KMVN generates an annual revenue of Rs 80 million from tourism, with a profit of Rs 5 million from 44 guesthouses.

Institutional Issues

Institutional severe problems affect Uttarakhand's smooth operation and management of the tourism sector.

- The connection between the tourism department and other departments

Tourism Master Plan For Pathanamthitta District

- The absence of the private sector from the state's tourist management system.
- There is virtually little collaboration seen between public and private sectors..
- additional operating limitations.

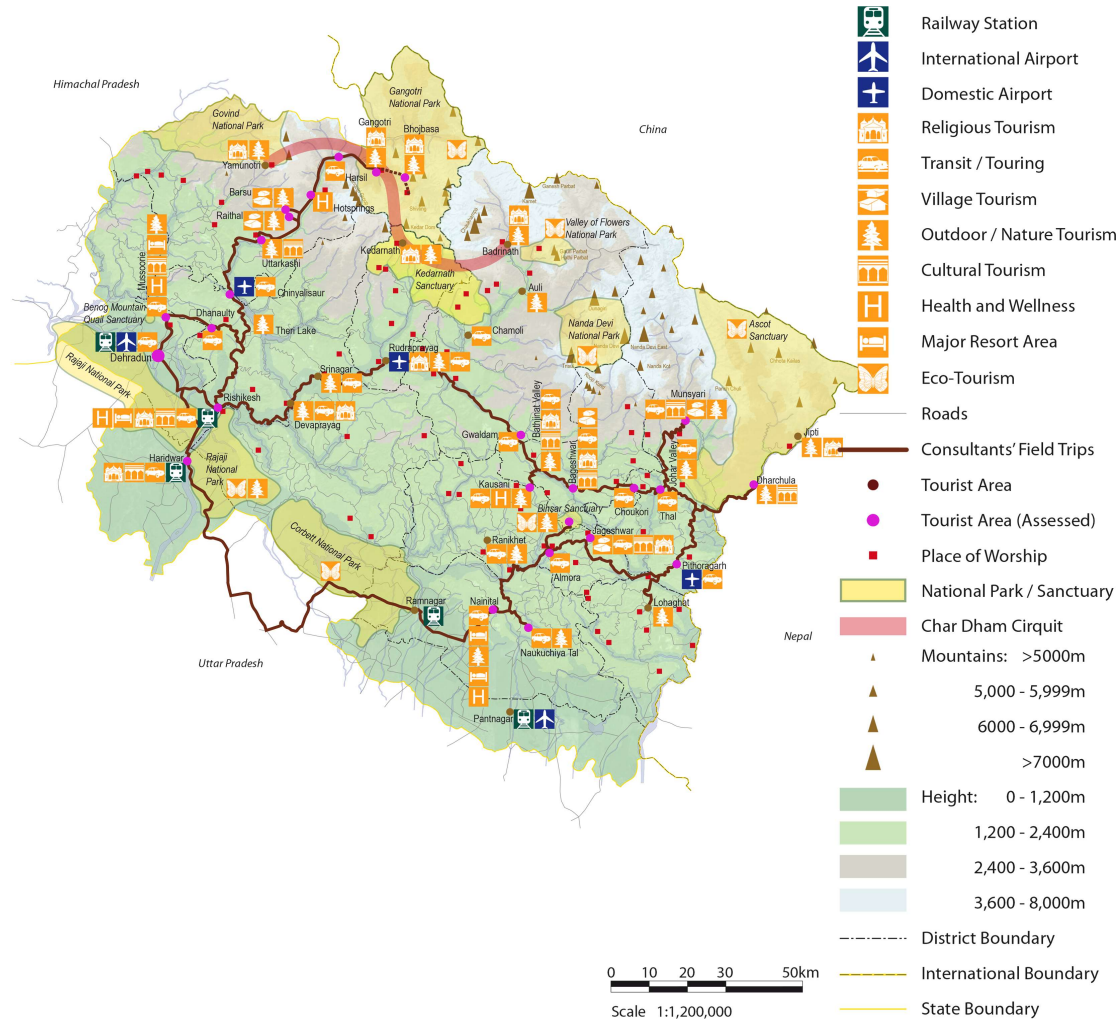


Figure 14 Tourism Resources in Uttarakhand. (Board, 2007)

4.1.6 TOURISM ZONE PROFILES

The proposed sub-division and profiling of Uttarakhand State into seven tourism zones based on the five airport service areas on the map.

The fundamental idea is that each region should be distinguished by its proximity to major domestic and international entry points, future connectivity via paved roads, tracks, and trails, its organic and geological fabric and resources, and its current and potential tourism facilities and products.

Tourism Master Plan For Pathanamthitta District

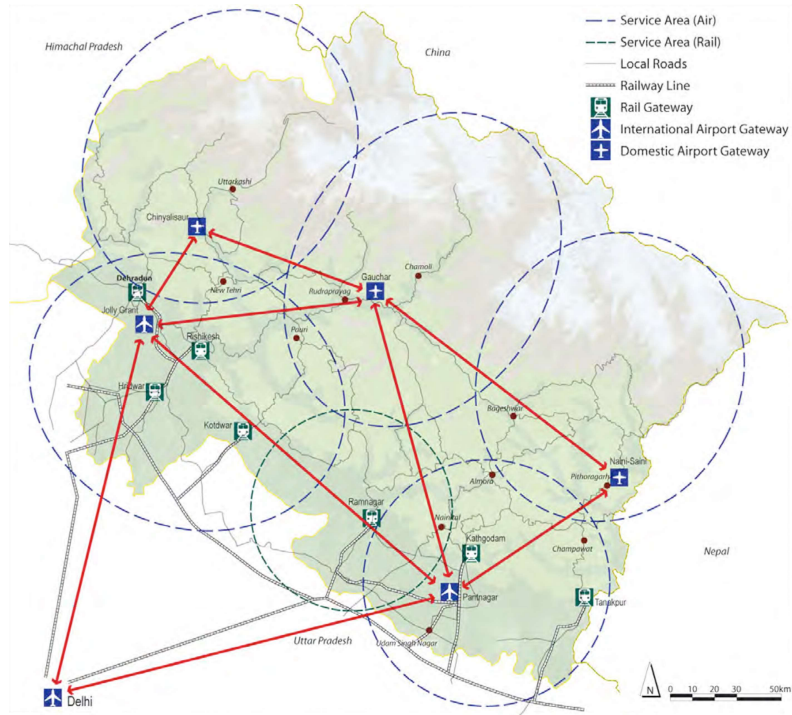


Figure 15 Transportation Service areas in Uttarakhand. (Board, 2007)



Figure 16 Tourism Zones

(Board, 2007) 6

4.1.8 ZONE 3: CORBETT NATIONAL PARK WEST, LANDSDOWNE, PAURI AND ENVIRONS

General Zone Profile.

The centre portion of the Corbett National Park inside the southeast and the Chilla Sanctuary area of the Rajaji National Park in the northwest make up the wildlife and forest belt that dominates the southern portion of the zone. These significant wildlife preserves are divided by a section of the Lansdowne Forest Division's protected forest, which acts as a crucial wildlife corridor. The northern region of the zone is somewhat inaccessible and is made up mostly of medium-high wooded mountains, lush deep valleys, and raging rivers. As a result, there aren't many highways running east-west in this area, particularly in the eastern part, and the population density is low.



Figure 17 Zone 3- Images and Map. (Board, 2007) 6)

This zone includes major tourism destinations, religious, spiritual, pilgrimage localities, and service centres.

Pauri: The town serves as both the district capital and the main urban centre of the Pauri District. With few tourist attractions and activities, it is mostly a service and cantonment town.

Town and Environs: the town is the District Capital of the Pauri District and the primary urban concentration in the zone. It is mainly a service and cantonment town with limited tourism facilities and activity.

Khirsu: is a small mountain village near Pauri offering a panoramic view of the Himalayas on good days, and has been earmarked for tourism development.

Lansdowne: is a famous Cantonment Town and the original home of the Gharwal Rifles, a legendary military force.

Rural Villages: Several picturesque villages are situated along or off the roads between

Tourism Master Plan For Pathanamthitta District

Lansdowne and Pauri, as well as the roads extending southeast from Pauri to Chimtakhil Village, which is located close to the northern boundary and entrance to Corbett National Park.

Devaprayag: is attractively situated at the confluence of the Bhagirathi and Alaknanda Rivers.

Srinagar Town: is a crucial service centre and spiritual stopover on the way to Badrinath. It is located attractively along the Alaknanda River and offers all facilities of an urban settlement, including accommodation of various standards for tourists.

RECOMMENDATIONS AND PROPOSALS

For Marketing Tools and Techniques to be Employed by the UTDB Marketing Division.

Media Advertising	Consumer and Trade advertising: TV, Press (magazines and newspapers), Radio, Posters, Outdoor Advertising, Guides, Point of Sale, Web Advertising, etc.
Collaterals for Identified Distribution Channels	Consumer and Trade Collaterals: Brochures, Videos, CDs, DVDs.
Giveaways	Souvenir items for presentation to VIPs
Attendance at Selected Trade and Consumer Fairs and Exhibitions	Trade Fairs, Consumer Fairs, Workshops
Direct Marketing	Mailings by post and/or email to trade and media contacts
Special Events	The creation of special events
Marketing Public Relations Activities	Press Releases, Video News Releases, Radio Tapes, Press Kits, Advertorials, News Conferences, Media Events/Publicity Stunts, Photographic and Slide Libraries, Media Databases, Public Speaking, Celebrity Promotions, Familiarisation Visits for Travel Writers, Photographers, Film Makers and Travel Guide Publishers.
Familiarisation Trips	Visiting Media Programmes, Travel Trade Visits, Special Interest Operator Visits
Tourist Information Centres / Brochure Display Units	Convenient locations to provide tourism information to visitors both verbally and with Maps, Guides, Informational Leaflets.
Trade and Consumer Promotions	Sales Missions, Shopping Centre Promotions.
Website and e-Marketing	Destination website, e-commerce, electronic direct marketing.
Research and Evaluation	Market Research, Product Research, Monitoring and Evaluation Research

Table 2 Tourist arrival in NE region. (Tata Consultancy Services, 2015)

Recommendations for Human Resource Development and Community participation.

- Prepare a master plan for the proper development of human resources. Such a plan would cover the workforce planning in the Department of Tourism and other related departments like Wildlife, Forest and Environment, Labour etc.
- Different segments of the tourism industry in Uttarakhand must be persuaded to come together under a common umbrella and accept the responsibility for upgrading the skills of the existing workforce.

