ABSTRACT

The study entitled “An Evaluation of Eco-Tourism Projects in Kerala - A Study with Special Reference to Idukki District” tries to examine the importance of ecotourism in Idukki district. The study is organised into seven chapters.

The study focuses on the ecotourism projects in Idukki. The major objective of the study is to evaluate ecotourism destinations in Kerala with special reference to Idukki district. The other objectives of the study are to assess the role of ecotourism in the development of tourism in Idukki, to examine the various sites in Idukki district, to analyse problems, performance, growth and economic significance of ecotourism sector based on the study of various eco-tourism projects in Idukki district, to analyse trends in the field of ecotourism in Idukki district. The study made significant observations regarding the tourism facilities in Idukki, the problems encountered and satisfaction level of tourists. These observations provided the setting for analysing the impact of ecotourism in Idukki.

The period of study is 10 years from 2000 to 2010.

The methodology for primary data collection is based on interview, discussion and observation. The secondary data for the study are collected from books and journals related to tourism and other published reports. Data were also collected from websites of the Tourism Department and other related sites. Data were analysed by using various statistical tools.

The study result shows that ecotourism occupies a significant position in the overall tourism development in Kerala. Idukki district has immense ecotourism potential. It was also found that with the ecotourism development, local people’s income and employment status increases considerably. In the backdrop of findings, a number of recommendations were suggested to improve the quality and standards of ecotourism.

The study concludes that the ecotourism plays a remarkable role in the overall tourism development. Ecotourism has the capacity to deliver a lot of economic benefits to traditional cultures. However whether those benefits are realised depends on how well the ecotourism is managed.
KEY WORDS