## CONTENTS

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Title</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Chapter 1</strong></td>
<td></td>
</tr>
<tr>
<td>1.0</td>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>1.1</td>
<td>Mass Tourism and Ecotourism</td>
<td>3</td>
</tr>
<tr>
<td>1.2</td>
<td>Evolution of Ecotourism</td>
<td>5</td>
</tr>
<tr>
<td>1.3</td>
<td>Conceptual Overview of Ecotourism</td>
<td></td>
</tr>
<tr>
<td>1.3.1</td>
<td>Ecotourism – An Alternative Option</td>
<td>7</td>
</tr>
<tr>
<td>1.3.2</td>
<td>Types of Ecotourism</td>
<td>10</td>
</tr>
<tr>
<td>1.3.3</td>
<td>Trends in Ecotourism</td>
<td>11</td>
</tr>
<tr>
<td>1.4</td>
<td>Visitor Satisfaction</td>
<td>13</td>
</tr>
<tr>
<td>1.5</td>
<td>Wildlife Tourism - A Chief Attraction of Ecotourism</td>
<td>15</td>
</tr>
<tr>
<td>1.6</td>
<td>Statement of the problem</td>
<td>18</td>
</tr>
<tr>
<td>1.7</td>
<td>Significance of the Study</td>
<td>19</td>
</tr>
<tr>
<td>1.8</td>
<td>Rationale of the Study</td>
<td>20</td>
</tr>
<tr>
<td>1.9</td>
<td>Scope of the Study</td>
<td>21</td>
</tr>
<tr>
<td>1.10</td>
<td>Major Objectives</td>
<td>22</td>
</tr>
<tr>
<td>1.11</td>
<td>Methodology of the Study</td>
<td>22</td>
</tr>
<tr>
<td>1.11.1</td>
<td>Sources of Data</td>
<td>23</td>
</tr>
<tr>
<td>1.11.2</td>
<td>Selection of Sampling Method and Sample size.</td>
<td>24</td>
</tr>
<tr>
<td>1.11.2.1</td>
<td>Sample Size</td>
<td>25</td>
</tr>
<tr>
<td>1.11.3</td>
<td>Pilot Survey</td>
<td>27</td>
</tr>
<tr>
<td>1.11.4</td>
<td>Questionnaire Construction</td>
<td>27</td>
</tr>
<tr>
<td>1.11.5</td>
<td>Scale Development</td>
<td>29</td>
</tr>
<tr>
<td>1.11.6</td>
<td>Statistical Tools Used for Data Analysis</td>
<td>31</td>
</tr>
<tr>
<td>1.12</td>
<td>Major Hypothesis</td>
<td>32</td>
</tr>
<tr>
<td>1.13</td>
<td>Contours of the Study</td>
<td>33</td>
</tr>
<tr>
<td></td>
<td><strong>Chapter 2</strong></td>
<td>37-81</td>
</tr>
<tr>
<td>2.0</td>
<td>Introduction</td>
<td>37</td>
</tr>
<tr>
<td>2.1</td>
<td>Basic Theory of Tourism</td>
<td>39</td>
</tr>
<tr>
<td>2.2</td>
<td>Origin, Type and Concept of Ecotourism</td>
<td>41</td>
</tr>
<tr>
<td>2.3</td>
<td>Ecotourism System</td>
<td>47</td>
</tr>
</tbody>
</table>
Chapter 3  
ECOTOURISM IN PERIYAR TIGER RESERVE –A MICROSCOPIC OVERVIEW.

3.0. Introduction  

3.1. Geographical Background of PTR  
3.1.1. Location and Boundaries  
3.1.2. Topography  
3.1.3. Geomorphology  
3.1.4. Climate  
3.1.5. River Basins  

3.2. Values of Periyar Tiger Reserve  
3.2.1. Ecological Values  

3.3. Economic Values  
3.3.1. Nature-Based Tourism Activities  
3.3.2. Catchment values  
3.3.3. Subsistence values  

3.4. Cultural values  
3.4.1. Sabarimala pilgrimage  
3.4.2. Archaeological values  
3.4.3. Human ecological values  
3.4.4. Aesthetic values  