Tourism Master Plan For Pathanamthitta District

- Even for the training of total newcomers, the industry must follow an integrated approach and should even be willing to meet a significant part of the cost involved.
- The unified body of hoteliers, travel agents and tour operators should make it mandatory for hotels, tour operators and travel agencies to employ only staff who has completed a recognised course in a relevant discipline.
- There should be a mandatory refresher course for the guides and porters every two years.
- A weak statistical base would invariably result in poor planning. For an improved system of statistics compilation, a proper statistical cell is needed in the Department of Tourism.
- One or two persons from the cell should be sent to the Ministry of Tourism to learn the new methodologies of statistics compilation.
- UNWTO could be requested for help by providing short-term training opportunities.

Tourism Circuits in Zone :3

Tourism Master Plan For Pathanamthitta District



Figure 18 Zone 3 Circuits. (Board, 2007)

Recommendations For Zone : 3

- The Tiger Reserve and its environs should be strengthened as a flagship of ecotourism and nature tourism in the state.
- Diversify the spatial distribution of tourists around the Corbett National Park.



Figure 19 Corbet Tiger Reserve Images. (Board, 2007)

- Facility node development at two ends of Srinagar town.
- Formalization of the street sections in the Srinagar town.
- Development of off-street parking & public conveniences and Basic accident relief infrastructure.
- Preparation of a comprehensive riverfront improvement plan for Devaprayag.
- Improve the interpretation and gateway functions of Ramnagar.
- Increase Interactions with Local Communities and Villages.

4.2.TOURISM DEVELOPMENT PLAN- MUMBAI CITY & SUBURBS.

Vision statement-“In the middle ages, people were tourists because of their religion, whereas now they are tourists because tourism is their religion.” – Robert Runcie.

4.2.1 OBJECTIVES

- Create awareness of the need for tourism –To develop a sense of ownership and responsibility in the minds of locals towards tourism.
- To identify possible sites –To create an assortment of tourist experiences.
- Development of a supportive infrastructure -Adds value to the tourist experience
Site maintenance -To preserve the site's beauty and enhance the sense of belonging.
- Marketing –Now officially designated as an industry, tourism is all about marketing, memories and experiences.



Figure 20 Mumbai City. (generated)

4.2.2 METHODOLOGY

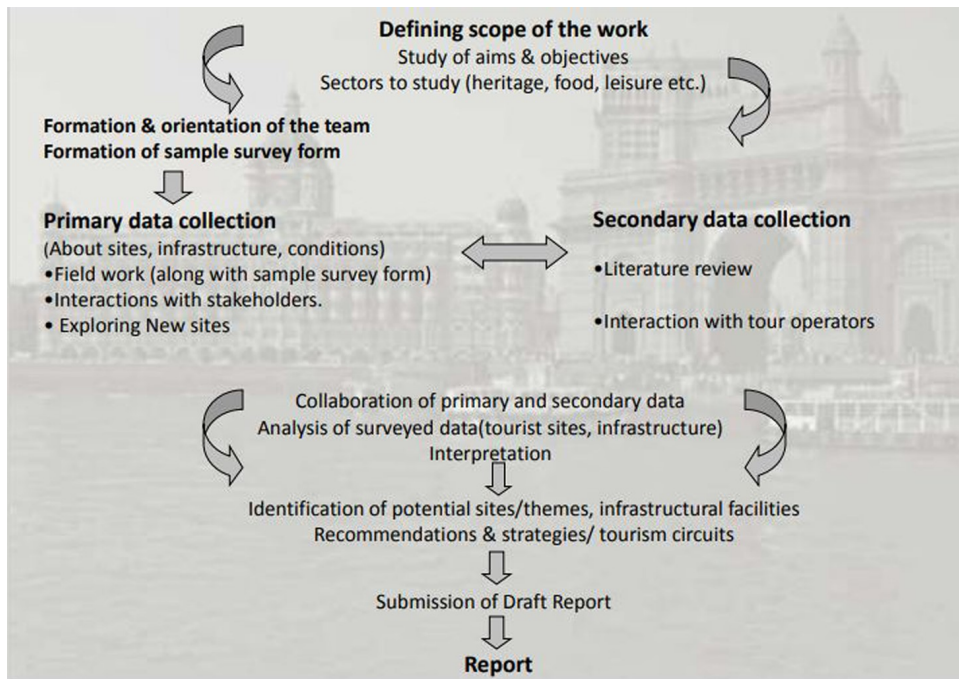


Figure 21 Methodology. (Corporation, 2010)

4.2.3 TRENDS & PATTERNS IN EXISTING TOURISM

Local tourists, Local students, art and history enthusiasts, and shopaholics.

More enthusiastic about festivals and activities.

Domestic travellers are tourists

Originating from the rest of India:

Urban: If you want to visit Mumbai, India's most significant metropolitan area. Interested in seeing well-known locations like the Gateway of India, Haji Ali, Chowpatty, etc.

Cruise passengers

In Mumbai, world cruises pause briefly to enjoy the vibrant local culture.

Forty-eight cruise ships with 43,000 passengers stopped in Mumbai just last year.

Medical travellers

This form of tourism is quickly growing. The city attracts visitors from various countries because of its accessibility and excellent medical care.

International vacationers

Interested in Mumbai's vibrant hues and ethnic diversity, and historical sites. Eager to sample the local cuisine and nightlife.

Transitory Visitors

Shorter trips might take a few hours or a whole day for those simply stopping in Mumbai.

Business travellers

Numerous business travellers come to India's financial capital for a lavish vacation with no budget restrictions to unwind and relax.

Categorization of popular tourist locations

Experiential: Elephanta Islands, the Gateway of India, the Afghan Church, the Haji Ali Dargah, the Mahalakshmi Temple, etc.

Community: Sewree Mangrove Park, Khotachi Wadi, Dhobi Ghat, and other attractions can be found here.

Museums/Art: the NCPA, the Prince of Wales Museum, the Mint Museum, the Jehangir Art Gallery, etc.

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Market: Princess Street, Dadar Flower Market, Sassoon Dock, Colaba Causeway, Crawford Market, etc.

Townscape: The Flora Fountain, the statues in the Fort Area, the High Court, the Rajabai Tower, and so on.

Nature: Jijamata Udyan, the Oval Maidan, and the Maharashtra Nature Park, etc.

4.2.4 PROPOSED TOURIST CITY CIRCUITS.



Figure 22 Recreational and natural areas.

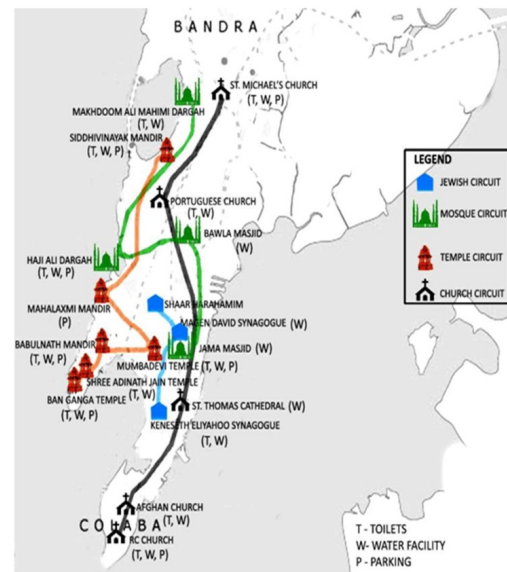


Figure 23 Religious sites.

Tourism Master Plan For Pathanamthitta District



Figure 24 Museums and art gallery



Figure 25 Markets



Figure 26 Housing typologies

4.2.5 PROPOSALS

Proposal of Zoo in Sanjay Gandhi National Park.

- People would have a place to unwind close to their homes, which would cut travel costs. A top-notch zoo might be built on the 10,400 hectares of the Sanjay Gandhi National Park.

Tourism Master Plan For Pathanamthitta District

- Jogging tracks for everyday walkers
- Water features can surround animal ponds to create picnic areas.
- Botanical research and conservation centre
- Themed dining establishments include eateries in the jungle and on trees
- Library having books on trees and wildlife
- Information kiosk

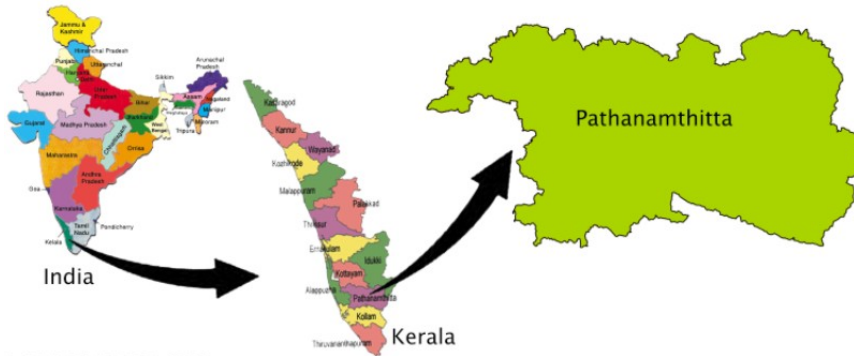
The Sewri Fort

- A excellent location that has to be developed to generate green recreational areas is the shoreline next to the Sewri fort.
- It must be kept intact and turned into a viewing gallery.
- It might house a little cafe with a theme.

Tourism Master Plan For Pathanamthitta District

CHAPTER 5: STUDY AREA

One of Kerala, an Indian states, has 14 districts, including Pathanamthitta. The town of Pathanamthitta serves as the district headquarters. Pathanamthitta district consists of six Taluks and four municipalities.



5.1 TRANSPORTATION

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 distance from Pathanamthitta to Kollam Junction Railway Station (QLN code) is 62 kilometres.

Road: T.K. Two essential highways in the district are Punalur-Muvattupuzha Road (SH - 08) and the Main Eastern Highway (SH - 07). M.C. Road (NH 220) runs through the western portion of the district.



Figure 27 District Map. (OPERATIONS, 2011)

5.2 DEMOGRAPHICS

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.

