

“A STUDY ON ECO-TOURISM ON FORT KOCHI”

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MAHATMA GANDHI UNIVERSITY, KOTTAYAM

In partial fulfillment of the requirement for the degree of

BACHELOR OF COMMERCE

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**DEPARTMENT OF COMMERCE (COMPUTER
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BHARATA MATA COLLEGE, THRIKKAKARA, KOCHI

(Affiliated to Mahatma Gandhi University

Accredited by NAAC with “A+” Grade)

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BONAFIDE CERTIFICATE

This is to certify that this dissertation entitled “**A STUDY OF ECO-TOURISM ON FORT KOCHI**”, has been prepared by **Abhijith V S ,Ajal Parakkal, Megha Rajesh** under my supervision and guidance in partial fulfilment of the requirement for the Degree of Bachelor of Commerce of Mahatma Gandhi University. This is also to certify that this report has not been submitted to any other institute or university for the award of any degree.

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DECLARATION

We, **Abhijith V S, Ajal Parakkal, Megha Rajesh** B.Com Final year students, Department of commerce (Computer Application), Bharata Mata College Thrikkakara, hereby declare that the Dissertation submitted for the award of Bachelor's Degree is our original work. We further declare that the said work has not previously been submitted to any other University or Academic Body.

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**ABHIJITH VS
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CHAPTER-1
INTRODUCTION

Fort Kochi is the most happening place in Ernakulam, known for its beautiful beaches, Chinese net and architect. It is the first European township. Fort Kochi started as a humble fishing village in pre colonial days. The natural harbor of Kochi was created by a flood that also destroyed the harbor of the town kodungalloor around 1341. Fort Kochi bears the stand of the Portuguese, the Dutch and the British. Foreign influencers have shaped the architecture and molded the social life of fort Kochi for four hundred and forty four years. Major activities on the Kochi harbor started towards the end of 15th century when explorer Vasco-da-Gama landed in Calicut on the Malabar Coast. The raja of Cochin graciously allowed Portuguese to build a fort and a church in 1503. It is from the name fort Emmanuel which is the first European fort in India that fort Kochi derived the first part of its name. The Portuguese remained in control for 160 years then the Dutch came into power in AD 1663 and then the British in 1795. After the arrival of Europeans the town developed into one of the most important harbor on west coast of India. At the same time the town was invaded, looted and controlled by the Europeans. Fort Kochi held a powerful economical political stand in the medieval era. Before Europeans Chinese and Arabians came to Cochin in the 14th century. It leads to an important trade Center between countries and cultural sharing. It is believed that Chinese travelers introduced Chinese fishing net to Cochin. Kochi was made the capital of union state Cochin after India gained independence in 1947.

1.2 Statement of problem

Kerala is one of the most renowned eco-destinations in India. The tourism department focuses on various ecotourism projects since the state is rich with the wide range of flora and fauna. With the increasing amount of tourist per year it's high time that we move to sustainable tourism. The present study on ecotourism in Fort Kochi, Ernakulam aimed at studying the extended of ecotourism happening in fort Kochi and also its importance.

1.3 Need and significance of the study

Fort Kochi is the most colorful place in Kerala. It is hugely crowded by both tourists and locals. So as to ensure sustainability it is essential to evaluate the degree of eco-friendly infrastructures and culture. The studies relating to ecotourism in Fort Kochi is really minimal. A major part of the studies only focuses on its cultural significance. So this study is an attempt to dive through the sustainable state of fort Kochi.

1.4 Objectives

- To know the present condition of tourism in fort Kochi
- To understand the challenges of eco tourism.
- To know the perception of both tourists and natives about eco-tourism happening on Fort Kochi.
- To study the impacts in sustainable culture in fort Kochi.

1.5 Scope of the study

This study is conducted to identify the important features that attract visitors to Fort Kochi and to assess the carrying capacity and satisfaction of visitors. The number of tourist visits to Fort Kochi is increasing day by day. This study is based on the perception of both natives and visitors in Fort Kochi.

1.6 Methodology of the study

Research methodology is a systematic way of studying how the research is to be carried out. This includes how the researcher deals with collection methods, statistical analysis, participant observations etc. Primary data collection As a part of primary data collection questionnaire was prepared and administered among natives and visitors of Fort Kochi. Also the researcher themselves gathered information from the respondents. Secondary data collection Secondary data are mainly taken from books, journals, web sites, documents and other publications. Random sampling is used to gather information. Data's are taken from 50 people including both tourists and inhabitants of Fort Kochi. Statistical tool Simple percentage method is used to analyse and tabulate the collected data.

1.7 Limitations of the study

- Due to time limitations we could not consider all variables for the study.
- Budget limitation is also a problem of consideration.
- Sampling errors may occur as the respondents may not be truthful to the questionnaire.

CHAPTER 2
REVIEW OF LITERATURE

Tourism in India

Tourism is one of the quickest developing enterprises in the international. It performs a vital position within side the monetary improvement of a country. India is one of the famous visitor locations in Asia bonded with the aid of using the Himalayan degrees within side the north and surrounded, on 3 facets with the aid of using water, India gives a big selection of locations to peer and matters to do. The mesmerizing backwaters, hill stations ancient sites and landscapes make India a lovely country. They appeal to visitor from everywhere in the international. Tourism is the second one biggest overseas trade earner in India. The tourism enterprise personal's a massive variety of human search professional and unskilled.

Tourism is the biggest carrier enterprise in India with a contribution of 6.23percent of the countrywide GDP and 8.seventy eight percentage of the whole employment in India hotels, Travel Agencies, delivery along with airways benefited a lot from this enterprise. Tourism promotes countrywide integration and worldwide understanding. It generates overseas trade .it promotes cultural sports in India. India has a composite way of life. There is a harmonious mixture of artwork religion, and philosophy. Though India has been subjected to a sequence of invasions, she has retained her originality even after soaking up the great of the outside influences. Religious like Christianity, Buddhism, Islam Hinduism, Jainism, Sikhism etc. have co-existed in India. India has involved humans from everywhere in the international together along with her secularism and her way of life the numerous geographical locales of India pleasure the vacationers the instant Museum, Forts, Sanctuaries, Places of Religion is recognized with its Handicrafts, Fairs, Folk Dances, Music and its humans.

Tourism Advisory Board recommends measures for merchandising of visitor Traffic in India. It critiques the visitor traits and shows suitable Measures. Some of the palaces have is and castles were transformed in to background hotels. In those hotels, the vacationers get to revel in the unusual Lifestyle of a bygone era. The unusual educate positioned on wheels, which journey Through Rajasthan, draws lot of overseas vacationers. The India Tourism Development Corporation organizes leisure programmers like peoples Dances, songs and affords buying facilities. Today many personal Companies consisting like Site Travels, Club Mahindra, etc. Arrange domestics properly as overseas tours. With the boom of the city expert center class, tourism in India is flourishing. Many states have taken important steps to Promote tourism. Goa promotes water sports activities like

sailing, scuba diving and Rafting. Kashmir gives the satisfaction of wintry weather sports activities like snowboarding and Mountaineering.

DEVELOPMENT OF TOURISM INDUSTRY

The Indian tourism enterprise has flourished within side the beyond few years, considerably contributing to the countries development, gross home product for income and employment. India together is along with her enriched splendor unambiguously one of the maximum feasible applicants for selling tourism. Since the beyond few years, authorities of India has undertaken diverse measures to sell tourism. Tourism is growth-orientated enterprise with its effect at the employment and for capacity of the country. The range of traveler arrivals is without delay proportional to the monetary boom. India witnessed a grand general of 6.fifty eight million overseas traveler arrivals with annual boom price of 4.three percentage in 2012. It is the second one biggest for earner in India recording predicted profits of 94487 cores in 2011- 2012. With global travelers arrivals predicted to boom through forty three million each 12 months on a mean from 2010 to 2030. The home exclusionism is likewise a prime element that's contributing to the boom in tourism sector.

India is a land of contrasts, with pristine beaches, mountains and fertile valleys, rainforest and desert .it caters to nearly each viable sort of vacation, which includes nature and eco-tourism, journey tourism seashore tourism and cultural tourism. Tourism improvement is deliberate and carried out via way of means of principal and local authorities' agencies, even though problems which include insufficient infrastructure, bad hygiene and traveler harassment have hampered efforts. Tourism becomes identified as a capability tool for financial improvement for the duration of the 1950s. Tourism improvement become taken up via way of means of the authorities with a chain of five-yr plan, and in 1966, the India Tourism Development Corporation become installation to sell India as a tourism destination. Tourism improvement accumulated momentum for the duration of the 1980s, with the system of a National Policy on tourism and the introduction of the tourism finance organization to fund tourism projects.

In 1988 the authorities produced a complete plan for accomplishing sustainable increase in tourism, which becomes observed up via way of means of a National Action Plan for

Tourism in 1992. The India Tourism Development Corporation is still a main pressure in tourism improvement. It now no longer most effectively performs an advertising and marketing and consultancy position however additionally offers schooling for tourism and hospitality employees and manages excursion companies, hotels, transportation systems, obligation unfastened stores and restaurants. The Ministry of Tourism additionally works in conjunction with corporations inclusive of The Indian Institute Of Tourism and Travel Management, The National Institute of Water sports activities and The Indian Institute of Skiing and Mountaineering .The Indian government marketing campaign and the statistics era increase in India were attracting hundreds of thousands of overseas vacationers and enterprise tourism to India.

Medical tourism has additionally currently mushroomed in India. India`s tourism marketplace has superb ability with each inbound and outbound tourism anticipated to increase over the subsequent decade. From historic instances, India has been seemed upon as an area complete of mystique. In the olden instances guests like got here alongside with superb problems simply to have an experience of the location. But now in current instances, with supersonic jets, the sector has emerge as a smaller location and has been named as a locations turning into a lot nearer the vacationers are pouring in to India from everywhere in the global main to a quick improvement of tourism enterprise and but it has now no longer grown to its fullest ability.

Tourism is arguably the world`s biggest enterprise and keeps wonderful annual increase rates. According to the World Tourism Organization in 1998 there had been 635 million traveler arrivals across the world. For the recipients (host countries) of worldwide tourism, the tourism enterprise creates dependency upon a fickle and fluctuating worldwide economic system past their nearby control. Local financial sports and assets are used much less for the gain and improvement of groups and more and more for export and the entertainment of others (i.e. tourists, purchasers in different regions of the world. In fact, it has led the globalization procedure in regions of transportation, communications and economic systems. India has proven an outstanding overall performance within side the tourism region with overseas traveler arrivals developing at approximately 12.4% and for income in greenback phrases developing at approximately 34% over the preceding year Incredible India isn't most effectively attracting an increasing number of big share of the sector tourism marketplace however has additionally been capable of seize the excessive quit travelers who're spending an extended length in India .This is obvious from the UNWTO`s trendy document which

shows that despite the fact that nations like Indonesia , Thailand and Singapore can be having large quantity of overseas visitor arrivals however the four earned in keeping with overseas visitor of India which stood at approximately 1920 turned into a great deal better than the alternative nations . These statistics verify that India is attracting travelers throughout the globe this is spending extra money and time in comparison to the alternative south East Asian nations.

MODERN AND HISTORICAL TOURISM IN INDIA

For maximum tourists, it's miles each cushy in addition to enriching to revel in Fort Kochi on foot, for the reason that the distances among maximum of the points of interest are pretty short. With records to be located at each step, that is the great manner to revel in the Heritage Quarter. Fort Kochi Bus Stand on Cavity Road through the waterfront is a first rate location to land and take a breather; all of the predominant points of interest are in its vicinity. A become any of the lanes strolling south off Cavity Road will cause the coronary heart of Fort Kochi. A taking walks excursion has to consist of Coder House, Vasco House, Bastion Bungalow, Bishop's House and Thakur House. For people with handiest an afternoon to spare, it's miles feasible to go to maximum of the points of interest on the coronary heart of the Quarter earlier than lunch, leaving sufficient time to discover the waterfront afterwards.

Fort Cochin Heritage Walks gives every day sightseeing excursions and also can set up custom designed walks for agencies of 5 or more. These walks cause 31 historic places in Fort Kochi and cowl records from 1341 CE to the present. It is really helpful to put on cushy garments and taking walks shoes, and to hold a bottle of water and some snacks. Kochi's specific identification as a industrial and political centre predates the appearance of the first European investors on its sea shore lines within side the sixteenth century. Four centuries ago, Niccolò de' Conti counseled fellow Florentines to make their cash in Canton and to spend it in Kochi. Once a small fishing hamlet, Kochi become converted right into an herbal harbor via way of means of a flood in 1341 CE. Drawn via way of means of the wealthy aroma of spices and sandalwood, the primary Colonial traders arrived right here across the sixteenth century CE and wrestled the worthwhile spice alternate far from the Arab traders.

