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Impact of COVID 19 in Responsible Tourism Activities of Kerala with Special Reference to Wayanad District

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Abstract

Responsible tourism is a good deal needed hobby that attaches some form of responsibility on humanity to hold nature. The examines focuses on reading the impact of COVID19 in responsible tourism sports activities of Kerala with a unique connection with Wayanad District. The number one intention of the have a look at is to find out each environment and financial impact of COVID19 in Responsible tourism. The researcher has gathered each number one and secondary information for the have a observe. The primary facts are collected thru an established questionnaire stuffed up with the resource of the eighty respondents. The secondary facts are gathered from numerous journals, web websites, and magazines. The studies have used tools like percentage analyses and ranking methods for the observation. From the take a look at, the researcher concludes that COVID 19 has a big impact on each surrounding and economic element. It is observed that COVID 19 has fantastic surroundings impact which includes reduced pollutants, water in falls and dams have ended up purified, cleanliness is witnessed, normal environmental development and nature will become greater stunning. And COVID 19 has a horrible monetary effect which incorporates disintegration of the tourism company, lower income, upward push in unemployment, reduced earnings to the government, and strain on supply chains.

Keywords: Tourism, Responsible Tourism, COVID 19, Environment Effect, Economy

Introduction

Tourism is an act and method of spending time away from home in pursuit of hobby, rest, and pride, at the same time as using the economic provision of services. A refined form of tourism that attached some responsibilities to the society to maintain nature is called responsible tourism. Many traveler spots in India adopted the idea of responsible tourism. India is "Blessed with good buy natural goodness" there are plenty and plenty of tourist spots in our country. Especially Kerala (God's Own Country) has mind-blowing tourist spots. People from Numerous factors of the United States of America and several components of the phrases go to Kerala for its stunning sceneries and Great places. Wayanad is an Indian district within the northeast of Kerala kingdom. With its inexperienced highlands, lush valleys, and cool clime, Wayanad is one of the loveliest traveler

spots in India. Responsible Tourism emerge as first initiated in Vythiri village of Wayanad in September 2008. Being one of the most outstanding locations of the Responsible Tourism (RT) Mission, Wayanad has acquired many National Awards as well which include the National Tourism award in 2014-15. Many times nature affords topics to us. But from time to time we can't stop the activities of nature like a tsunami, floods, and dreadful sicknesses. Such a state of affairs goes on in the international nowadays. Because of Coronavirus disorder 2019 (COVID 19), the complete international is suffering. COVID 19 has its impact in all areas. The present observation focuses on analyzing the Impacts of COVID19 in responsible tourism sports of Kerala with a particular connection with the Wayanad district.

Background

Wayanad is an Indian district in Kerala with administrative headquarters in the municipality of Kalpetta. The District of Wayanad is spread over 2000 square km and stands at an altitude starting from seven hundred to 2100 m above sea stage. Apart from its breathtaking natural beauty, Wayanad is also a well-known discover of pictorial writings of the New Stone Age at its Edakkal Caves. The caves inside the Ambukuthi hills, 12 km south of Sultan Bathery, are global-well-known as one of the earliest centers of human habitation. About 885.Ninety-two Sq. Km of the vicinity of the district is under a wooded location. Wayanad has three municipal towns—Kalpetta, Mananthavady, and SulthanBathery. There are many indigenous tribal in this vicinity. More than one-fifth of the populace - extra than 7, eighty,619 - of this untouched, picturesque land are tribal.

Responsible Tourism

Responsible tourism is any shape of tourism that can be a responsible manner. According to Cape Town Declaration (2002), “Responsible tourism is tourism which: minimizes horrible social, economic, and environmental effects generates extra monetary blessings for neighborhood people and enhances the nicely-being of host companies improves operating conditions and get entry to the employer includes neighborhood humans in choices that have an impact on their lives and existence possibilities makes Wonderful contributions to the conservation of natural and cultural history a range offers extra exciting studies for vacationers thru more substantial connections with close by human beings, and further knowledge of close by cultural, social, and environmental troubles presents get right of entry to for physically challenged human beings is culturally touchy, encourages recognize among tourists and hosts, and builds local pleasure and self-warranty”

Review of Literature

PV Mathew and S Sreejesh (2017) examined the effect of perceived responsible tourism on the perceived great of life of groups in traveler places & researched the mediating role of perceived excursion spot sustainability. The researcher conducted a questionnaire-primarily based survey to accumulate responses from a sample of 432 citizens from 3 practice tourism places in India. From the statistical evaluation, the researcher placed that as the citizens of the local people, perceived responsible tourism performs a pivotal position inside the components of perceived vacation spot sustainability, which impacts their perceived exquisite of life.

Regi Francis (2020) famous suggests that responsible tourism is any shape that responsibly. Responsible Tourism projects in Kerala came up with splendid effects and emerged because the version for all exceptional states folks interested put into effect this initiative. In addition to this, this system scored national and international recognitions. Responsible Tourism (RT) - A pioneering and brilliant concept of Kerala Tourism finished its section one application with giant milestones. As the preliminary phase, this initiative turned into added at four locations viz.