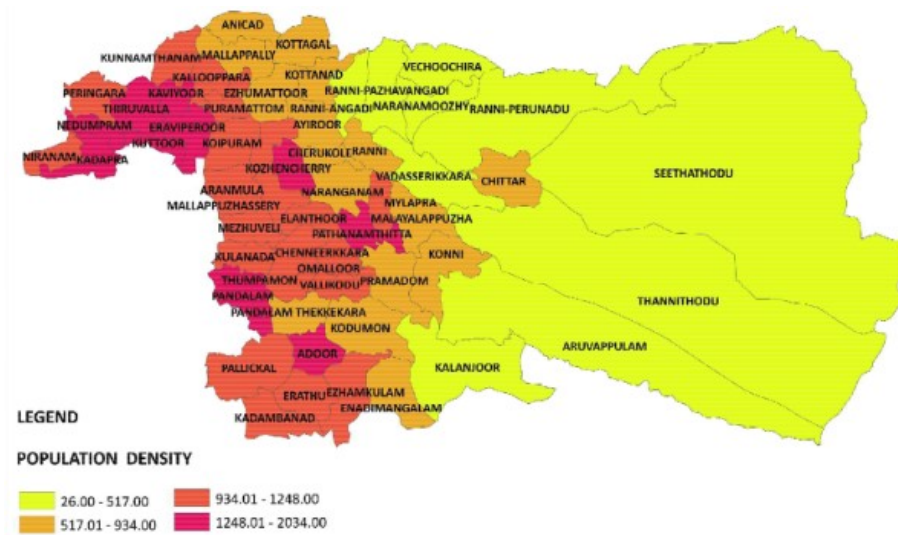


Figure 28 Population Density of the LSGDs in the district. (OPERATIONS, 2011).

Pathanamthitta has been deemed the first district in India to be declared polio-free. With a poverty rate of just 1.17% as of 2013, the district—one of the richest in India—ranks in the top 5 least poor districts in India. Males make up 46.9% of the population, while females make up 53.1%.

5.3 LAND USE

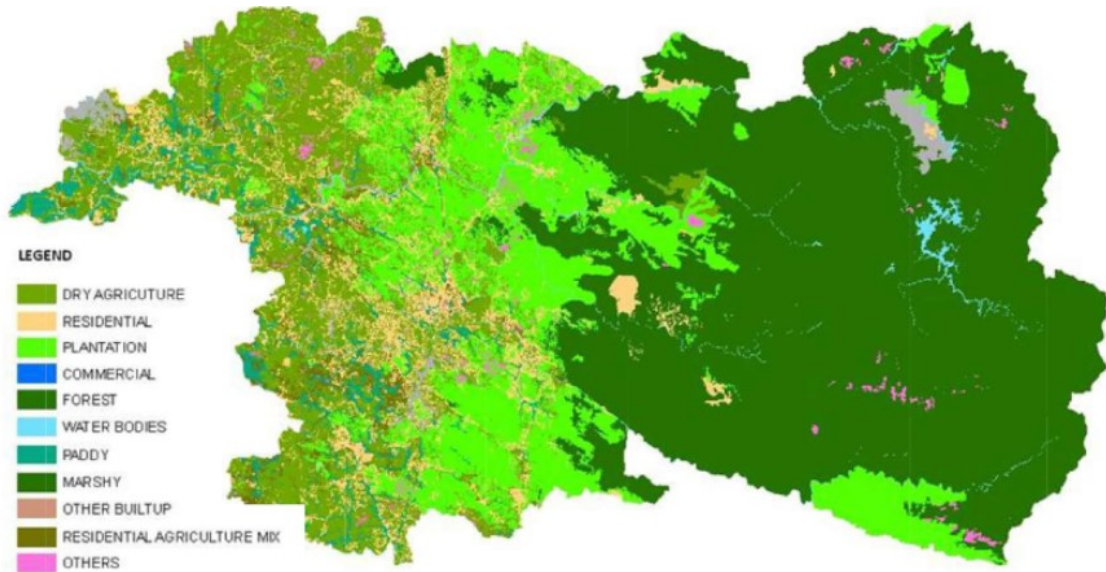


Figure 29 Land use map of the district. (PLANNING, 2011).

Moreover, half (53%) of the District's total land is covered by forest. In terms of area (2652 sq km), the Pathanamthitta District is ranked seventh in the state.

5.4 DISTRICT TOURISM PROMOTION COUNCIL PROJECTS.

5.4.1 KONNI ECOTOURISM

The ecotourism centre at Konni is one of the major attractions. All the Konni ecotourism activities are operated from the Konni eco-tourism centre, managed and operated by **Konni Forest Development Agency** under the Kerala Forest Development agency.

Activities offered for visitors at the ecotourism centre.

1. Elephant kraals
2. Children's park
3. Elephant museum
4. Butterfly garden(Closed)
5. Asoka gardens
6. Elephant safari
7. Elephant tethering sheds.
8. Vanasree Eco-shop.
9. Vanasree Cafe

Other facilities

1. Ticket counter for visitors and ecotourism package booking.
2. Vanasree Non-Timber Forest Resources(NTFR) Processing unit.

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3. Parking facilities
4. Toilet facilities.
5. Forest range office and staff quarters.



Figure 30 Land use map of the district. (Brochure)

Organizational Structure of Konni Forest Development Agency(FDA)

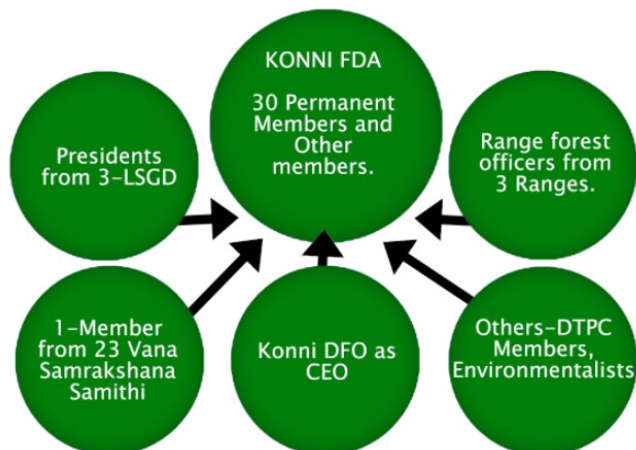


Figure 31 Structure of Konni FDA. (Author generated)

Structure of Vana Samrakshana Samithi

V.S.S

- Formation of V.S.S Under Respective forest range offices. A divisional forest officer led them.
- Range forest officers identify the families dependent on Non-Timber Forest Resources and form V.S.S by giving memberships.

Members

- Konni DFO Has 23 V.S.S
- Each V.S.S Has two members from one family(1 Male and 1 Female).
- Maximum 365 Members allowed in a V.S.S.
- V.S.S has the duty of forest - Circumnavigation, Protection.

V.S.S.

- 2 Type of V.S.S Under konni DFO. Fringe V.S.S and Non Fringe
- V.S.S, in which all families are entirely dependent on non-timber forest resources(NTFR) called Non-Fringe V.S.S and Vice versa.

Employment

- In the Konni Eco-Tourism project, V.S.S members worked as Ticket collectors, NTFR -collectors, Drivers, caretakers, gardeners, Vanasree Eco-Shop, Vanasree cafe, Guards, Cleaners etc.
- Salary through respective V.S.S.

The konni ecotourism centre provides

1. Gavi tour package.
2. Adavi Treetop Bamboo Huts Package.

1. Gavi tour package

Tour package includes

- Sightseeing A/c vehicle
- Entry tickets and vehicle pass full-time guide
- Breakfast, Lunch, Evening tea and snacks
- Kuttavanchi Yathra (Bowl Boat ride) at Adavi

- Boating at Kochupamba

Route

Konni Eco Tourism → Adavi (Bowl Boat Ride) → Angamoozhy → Kochandi Checkpost → Moozhyar Dam → Penstroke pipe view point → Kakki Dam → Anathod Dam → KochuPamba (Boating) → Gavi → Return ecotourism centre.



Figure 32 Elephant tethering sheds

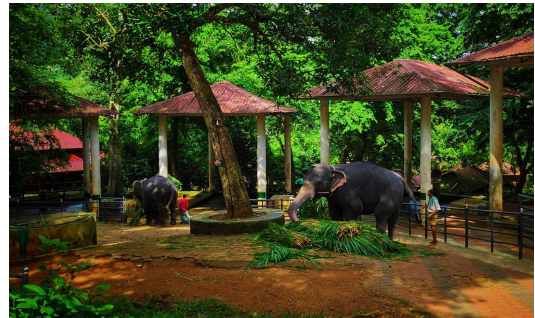


Figure 33 Konni ecotourism centre



Figure 34 Gavi boat ride



Figure 35 Adavi bowl boat ride

(Brochure)

Tour package excludes

Accommodation

Extra journey (packages cost is for the journey from Konni Eco Tourism to Gavi and back.

Any different pick-up or drop trip will be at additional cost)

Timing

Start:Konni Eco Tourism-6:30 am

End: Konni Eco Tourism-9:00 pm

2. Adavi Treetop Bamboo Huts Package.

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Tour package includes

Accommodation in Treetop Bamboo huts

Package cost

Rs.4,000/- per cottage/hut

Timing

Check-in time: 12.00 p.m.

Check-out time : 12.00 p.m.