Mercantile hobbies propelled political ambition, and shortly the appointment of the Thampuran (or Raja) of Cochin got here to be managed via way of means of Portuguese and, later, Dutch rulers. It become finally the British East India Company that effected

ideal manages via colonization. Kochi welcomed, persisted and survived all investors and rulers who had been lured via way of means of its certainly bewitching shores. The town of Kochi is Kerala's most-visited destination, with many numerous reports to offer, starting from Ernakulam's busy streets to citadelless Kochi's calm stillness. There are many approaches to our people among the specific elements of Kochi. Ferries are a reasonably priced and however picturesque manner to tour. Ernakulam's essential jetty, which begins off evolved close to the Children's Park, conveys the visitor to vypin, Willingdon Island, citadelless Kochi and vallarpadam.

CULTURAL TOURISM ACTIVATES

Whether a tourist is seeking a deep cultural experience or otherwise, there are a wide range of activities that can be classified as cultural tourism. Here are a few examples:

- Staying with a local family in a home stay.
- Having a tour around a village or town.

Learning about local employment, for example through

- Undertaking volunteer work in the local community.
- Taking a course such as cooking, art, embroidery etc.
- Visiting a museum.
- Visiting a religious building, such as a Mosque.
- Socializing with members of the local community.
- Visiting a local market or shopping area.
- Trying the local food and drink.
- Going to a cultural show or performance.
- Visiting historic monuments etc.

IMPACTS OF CULTURAL TOURISM

There are a range of impacts resulting from cultural tourism activities, both good and bad. Here are some of the most common examples:

Positive impacts of cultural tourism

- Revitalization of Culture and Art.
 - Preservation of Heritage.
 - Creations of employments in different sectors as culture, travel agencies, creation of activities and events, hospitality, gastronomy, shopping, etc.
 - The infrastructures built for tourism could be used by the local population, for example airport, theater, parks, concert halls and the beautification of the city.
 - Demand of skilled jobs to offer best services and to realize management projects in all sectors and this increase investment in education and training for local people.
 - Cultural exchange between visitors and local communities
 - Valorization of local culture
 - Investment in the conservation and protection of the touristic places.
 - Recovery of handicrafts and ancient traditions as dances, rituals, celebrations, etc.
- Negative impacts of cultural tourism

- Social Change
- Globalization and the Destruction of Preservation and Heritage.
- Loss of interest and displacement of local culture and traditions. The local culture and traditions becomes a consumption object.
- In some developing areas, discrimination in the employment due to the preference of foreign people for the education, training and languages levels, etc. • Over – exploitation of the cultural and natural resources
- Important changes in the life of the local population. (Ex. lack of basic services as markets, parking, etc, and displacements at moderns9 cities with cheaper services).

- Growth of social problems such as traffic, violence, thefts, health problems, sexual exploitation, etc. Loss of cultural identity. The inhabitants lose their traditions.

The purpose of this paper is to evaluate the long-term impact of attendance and over tourism on Fort-Kochi's market dynamics. This is because his heritage value with its unique geographic location made it a popular tourist destination. Kochi Prefecture State Located in the northwestern part of Kerala, Fort Kochi is a major tourist attraction of cultural heritage. Known for its natural heritage and his architectural heritage, the Experience is becoming a major attraction for international tourists who experience both exoticism and history. At, being too popular and loved becomes a challenge, which leads to over tourism. The study, which attempts to shed light on trends in mass tourism and its impact on the economy of Fort Kochi, has seen significant changes in tourist shopping habits. It highlights the economic problems of inflation and the exclusion from traditional trade due to an uncontrolled surge in tourism activity in Fort-Kochi. Traditional craft lines are endangered due to over-tourism and factory market. It was endangered in and the consequences would be devastating. Such trends are projected to have a significant impact on the local population of Fort-Kochi.

CHAPTER – 3
THEORETICAL FRAMEWORK

History of fort-Kochi

Kochi (Cochin), known as the Queen of the Arabian Sea, due to its notable significance in the world chart for trippers and dealers over the centuries. Fort- Kochi is an elegant region positioned at the west of the Kochi megacity. It's notorious for its culture and heritage tourism. Fort- Kochi has always been notorious for its global outlook. For its literal significance, it's notorious for heritage, culture, and armature. Fort- Kochi is well known each over the world for its spice, tea, cashew nuts, coconuts, coir products, and crafts. The transnational trade relationship and development of artistic heritage tourism has a great impact on the culture and heritage aspects of Kochi's social structure

Being an Island megacity, Fort- Kochi has a authentically unique Environmental, Heritage and Cultural features, which promote this town's ever- growing demand for tourism and trade over the centuries. According to geographical position, the Fort- Kochi placed right at the ocean mouth and has witnessed immense trade- related conditioning and has developed a rich pluralistic culture and tradition unique to this heritage zone. For the development of tourism business and making provision for magnet to the excursionists, original communities play an important part in rising of the original thrift. Still, on the engagement of people from the original community requires a different approach to the business sense of creating a sustainable economy.

First sources

Since the beginning of time, Arab and Chinese merchants have purchased spices, especially pepper, cinnamon, cardamom, cloves and sandalwood, from the Kochi region. The cultivation and trade of these precious commodities has shaped the history of the region. Even today, Kochi is an important exporter of spices. Arab merchants were the first to learn about these spices and brought the coveted goods to Europe. Centuries later, Portuguese, Dutch and English followed.

Around 1341 AD

The natural harbor of Kochi was created by a flood that also destroyed the harbor of the town Kodungalloor. Thereafter, the town developed into one of the most important harbors on the West Coast of India. It concentrated on the spice trade with China and the Middle East.

Around 1500 AD

During this period, Calicut was controlled by ruler Zamora and Kochi was administered by the Maharaja of Cochin. This was the point at which the principal Portuguese boats berthed at the Malabar Coast: Vasco da Gama in Calicut and Pedro Álvares Cabral in Kochi. The Maharaja of Kochi felt undermined by the Zamorin of Calicut, and he trusted that the Portuguese would help him with all due respect from the adjoining ruler of Calicut. The Maharaja invited the Portuguese, and they established their most memorable exchanging focus Kochi. In any case, the Maharaja of Cochin was to a great extent denied of his power, and Kochi turned into the main European settlement in India.[citation needed] The Portuguese put strain upon the little Jewish people group, and, surprisingly, the Syrian Christians as they were rehearsing Nestorians. The Portuguese attempted to blend the Syrian Christian Church with the Latin Church. This made struggle as the vast majority of the Syrian Christians were related with different temples of the East and dismissed the power of the Pope and the Latin Church. This prompted the well known Koonan Kurish Vow that occurred at Koonan Kurish Church; Mattancherry Francis Xavier additionally sanctified through water a few thousand, which expanded the Catholic populace in Kochi.

Around 1663

At the greeting of an ousted ruler of Cochin Regal Family and the genetic Top state leader of Cochin, to be specific the Paliath Achan, the Dutch came to Cochin and vanquished Kochi in 1663. The town turned into the capital of Dutch Malabar and had a place with the overall exchanging organization of the Dutch East India Organization. The Dutch likewise annihilated numerous Catholic organizations in Cochin.

Around 1760

There came uneasy times for Kochi because of trouble between the regional powers. Kochi was devastated by Hyder Ali, then later by his son Tipu Sultan. Tipu Sultan subordinated the town temporarily to the kingdom of Mysore.

Around 1790

Kochi went under the impact of the English around this period. In 1814, Kochi turned into a piece of the Madras Administration turning into a piece of the English provincial domain. The English molded the country until the twentieth hundred years, and Kochi has forever been a significant harbor and exchange focus.

Around 1860

The municipality of Fort Kochi was formed on 1 November 1866 according to the Madras Act 10 of 1865 (Amendment of the Improvements in Towns act 1850) of the British Indian Empire, along with the municipalities of Kozhikode, Kannur, Thalassery, and Palakkad, making them the first modern municipalities in the modern state of Kerala, as a part of the Malabar District.

Main tourist Attractions in fort Kochi

- Cochin Carnival
- Indo-Portuguese museum
- Chinese fishing nets
- Fort Kochi Beach
- Dutch Cemetery
- Southern Naval Command Maritime Museum
- Cochin Thirumala Devaswom
- Sree Gopalakrishna Devaswom Temple (The Only Daivajna Brahmin Temple in Kerala)
- Koonan Kurish Church, Mattancherry (also known as Kuriachante Nada) the church where Koonan Kurish Oath took place.
- St. Francis Church
- Santa Cruz Basilica
- Bishop's House
- Fort Emmanuel

- Jewish Synagogue
- Mattancherry Palace
- Jain Temple
- Our Lady of Hope Church
- Kochi-Muziris Biennale

CHAPTER - 4
DATA ANALYSIS AND INTERPRETATION

4.1 GENDER OF RESPONDENTS

No of respondents	Gender	% of respondents
16	Female	32
34	Male	68
50	Total	100

TABLE 4.1

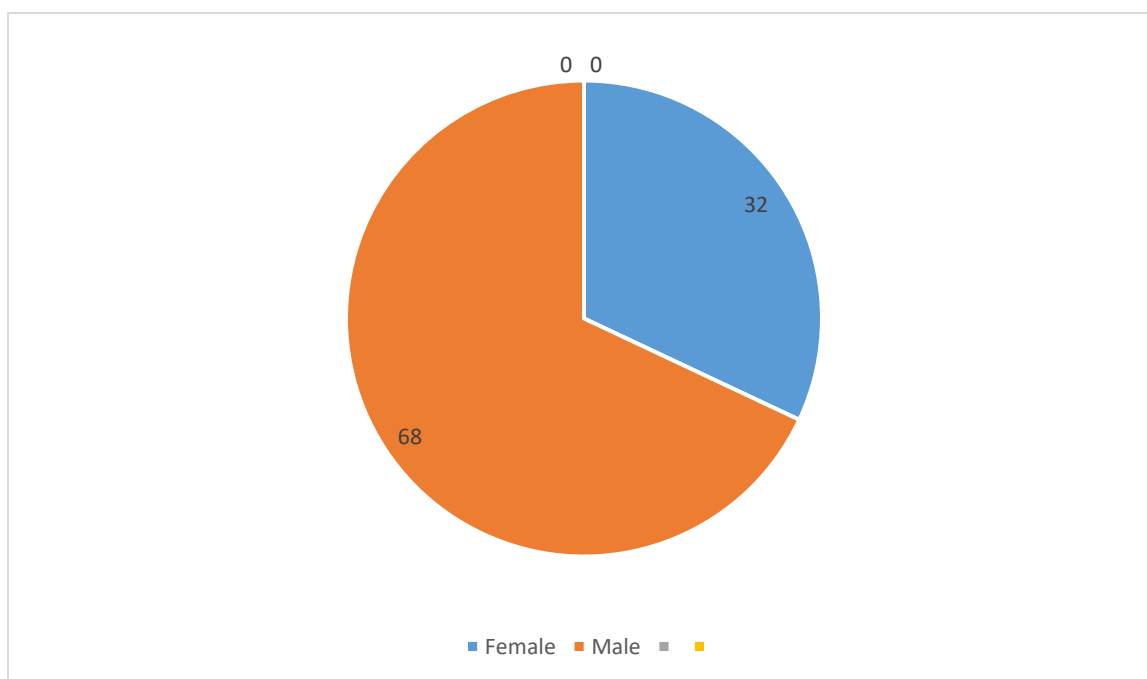


CHART 4.1

INTERPRETATION

- ❖ The Primary data is collected from a total of 50 respondents
- ❖ 68% of the respondents are Male
- ❖ 32% of the respondents are Female

4.2 EDUCATIONAL QUALIFICATIONS' OF THE RESPONDENTS

Educational Qualifications of Respondents	No of Respondents	% of respondents
Student	23	46%
Under graduate	19	38%
Post Graduate	8	16%

