CHAPTER -1

INTRODUCTION

1.1 Introduction:

Tourism is a part of human activities and found as one of the branches of human geography. Many modes of tourism have been practiced in the world and India too. The main tourism types are adventure tourism, business tourism, cruise tourism, cultural tourism, ecotourism, education tourism, family tourism, health tourism, heritage tourism, leisure tourism, medical tourism, pilgrim tourism, religious tourism, rural tourism, sport tourism, wellness tourism and wildlife tourism. Tourism is an important service and entertainment linked economic activity. The promotion of any place as a tourist destination leads to the economic development of that area and opens various kinds of employment avenues for the local people as well. These are in the nature of tour operations, travel agencies, restaurants and hotels, and working as guides. Tourism is one of the significant leading sectors of the global economy and major revenue sources for the developing countries. Therefore these countries are attempting to cash in on this expanding industry in an attempt to increase foreign investment and financial status.

Ecotourism is a new concept in the 20th century. Many countries in the world have planning to adopt and development of ecotourism. It has changing in the tourism, because its concept and principals are different from general tourism. Generally ecotourism has been defined as a form of nature based tourism. It concentrates on volunteering, personal growth and learning new things to live on the earth. It naturally involves travel to destinations where rich flora, fauna and cultural heritage are the major primary attractions.
1.2 Definitions:

We can define ecotourism as an ‘environment friendly tourism’. In 1991 the ecotourism society defines “Ecotourism is responsible travel to natural areas that conserves the environment and sustains the well being of local people”.

In 1992, world commission on environment and development defines “Ecotourism, which is a form of tourism that achieves sustainable development that is being widely practiced and researched in the world”.

In 1996, the world conservation union states that “Ecotourism is environmentally responsible travel and visitation to relatively undisturbed natural areas, in order to enjoy and appreciate nature (and any accompanying cultural features-both past and present) that promotes conservation has low negative visitor impact and provides for beneficially active socio-economic involvement of local population”.

In 1997 the World Wide Fund for Nature defines “Ecotourism is the tourism to protect natural resources, as a means of economic gain through natural resource preservation.”

The Australian National Ecotourism Society defined ecotourism as “a segment of nature-based tourism that entails education and interpretation of the natural environment and it is normally directed and managed to be ecologically sustainable”

Fundamentally, “eco-tourism means making as little environmental impact as possible and helping to sustain the indigenous populace, thereby encouraging the preservation of wildlife and habitats when visiting a place”.


In general “ecotourism that sustains the geographical character such as environment, culture, aesthetics, and heritage and residents well-being of the place being visited”.

1.3 Statement of the Problem:

Ecotourism is a new concept to the modern world. Initially, much research have done in Kenya, Costa Rica, Ecuador and tropical rain forest of Peru and Brazil on the related issues of ecotourism.

India has a variety of natural resources like mountains, hills, hill stations, forests, beautiful lakes, beaches, waterfalls and zoological resource regions. It has been involved in the development of ecotourism activities for the past two decades.

In India, ‘Thenmala’ is in Kerala first planned ecotourism destination. The major research works on ecotourism have done in Kerala, Assam, Madya Pradesh. However, Jammu and Kashmir, Himachala Pradesh, Uttarakhand, Uttar Pradesh, Karnataka and North-Eastern States are recently looking for the growth and development of ecotourism destination.

In Karnataka Western Ghats possess the greatest ecotourism potential due to its uniqueness in its location, situation, topography, climate, water, vegetation etc. Ecotourism gives varieties of benefits for local people in terms of providing employment, development of transport, regional development, preservation of culture and sound economic prosperity along with the conservation of biodiversity and no disturbance for local culture.

The Kodagu district in Karnataka is unique region and it is known for physiographic beauty and cultural richness which attracts tourists to visit the place. It has both tropical rain forest and monsoon deciduous forest and it is the source region
for prominent river Cauvery in south India. The beautiful forests, green valleys, hilltops, waterfalls, rare species of flora and fauna are significant in attracting tourists. Further the culture of Kodavas, the indigenous people of kodagu, attracts tourists across the nation and world. However, the local people and governing authorities are slow initiate for utilization of these natural and cultural resources as livelihood for locals and income source for the government.