Tour package exclude-Food



Figure 36 Adavi tree top bamboo hut(Brochure)

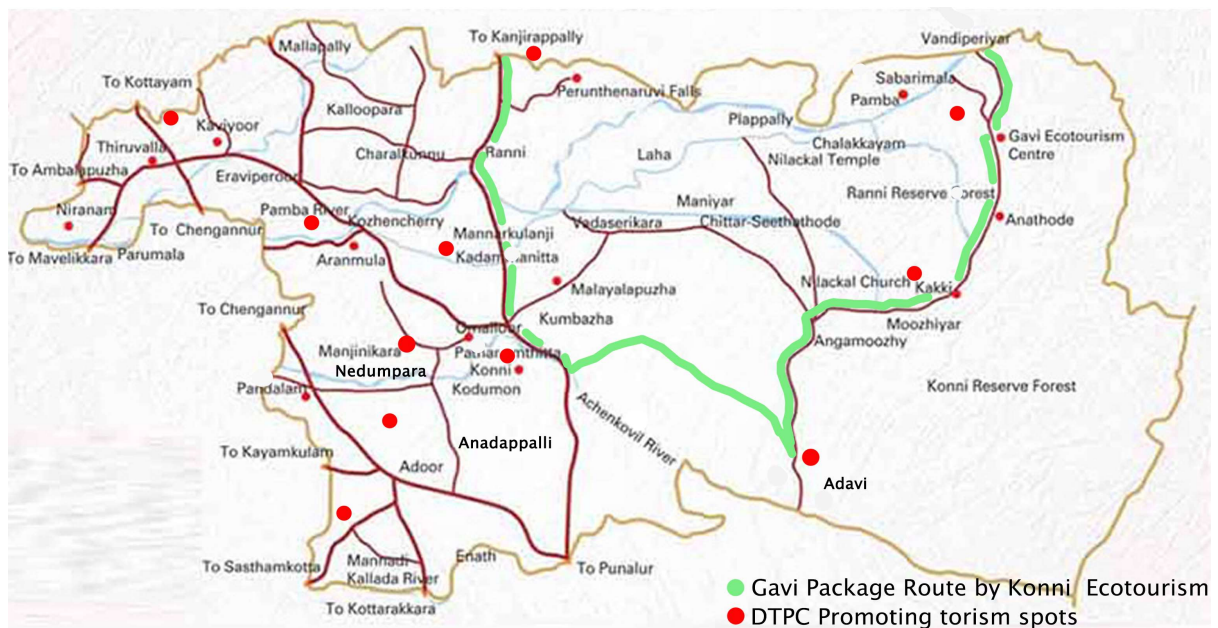


Figure 37 DTPC-Tourism Spots in Pathanamthitta District. (Brochure)

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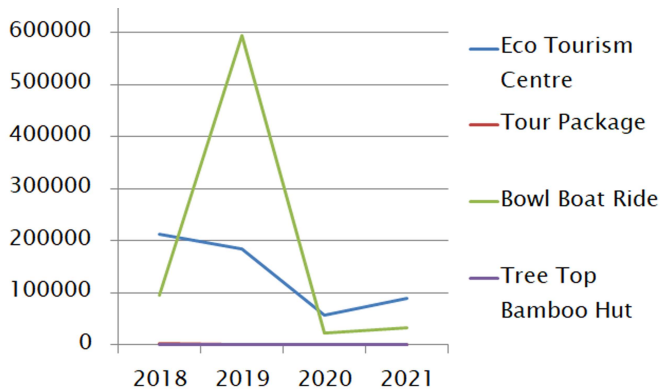


Figure 38 Collection of Konni-Eco tourism Projects. (Author generated)

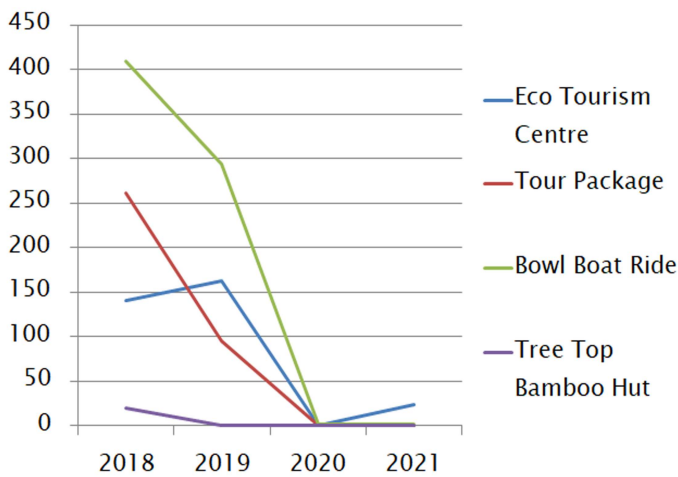


Figure 39 Foreign Tourist arrival at Konni-Eco tourism Projects. (Author generated)

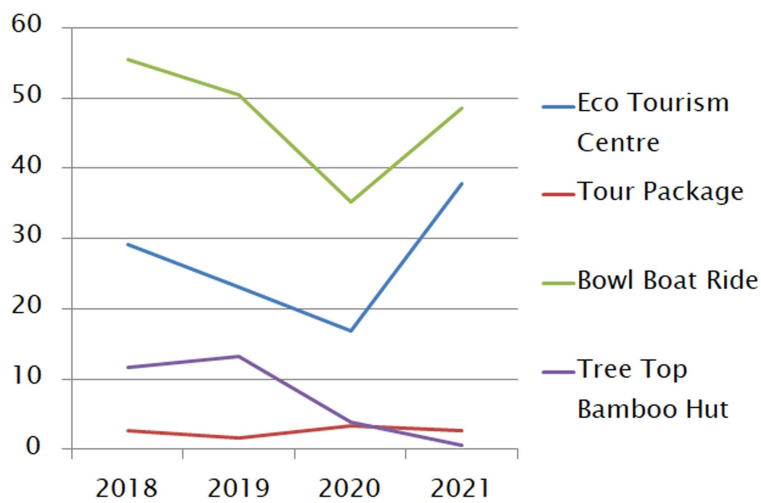


Figure 40 Domestic Tourist arrival at Konni-Eco tourism Projects. (Author generated)

Inference

- All projects under the Konni eco-tourism project are profitable to the FDA.
- All the profit generated from KonniEco-tourism was given to V.S.S After deducting all the expenses.
- FDA aims to reduce the dependency of people on the forest.
- 1/3 of profit given to DTPC from Konni-Adavi Gavi Tour Package.
- Konni's eco-tourism project significantly lags behind foreign tourist arrival.

5.4.2 ADAVI ECOTOURISM

The Kerala Forest Development Corporation's Gavi Eco-Tourism project, situated in the Pathanamthitta district, offers activities including trekking, wildlife viewing, outdoor camping in specially constructed tents, and forest safaris. The distance between Pathanamthitta and Gavi is 109 kilometres (428 mi), and the driving time is 2 hours and 5 minutes. Near Thekkady, Gavi is located 14 kilometres southwest of Vandiperiyar and 28 km from Kumily. In Ranni Taluk, Gavi is a part of Seethathode Panchayath. Within the Ranni reserve forest is Gavi. The Periyar Tiger Reserve includes Gavi.



Figure 41 View of Gavi reservoir from the garden. (GFDC Brochure)

Flora and fauna

The fauna of Gavi's evergreen woods is diverse and includes the tiger, elephants, leopards, bears, Indian gaur, sambar, deer, lion-tailed macaque, Malabar giant

squirrel, Nilgiri langur, and Nilgiri marten. There are also more than 250 different kinds of birds. "Gopher trees," according to botanists, are found in Gavi. The tree is

known as a gopher and is called all of India are reported to be two that may
nirampalli. The only two gopher trees in be found in the Gavi wooded area.



Figure 42 Fauna in Gavi. (GFDC Brochure)

Packages

1. Day programs

- **Morning:** Registration for a day excursion at KFDC via online booking. To truly appreciate the natural splendour of Gavi, the day begins with a visit to a plantation accompanied by a knowledgeable guide. Having breakfast first.
- **Noon From:** Upon returning from the plantation visit at 12.30 p.m., have a wonderful traditional Kerala Sandhya at KFDC. After lunch, take an exciting but restful boat ride. The next stop is Sabarimala Viewpoint, a beautiful beauty area to catch a panoramic view of the Sabarimala hills and a pilgrimage site. Afterwards, go to the Curing House to breathe in aromatic cardamom scents, and then move on to the Museum to see preserved animal skeletons.
- **Evening:** After a day of sightseeing, go back to the registration location. Adult. There will be a revitalising tea break before leaving at 4.30. Child: Rs. 830; Rs. 1659.

Stay programs

- Camping is available from November through March.
- Online booking at KFDC for a stay program.
- Tourists can choose either Green Mansion or your Swiss Cottage Tent for their stay.



Figure 43 Swiss Cottage(GFDC Brochure) Figure 44 Green Mansion(GFDC Brochure)

- The first programme at Gavi is a leisurely row boat excursion after registration.
- After visiting the cardamom plantation and taking in the fragrant cardamom odour, continue to the curing house.
- To get a panoramic picture of the Sabarimala hills and the pilgrimage site, visit the magnificent Sabarimala viewpoint.
- Return to your Swiss Cottage Tent or Green Mansion room for a restful night's sleep.
- Get up early to take a 2-and-a-half-hour vehicle safari into the forest, searching for animals and rare birds.
- Breakfast is served after the morning safari.
- Next, make your way through the jungle's trails. Check out of Gavi following lunch.



Figure 45 Boating at Gavi(Brochure)

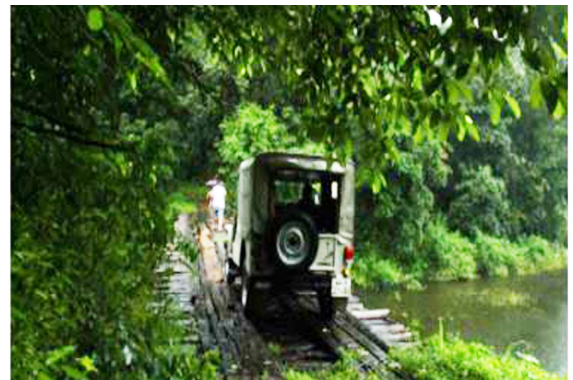


Figure 46 Gavi jeep safari(Brochure)

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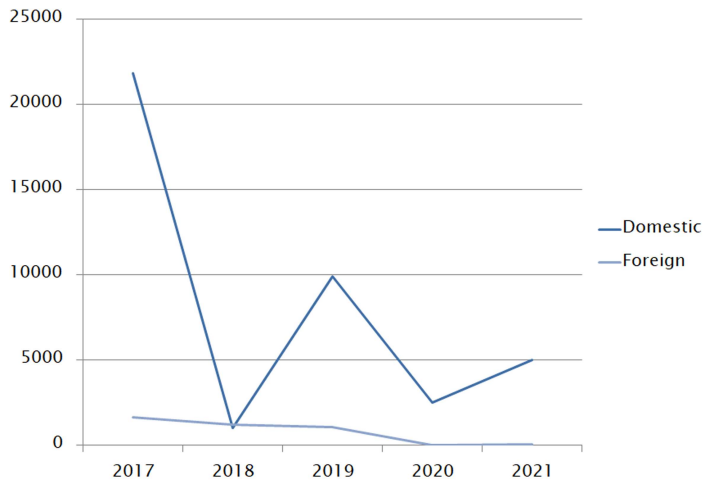


Figure 47 Tourist arrival at Gavi (Primary Data Collection)