TABLE 4.2

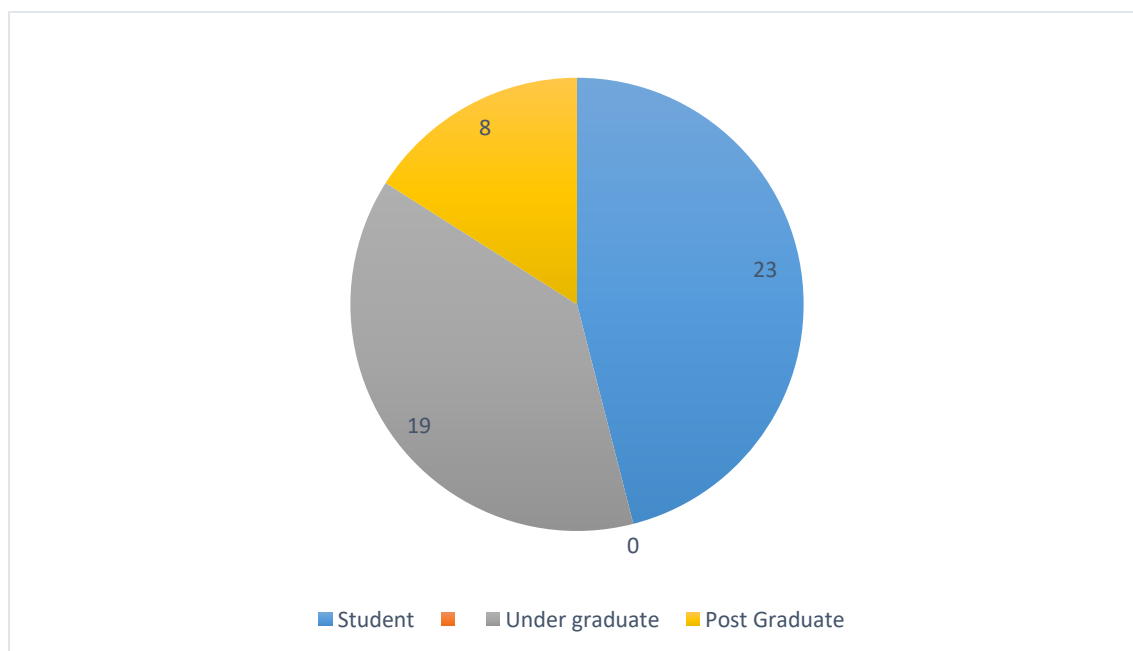


CHART 4.2

INTERPRETATION

- ❖ The primary data is collected from a total of 50 Respondents
- ❖ 46% of the Respondents are students
- ❖ 38% of the respondents are Under graduate
- ❖ 16% of the respondents are post graduate

4.3 AGE GROUP OF THE RESPONDENTS

Age group	No of respondents	% Of Respondents
15 -25	44	88%
26 - 35	4	8%
36 - 45	1	2%
Above 45	1	2%

TABLE 4.3

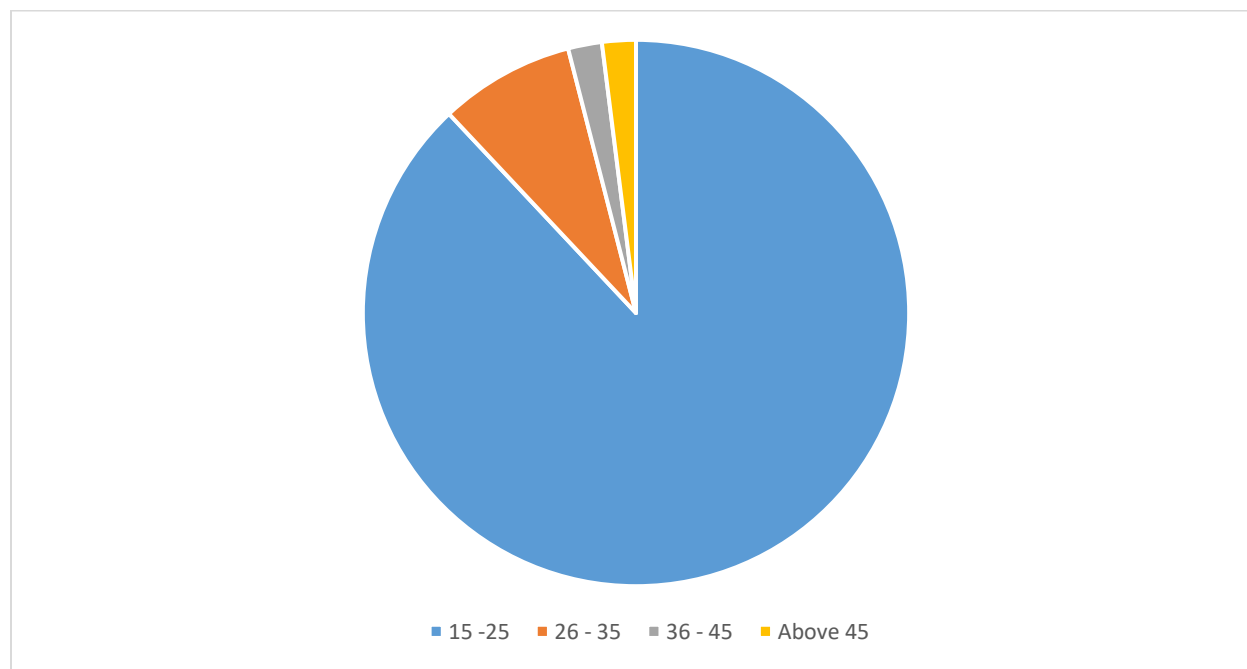


CHART 4.3

INTERPRETATION

88% of the respondents are from the age group of 15-25. 8% from the age group of 26-35 and 2% from group of 36-45 and the rest 2% is above 45

4.4 MARITAL STATUS OF THE RESPONDENTS

Marital status	No of respondents	% of respondents
Single	46	92%
Married	4	8%

TABLE 4.4

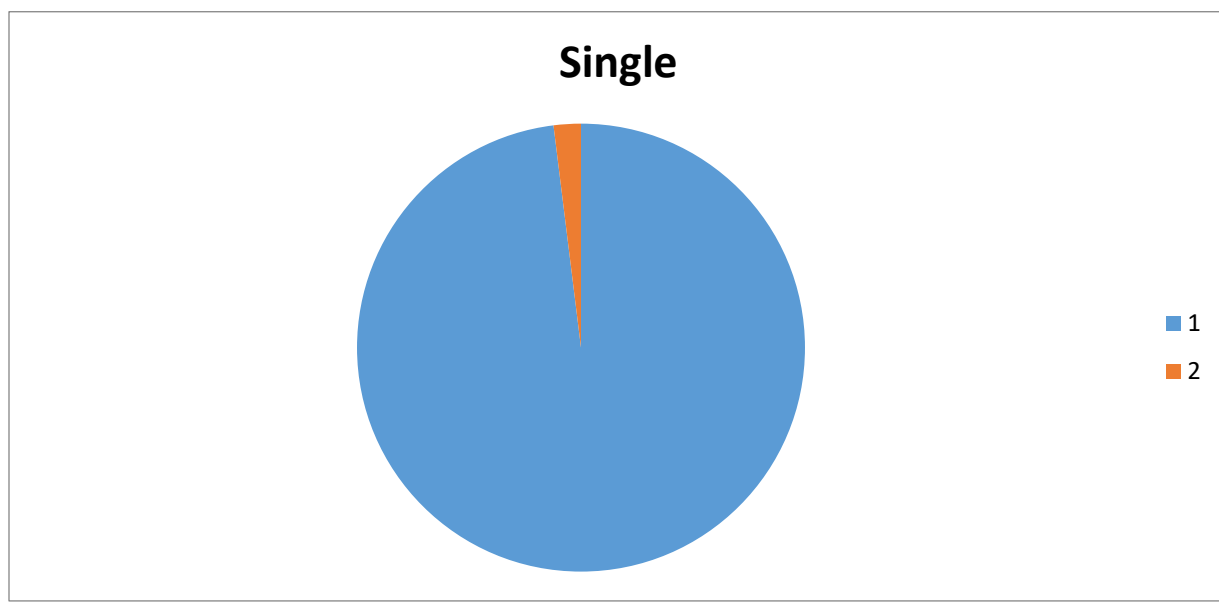


CHART 4.4

INTERPRETATION

Among 50 respondents 46 of them is Single. The rest of 4 respondents is married.

4.5 RESPONSES OF VISIT TO FORT KOCHI

Responses	No of respondents	% of respondents
Yes	49	98%
No	1	2%

TABLE 4.5

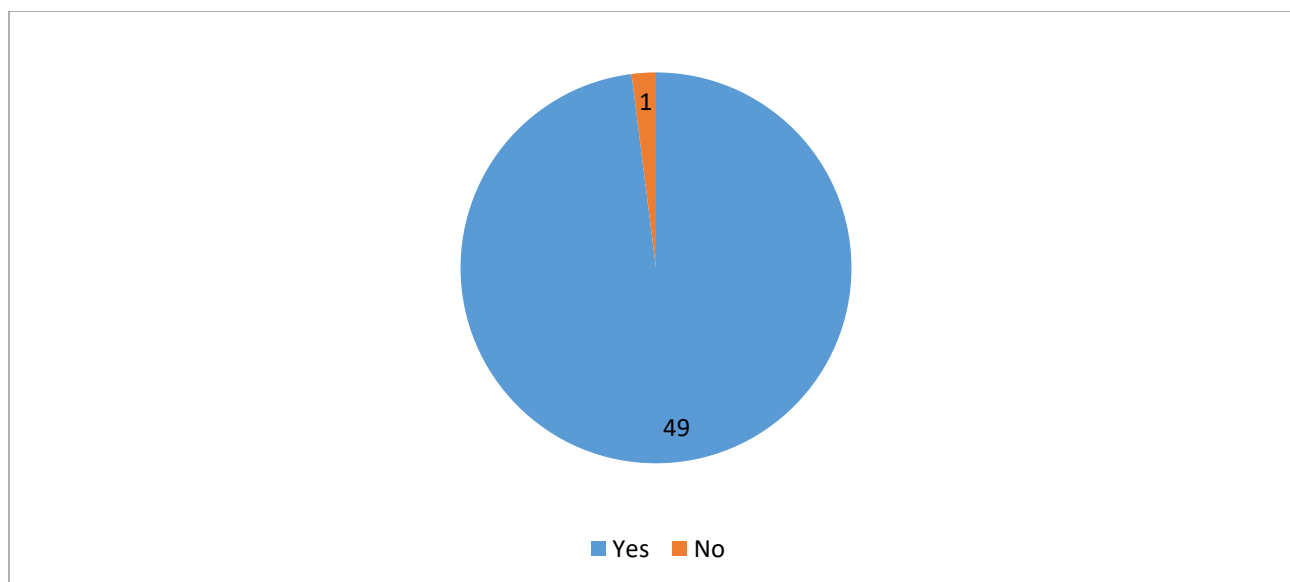


CHART 4.5

INTERPRETATION

- Among 50 Respondents 98% or 49 respondents have visited Fort Kochi.
- Only 2% or 1 of the respondent have not visited Fort Kochi

4.6 RESPONSES TO THE PLACE BE ECO-FRIENDLY.

Responses	No of respondents	% of respondents
YES	29	58%
NO	7	14%
MAYBE	14	28%

TABLE 4.6

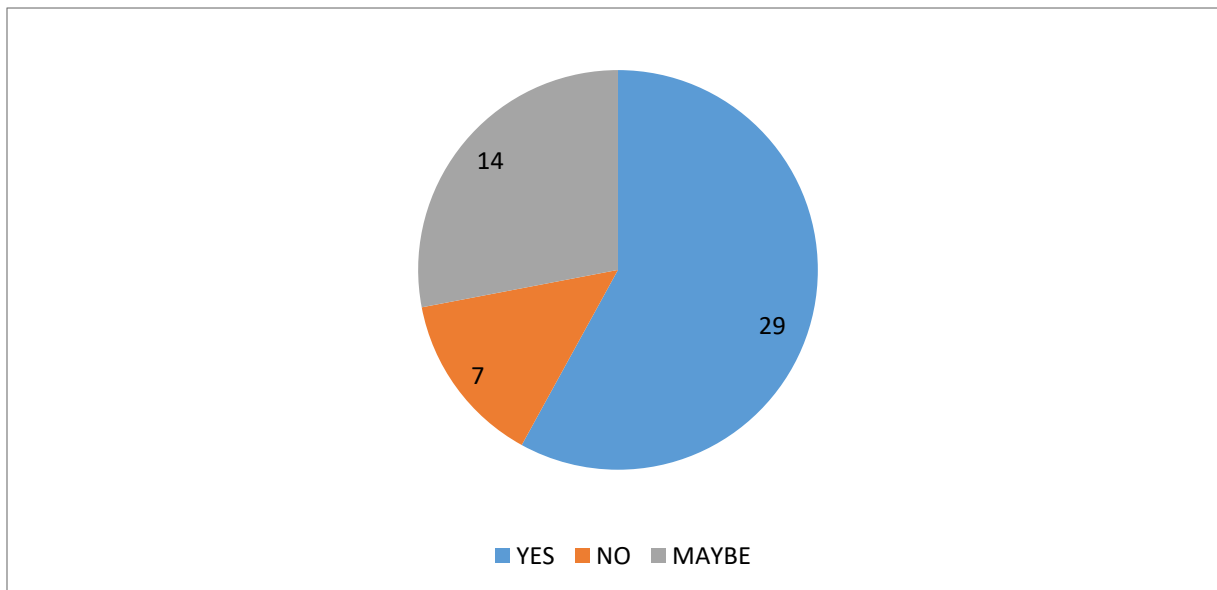


CHART 4.6

INTERPRETATION

- ❖ Out of 50 Respondents 29 voted the place to be eco-friendly.
- ❖ 7 Respondents voted the place is not eco-friendly.
- ❖ 14 Respondents voted Maybe.