1.4 Study Area:

1.4.1 Introduction:

Kodagu is located in the southern part of Karnataka state. There is high rainfall with large amount of humidity has occurred. It hill topography occupying the eastern and western slopes of the Western Ghats (www.cgwb.gov.in). it is closed to evergreen forest and monsoon deciduas type of forest or flat glades and broken by a few cultivated villages. It has grand panorama, verdant valleys, gorges, fast flowing streams, lofty peaks and awe-inspiring spurs (www.cgwb.gov.in). The topography and climatic conditions here are somewhat unique and nature has donated the district with an abundance of forest wealth. It has warm tropical type of climate. The district contributes large amount of revenue to the State and the country economy through coffee-producing, Cardamom, pepper and oranges cultivation. The district also famous for the honey produced with a reputation for its taste and nutritive value. The population density of the district is low due to the hill region. The number people of people are living in small clusters of houses amidst rich vegetation, scattered houses and homesteads; characterize the settlement pattern (www.cgwb.gov.in). The total population in the district is 554,762 (as per 2011 census), out of which rural population constitutes 4,731,79. The sex ratio of the district is 995 females for every 1000 males. River Cauvery is the backbone of the district in terms of livelihood of the
people and holistic prospective (www.cgwb.gov.in). Less amount of irrigation is found in the district and minor projects are supplying water for agriculture and domestic utilizations. The utilization of ground water is very less and dominates in surface water.

1.4.2 Location:

Kodagu is one of the tiniest districts in the southern part of Karnataka covering an area of 4102 Sqkm. Latitudinal extend of Kodagu district is from 11°56’ to 12°50’ North latitude and from 72°22’ to 76°11’ East longitude. Kodagu consists of three taluks (administrative units) like Madikeri also called as Mercara, the district Head Quarters, Virajpet and Somvarpet. Kodagu borders Mysore district to its east, Dakshina Kannada district on the west, Hassan district in the north and the state of Kerala to the south.
Map 1.1
1.4.3 History, Geomorphology and Soil Features:

The history of Kodagu district has connected with inscriptions till the end of 16th Century. Kodagu has ruled many dynasties and several dynasties ruled only a part of Kodagu at different times while the chieftains and local princes till the end of 17th century ruled other parts of Kodagu. The many sources are available to study the history of Kodagu like writings and inscriptions carved over the stone and copper plates found in Kodagu points to a plethora of rulers dating back from 888 AD.

The district relief has undulating forms a part of Western Ghatos with high precipitation and range mountains running north – south. Kodagu is beautiful highland due to situated on the eastern and western slopes of the Western Ghats. Its greenery like clothed with abundant of forests and plantations and patches type cultivated land use patterns. Its physical features have diversified. The hilltops regions are generally grassy with valley of dense mixed jungles and cardamom plantations (www.cgwb.gov.in). The flat and low land areas are generally under cultivation with teak plantation or dense mixed jungle. Seven main ranges are very long and elongated run from west to east. The elevation of the hills is raging from 1000 to 1700 m. The northeastern and eastern part of landscape is differ and look like adjoining Mysore district (www.cgwb.gov.in). The Thadiyandamol (1750 m) is the highest peak and Siddapur (900 m) is the lowest elevation in Kodagu.

The profile of soils has a mixed and consists of dominated with lateritic fragments found in different stages of weathering. The valleys and slopes have fertile red loamy which is more suitable for cultivation. In the part of kodagu district zone dark clay soils are predominant. Water logging is common in the monsoon season and deep cracks appear during the summer months (www.cgwb.gov.in).
1.4.4 Climate and Rainfall:

The district has tropical monsoon type of climate characterized by slight to medium humidity due to nearness to coast (about 32 Km). The district is known to be fairly enjoyable and healthy, high rainfall with abounded humidity and cool summer. The northwest monsoon season start here, after second week of June month to ends of September. The retiring monsoon rainfall is very less compared to northwest monsoon; however it is very significant in terms of growth of vegetation and wildlife. (www.cgwb.gov.in). Cloudy weather system is quite warm during the October and it is brighter in the second half of the November month. The month of December to February is the cold season marked with common weather system cloudy mornings and very cool nights. The temperature begins in a day to rise sharply during March, and it is continuous till the end of May. The 35°C maximum temperatures has recorded on the 11th of May 1902 at Madikeri and the lowest minimum temperature ever recorded is 8.9°C on the 20th of February 1936 (www.cgwb.gov.in).