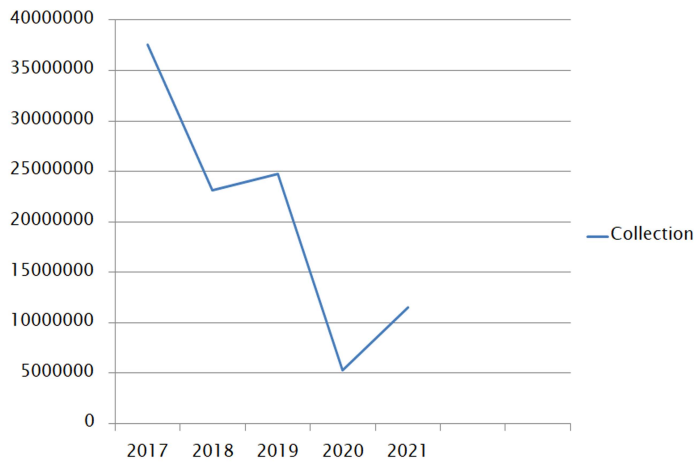


Figure 48 Collection at Gavi FDC

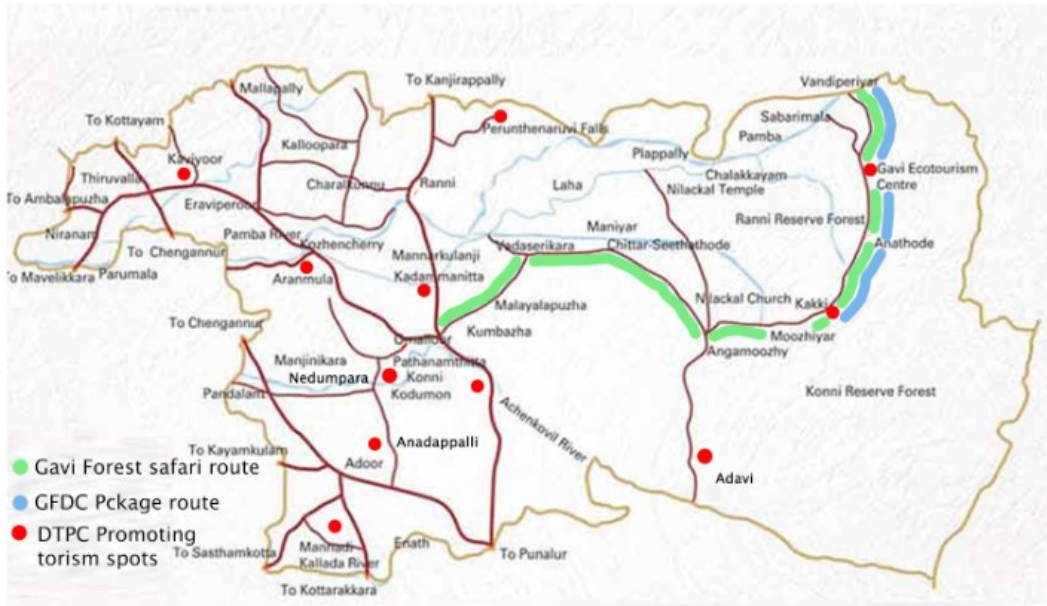


Figure 49 Route map of Gavi(Brochure)

Inference

- In Gavi, employment opportunities are given to the host community through VSS under the Ranni Foresta range office.
- Tourists, after exploring Gavi, have the opportunity to connect towards Idukki via Vandiperiyar.
- Only a few international tourists arrive at Gavi.
- The best season to explore Gavi is from October to March.

5.4.3 GAVI FOREST SAFARI

Enjoy a fantastic safari that takes you on an exciting trip for nearly three hours. This Safari visits the Gavi Forest, a wilderness that surrounds a lake with the same name and is famous for its breathtaking vistas. There are various overlooks of the hills of the western ghats along the journey, where you may stop and shoot some of the most unforgettable photos.

- The most enjoyable route to Gavi is the way from Pathanamthitta. The rough journey to Gavi only allowed four-wheelers and only 30 vehicles per day.
- Entry permits must be obtained at the Angamoozhi forest range office's Forest Check Post. The Kerala Forest Development Corporation Ltd. accepts reservations in advance.

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- For Indian citizens, the admission price is 60 rupees; for foreigners, it is 120 rupees.
- Entry starts from 8:30 a.m. to 11. After that, no access was allowed from the Angamoozhi check post.
- Total 70km from angamoozhi to the Vallakadavu check post at the exit.
- The vehicle should pass before 2:30 at the anathodu check post.

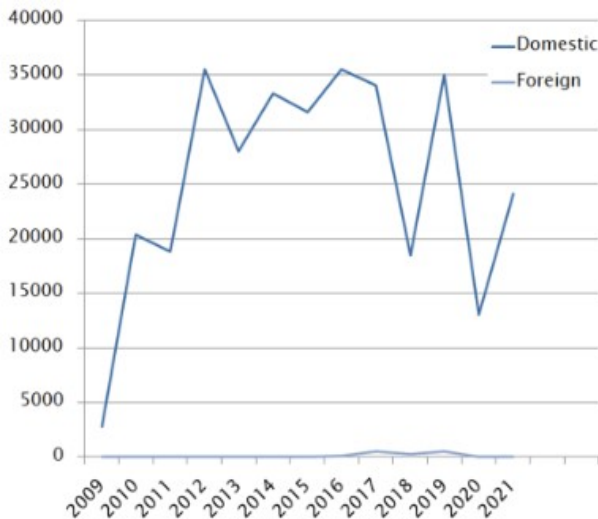


Figure 50 Tourist arrival at Gavi forest safari. (Primary data collection)

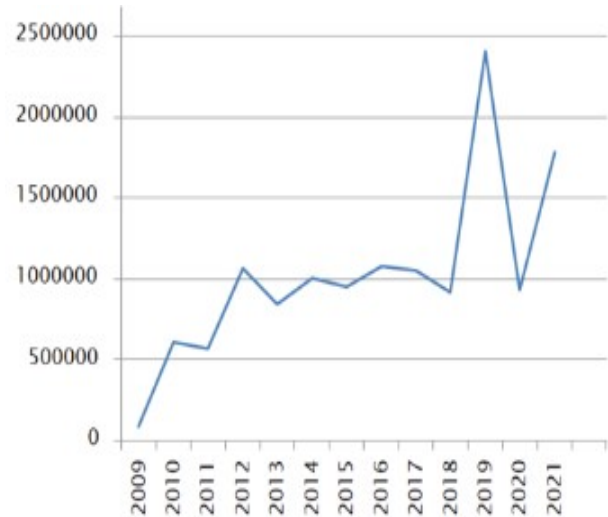


Figure 51 Collection of Gavi forest safari (Primary data collection)

5.4.4 NEDUMPARA HILL STATION

- Hill station is located at V-Kottayam, 7.7 km from Pathanamthitta district headquarters.
- One of the best features of the location is it is accessible via motor and non-motorized vehicles.
- NO entry pass and other regulations are followed. The hill station has some native SC/ST population nearby.
- Only some local people come here to enjoy the view.



Figure 52 Image of nedumpara

Inference

- Gavi forest safari has had a constant growth rate since the beginning.
- Only declination in footfall due to the Lockdown of tourism activities against heavy rainfall and Covid 19 situations.
- 70 km ride through the deep forest is suitable for day trip riders with less expense. There are no basic facilities for tourists between the 70km ride.
- In Nedumpara, only local people visit in the morning and evening to enjoy the view.
- The advantage of the location is that despite the high altitude, the top station is accessible via motor vehicle through concrete road.
- It is highly recommended for cycle trails.
- Viewing galleries and a small refreshment shop, a Ticket counter can be set up with the inclusion of local SC/ST communities near the Hill station.
- The best season to enjoy the ride is October to March.

5.4.5 PERUMTHENARUVI WATER FALLS

On the shores of the Pamba River, some 29 kilometres from Pathanamthitta, Kerala, lie the Perunthenaruvi waterfalls. This is a 100-foot-deep ravine that may be reached through a spontaneous fall down a rocky path. It's a great location for a picnic and is great for a trip. It is reachable by car. The name "Perunthenaruvi" means "The Great Honey Stream" and refers

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to the large number of bees that have settled in the nearby woodlands and turned this area into a realm of beehives. The waterfall is spectacularly surrounded by rugged landscape on both sides. The majority of these pebbles are buried by the powerful monsoon's combined raindrops. The DTPC offers guests a platform for vistas, parking, and restroom facilities as quickly as the monsoon season is through. There aren't any information centres or on-site tickets, though.



Figure 53 Perumthenaruvi waterfalls(Author generated)



Figure 54 Route map to tourism spots (Author generated)

5.4.6 ARANMULA HERITAGE VILLAGE

In the Indian State of Kerala, a temple town called Aranmula has been designated as a UNESCO World Heritage Site. It is recognised as the cultural centre of the Pathanamthitta district and is situated on the banks of the revered Pampa River, some 15.20 kilometres from Pathanamthitta. It is adjacent to Kozhenchery in the Pathanamthitta District and has long been an important site for trade and pilgrimage when the river was the main transit route. It is easily reachable from the close-by (10 km) Chengannur railway station.

ATTRACTIONS

Vallam Kali

The snake boat regatta, or Vallam Kali, is Aranmula's most well-known tourist attraction. The Aranmula Uthrittathi boat race, which takes place during the Onam festival on the Uthrittathi asterism (according to the native Malayalam calendar), is more of a ceremony than a racing. The boat race has an intriguing backstory, which enhances how lovely it already is.



Figure 55 Aranmula vallam kali(Brochure)

Aranmula Kannadi

These distinctive metal mirrors, which have significant historical and cultural worth and are even said to bring good luck, are the consequence of Kerala's rich cultural and metallurgical heritage. According to legend, the royal chief

summoned eight families of artisans skilled in temple arts and crafts from the Tirunelveli area to Aranmula to work on the mirrors in the Parthasarathy temple.

A 45-centimetre tall metal Aranmula mirror may be found in the collection of

the British Museum in London. People are unaware of the precise metals utilised in the alloy, which is kept a family secret by the Vishwakarmas. In 2004–2005, the mirrors were given a Geographical Indication (GI) tag.

Aranmula Valla Sadya

An event called Valla Sadya takes place in the Aranmula, Kerala, India temple. In addition to a feast at the temple, the

community holds a snake boat racing in the Pampa River during the event. On Ashtamirohoni day, the Valla Sadya is performed. Lord Krishna, the primary deity revered at the temple, will appear to collect gifts from worshippers during Valla Sadya. According to folklore, every meal requested at a Valla Sadya must be provided to the guests to appease the Lord.

