**BACHELOR OF TOURISM STUDIES (BTS)**

**PROJECT PROPOSAL**

**SUBJECT : PTS5**

**EXAMINING DESTINATION STAKEHOLDERS PRACTICES FOR REDUCING ENVIRONMENTAL IMAPACT :**

**A CASE STUDY OF KOZHIKODE BEACH,KERALA**

**SUBMITTED BY**

**NAME OF THE STUDENT :**

**ENROLMENT NO**.:

**INTRODUCTION**

Tourism is a major economic and social activity of the present time. It is the temporary movement of people from their normal place of residence or work, mainly for pleasure. Due to the economic activities involved in the process of tourism, now it is emerged as an industry which is rapidly growing around the World. It is not a single industry but a group of industries working together, complimentary to each other, spread over many sections like hotel industries, transport industries, recreational and entertainment institutions, handicrafts business and other industries which provide facilities and products for satisfying the wants and needs of the tourists. It provides employment opportunities to millions of people, generates foreign exchange, promotes national integration, ensures balanced regional development, revives the art and culture, breaks down prejudices and suspicions that exist between nations and creates international peace. It is one of the biggest industries in the World. Worldwide travel and tourism creates a new job in every 10 seconds. Out of every nine persons, one person earns a living from tourism and one out of every ten inhabitants of this planet is a tourist.

WTO’s study Tourism 2020 Vision predicts 1.5 billion tourists will be visiting foreign countries annually by the year 2020. Tourist arrivals are predicted to grow by an average of 4.3 per cent a year over the next two decades, while receipts from international tourism will climb by 6.7 per cent a year.

India is a big country, blessed with a 5000-year old civilization, enriched with plenty of natural resources, coupled with geographical and cultural diversity. Visiting India is an enchanting and everlasting experience to one and all. It is blended with past and present in a systematic manner in the fore front of an exciting future. It is a place of tourist’s paradise showing all unique features of traditional hospitality and modernity. She has to offer everything to everybody. The important tourist’s attractions of India are Himachal Pradesh, Jammu and Kashmir, Goa, Kerala, Agra, Uttar Pradesh, Andhra Pradesh, Tamil Nadu and Karnataka.

Beaches in Kerala are spread along the 550km Arabian Sea coastline. Kerala consist of 22 beaches. Kerala beaches more specifically Kovalam were discovered by the backpackers and tan seekers in the 60s. In the northern parts of Kerala such as Thalassery, Beackal and Kannur the headlines rise above the shore from the fringe of the beaches. The coastline is incredibly known with the culture, traditional, life of the state. From early 29000 overseas tourists visiting Kerala in 1979, the number rose to 225000 in the year 2000 and its rapidly growing yearly. But from Kozhikode the view changes to flat lands with rocky outcroppings jutting out. The transformation from the casual fishing village into a busy tourist destination started in 70s after the arrival of hippies. For over 100 years ago the Kozhikode beach were the centre of attraction and it still goes on. Kozhikode beach has a long drive from Beypore in the south to Kappad in the north. There is one lions park and an aquarium near the Kozhikode beach.

**RATIONALE OF THE STUDY**

Environment means the surrounding in which all forms of living and non-living organisms evolve and exist. It is defined as the outer physical ecological system in which man and other organisms live. Broadly speaking the term environment includes land, air, water, flora, fauna, people, their creation and social, cultural and economic condition that influence their lives. Tourism encompasses the complete system of nature. Environment and tourism are closely related. Environment provides the basic resources of tourism such as beautiful landscape, mountains, rivers, lakes, forests, animals, birds and supply natural resources for production of economic goods. Tourism and environment are interrelated and mutually benefited. Tourism development of a country depends upon many environmental factors apart from natural environment; like, manmade, cultural, built, human, economic, social and political environment. The attraction of tourists to a particular destination depends upon all these factors. Hence, all these environmental factors form part of tourism product. Product means anything that can be offered to the market for satisfying the wants and needs of the customers. It includes both tangible and intangible items like services. Even organizations, places, ideas and persons can be a product. ‘Ideally, tourism product is a package tour which comprises an air seat, accommodation at the place to be visited, local transportation, sightseeing, entertainment, meals, shopping etc. The product is composite in nature and includes everything a visitor purchases, sees, experiences and feels from the time he/she leaves home until the time he/she returns back to home. Hence, every environmental factor influences the tourist in between the time when he/she leaves his/her home to the time when he/she returns back to his/her home contribute to the total satisfaction of tourist and which form part of tourism product. Therefore, tourism product is a combination of different types of environments which a tourist experiences from a destination. The different environment can be natural, manmade, cultural, human, built consisting of infrastructure and superstructure, economic, social and political environment In many developing countries, the costs of environmental degradation have been estimated at 4 to 8 percent of GDP annually. Natural resources degradation – depleted soils, insufficient water, rapidly disappearing forests, collapsed fisheries – threaten the quality of life of millions; an estimated 6 million people die annually, and many more get sick, in developing countries from water-related diseases, indoor air pollution, urban air pollution, and exposure to toxic chemicals. Environmental degradation also increases the vulnerability of people to natural disasters. The impact of environmental degradation threatens the basis for growth and livelihoods today and in the future. Environmental degradation also reaches across borders, affecting the quality of the regional and global commons. The Environment Strategy has to respond to these challenges.

**PURPOSE OF THE STUDY**

I am conducting a studying about the Kozhikode beach located in the Malabar region , Kerala . Today our beaches are facing a lot problems like pollution, mass tourism and lot more. Therefore I am conducting a study about the practices that the stakeholders of Kozhikode beach are conducting to decrease environment impact.

**OBJECTIVES OF THE STUDY**

The major objectives of the present study are as follows:

* To examine the environmental impact of tourism in Kozhikode beach
* To identify various activities practised by Kozhikode beach stakeholders to mitigate the environmental impacts of tourism

**RESEARCH METHODOLOGY**

Research methodology is a way to systematically investigate the research problem. It gives various steps in conducting the research in a qualitative nature. It is essential to define the problem, state objectives and hypothesis clearly. The research design provides the details regarding what, where, when, how much and by what means enquiry is initiated.

The present study will be based on the secondary information will be collected from journals, periodicals, magazines, newspaper, books, newsletters and other available sources.

**TOOLS FOR DATA COLLECTION**

**Secondary Data**

Secondary data will be collected from the following sources.

• Newspapers

• Brochures

• Magazines

• Journals

• Articles and seminary papers

**LIMITATIONS OF THE STUDY**

* The material on the study is quite vast and it is not possible to study all material.
* The time frame for the study is not sufficient for an extensive study.

**CHAPTERIZATION**

* INTRODUCTION
* REVIEW OF LITERATURE
* RESEARCH METHODOLOGY
* ENVIRONMENTAL IMPACT OF TOURISM IN KOZHIKODE BEACH
* PRACTISED BY KOZHIKODE BEACH STAKEHOLDERS TO MITIGATE THE ENVIRONMENTAL IMPACTS
* FINDINGS AND DICUSSION
* REFERENCES

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