Kovalam, Kumarakom, Thekkady and Wayanad. Among those locations, Kumarakom evolve as the successful version for accountable tourism and end up honored with the aid of the Ministry of Tourism, Government of India for the first-rate Responsible Tourism initiative in Kerala.

A. George (2019) defines the results of responsible tourism initiatives in environmental sustainability. The researcher adopted the qualitative studies method to build up statistics from the tourism stakeholders through player remarks and interviews. According to the researcher, the case examination makes a distinctiveness of imparting higher insights into the triumphing tourism initiatives in Kerala. The author proposes that integrating the green boom concept with tourism enables coping with the gaps of sustainable improvement. The researcher observed qualitative studies approach to accumulate statistics from the tourism stakeholders via participant remarks and interviews. ISSN NO: 0776-3808

Atkeson (2020) makes that meant to introduce economists to a smooth SIR model of the development of COVID-19 inside the United States over the following 12-18 months. A SIR version is a Markov version of the unfolding of a plague in a population in which the complete populace into classes of being liable to the disorder (S), actively infected with the illness (I), and recovered (or lifeless) and not contagious (R). How a pandemic performs over the years is determined through the transition costs amongst these states.

R Baldwin of Bewdley, E Tomiura (2020) well-known, there is a threat of damage to the change machine driven with the aid of insurance and corporations' reactions. In addition, the combination of the US' ongoing alternate war towards all of its shopping for and promoting partners (however especially China) and the deliver-chain disruptions which might be probably be because of COVID-19 may additionally need to bring about a push to repatriate supply chains. Since their delivery chains have been internationalized to enhance productiveness, their undoing may want to do the alternative.

According to Kerala Declaration (2008), the Responsible Tourism initiative changed into implemented on a pilot basis in four destinations across Kerala, protecting numerous geographical areas. They are Kovalam (seaside), Kumarakom (Backwaters), Thekkady (Wildlife), and Wayanad (Hill station). The action plan for schooling RT was evolved in a participatory framework and carried out via a consultative approach, retaining in consideration the simple tenets of the Global Sustainable Tourism Council criterion. The introductory degree of the primary phase involved medical assessment of the requirements of resorts, lodges, accommodation establishments, and other company vendors in tourism. Concurrently, a tourism beneficial resource mapping of locality has become executed to recognize regions. The community can get truly worried about the tourism hobby.

Objectives of the Study

- To end up aware of the demographic profile of the respondents
- To look at the environmental impact of COVID19 in the accountable tourism sports of Kerala
- To examine the economic effect of COVID19 inside the accountable tourism sports of Kerala

Research Methodology

The researcher has accumulated each primary and secondary fact the take a look at. The Primary data was collected through an established questionnaire filled up with the resource of the 80 respondents. The secondary data are gathered from several journals, internet sites, and magazines.

Tools

The research has used tools like percent analyses, chi rectangular test, and rating approach have a look.

Analyses and Interpretation

1 Demographic profile of respondent’s Demographic profile includes age, gender, career, and earnings of the respondents.

Table 1 Demographic Profile of Respondents – Age

Serial Number	Age	Number of Respondents	Percentage of Respondents
1	Below 20	08	10.67 %
2	20 to 30	12	16 %
3	31 to 40	17	22.67 %
4	41 to 50	23	30.67 %
5	Above 50	15	20 %
Total		75	100 %

Source: Primary Data

Inference

Table 1.1 well-known shows that, amongst 75 recognized respondents, 8 respondents belong to the age group of below 20 (10.67%), 12 respondents belong to the age organization of 20 to 30 years (16%), 17 respondents belong to the age organization of 31 to forty years (22.67%), 23 respondents belong to the age institution of forty-one to 50 years (30.67%) another 15 respondents belong to the age institution of above 50 years (20%). Hence most of the respondents belong to the age organization of 41 to 50 years.

Table 2 Demographic Profile of Respondents – Gender

Serial Number	Gender	Number of Respondents	Percentage
1	Male	41	54.67 %
2	Female	34	45.33 %
Total		75	100 %

Source: Primary Data

Inference

Table 1.2 reveals that, amongst 75 recognized respondents, forty-one respondents are Male (54.67%) another 33 respondents are Female (45.33%). The majority of respondents are Male (54.67%).

**Table 3 Demographic Profile of Respondents – Occupation
(whether directly related to tourism)**

Sl. No.	Occupation	Number of Respondents	Percentage
1	Directly related to tourism	29	38.67 %
2	Not directly related, but dependent on tourism	46	61.33 %
TOTAL		75	100 %

Source: Primary Data

Inference

Table 1.3 exhibits that, amongst 75 identified respondents, 29 respondents' Occupation is directly relating to tourism (38.67%), and forty-six respondents' Occupation isn't without delay associated, but depending on tourism (61.33%). The majority of forty-six respondent's career is not at once related, however depending on tourism (61.33%)

Table 4 Demographic Profile of Respondents – Income

Sl. No.	Income	Number of Respondents	Percentage
1	Below Rs. 15000	30	40 %
2	Rs. 15001 to Rs. 25000	18	24 %
3	Rs. 25001 to Rs. 35000	16	21.33 %
4	Above Rs. 35000	11	14.67 %
Total		75	100 %

Source: Primary Data

Inference

From desk 1.4, it is found that, among seventy-five respondents, the majority of 30 respondents income below Rs.15000 (40%), and 18 respondents earn Rs. 15001 to Rs. 25000 (24%), sixteen respondents earn Rs. 25001 to Rs. 35000 (21.33%), eleven respondents earn Rs.35000 and above (14.67%).