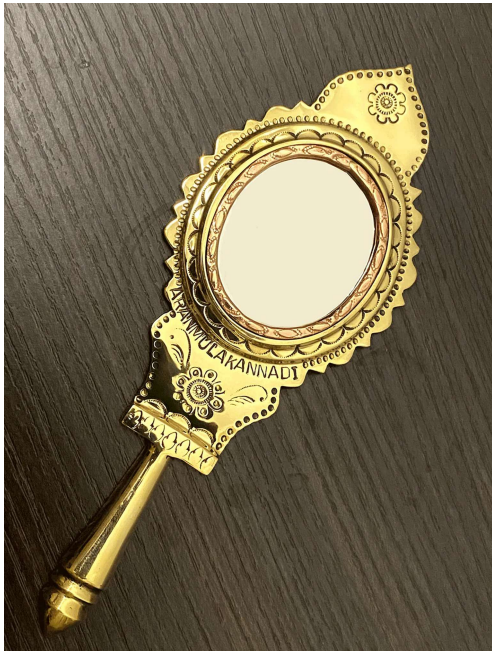


Figure 56 Valla sadya.(Brochure)



Figure 57 Aranula kannadi(Brochure)

5.4.7 ANADHAPPALLY MARAMADI

Kerala, India, celebrates the bull race, Maramadi, as the post-harvest event. It is an action filled event, located 12 km from Pathanamthitta. Nearly 300 bull pairs took part in this competition.

This celebration, which takes place from August through September, frequently has a bull race carnival. The newly ploughed, enormous, stretched-out paddy fields are utilised as the race's stadium. The villagers assemble around the stadium to support

the competitors. The competition starts in the afternoon and lasts until dark.

5.4.8 KADAMMANITTA PADAYANI GRAMAM

An extraordinary ceremonial art form with roots in mythology and stories is celebrated throughout the Malayalam month of medam (approximately April/May). A yearly rite known as Patayani that is conducted in Central Travancore's Bhadrakali temples astounds the audience with its exquisite theatrical qualities. The Valiya Padayani is the main



event of the festival. The yearly Padayani celebration is well-known at the 11-kilometer-distance Kadammanitta Devi Temple.

The event is observed annually from the first day of the Malayalam month medam until the tenth day, known as the pathamudayam. At Kadammanitta, kolams depict several gods and goddesses, including Ganapathi, Marutha, Yakshi, Pakshi, Kaalan, Kuthira, Bhairavi, Maadan, Gandharva, Kanjira Maala, and Apasmaram.



Figure 58 Kadammanitta padayani(Brochure) Figure 59 Anandhappally aramadi(Brochure)

INFERENCE

- Authorities can set up ticket counters at Perumthenaruvi.
- No tourism information and Amenities for tourists at aranmula.
- Museums or galleries can be set up to experience the village's heritage.
- Pamba riverfront has massive potential for riverfront development since it acts as Viewing galleries/Only a few steps are constructed there.
- Since the Aranmula festival and Anandhappally marinade are in the same season, they can be included in a Heritage tourism package/circuit.

5.4.9 KAVIYOOR ROCK CUT TEMPLE

There, 28.1 kilometres from Pathanamthitta, is an ancient rock-cut temple with well-preserved carvings on its chambers and statues. The Archaeological Department has protected the Kaviyoor Thrikkakkudi Cave Temple, also known as the Rock Cut Cave Temple, as a monument because of its historical significance.

The temple was hewn out of a single enormous rock and featured a porch with a sculpture of Lord Ganapathi carved into the wall and an inner sanctuary with a towering shiva linga. It closely resembles the Pallava architectural style. Among Kerala's oldest examples of stone, sculpting are these engravings. Shivalinga, a three-foot-tall rock carving in a square cave, represents the temple's main deity, Lord Shiva. Statues of Ganapathy, Maharshi, and Dwarapalakas are also present in the shrine. It was built during the Pallava dynasty's dominion in South India, which lasted from 608 to 850 AD.



Figure 60 Kaviyoor Rock cut temple



Figure 61 Mannadi smarakom

5.4.10 MANNADI SMARAKAM

Pathanamthitta, 26.5 kilometres. Here, the Kerala Department of Culture is responsible for running the Kerala Institute of Folklore & Folk Arts. The main draws in this area include a history museum, a monument of Veluthampi Dalawa, and an outdoor theatre.

There are numerous excellent stone carvings at Mannadi's historic Bhagavathy Temple. In February or March, the yearly temple celebration takes place.

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The former Diwan of the Travancore Province, Velu Thampi Dalawa, committed himself at Mannadi Temple to avoid being arrested by the British.



Figure 62 Tote Map(Author generated)

5.5 POTENTIAL SPOTS IDENTIFIED

5.5.1 . PLANTATION TOURISM

Kodumon Plantation holds good promise for plantation tourism in Pathanamthitta District. Kodumon Plantation is under Plantation Corporation of Kerala Limited.

Kodumon Estate-Pathanamthittata

The estate is spread over 1202 hectares located in the Pathanamthitta district. Two hundred sixty-eight tappers, 76 field workers, 41 staff and seven officers are working here.

Championship of mountain biking On September 19, 2015, Kodumon Estate hosted the 12th Mountain Cycling Championship

As part of DTPC's tourist marketing campaign, Trivandrum finished being champions. But the authorities have taken no follow-up to use plantation tourism.



Figure 63 Mountain cycle championship (tourism-Kerala, 2019)

5.5.2 . MANNEERA WATERFALL

Mandira Falls' is a waterfall that can be seen not far from Adavi Kuttavanchi Safari Center in Konni. Land ownership by the revenue department. It is a waterfall that can be seen from the road itself. The Kerala government's tourist division disregards Manneera. Numerous eco-friendly tourism initiatives might be implemented in this region, helping to draw visitors from all over Kerala while also giving the locals a means of generating revenue.

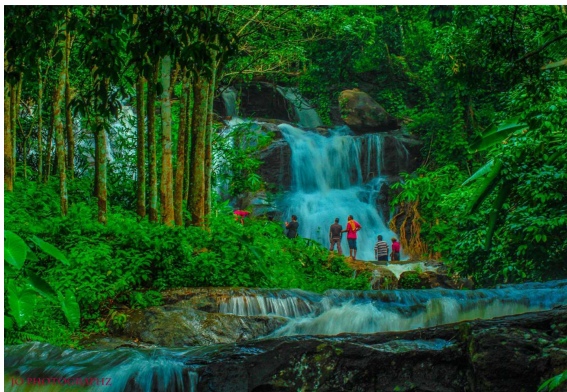


Figure 64 Manneera Water Falls (Author generated)

5.5.3. PANAMKUDANTHA WATER FALL

Along with the Sabarimala forest and the holy Pamba river, the Panamkudantha waterfall is a new tourist attraction. The waterfalls' precise position is in Kurumpanmoozhy, a secluded region with a tiny population. The district administrative centre is around 30 kilometres distant. You may get to the location after arriving in Kurumpanmoozhy by taking a short, one-kilometre off-road drive through the forest.

Travelling on motorcycles or off-road vehicles is the best way to explore the terrain's individuality. As a result of the trees' ability to act as a natural shelter, the entire region enjoys a cool temperature.



Figure 65 Panamkudantha waterfalls.(Author generated)

5.5.4 KATTATHI PARA

Located in the little rural inlet of Kokkathodu, Kattathipara is a few kilometres from Konni and 11 from Pathanamthitta. The location provides trekking options for those who enjoy exploring new places. Numerous tourists are drawn to the massive collection of pebbles because it tells the tale of a hunter and his lover. Giant rocks and the triple-echo phenomena are what draw people to the area.

In 2015-Kattathi- Chelickal Jeep Safari by Konni Eco-tourism was operated from the konni eco-tourism centre. Unfortunately the jeep safari is now not functioning. The reason is known to the concerned authorities.

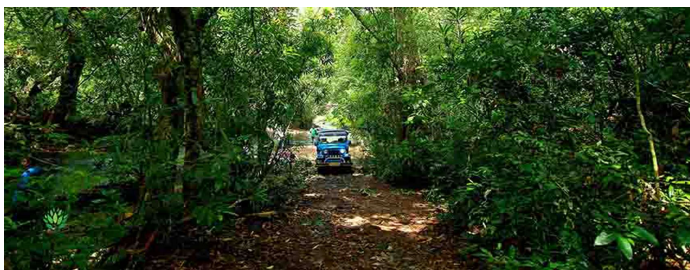


Figure 66 Kattathipara(Brochure)

5.6 MARKETING BY DTPC

Media advertisement and campaign.

- Social media campaign: Tag-” Explore Pathanamthitta”.
- Promotional movie: A publicity film highlighting the district's tourist attractions was also prepared in 2015. Despite the cinema becoming popular on social media, nothing further was done locally.

Workshops

- A 3-day workshop on Padayani-2015 from October 9–11 by DTPC Pathanamthitta.
- Aranmula Kannadi Workshop for One Day. Pathanamthitta exploration tags. The public and the families involved in the mirror-making process participated in a one-day workshop on the creation of Aranmula Kannadi on August 6, 2015.

Tourism Club

- One Day Training Programme
- One Day Training Programme of Tourism Club Co-ordinators organized by DTPC 29 August 2016.

Contests

- “Ente Nadu Sundara Nadu” A photography contest for Gavi Tourist on 05th December 2015.
- The 12th Mountain Cycling championship was conducted at Kodumon Estate on 19 September 2015.

Publishing

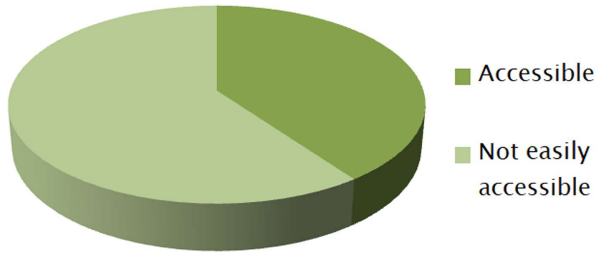
- World tourism Day celebration-Publishing the Padayani Calendar for the year 2020.
- "Pathanamthittayum Padeni Kalariyum" A book on various Padayani Kolam performed by karas published by DTPC on 29 July,2016.