Usually commencing of southwest monsoon is in the early part of June month. In the month of July and August are getting more rainfall in the district. Annual rainfall of the district (1997-2006) is 2552.54 mm in an average and the number of rainy days ranges between 85 and 153, with an average of about 118 rainy days in a year (www.cgwb.gov.in). Getting of rainfall in the district differ from place to place.

The last ten years data on highest and lowest rainfall show that Madikeri taluk has got highest rainfall (Average 3302.46 mm) which is located in western part of the district and lowest rainfall (Average 2105.22 mm) is found in Somvarpet taluk which is located in northern part of the district. Less amount of forest region is in northern part of the district and adjacent to Maidan (Plain) region. The more influence factors on rainfall distribution of the district is orographic characteristics.
1.4.5 Drainage, Crops and Irrigation:

Six perennial rivers are flowing in western direction namely Netrawati, Payasyani, Ariyakodavu, Kuppam and Velapattanam. The river Cauvery is major easterly flowing river with her tributaries of Harangi, Hemavati, Chikle, Kokkabe, Laxmantirth and Kabini. Cauvery is the main and the largest river of the district. It has originated in the Brahamgiri hill at a place called ‘Talakaveri’. 80 km is flowing length of river Cauvery from its starting place to the place where it leaves Kodagu district.

It is observed that the drainage density and the ground slope in the plateau areas with a minimum surface runoff and moderate to good rate of water infiltration have enough scope for natural recharge of ground water regime (www.cgwb.gov.in). Rest of the area offers less scope for penetration as compared to plateau area. There is no one reputed lake or tanks in the district. The Harangi dam near to Kushal Nagar is completed and a large artificial lake, namely the Harangi Reservoir, has been formed in the eastern sector near Igoor village of Somwarpet taluk. There are numerous springs in the valleys and there is always adequate supply of water for drinking and other purposes (www.cgwb.gov.in).

36% of geographical area of the district comprises net sown area. paddy is grown in favorable areas and other crops like Coffee, Tea, Plantain and Areca nut are the main horticulture and as well as trading. Only 2% of the net sown area is in irrigated and maximum land area (10%) is irrigated by ground water. Plantation crops like coffee and oranges are basic income for the people. Cardamom and pepper are also crops of considerable importance. Coffee is the most important plantation crop. in their estates. Although paddy is grown extensively, annually only one crop is raised
and it is done usually under rain-fed conditions. In certain tracts sugarcane is also raised to a little extent and used for preparing jaggery.

Map: 1.3
1.4.6 People, Culture and Communication:

Kodava Thakk, is known as Language of Kodava people, is the primary language spoken in Kodagu. Kodagu is home to several other languages, including Kannada, Tulu, and Ravula (www.cgwb.gov.in). All are Dravidian languages. The Kodavas, also known as coorgs, are of unknown origin. The circumstances in which they came to Coorg, settled and presumably married local women, is still a mystery with ethnologists (www.cgwb.gov.in). Facially the Kodavas look very different from other races in India. The Kodava people live a rich life due to the economic freedom provided by the coffee market. Kodavas are a warrior race and have passionately hung on to their independence. Kodavas defeated Hyder Ali and Tipu Sultans armies many a times and proved invaluable allies to the British in the Fourth Anglo-Mysore War, in which the Sultan of Mysore was killed (www.cgwb.gov.in). They have many warrior practices such as carrying a ceremonial knife on their wraparound robes, martial war dances and their marriages are held in a unique way, unlike other Indian marriages. The culture also includes communal gatherings where drink, dance and special meat dishes seasoned with Garcinia are central attractions (www.cgwb.gov.in).