4.7 RESPONSES TO ECO-TOURISM INITIATIVES IN FORT-KOCHI

Responses	No of respondents	% of respondents
Yes	29	58%
No	13	26%
Maybe	8	16%

TABLE 4.7

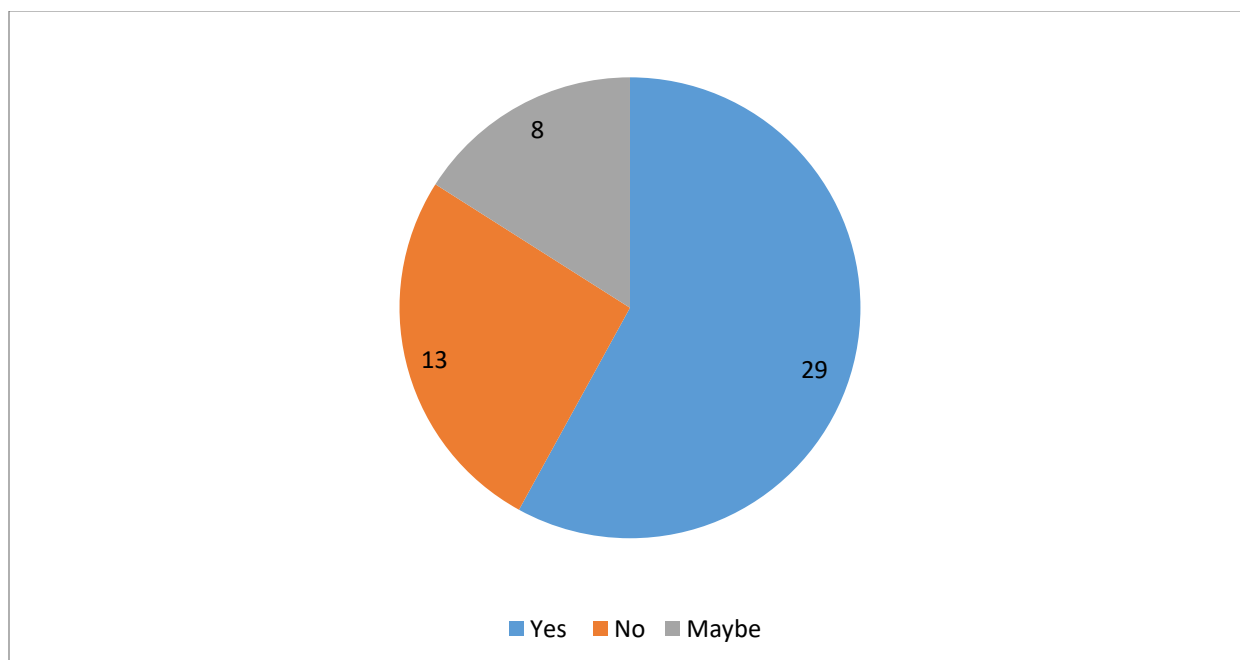


CHART 4.7

INTERPRETATION

Majority of the respondents that is, 58% voted that they have heard of eco-tourism initiatives in Fort-Kochi. While 26% voted they have not heard. And the rest 16% voted maybe.

4.8 RESPONSES TO WHAT MOTIVATED RESPONDENTS TO CHOOSE FORT-KOCHI FOR ECO-TOURISM EXPERIENCE.

Responses	No of respondents	% of respondents
Cultural Heritage	25	50%
Natural beauty	15	30%
Sustainable tourism initiatives	4	8%
Local community involvement	5	10%
Beach	1	2%

TABLE 4.8

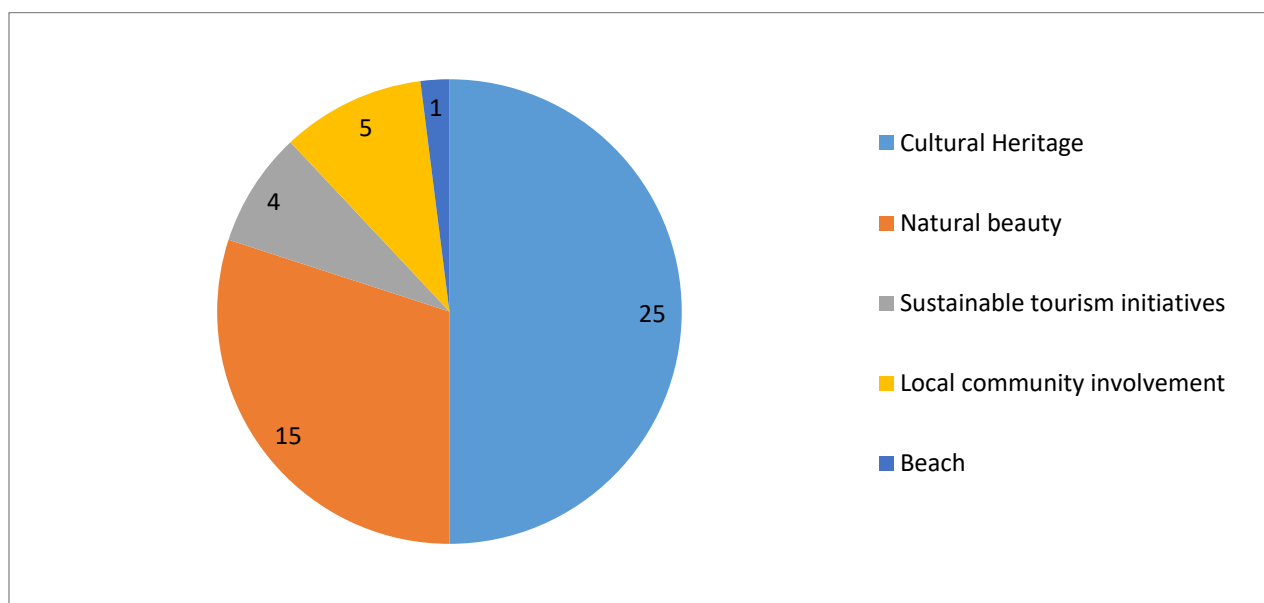


CHART 4.8

INTERPRETATION

Majority of the Respondents that is 50% voted Cultural Heritage is the Motivation. 15% have voted Natural Beauty. 4% voted Sustainable Tourism initiatives. 5% Voted local community involvement. 2% voted Beaches.

4.9 RESPONSES TO THE MODE OF TRAVEL

Responses	No of respondents	% of respondents
Private car	30	60%
Public Transportation	15	30%
Bicycle	3	6%
Walk	1	2%
Boat	1	2%

TABLE 4.9

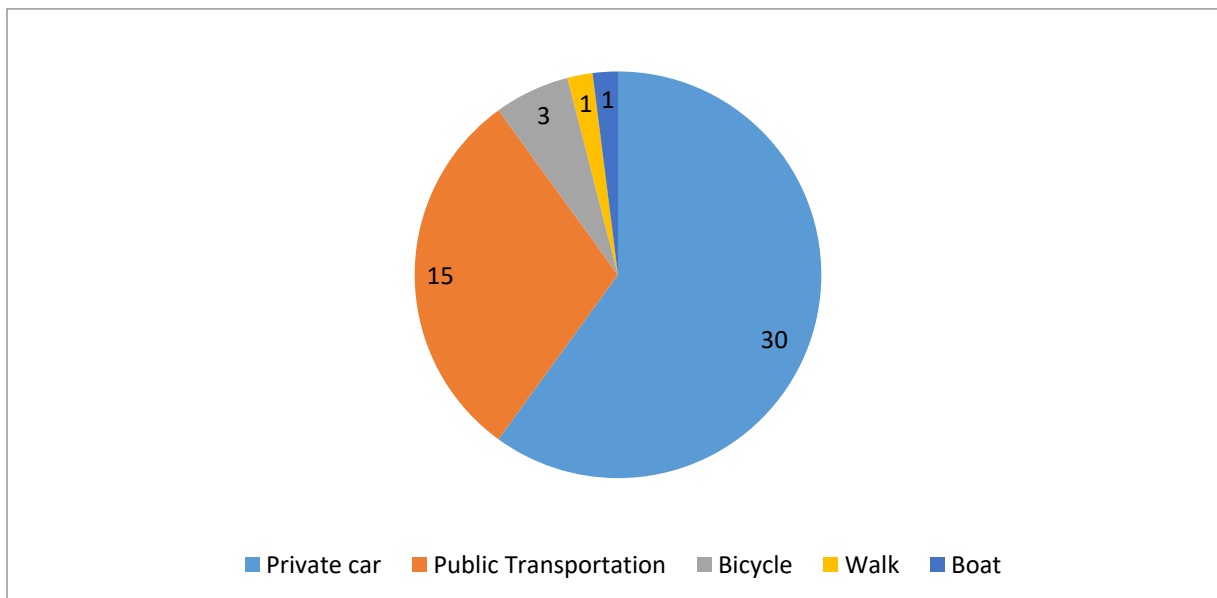


CHART 4.9

INTERPRETATION

Majority of the respondents that is 60% choose to go in their own car or private car. 30% preferred public transportation. 6% preferred bicycle as the medium. 2% preferred Walking and the other 2% preferred boat as the medium of transportation.

4.10 RESPONSES TO DID RESPONDENTS STAY IN ECO-FRIENDLY ACCOMMODATIONS

Responses	No of respondents	% of respondents
Yes	24	48
No	19	38
Maybe	7	14

TABLE 4.10

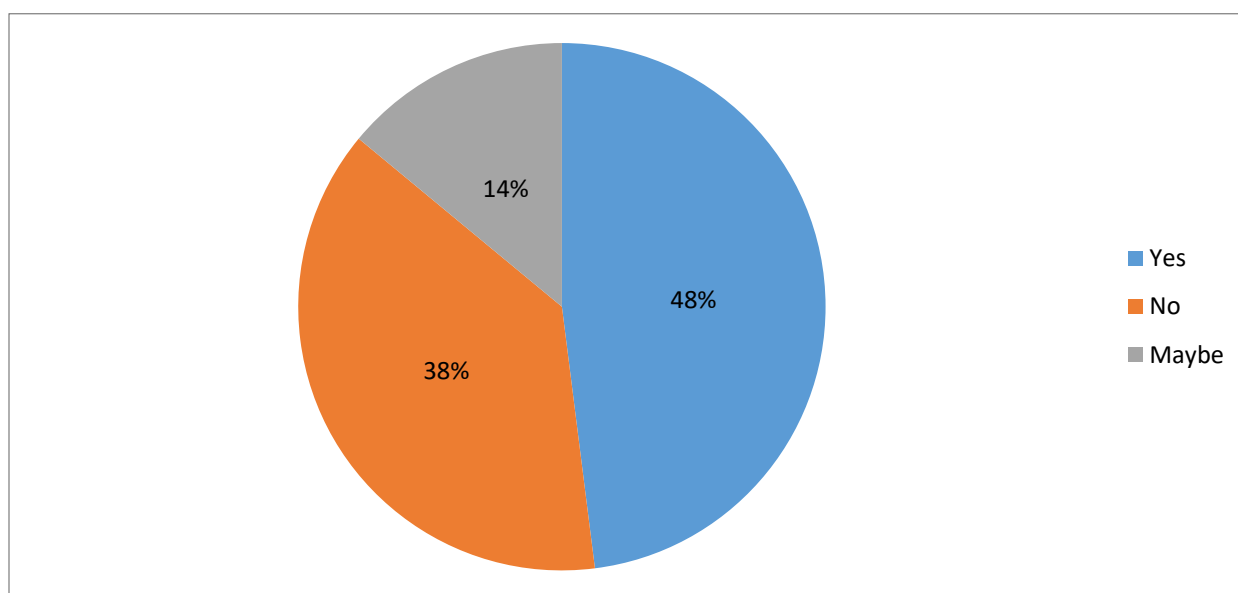


CHART 4.10

INTERPRETATION

48% of the respondents have stated that they stayed in eco-friendly accommodation. 38% of the stated that they did not stay in an eco-friendly accommodation. While 14% don't know if the stay was eco-friendly.