5.7 PRIMARY SURVEY

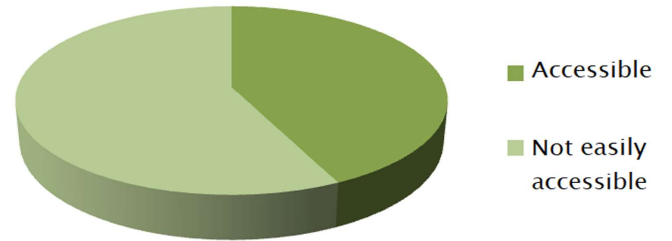
The survey was done in 3 phases.

5.7.1 ACCESSIBILITY OF LOCATIONS.

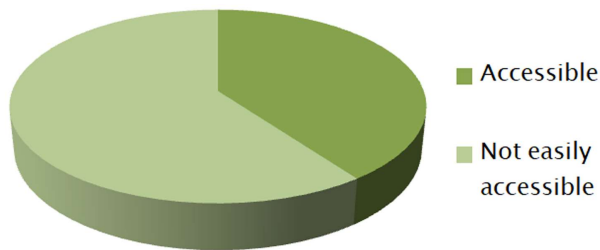
Konni Ecotourism Package



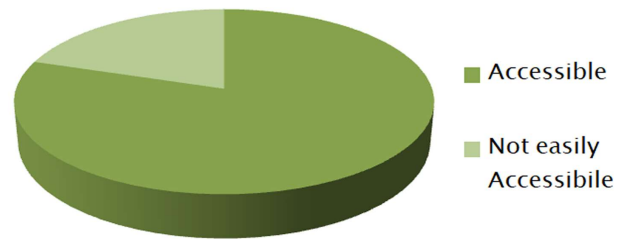
Gavi Forest Safari



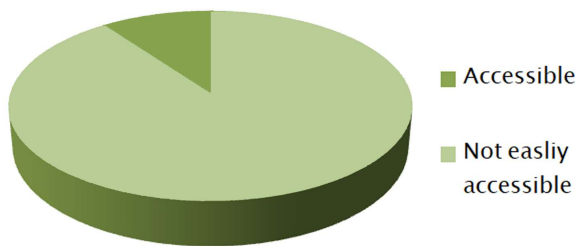
Gavi Ecotourism Package



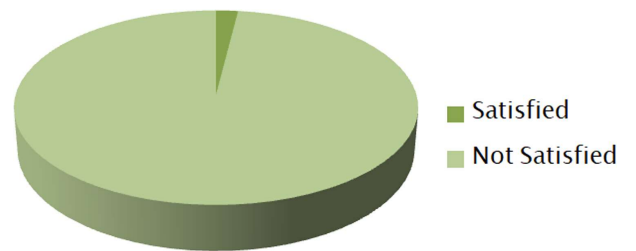
Mannadi



Nedumpara,Perumthenaruvi

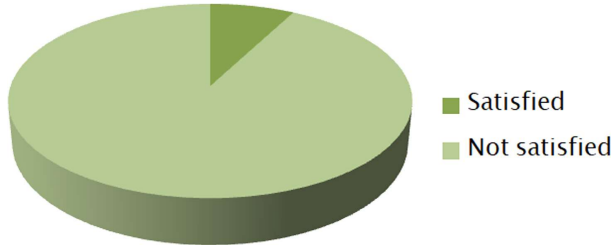


Nedumpara hill station

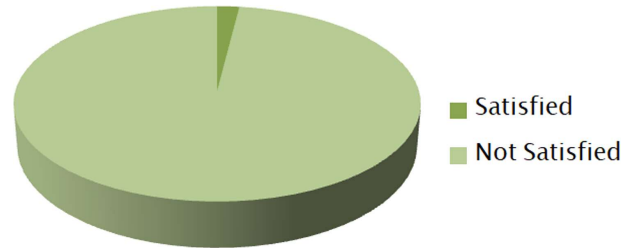


5.7.2 AMENITIES IN LOCATIONS

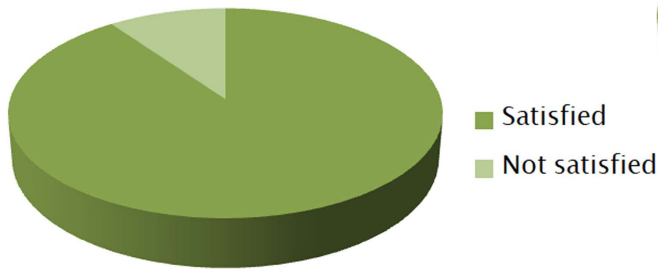
Perumthenaruvi



Gavi Forest Safari

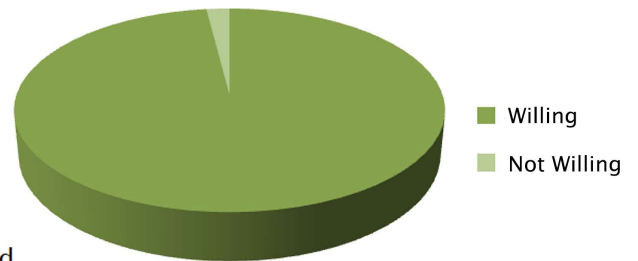


Ecotourism Package



5.7.3 TOURISM DEVELOPMENT

The willingness of the host community if Employment is assured at Nedumpara hill station and Manneera waterfalls.



5.7.4 INFERENCE

- Tourism spots with proper packages and amenities have more visitors: such as the konni ecotourism centre and the Adavi bowl boat ride.
- Locals visit those spots with lesser accessibility and information with previous experience with the area.
- Local peoples are willing to tourism developments if Employment is assured.
- Lack of coordination between the concerned department
-DTPC and Forest, Revenue, Cultural department, Plantation corporation in developing tourism destinations in the district.

5.8 SWOT ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREAT
<p>Pathanamthitta have rich forest land (53 %),Tiger reserves which offer eco tourism spots and many scenic views.</p> <p>Also rich cultural heritage unique to the area which is not properly discovered and only known to local peoples.</p> <p>Clean air quality and lesser traffic conjections in the urban area due to lesser density of popuation.</p> <p>Scenic leisure tourism spots,Deep forests,Plantations,Rich cultural heritages are the only peculiarity of pathanamthitta district.</p>	<p>Accessibility is one of the major issue for pathanamthitta district.The district have only one railway station-Thiruvalla which is located on the western end of the district.No air ports in district and nearby districts. Nearest air port-trivandrum International Air Port-109 Km takes 3 hr.</p> <p>Spatial distribution of tourists is concentrated around the eco tourism spots.That should be evenly distributed through the District.</p>	<p>Organizational structure of VSS for operating the ecotourisms is a sucessfull in the district, this model can be extended to othertourism spots with sturcture suitable to host community.</p> <p>Inclusion of heritage and leisure tourism Cicuit/packages for more tourism attractions.</p> <p>Potential of plantation tourism.</p>	<p>Cloud burst and changing weather pattern resulted lockdown of tourist spots and activities as a precaution.</p> <p>Covid 19-pandemic situations seriously affected tourism sector.</p> <p>This resulted in the expected revenue declination.</p>

Table 3 Swot analysis (Author generated)

5.9 KEY INDICATORS DERIVED

5.9.1 MARKETING

The term “tourist marketing” refers to the many marketing tactics companies employ in the travel and tourism sector. Tourist marketing aims to publicise the company, differentiate it from competitors, draw in consumers, and build brand recognition.

5.9.2 ACCESSIBILITY

Accessibility here refers to how simple it is to get to specific locations. It is described as the capacity to go from one site to another. People in more accessible places can get to activities and destinations more quickly than those in less accessible areas.

5.9.3 ACTIVITIES

Things to do at the tourist spot can be through tourism circuits or Packages or self-exploration with proper guidance

5.9.4 AMENITIES

The amenities in tourism refer to providing cosy and comfortable facilities to the visitor or traveller throughout the tourism, such as drinking water, food, and sanity.

Primary amenities in tourism.

1. Accommodation and Hospitality
2. Ensuring the safety of the tourists

5.9.5 OPERATION AND MANAGEMENT

Operations mean all tourism activities and services undertaken by the Project Company for

the Project in the Concession Area, including services for the operation and management of the Project Facility.

5.9.6 COMMUNITY INVOLVEMENT

One of the critical components of tourism development is local community involvement since it is essential to the long-term viability of the tourist sector. The government, the corporate sector, several organisations, and people are just a few of the sectors involved in the growth of the tourist industry. The local community is perhaps the only morally and legally permitted participant in tourism development in that list of involvements.

5.9.7 ECONOMICS

Funding projects (Public or Private), income generation, Employment, and foreign-exchange earnings.

CHAPTER 6: STRATEGIES AND PROPOSAL

6.1 VISION

“Developing Pathanamthitta as one of the most preferred and eco-friendly tourist destinations and integrating it with local community needs, improving quality of life and providing more employment opportunities”.

6.2 MISSION

“Attracting tourists in a paradigm of regulated growth and development, at the designated nodes within the project area, by involving all the stakeholders-both public and the private sectors for achieving the vision.”

6.3 ZONATION OF AREA

Land use of planning area comprising 53 % forest land under Kerala Forest Department. For convenience, the planning area is divided into 2 Zones.

6.3.1 ZONE 1-ECO-TOURISM ZONE

- Consisting of all forest land uses.
- Taluk-Konni and Ranni
- Has all the eco-tourism spots.

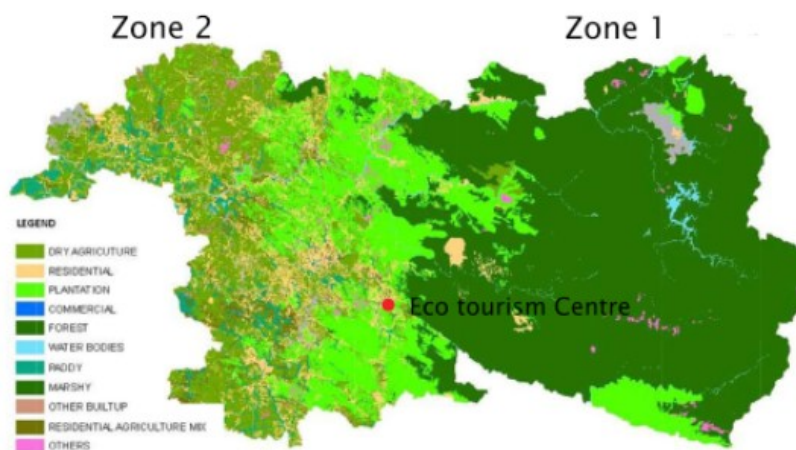


Figure 67 Land use map of Pathanamthitta district

(PLANNING, 2011)

6.3.2 ZONE 2-HERITAGE AND LEISURE TOURISM ZONE.

- Consisting land uses except forest land use
- Taluk-Adoor, Thiruvalla, Kozhenchery, Mallappally.
- Primary land use- Plantation, Dry agriculture, Residential/Agricultural mix.

