Chapter 5

METHODOLOGY OF THE STUDY

5.1 OBJECTIVES OF THE STUDY

1) To study the nature and extent of the infrastructural facilities such as roads, rails and water transportation etc to meet the demands of the fast growing tourism in the district and identifying the gaps, if any.

2) To ascertain the influence of the traditional boat races in tourism development in Alappuzha.

3) To evaluate the role played by the Government Tourism Department, Private Resorts, House Boats, Alappuzha Beach, Pilgrim Centres in Alappuzha for the promotion of tourism in Alappuzha district.

4) To make suitable suggestions for the promotion of tourism in Alappuzha district.

5.2 POPULATION

Alappuzha district of the Kerala state constitutes the Population / Universe for the study. To facilitate the study data were gathered from:

1) Officials of the state tourism development corporation.

2) Officials of the state public work department.

3) Officers of the state roads and water transport department.

4) The general public of Alppuzha.
Methodology of the Study

5) Organizers of the traditional boat races in the area.

6) Proprietors of the house boats in Alappuzha.

7) Owners and executives of private resorts in the locality.

8) Local leaders and representatives of the political parties.

9) Visiting or floating tourists come to Alappuzha.

5.3 SAMPLE UNIT / ELEMENTARY UNIT

Any person in the district Alappuzha who is either directly or indirectly involving in the tourism industry or associating with the tourism of Alappuzha district or simply belonging to Alappuzha district.

5.4 SAMPLING TECHNIQUE

a) For gathering data from the general public stratified random sampling method was used.

b) To collect data from the government officials and political leaders, simple random sampling method was exercised.

c) Deliberate, Convenient, Judgmental sampling technique, Systematic random sampling etc. were utilized for gathering data from the visiting tourists.

5.5 TOOLS FOR DATA COLLECTIONS

Data were gathered from both primary and secondary sources.

Primary data were collected by means of

- Questionnaires
- Schedules
- Personal Interview
Methodology of the Study

- Telephonic Interview
- Snap shots and
- Observations

Secondary data were congregated from

- Government Records / Reports
- Website Visiting
- Journals and Magazines

5.6 SAMPLE SIZE

1) Officials of Govt tourism dept 50
2) Officials of the public work dept 50
3) Officials of the state roads transport dept 50
4) General public 200
5) Organizers of the traditional boat races 50
6) Proprietors of house boats 50
7) Owners / executives of private resorts 50
8) Local leaders / representatives of the political parties 50
9) Visiting tourists 100

Total size 650
5.7 HYPOTHESES OF THE STUDY

1. The infrastructural facilities such as roads, rails and water transportation facilities in Alappuzha do not have a significant influence in meeting the demands of the fast growing tourism in the district.

2. Traditional boat races have NO significant influence on tourism promotion in Alappuzha district.

3. The contributions of The Government, The Private Agencies and the Visiting Tourists are equally significant for the promotion of tourism in Alappuzha.

5.8 DATA COLLECTION

Both primary and secondary data were collected for the successful completion of the study. For collecting primary data direct, personal interviews, questionnaires, schedules and direct observations were made use of. Accordingly, data were collected from tour operators, tourists, government officials, general public of Alappuzha, boat race committee members, resort owners etc. A separate questionnaire was used for collecting data from visiting tourists. Both formal and informal interviews were conducted to collect the data as per the situation demanded.

Secondary data were gathered from sources like internet, journals, published articles and government records.