4.11 RESPONSES TO HOW SATISFIED WITH THE STAY IN AN ECO-FRIENDLY ACCOMMODATION

Responses	No of respondents	% of respondents
Very Satisfied	11	22%
Satisfied	20	40%
Neutral	14	28%
Unsatisfied	5	10%

TABLE 4.11

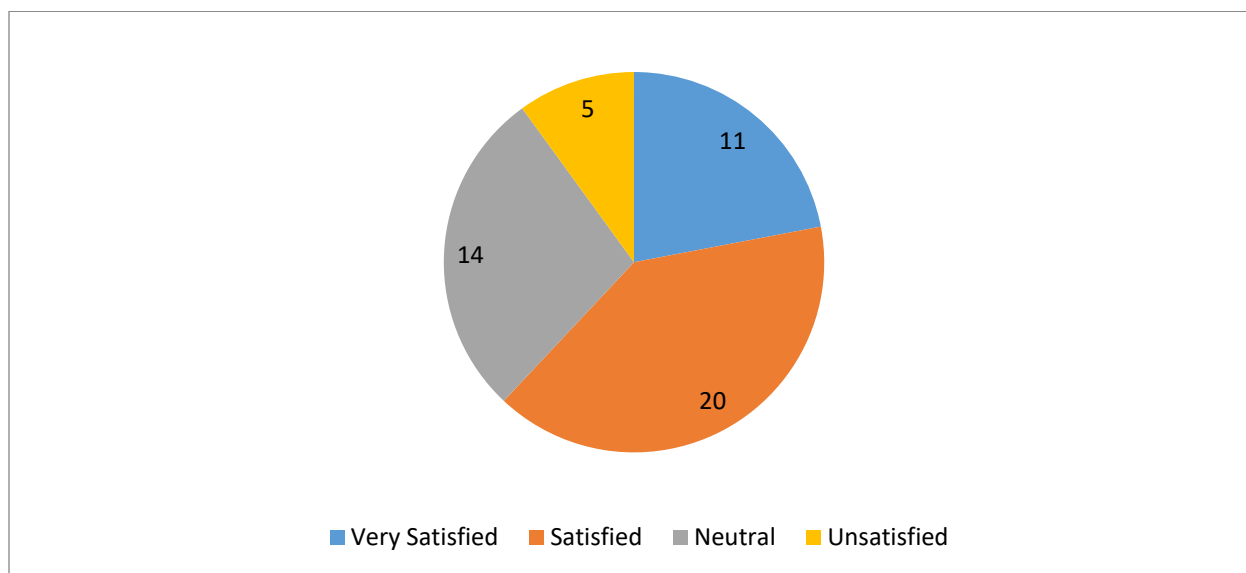


CHART 4.11

INTERPRETATION

22% of the respondents were very satisfied with the eco-friendly accommodation. 40% majority were satisfied with the stay. 28% were neutral with the choice .and 10% of respondents were unsatisfied with the stay.

4.12 RESPONSES TO HOW MUCH MONEY IS SPEND ON ECO-TOURISM ACTIVITIES

Responses	No of respondents	% of respondents
Less than 1000	25	50%
1000 - 5000	15	30%
5000 - 10000	7	14%
More than 10000	3	6%

TABLE 4.12

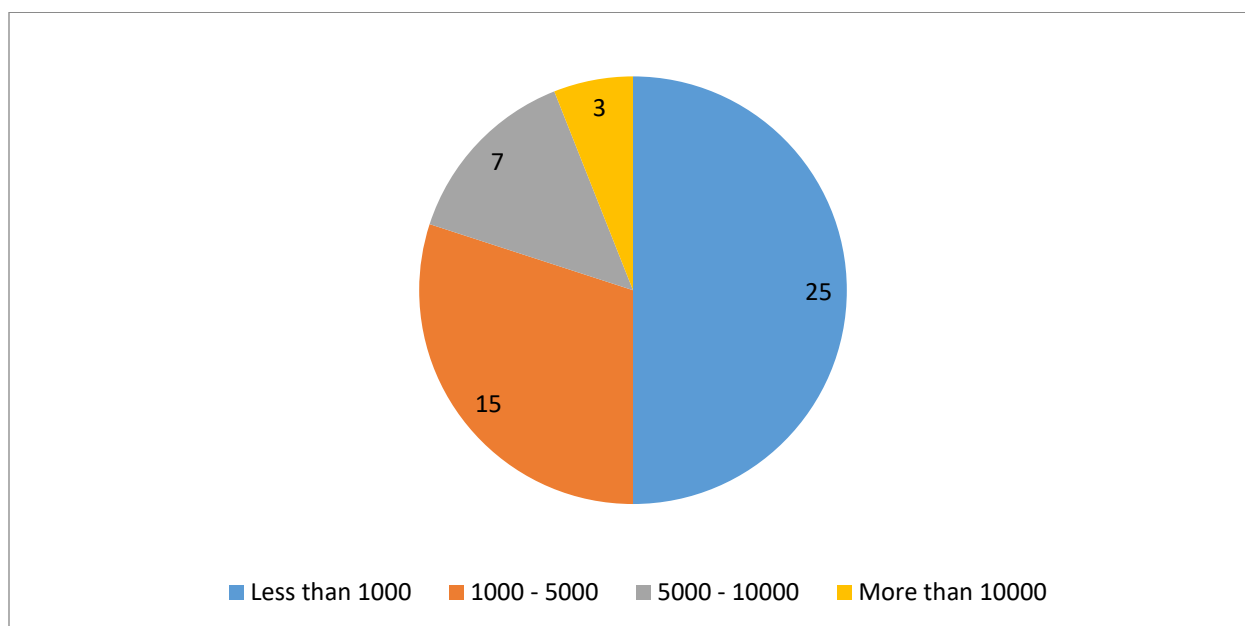


CHART 4.12

INTERPRETATION

50% of the respondents spend less than 1000 INR on the eco-tourism activities in Fort Kochi. 30% spend between 1000 and 5000 INR. 14% spend between 5000 and 10000 INR. Only 6% spend more than 10000 INR on eco-tourism activities.

4.13 RESPONSES TO WHICH ALL ECOTOURISM ACTIVITIES RESPONDENTS PARTICIPATED

Responses	No of Participations	% of participation
Nature Walks	33	66%
Bird watching	13	26%
Kayaking/canoeing	13	26%
Farm visits	9	18%
Cycling tours	14	28%
Culture tours (biennale)	25	50%
TOTAL	107	214

TABLE 4.13

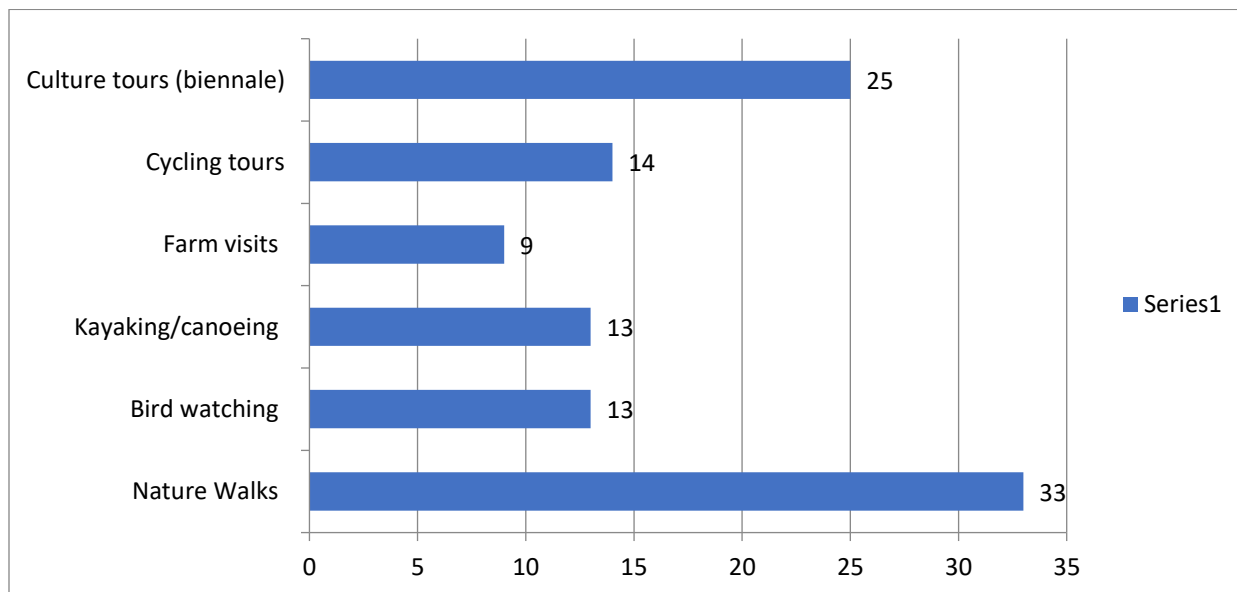


CHART 4.13

INTERPRETATION

Majority of the respondents 66% prefer Nature Walks. Second best choice 50% likes taking cultural tours like biennale. 28% like taking cycling tours in Fort Kochi. 26% of the respondents prefer bird watching and kayaking/canoeing. 18% likes taking farm visits.

4.14 RESPONSES TO SATISFACTION OF ECO-TOURISM ACTIVITIES

Responses	No of Respondents	% of respondents
Very Satisfied	10	20%
Satisfied	27	54%
Neutral	11	22%
Unsatisfied	2	4%
Very unsatisfied	0	0

TABLE 4.14

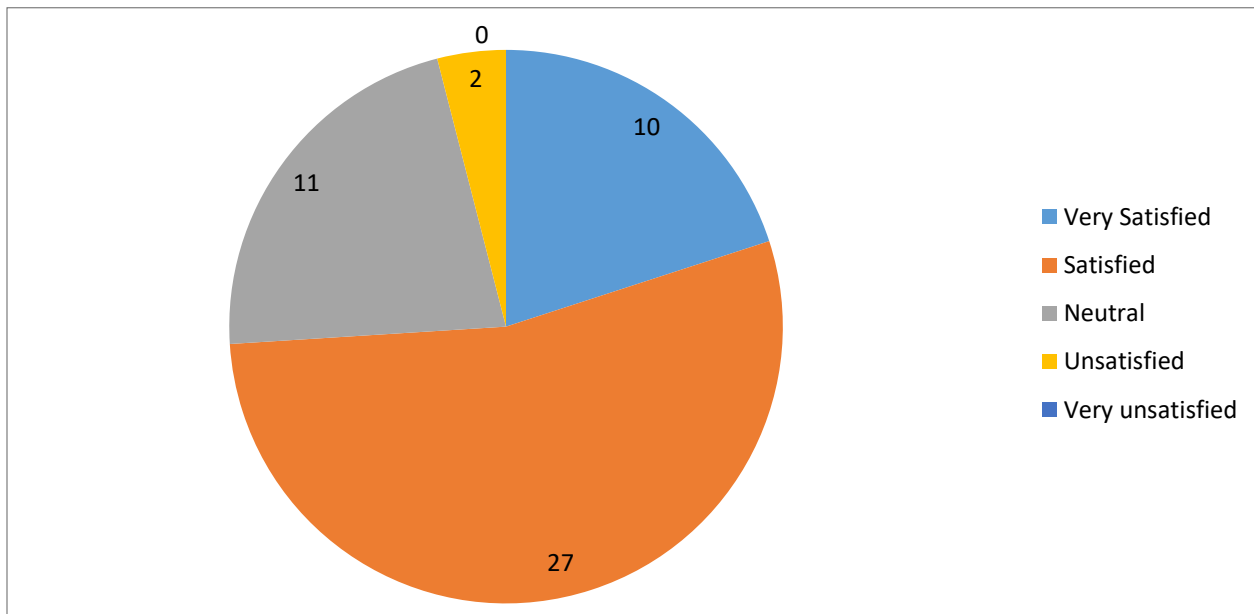


CHART 4.14

INTERPRETATION

Majority of the Respondents 54% were satisfied with the activities they participated. 20% were very much satisfied with activities. 22% were neutral to the opinion. Only 4% of the respondents were not satisfied.