6.4 STRATEGIES

6.4.1 TOURISM HUB

- Promoting Konni Ecotourism Centre as Tourism Hub of Pathanamthitta district.
- Coordination of all tourism activities from the tourism centre through integrating departments to achieve the vision. (DTPC, Forest Department, LSGD, Archeology Department, Cultural Department, Devasom board, Plantation corporation).
- Inclusion of the Private sector for hospitality and accommodation.

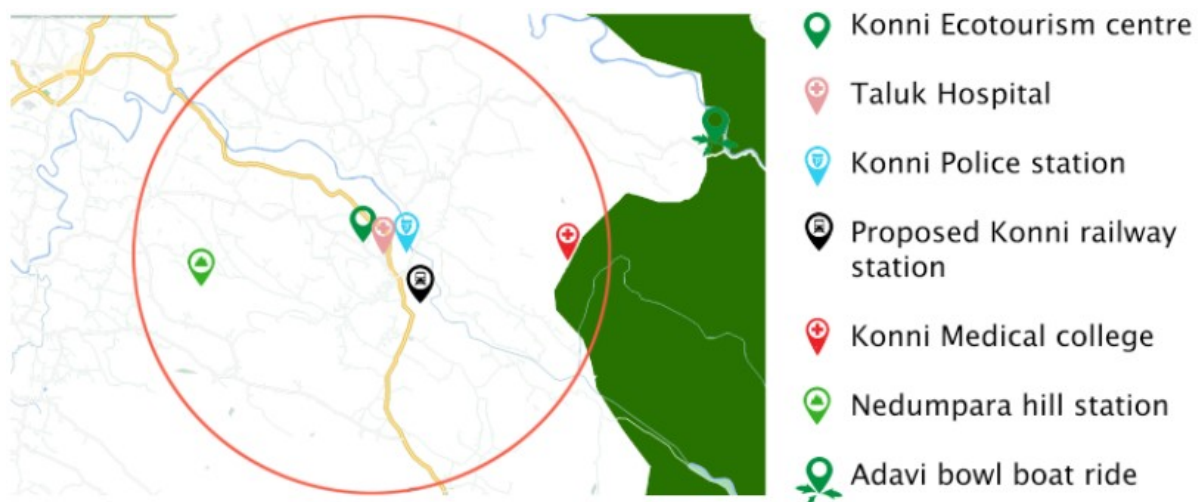


Figure 68 7 K.m radius map of tourism hub(Author generated)

6.4.2 PROPOSED SABARIMALA RAILWAY

The proposed Sabarimala Railway was sanctioned in 1998 in 3 phases. The proposed railway line will significantly alleviate the transportation issues in Idukki, Kottayam, and Pathanamthitta districts. The proposed Sabarimala railway is under Proactive governance and timely implementation (Pragati).

Phase 2 stations – Erumeli (Phase 1 End), Ranni, Pathanamthitta, Konni, Koodal, Pathanapuram, Punaloor (Railway station already exists).

6.4.3 STRATEGIES FOR ZONE 1

- Inclusion of potential spots in the konni-Gavi package.
- Restarting Kattathi-Chellikkal Jeep safari as a joint venture of DTPC and Forest Department.
- Pick up and drop off tourists towards Gavi Ecotourism centre.

6.4.4 STRATEGIES FOR ZONE 2

- Inclusion of heritage circuit as a joint venture of DTPC, Devasom Board, Cultural Department, Archeology Department and concerned LSGD.

Starting Kodumon plantation-Nedumpara hill station cycling trail as a joint venture of Plantation corporation, DTPC, Concerned LSGD.

6.5 PROPOSAL

- Tourist information and coordination centre at proposed tourism hub.
- Viewing gallery, safety provisions, Parking facility and Entry fee collection centre at Manneera and Panakudutha waterfalls.
- Viewing galleries and safety arrangements for tourists along the Pampa riverfront.
- Museum for experiencing the heritage of Aranmula.
- Amenities and Safety provisions at Kodumon Plantation and Nedumpara Hill station for trail tourists.

6.5.1 MARKETING TOOLS AND TECHNIQUES TO BE EMPLOYED

- Marketing audit and marketing plan prepared following the strategic/ product planning and carrying capacity.
- Brochure display units along with tourist information centres.
- Attendance at State, National, and International level trade and consumer fairs and exhibitions.
- Media advertising-Video promotions at State, National, and International levels.

Tourism Master Plan For Pathanamthitta District

- Creation of special events by the Tourism Development Agency.

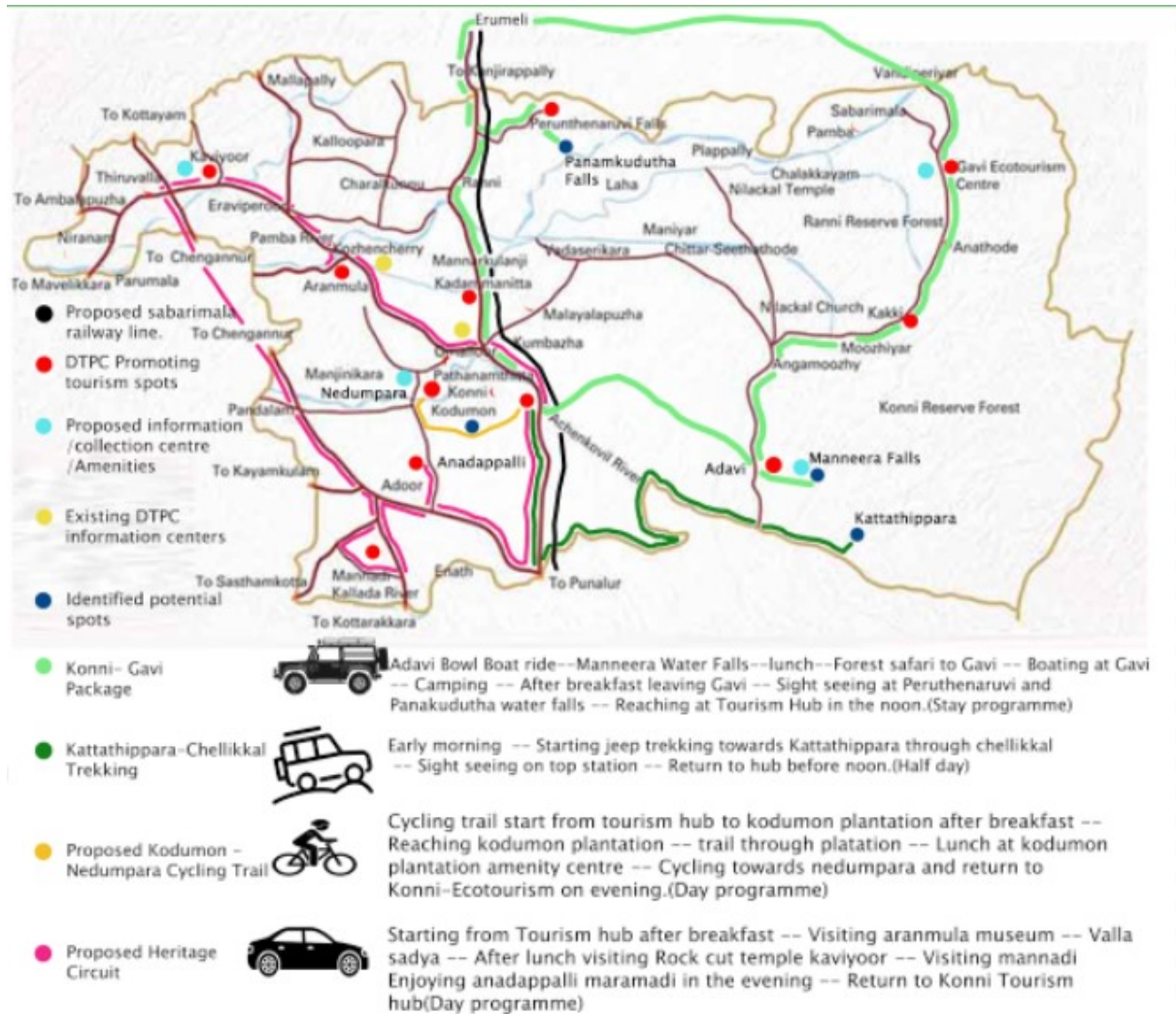


Figure 69 Proposed circuits and developments(Author generated)

6.5.2 PROPOSED ORGANIZATIONAL STRUCTURE

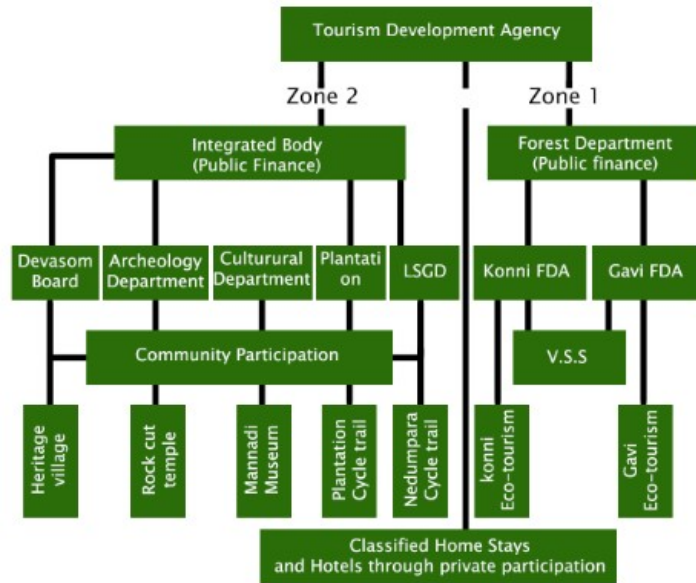


Figure 70 Proposed organizational structure

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