ABSTRACT

Community based tourism has, been promoted as a means of development. Through this the social, environmental and economic needs of local communities are met through the offering of a tourism product. As alternatives to mainstream tourism eco tourism and CBT have such appeal that they are rarely subjected to critical review. This is the reason why this topic is been taken by the researcher for doing a research. There are very few studies of the actual contribution of either ecotourism or CBT to either conservation or community livelihood. However, despite very little demonstrable benefit the ideas remain attractive, largely because little effort is been taken to record, measure or report the benefits accruing to conservation or local communities. Communities incur costs when they engage in CBT projects, it’s important to create an interest in knowing how successful such initiatives are before engaging with NGOs and others to realize the aspiration of CBT.

The community contributes time and labours its two investments in the initiative. The time and labour of the community has value; these are often very significant. For the poorest communities, engagement is prohibitive; they cannot afford to be distracted from subsistence activities. Without measuring and knowing the net benefits of the CBT initiative, income less the capital and recurrent costs, it is not possible to determine whether the community and individual households have benefited or been impoverished by the intervention. There is clear that the large majority of CBT initiatives enjoy very little success. There is not sufficient rigour in the use of the concept of community-based tourism. The concept is used very often. CBT is defined as tourism owned and/or managed by communities and intended to deliver community benefit that benefits a wider group than those employed in the initiative. The large majority of community based tourism initiatives are based on the development of community, Community leadership, Politics or home stays, and other such related things that is reflected in
the results of this survey. In the past environmental organisations and local communities did not work together. Environmental organisations were considered like alien elements in natural areas. “People were regarded as an important to conservation and management of protected areas was characterized by Coercion and control. There are many examples of communities that were forced off their lands or that were denied access to natural resources under the pretext of nature conservation. Fortunately there has been a shift in thinking in the mind of community and political leaders about the role of communities in nature conservation. Many environmental organisations like WWF now a day recognise the fact that there is an interrelationship between nature and humans.

Kerala is well known for its scenic beauty, but the land is relatively poor in natural resources. Kerala has a variety of mineral deposits, but they are not plenteous. The sandy beaches of Kerala has limonite, the main ore of titanium, and rutile (titanium oxide).one of the main attraction of Kerala is her natural beauty of green, the blue spread of an endless stretch of lagoons and long seacoast blessed by world famous beaches coupled with an amiable people of rich culture, and art forms which all together earned for her the sobriquet God's own country making her one of the biggest tourist attractions of the world. Kerala’s forests are rich with the pristine silent valley and Agasthyavanam biospheres home to a plethora of rare species of plants and animals making them one of the seven biological hot spots of the world. The three districts Ernakulam, Kottayam & Thirssur (Trichur) were selected because of the importance of cultural, Religious and presence of all communities in these places.