4.15RESPONSES TO MOST LIKED LOCATION

Responses	No of Respondents	% of respondents
Santa Cruz Cathedral Basilica	8	16%
St. Francis CSI Church	1	2%
Mattanchery Palace	11	22%
Beach	12	24%
Indo-Portuguese Museum	3	6%
Jew Town	15	30%

TABLE 4.15

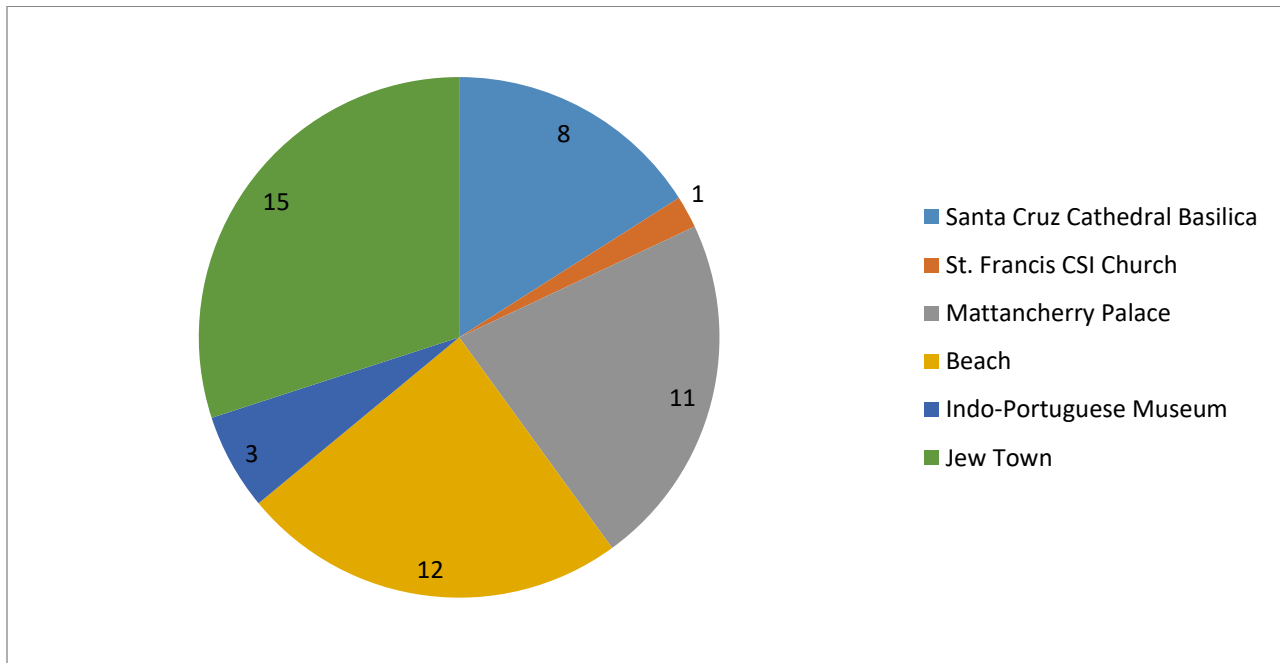


CHART 4.15

INTERPRETATION

The majority of the respondents 30% preferred Jew town. 24% preferred beach. 22% preferred Mattanchery Palace. 16% preferred Santa Cruz cathedral. 6% preferred indo-Portuguese museum and the least 2% preferred St. Francis church.

4.16 RESPONSES TO REASONS TO LIKE THE ABOVE MARKED SPOT

Responses	No of Respondents	% of respondents
Beautiful Scenery	24	48%
Scenery Atmosphere	15	30%
Calm Environment	11	22%

TABLE 4.16

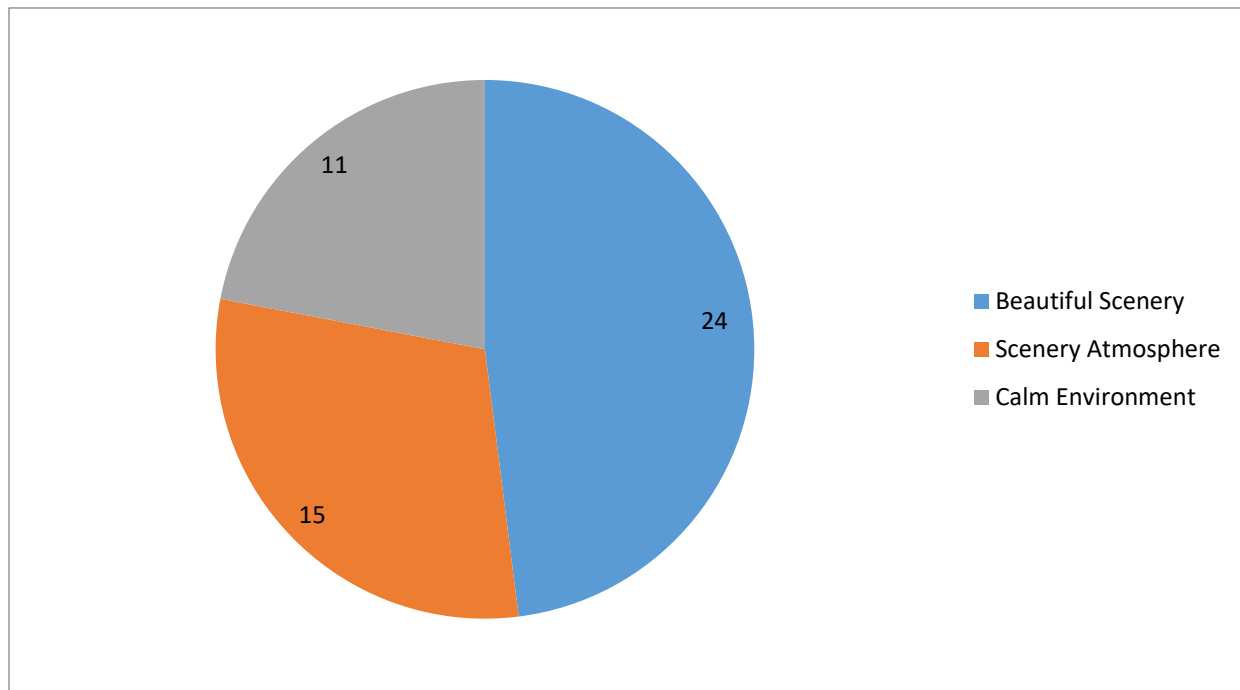


CHART 4.16

INTERPRETATION

Majority of the respondents 48% voted beautiful scenery. 30% prefer scenery atmosphere. And the rest 22% prefer Calm environment.

4.17RESPONSES TO IS THE AREA SECURE

Responses	No of Respondents	% of respondents
Yes	32	64%
No	7	14%
May Be	11	22%

TABLE 4.17

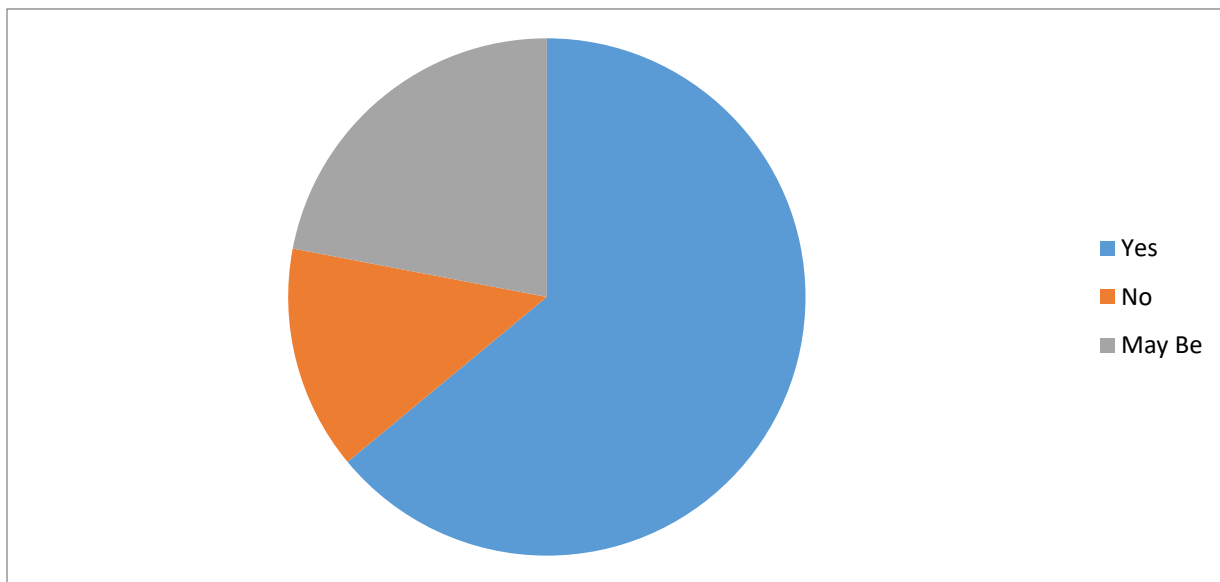


CHART 4.17

INTERPRETATION

64% majority of the respondents voted the area to be secure. 14% voted area not so secure. 22% are not sure and voted maybe.

4.18 RESPONSES TO SECURITY MEASURE PROVIDED TO THE TOURIST HERE

Responses	No of Respondents	% of respondents
Good	23	46%
Average	24	48%
Poor	3	6%

TABLE 4.18

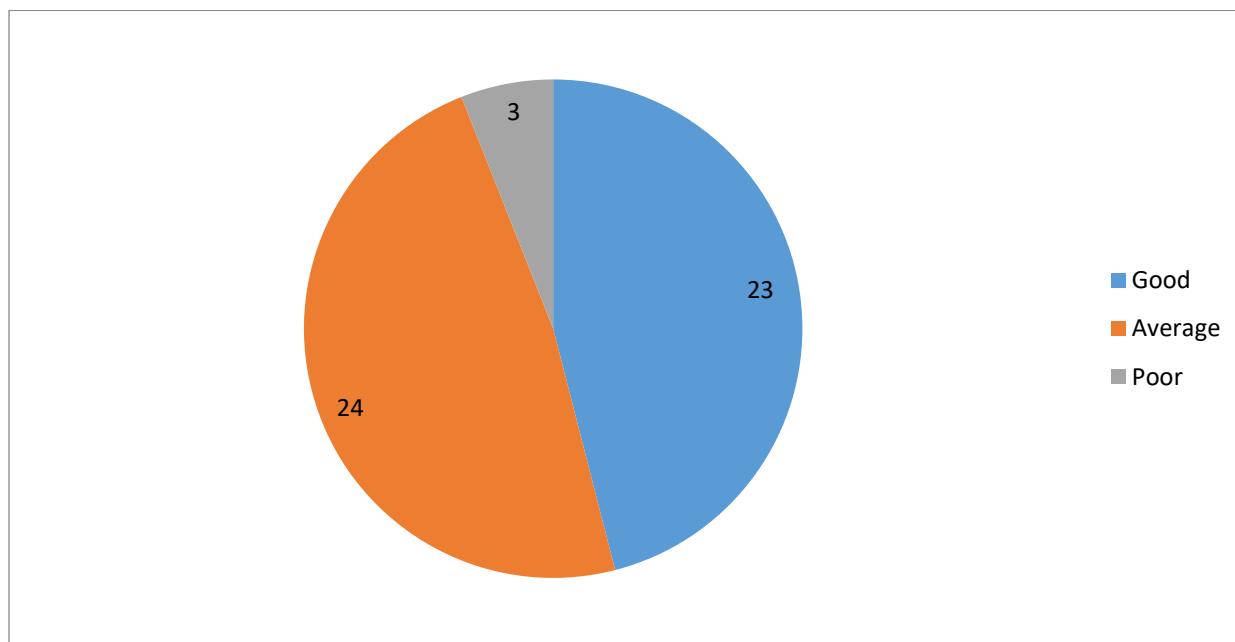


CHART 4.18

INTERPRETATION

48% of the respondents voted the security measures provided to the tourist there is average. 46% voted security measures are good. Rest 6% voted measures are bad.

4.19 RESPONSES TO GUIDE FACILITY AVAILABLE THERE

Responses	No of Respondents	% of respondents
Yes	21	42%
No	29	58%

TABLE 4.19

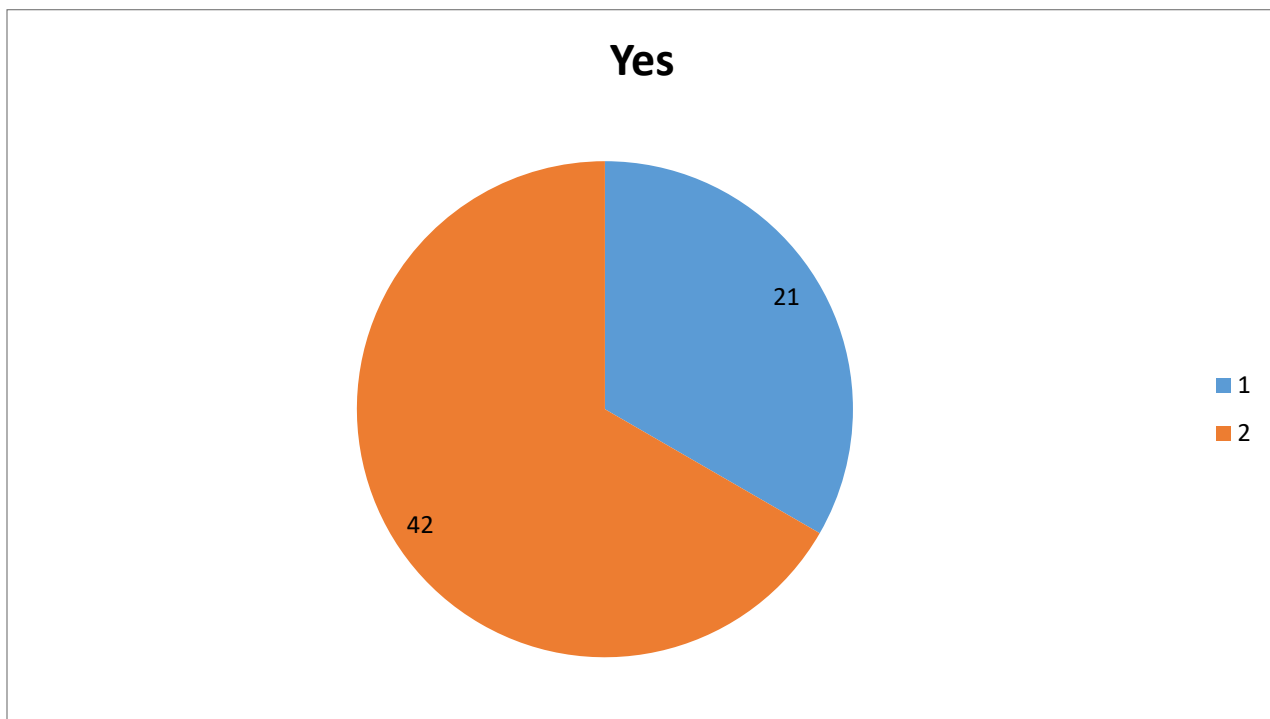


CHART 4.19

INTERPRETATION

58% voted there was no guide facility available there. 42% voted there was guide facility available.