The names of Kodava people are also characteristic and include a family name. The family is central to Kodava culture and families trace their ancestry through relations. Marriage within a clan is discouraged. The Kodava language or Kodava Thakk has no written tradition, and has approximately over 200,000 people of 18 groups speaking it in and outside the district (www.cgwb.gov.in). Some of these groups are Kodava, Heggade, Iri, Amma Kodava, Koyava, Banna, Madivala, Hajama, Kembatti, and Meda, according to statistics available with Karnataka Kodava Sahitya Academy. Most speakers are bilingual, speaking Kannada as well, as Kannada is a
primary language of other communities in Coorg, excluding the malayaly moplahs and tamilian coffee estate labourers (www.cgwb.gov.in).

The Yerava, or Ravula, live in Kodagu as well as in adjacent Kerala, where they are known as the Adiya. They are primarily Hindu agricultural workers. Among the other tribes or castes of Kodagu are the Heggades, cultivators from Malabar; the Ayiri, who constitute the artisan caste; the Medas, who are basket and mat-makers, and act as drummers at feasts; the Binepatta, originally wandering musicians from Malabar, now agriculturists; and the Kavadi, cultivators from Yedenalknad; all these groups speak Kodava, and conform generally to Kodava costumes and customs (www.cgwb.gov.in). Of the Tulu people, the Gaudas, who live principally along western Kodagu, are the most important; they speak Tulu and wear the Kodava ethnic dress during ceremonies. Other castes and tribes are the Tiyas and Nayars, immigrants from Kerala; the Vellala, who are Tamils; and the Marathi. Of the Muslims the most numerous are the Moplahs and the Shaikhs, both chiefly traders, whose origins are from Kerala (www.cgwb.gov.in).

The district is well connected by highways and other main roads. The Bangalore – Mangalore Highway (SH 88) and Mysore - Cannanore Highway (SH-88A) passes through the district. Fairly good network of roads are connecting taluk headquarters with district headquarters and hoblis to various taluk headquarters. Madikeri town is well connected with all the important places of the state. It is about 262 km from Bangalore (State Capital), 128 km from Mysore and 130 km from Mangalore. The nearest Railway stations are Hassan and Mysore. Nearest Airport is located at a distance of about 130 km at Mangalore (www.cgwb.gov.in).
1.5 Relevance of the Study:

Ecotourism development is expected to achieve three important goals namely: profit (Economic), people (Social, cultural benefits to communities and tourists) and place (biodiversity conservation). It helps in enhancing the socio-economic and environmental benefits on the local community. It helps in suggesting alternative strategies for the development of ecotourism activities through proper management and policies.

1.6 Objectives:

The present research has framed the following objectives. They are:

- To examine the concept, principles of ecotourism and initiatives of ecotourism in different levels.
- To assess the attitude/knowledge of tourists and other stakeholders on ecotourism and examine the factors of motivation for the visit.
- To identify different types of ecotourism sites and their activities and to evaluate the potentiality of different types of ecotourism sites.
- To evaluate the perceived environmental, economic and socio-cultural impact of ecotourism.

1.7 Research Questions:

The following are the specific research questions that directly emerge from the objectives above. They are:

1. Whether the district is performing ecotourism activities?
2. How do the tourists and other stakeholders perceive the principles and concept of ecotourism and their knowledge and attitudes?
3. Will the Potentiality of ecotourism in the study area help the development of tourism in sustainable manner?

4. What are the dimensions of ecotourism impacts on the study area? This will help to review and revise the policies and programs on ecotourism.

1.8 **Research Methodology:**

The study involves the use of the primary data and secondary data. For collecting primary data, the field investigations have been conducted at various ecotourism sites and various stakeholders like the service providers, local community and domestic and international tourists have been interviewed with structured questionnaire. The secondary data such as the census reports, weather reports, Annual reports of the tourism department and other relevant information are collected from concerned offices and also from local body offices.

The available data have been analyzed with the help of both qualitative and quantitative methods using appropriate techniques which have developed in geographical research. The field survey has conducted to understand the attitude of visitors pertaining to ecotourism in relation to satisfaction, willingness and motivation for the visit, conservation, sustainable development and preservation of culture of the local people. The expert interview has been conducted using the five point likert scale technique to understand the environmental, economic and socio-cultural impact on local people. MapInfo software has been used for cartographic representation of the location of the study area, location and types of ecotourism sites in the Kodagu district.