Environment Impact of Covid 19 in the Responsible Tourism Activities of Kerala

The environmental impact of COVID19 inside the accountable tourism sports of Kerala have decreased pollutants, water in falls and dams have become purified, cleanliness is witnessed, universal environmental development and nature turn into extra lovely. Table 2 suggests that the rank is given by the majority of respondents on the effect of the surrounding.

Table 5 Environment Impact of COVID19 in the Responsible Tourism Activities of Kerala

S.No.	Environment Impact	Rank	Number of Respondents	Percentage
1	Reduced pollution	1	41	54.37
2	Water in falls and dams became purified	4	13	17.3
3	Cleanliness is witnessed	2	33	45.5
4	Overall environmental development	3	15	20
5	Nature becomes more beautiful	5	09	12

Source: Primary Data

Inference

Table Number 2 well-known shows that the majority of 41 respondents ranked 1 for reduced pollution (54.7%), majority of 33 respondents ranked 2 for cleanliness is witnessed (45.5%), majority of 15 respondents ranked three for Standard environmental development (20%), majority of 13 respondents ranked 4 for water in falls and dams became purified (17.3%), majority of nine respondents ranked five for nature turns into Greater lovely (12%).

The Economic Effect of COVID19 in the Responsible Tourism Sports in Kerala. The following are a few identified financial impacts of COVID 19 in the accountable tourism activities of Kerala.

- The collapse of the tourism industry
- Decrease in profits
- Rise in Unemployment
- Reduced income to the public
- Stress on delivery chains

H_0 : There is not any association between profits and the economic impact of COVID 19 on accountable tourism

H_1 : There is an affiliation between income and the economic impact of COVID 19 on responsible tourism

Table 3 Economic Impact of COVID 19 in Responsible Tourism Activities of Kerala

Sl. No.	Impact	X ² Value	DF	Sig	Result
1	Collapse of the tourism industry	73.619	9	.000	Rejected
2	Decrease in income	103.829	12	.000	Rejected
3	Rise in Unemployment	148.884	12	.000	Rejected
4	Reduced income to the Government	87.857	12	.000	Rejected
5	Stress on supply chains	91.906	12	.000	Rejected

Source: Primary Data

Inference

Table Number 3 well-known shows that the Chi-square tests of earnings and financial impact (fall apart of the tourism enterprise) of the workshop. The calculated Price of these courting is the chi-rectangular Price is 73.619 with nine degrees of freedom, which ends up in a p- the Price of zero.000 is < then 0.05, the null speculation is rejected. Hence, there is an association between profits and the financial impact (crumble of the tourism enterprise) of the workshop.

The chi-rectangular Price of income and economic impact (decrease in earnings) of the workshop is 103.829 with 12 degrees of freedom, which results in a p- the cost of 0.000 is < then zero.05, the null speculation is rejected. Hence, there’s an association between income and financial impact (decrease in profits) of the workshop.

The chi-square cost of profits and Monetary effect (upward push in unemployment) of the workshop is 148.884 with 12 diplomas of freedom, which results in a p-value of 0.000 is < then zero.05, the null speculation is rejected. Hence, there is an affiliation among earnings and economic impact (upward push in unemployment) of the workshop.

The chi-square value of earnings and Financial effect (decreased income to the government) of the workshop is 87.857 with 12 diplomas of freedom, which leads to a p- fee of 0.000 is < then 0.05, the null hypothesis is Rejected. Hence, there may be an association between profits and financial effects (decreased income to the authorities) of the workshop.

The chi-rectangular fee of profits and Monetary effect (stress on delivering chains) of the workshop is 91.906 with 12 diploma of freedom, which leads to a p- the price of 0.000 is < then0.05, the null hypothesis is rejected. Hence, there may be an association between earnings and the financial effect (pressure on delivery chains) of the workshop.

Conclusion

Responsible tourism permits keeping the way of life through journeying the community places which still live by way of the antique suggestions. It is the utmost duty of the tourism company to sell

accountable tourism and take action for a reason So once can be better grow the company. From the take a look at, the researcher concludes that COVID 19 has a huge impact on every surrounding and Financial element. It is Determined that COVID 19 has exquisite environmental impact consisting of reduced pollutants, water in falls and dams have to grow to be purified, cleanliness is Witnessed, primary environmental development and nature turns into Greater stunning. And COVID 19 has a negative monetary effect collectively with a fall apart of the tourism industry, decrease in income, upward push in unemployment, reduced profits to the government, and pressure on delivery chains. This check famous that, COVID 19 has a great impact on nature and Bad impact on the financial system.

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