4.20SATISFIED WITH THE GUIDE FACILITY AVAILABLE HERE

Responses	No of Respondents	% of respondents
Highly Satisfied	9	18%
Somewhat Satisfied	14	28%
Neutral	18	36%
Somewhat Dissatisfied	6	12%
Highly Dissatisfied	3	6%

TABLE 4.20

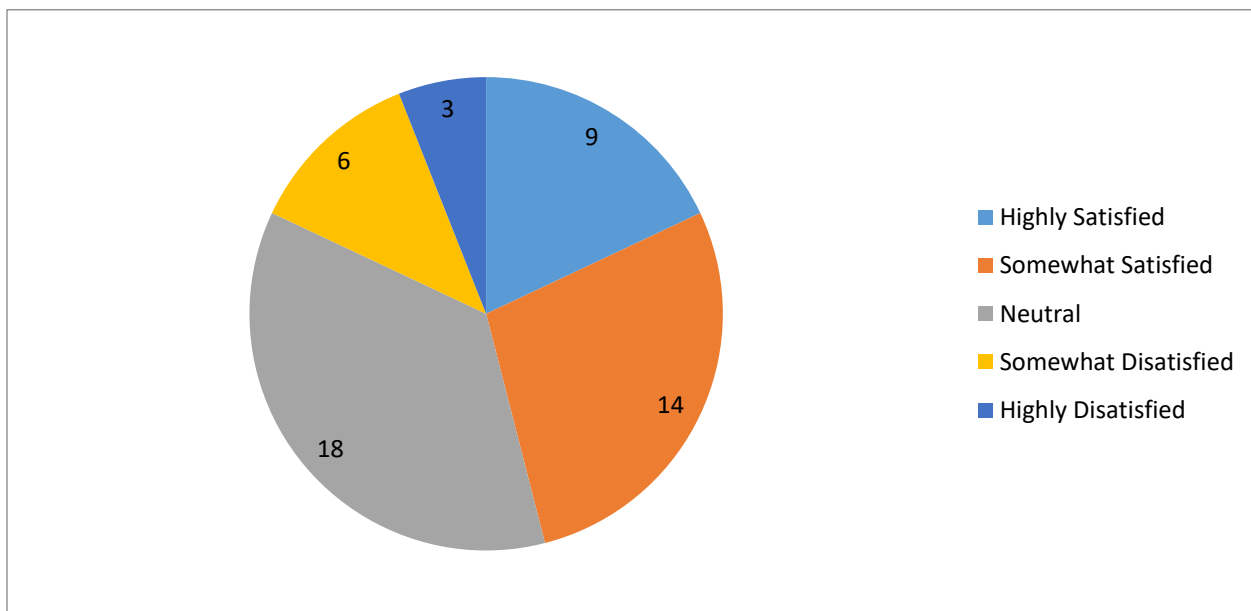


CHART 4.20

INTERPRETATION

36% voted neutral with their opinion. 28% of the respondents were somewhat satisfied. 18% of the respondents were highly satisfied. 12% of the respondents were somewhat dissatisfied with the guide facility. 6% of the respondents were highly dissatisfied with the guide facility.

4.21RESPONSES TO HOW IMPORTANT IS ECO-TOURISM TO YOU WHEN PLANNING YOUR TRAVELS

Responses	No of Respondents	% of respondents
Not Important	12	24%
Somewhat Important	29	58%
Very Important	9	18%

TABLE 4.21

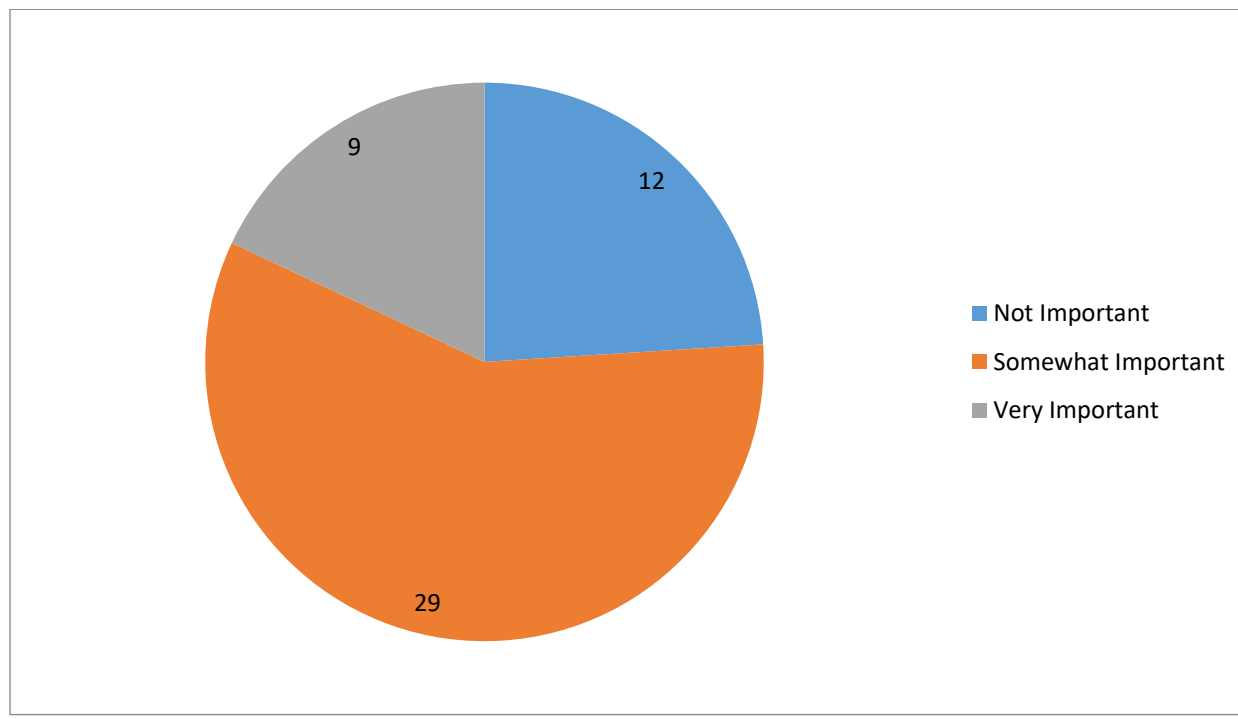


CHART 4.21

INTERPRETATION

Majority 58% voted Eco-tourism is somewhat important in their travels. 18% voted it is very important. 24% voted not so important.

4.22 RESPONSES TO RECOMMEND FORT KOCHI AS AN ECO-TOURISM DESTINATION

Responses	No of Respondents	% of respondents
Yes	42	84%
No	8	16%

TABLE 4.22

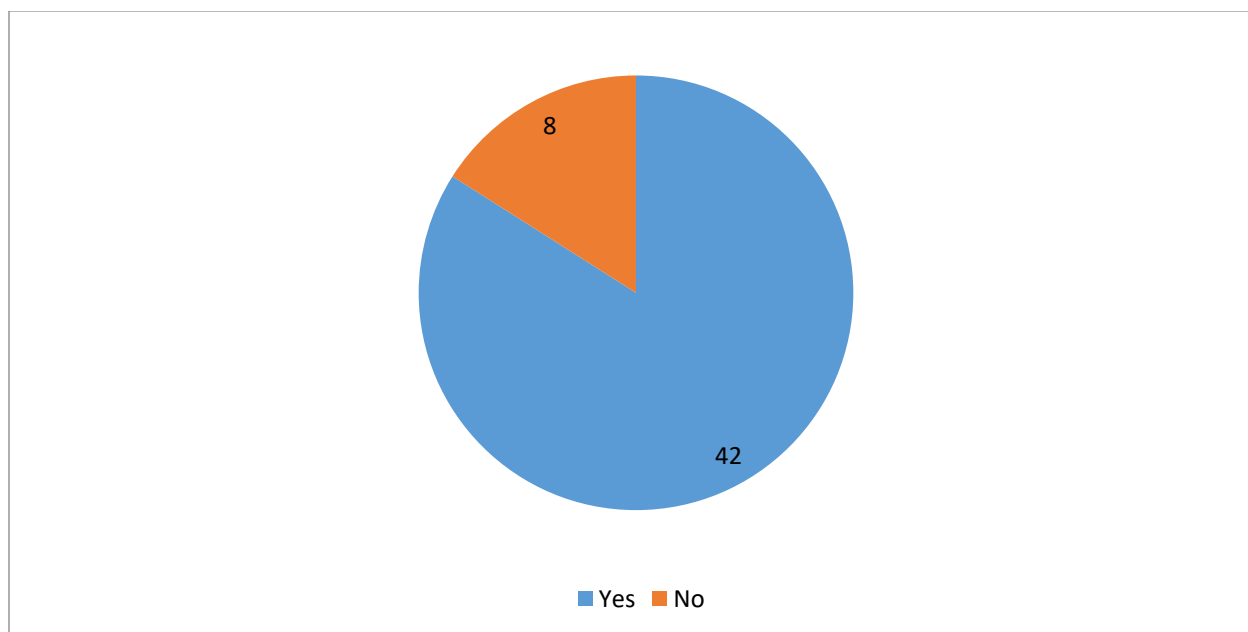


CHART 4.22

INTERPRETATION

84% voted they would recommend fort-Kochi as Eco-tourism destination. 16% voted they would not.

4.23 RESPONSES TO HOW IMPORTANT IS ECO-TOURISM FOR THE FUTURE

Responses	No of Respondents	% of respondents
Very important	20	40%
Important	19	38%
Quite important	10	20%
not very	1	2%
None at all	0	0%

TABLE 4.23

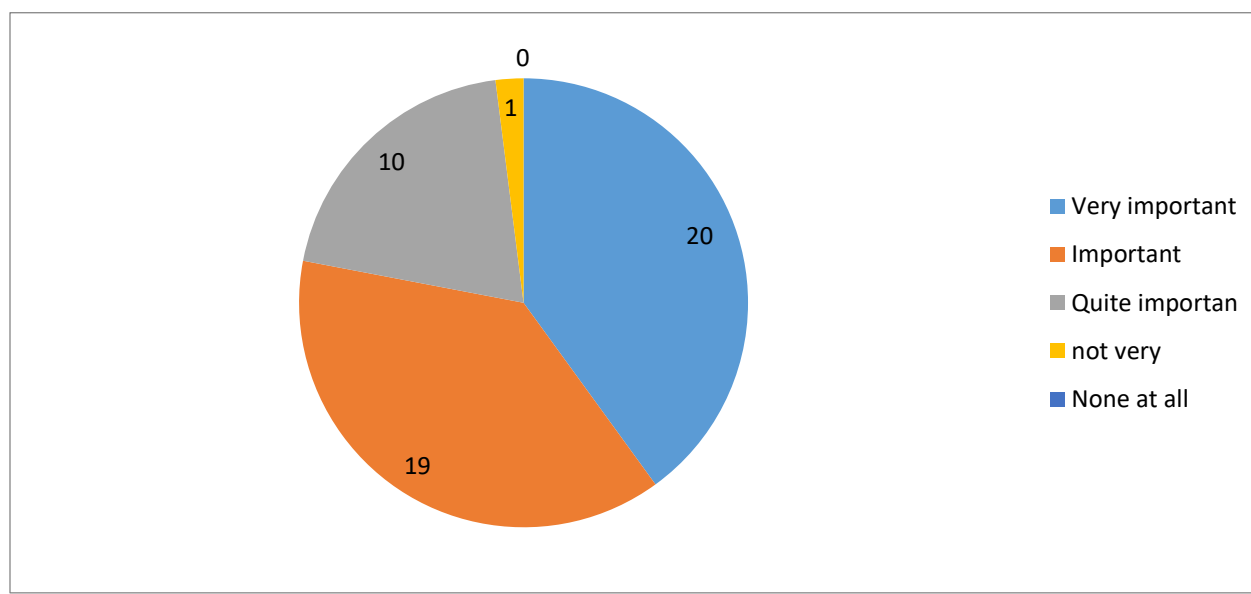


CHART 4.23

INTERPRETATION

Majority of the respondents 40% voted eco-tourism is very important for the future. 38% voted important. 20% voted quite important. 2% voted not very important.