This research focuses much on qualitative research method such as Field Surveys, Focus group discussion, Participatory Appraisal Techniques. These methods
have been used to gather and synthesize data collection on research topic in study area. Collection and gathering of information at the local level by conducting primary surveys is called field survey. This method has been used in this research to understand the nature of sites, activities, available facilities and common observation on socio-economic condition of the sites in particular and study area in general.

The Focus group discussion is useful in investigating and examining what people think, how they think and why they think the way they do about the issues of importance to them without pressuring them into making decisions or reaching a consensus. According to Jenny Kitzinger (2005: 57), a well-known focus group researcher, the focus group method is an ‘ideal’ approach for examining the stories, experiences, points of view, beliefs, needs and concerns of individuals. The method is especially valuable for permitting the participants to develop their own question and frameworks as well as to seek their own needs and concerns in their own words and on their own terms. In this view while discussing with stakeholders of ecotourism in various ecotourism activity sites of study area, this method has been adapted to get more relevant information from the respondents.

Participatory Appraisal is a family of approaches and methods which enable communities to share, develop and analyze their own knowledge of life and conditions. By empowering local people to conduct their own modes of investigation, communities can plan and act on their own outcomes, developing more community based solutions. For expert interview partially used this method to allow the respondents to express their own knowledge, experience and observation on impact of ecotourism.

SWOT (Strength, Weakness, Opportunities and Threats) analysis has been conducted to determine the potentiality of ecotourism. Scaling method has adopted in
questionnaires for evaluating attitude and impact of ecotourism. Excel and SPSS software have been used for statistical data analysis and to draw graphs and charts.

Potentiality of ecotourism in this research context is that total score of Strength and Opportunities subtracting from total Weakness and Threats. A few descriptive statistical measures and quantitative methods have been used in this study such as average and percentage of strength, weakness, opportunities and threats of ecotourism sites and the potentiality of ecotourism in various ecotourism activity sites of Kodagu district.
RESEARCH METHODOLOGY

Qualitative Research Method
- Field Surveys
- Focus Group Method
- Participatory Appraisal Techniques

Quantitative Research Method
- Interviews
- Questionnaires

Primary Data
- Field Surveys
- Questionnaires
- Focus Group Discussions
- Participatory Appraisal Techniques

Secondary Data
- Gazetteers
- Census Reports
- Annual Reports
- Government Publications

Database

Analysis of Data

Analysis of Issues
- Review of concept, principles and initiatives of ecotourism
- Tourist behavior, knowledge and attitudes of tourist and other stakeholders of ecotourism
- Types, Sites, Activities and Potentiality of ecotourism
- Impact of ecotourism (environment, economic and socio-cultural)

Measurement and scaling techniques
- SWOT Analysis (Strength, Weakness, Opportunities and Threats)
- Likert Scale analysis

Results and Discussion

Report Drafting
- Findings
- Suggestion

Mapping and cartographic techniques
1.9 Organization of the Theses:

The proposed research work will be presented with the seven chapters, as mentioned below:

1. **Introduction:**

This chapter introduces the concepts, definitions of ecotourism, objectives of the study, methodology, organization of thesis and description on study area.

2. **Review of literature:**

This chapter will have a detailed review of literature pertaining to concepts, definitions, policy-management and impact of ecotourism.

3. **Ecotourism’s concept, principles and initiatives:**

This chapter attempts to examine the concept and principles. Brief description on initiatives of ecotourism in Global, National and state level.

4. **Types of ecotourism sites and attitudes / knowledge of tourists and other stakeholders:**

This part has discuss on the ecotourism sites, attempts to classify ecotourism of kodagu district and knowledge/attitudes on ecotourism.

5. **Potentiality of ecotourism in different sites:**

This chapter provides a brief analysis of strength, weakness, opportunities, threats and potentiality of ecotourism in different sites of kodagu district.

6. **The impact of ecotourism:**

This chapter analyzes the impact of ecotourism activities on the environment, economy and on their native culture.

7. **Summary and conclusion:** The last chapter contains brief summary on this study and some suggestion to improve the ecotourism activities in kodagu district.