3.5. Historical background  
3.5.1. Early period  
3.5.2. Later period  

3.6. Administrative and Topographical Background  
3.6.1. PTR east division  
3.6.2. Vallakkadavu range
Chapter 4

RESULTS AND DISCUSSIONS 161-290

4.0. Introduction 161
4.1. Demographic Distributions 164
4.2. Cross Distribution of Key Demographic Indicators 169
4.3. Cross Distribution of Types of Tourists across Destination Selection Indicators
   4.3.1. Selection of Mode of Transport 175
   4.3.2. Last places Visited before Arriving at the PTR 176
   4.3.3. Duration of Stay 177
   4.3.4. Frequency of Visit 178
   4.3.5. Activities other than Wildlife Tourism 180
4.4. Cross Distribution of age Across Destination Selection Indicators
   4.4.1. Plan of the trip 181
   4.4.2. Age across mode of transportation 183
   4.4.3. Age across mode of accommodation 184
   4.4.4. Age across duration of stay 186
   4.4.5. Age across frequency of visit 187
   4.4.6. Age across common interest activities 188
4.5. Cross Distribution of Educational Qualifications Across Destination Selection Indicators
   4.5.1. Educational qualifications across duration of stay 190
   4.5.2. Educational qualifications across frequency of visit 192
   4.5.3. Educational qualifications across common interest 193
   4.5.4. Types of participation across duration of stay 194
4.6. Group statistics and Levene’s independent t-test 195
   4.6.1. Descriptive statistics between Foreign & Domestic tourists 196
   4.6.2. ‘t’ test for equality of variances between Foreign & Domestic tourists 197
   4.6.3. Descriptive statistics between Foreign & Domestic tourists 200
   4.6.4. T’ test for equality of variances between foreign & domestic tourists 203
   4.6.5. Descriptive statistics between foreign & domestic tourists 205
   4.6.6. T’ test for equality of variances between foreign & domestic tourists 208
4.7. Test of One Way ANOVA on Visitor Satisfaction 213
   4.7.1. Descriptive statistics of frequency of visit 213
   4.7.2. Test of Anova for differences between three groups on frequency of visit 218
   4.7.3. Descriptive statistics of duration of stay 222
   4.7.4. Test of Anova for differences between three groups on duration of stay 224
4.8. Results of mean and standard deviation of visitor satisfaction 228
4.9. Factor analysis for visitor satisfaction
   4.9.1. KMO and Bartlett’s test 230
   4.9.2. Communalities 230
   4.9.3. Principal Component Analysis 232
4.10. Correlation of the factor 236
4.11. Friedman’s Rank Test
   4.11.1. Maximum enjoyment from ecotourism activities 238
   4.11.2. Provision for add-on facilities 240
   4.11.3. Provision for amenities 242
4.12. Demographic distributions 247
4.13. Cross distribution between age and selected demographic factors 251
4.14.1. Occupational patterns across household requirements 256
4.14.2. Period of residing across occupational patterns 258
4.15. Cross distribution between educational qualifications across 261
4.16. Cross distribution between household requirements and
4.17. Cross distribution between types of house across period of 263
4.18. Group statistics and Levene’s independent t-test 266
4.18.1. Descriptive statistics 268
4.18.2. ‘t’ test for equality of variances 270
4.19. Results of cross tabulation, Pearson chi-square test & Cramer 272
4.19.1. Demographic factors and decision making for 275
4.19.2. Gender and Sustainable Ecotourism issues 281

Chapter 5 SUMMARY OF FINDINGS, SUGGESTED STRATEGIC ACTIONS AND CONCLUSION 291-327
5.1. Findings From Secondary Data Analysis 293
5.1.1. Insignificant Increase in Wildlife Population 293
5.1.2. Tourist Arrivals in Kerala 293
5.1.3. Inconsistent Growth in Revenue Earnings from 295
5.1.4. Insufficient Hotel Rooms and Beds 296
5.1.5. Non-Adherence to the Green Globe and Agenda 21 297
5.1.6. Insufficient Number of Boats 297
5.1.7. Scanty Revenue Earnings from the Boat Services 297
5.1.8. Need for Improving the Safety Measures 298
5.1.9. Commercialization of CBEPs and Continuous 298
5.1.10. Shortage of Manpower 299
5.1.11. Lack of Training Programmes 299
5.1.12. Generation of Revenue from Entry Fees 300
5.2. Findings From Demographic And Socio-Economic Background 300
5.3. Findings from the Analysis of Opinions of Tourists 302
5.3.1. Findings on the Basis of Five Important Factors 303
5.4. Findings From Hypotheses Testing Levene’s Independent T 304
5.4.1. Visitor satisfactions 304
5.4.2. Respecting Culture and Heritage 304
5.4.3. Seven Critical Factors for Visitor satisfaction 305
5.4.4. Frequency of Visit & Visitor Satisfactions 305
5.4.5. Duration of Stay & Visitor Satisfactions 306
5.5. Findings On The Basis of Friedman Rank Test 306
5.5.1. Enjoyment from Ecotourism Activities 306
5.5.2. Add-on Facilities & Amenities 306
5.6. Findings From Demographic And Socio-Economic Background 307
5.7. Findings From Chi-Square Test 308
   5.7.1. Decision Making for Ecotourism 308
   5.7.2. Sustainable Ecotourism Issues 309
5.8. Suggested Strategic Intervention 310
   5.8.1 Preservation of Wildlife Habitation 312
   5.8.2 Regulation of Entry of Visitors 312
   5.8.3 Promoting Responsible Tourism 313
5.8.4 Addition of more EcoAccomodation 313
   5.8.5 Development of transport and communication network 314
   5.8.6 Qualitative improvement of Facilities and Amenities 314
   5.8.7 Penetration of Professional service 315
   5.8.8 Capacity Building Training Programmes 315
   5.8.9 Preservation of Originality and Authenticity of CBEP’s 316
   5.8.10 Approach for preserving Ecology and Environment 316
   5.8.11 Spontaneous Community Participation 317
   5.8.12 Strengthening the Disaster Preparedness 318
   5.8.13 Enriching and Preserving Social and cultural values 318
5.8.14 Trickling down the Economic Benefits 319
   5.8.15 Management of Carrying Capacity 319
   5.8.16 Local Area Development Fund LADF 321
5.9 Model for Sustainable Ecotourism Development 321
5.10 Scope for Future Research 324
5.11 Concluding Note 324

BIBLIOGRAPHY 328-350
APPENDIX 1-XXVII