4.24 RESPONSES TO HOW WOULD RESPONDENTS RATE THE PROFITABILITY OF EXISTING ECOTOURISM VENTURES IN FORT KOCHI

Responses	No of Respondents	% of respondents
Good	26	52%
Average	22	44%
Poor	2	4%

TABLE 4.24

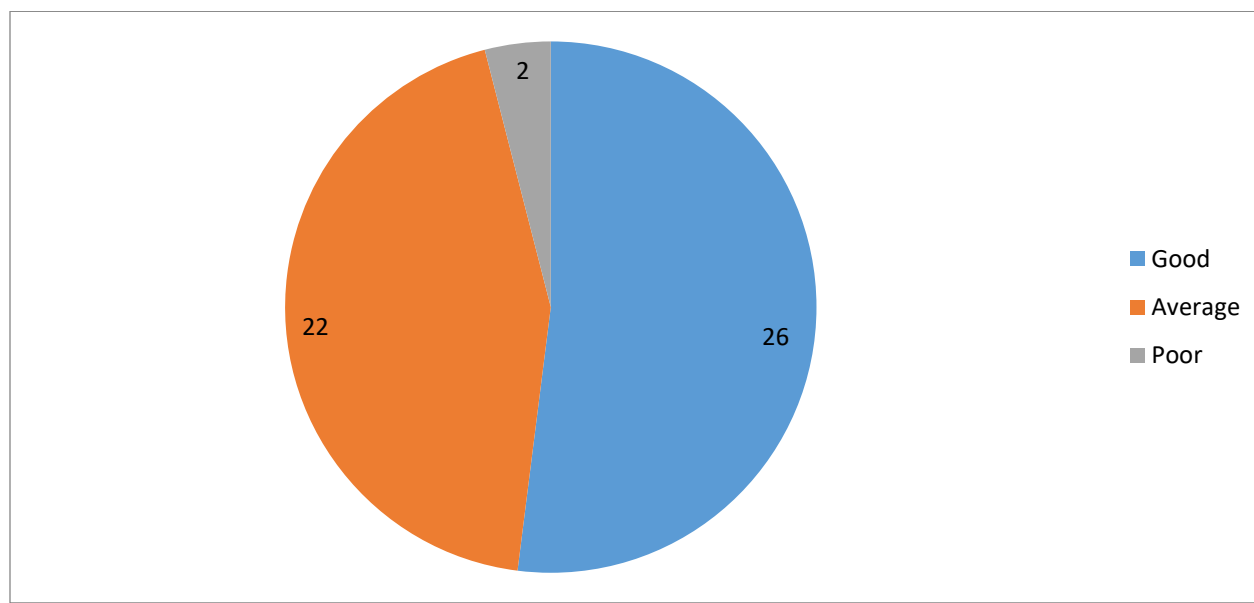


CHART 4.24

INTERPRETATION

Majority 52% voted well. 44% voted average. 4% voted poor on profitability on existing eco-tourism ventures

4.25 RESPONSES TO HOW MUCH DO YOU SPEND ON TRANSPORTATION

Responses	No of Respondents	% of respondents
below 500 INR	30	60%
500 to 1000 INR	17	34%
1000 to 1500 INR	2	4%
Above 1500 INR	1	2%

TABLE 4.25

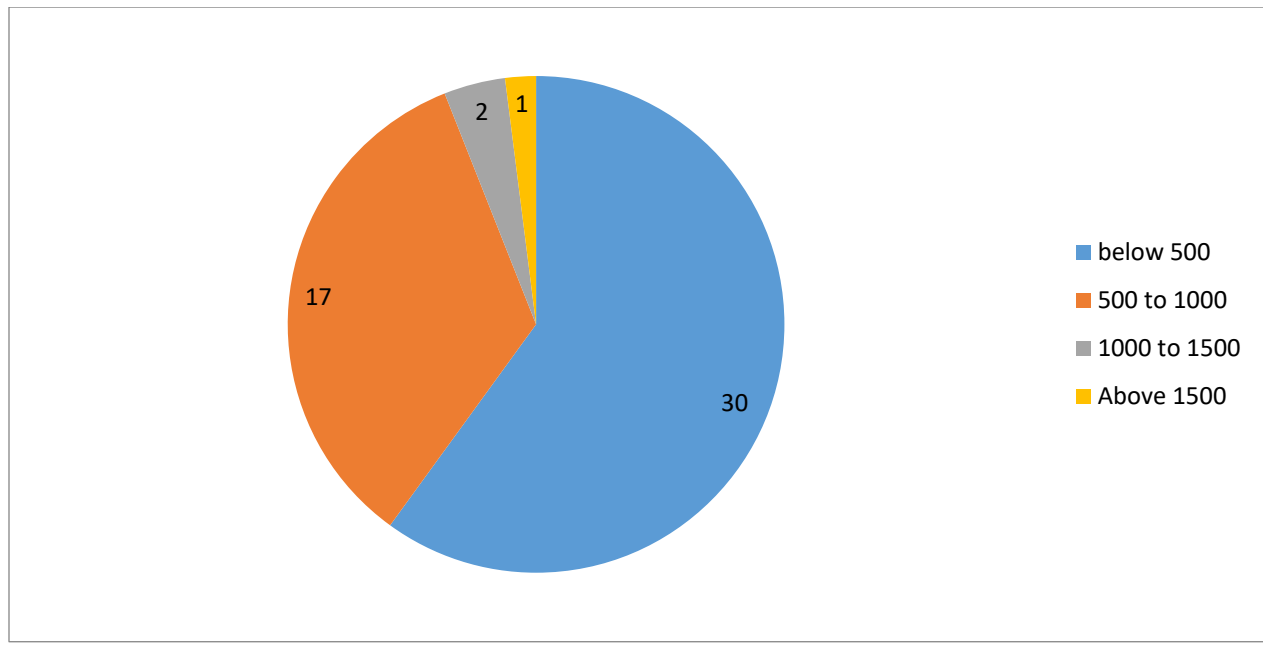


CHART 4.25

INTERPRETATION

Majority Of The Respondents 60% Only Spend Less Than 500 INR. 34% Spend Between 500 To 1000 INR. 4% Spend Between 1000 To 1500 INR. Only 2% Spend More Than 1500 INR

CHAPTER - 5
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1. Most of the respondents belong to the age group of 15-25.
2. Around 58% of respondent find Fort Kochi as an eco friendly place.

Half of the respondent chose fort Kochi for their ecotourism experience because of its cultural heritage.

1. Most of the respondent prefers to stay in an ecofriendly accommodation but ecofriendly accommodation was available to less than 50% of the respondents.
2. Most of the respondent use private car and public transportation as a mode of travel.

Around 50% of respondents spend less than Rs 1000 on their visit to Fort Kochi.

3. It is found that most of the tourists participated in natural walks and cultural tours as their ecotourism activity.
4. More than half of the visitors felt secured in the area.
5. Tourists have an neutral opinion about the satisfaction no guide facility.
6. Most of the respondents are willing to recommend Fort Kochi as an eco friendly place to others.
7. It is found that ecotourism is very important only for 18% of the respondents while planning their trip.

8. Most of them think ecotourism is very important in future. 13.52% of the respondents find Fort Kochi as profitable.

SUGGESTIONS

1. Tourism department should take necessary actions to develop ecotourism in Fort Kochi.
2. It is necessary to improve ecofriendly accommodation facility.
3. A tourist information center should open.
4. Tourism department should give publicity about the tourist place.
5. Proper awareness programmes should be arranged to guide the tourists.

CONCLUSION

Through this project we conclude, the development to ecotourism in Fort Kochi has the potential to boost the local economy and preserve the area's natural and cultural heritage. To achieve this, the tourism department should take necessary actions to develop eco-friendly accommodation facilities and open a tourist information center. Proper awareness programs should also be arranged to guide tourists about sustainable tourism practices and preserving the environment.

Additionally, appointing more guides and promoting the tourist place through effective publicity can help to attract more visitors. Lastly, the tourism department should take steps to maintain Fort Kochi as a neat and clean destination and make it a plastic-free zone to ensure the sustainability of tourism in the long run. By implementing these suggestions, Fort Kochi can become a prime destination for ecotourism, promoting responsible tourism practices and preserving its unique natural and cultural heritage.

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- JagbirSingh(2010):Ecotourism

Magazines

- Kerala tourism magazine
- Tourism vogue

ANNEXURE

QUESTIONNAIRE

Dear Madam/Sir,

We, the student of Bharata Mata College, Thrikkakara is engaged in during a dissertation on “**A STUDY ON ECO-TOURISM ON FORT-KOCHI**”. We request your kind response in this regard by filling up this questionnaire. We assure you that the data collected will be kept confidential and only for academic purpose.

1. What is your Name?

Your answer

2. What is your gender?

- Male
- Female

3. What is your Nationality?

- INDIAN
- FOREIGN

4. Which is your Educational Qualifications?

- Student
- Under Graduate
- Post Graduate

5. In which Age Group Do You Belong?

- 15-25
- 26-35
- 36-45
- Above 45

6. Marital Status?

- Single
- Married

7. Have you ever visited Fort Kochi?

- Yes

- No

8. Do you consider the place to be eco-friendly?

- Yes
- No
- Maybe

9. Have you heard of Fort Kochi's eco-tourism initiatives before?

- Yes
- No
- Maybe

10. What motivated you to choose Fort Kochi for your eco-tourism experience?

- Cultural Heritage
- Natural beauty
- Sustainable tourism initiatives
- Local community involvement
- Other:

11. How did you travel to Fort Kochi?

- Private car
- Public Transportation
- Bicycle
- Walk

Other:

12. Did you stay in an eco-friendly accommodation during your visit to Fort Kochi?

- Yes
- No
- Maybe

13.If yes, how satisfied were you with the eco-friendly accommodation?

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied

14.If no, would you consider staying in an eco-friendly accommodation on your next visit to Fort Kochi?

- Yes
- No
- Maybe

15.How much did you spend on eco-tourism activities during your visit to Fort Kochi?

- Less than 1000 INR
- 1000-5000 INR
- 5000-10000 INR
- More than 10000 INR

16.Which eco-tourism activities did you participate in during your visit to Fort Kochi?

- Nature walks
- bird Watching
- Kayaking/Canoeing
- Farm Visits
- Cycling Tours
- Cultural tours(biennale)

Other:

17. How satisfied were you with the eco-tourism activities you participated in?

- Very Satisfied
- Satisfied
- Neutral

- Unsatisfied
- Very unsatisfied

18. Which is the Location you most like in Fort Kochi?

- Santa Cruz Cathedral Basilica
- St. Francis CSI Church
- Mattancherry Palace
- Beach
- Indo-Portuguese Museum
- Jew Town

Other:

19. Why do you like the above marked spot?

- Beautiful Scenery
- Scenery Atmosphere
- Calm Environment
- Other:

20. Do you Feel Secure in the area?

- Yes
- No
- Maybe

21. Please Rate the Security measure provided to the tourist here?

- Good
- Average
- Poor

22. Was a guide facility available there?

- Yes
- No

23.If yes, are you satisfied with the guide facility available here?

- Highly Satisfied
- Somewhat Satisfied
- Neutral
- Somewhat Dissatisfied
- Highly Dissatisfied

24.How important is eco-tourism to you when planning your travels?

- Not Important
- Somewhat Important
- Very Important

25.Would you recommend Fort Kochi as an eco-tourism destination to others?

- Yes
- No

26.How important do you think eco-tourism is likely to be for the future?

- Very important
- Important
- Quite important
- not very
- None at all

27.How would you rate the profitability of existing ecotourism ventures in fort kochi?

- Good
- Average
- Poor

28.How much do you spend on transportation?

- below 500
- 500 to 1000
- 1000 to 1500
- Above 1500

