CHAPTER V
RESULTS AND DISCUSSIONS

5.1 Introduction
The results and discussions of critical analysis of Tourism Impacts and Services on Resorts, Homestays, Tourists and Local community of Wayanad district are laid out in this chapter.

The discussions and findings which are given on resorts and homestays cover a wide range of statements from their classification, management structure, occupancy, revenue, economic, social, cultural, environmental condition due to development of tourism services and the impacts of it. Energy management practices, sources and use of energy also discusses on their ability and extent in incorporating sustainable tourism practices in their locality at various levels.

Discussions and findings on tourists cover a wide range of topics from their origin, age group, average length of stay to their choice of attraction in Wayanad district. The discussions on local community are about their level of education, annual income, availability of jobs, influence of tourism on their household, community, transportation, agriculture, wildlife and their attitude towards sustainable tourism.

5.2 Resorts

- **Classification of Resorts**
  The study find out that 56% of the resorts are classified by Tourism Department, 1.3% by Panchayath or Municipality, 7.3% by Village office and the remaining 35.3% by DTPC.

- **The ownership and management structure of the resort.**
  Around 48% of the resorts are owned and managed independently, 14% are independently owned but managed by Franchise agreement, 22.67% are independently owned, but managed by contract agreement, 9.33% are owned and managed by chain/hospitality group and the remaining 6% are owned by Government/KTDC.
- **The number of guest rooms available in the resort.**
  54.67% of the resorts have 10 to 25 rooms, 25.33% have 25 to 50 rooms, 14% of the resorts consist of 10 or less number of rooms and 6% consist of 50 to 100 rooms. Most of the resorts have 10 rooms to 50 rooms.

- **The average annual occupancy percentage of the resort**
  25% of the resorts have 60% or more average annual occupancy, 60% of resorts fall between 50% - 59% of annual occupancy, only 8% have 40% or less annual occupancy percentage.

- **The average revenue from the room sales of the resort**
  Almost all of the resorts earned good monthly average revenue from their business this has enhanced the economic conditions of the locality where the resort is situated. 5.33% earned 1 crore per month as average revenue, 17.33% of resorts have earned of 10 lakhs per month, 46.67% earned 25 lakhs, 24.67% earned 50 lakhs and only 6% of the resorts have earned less than 10 lakhs.

- **The resort owners’ responses regarding the economic condition have improved due to tourism in the locality.**
  As per the study almost all i.e. 98% of the resort owners respond that their economic status has increased due to the development of tourism.

- **The spending capacity of the local people has improved or not.**
  The study reveals that 74% of the resort owners believe that spending capacity of the local people has increased.

- **The tourists of the resort are friendly, learning about each other's culture and customs**
  Most of the resort owners treated their guest as the king or queen of their business. About 12% show cases positive attitudes, 14.7% Learning about each other's culture and customs, 22% Reducing negative perceptions and stereotypes, 22% Develop pride,
appreciation, understanding, respect, and friendships, 22% Tolerance for other's culture, 18.33% Increasing self-esteem of hosts and tourists, 17.3% Psychological satisfaction with interaction.

- **The social concerns of tourism developments in the leading destinations.**
  The study finds out that 43.33% of the tourists are not sensitive to local customs, 32% of the respondents believe that the local community lost their cultural identity, 23.33% believe that changes occur in traditions and standards, 1.33% do not believe that there is a change in behavioral pattern of the locals due to tourism.

- **The social influence of tourism on the host community.**
  The study reveals that majority of them acknowledge social influence of tourism on the host community as source of international amity, peace and understanding, whereas 23.33% says that tourism intrudes people’s privacy and 18% believe that tourism is a corrupter of indigenous cultures.

- **Social contacts between tourists and local people.**
  The study shows that there is more social contact between the tourist and the local people, 38.67% of the respondents says that social contact leads to mutual appreciation between the tourists and local community, 20% says that social contact is a path for understanding and tolerance between the tourists and the local community, 19.33% believe that social contact provide awareness and helps in learning different cultures, 8.67% believe that social contact helps in family bonding and 13.33% believe that social contact between tourists and the local community result in respect/liking between them.

- **Energy management practices adopted in the resorts.**
  Most of the resorts have adopted the energy management practice in their resort to minimize the cost of energy 19.33% of the resorts under study make use of energy saving systems, 34% make use of energy efficient devices, 18.67% save water or have rain harvest system, 13.33% of the resorts save electricity and 14.67% use the materials recycled.
• **Energy used from renewable sources.**
The resorts used energy from renewable sources, 20% of the resorts use 20% or more energy from renewable sources, 21.33% of the resorts make use of 10% to 19% of the energy from renewable sources, 54.67% make use of 5% to 19% of the energy from renewable sources and the remaining 4% use only 5% or less energy from the renewable sources.

• **The use of energy saving devices.**
The study shows the use of energy saving devices inside and outside the resort. 4.67% of the resorts under study use automated energy saving devices for 60% or more needs, 19.33% of the resorts use automated energy saving devices for 50% to 60%, 58.67% of the resorts use 25% to 50%, and 17.33% use automated energy saving devices for only less than 25% of the total energy needs.

• **Usage of CFL/LEDs/Solar energy.**
The study shows the use of CFL /LED /solar energy to save electricity. 20% of the resorts are benefited from 60% or more of the energy needs by the use of CFL/LEDs/Solar energy, 51.3% are benefitted from 50% to 59% of the energy needs, 18% are benefitted from 40% to 49% of the energy needs and the remaining 10.7% are benefitted from less than 40% of the energy needs from CFL/LEDs/Solar energy.

• **The resorts are conducting monthly energy audits or not.**
The study shows that most of the resorts conduct energy audit to measure the usage of the energy in their resort as 72% of the resort owners agree on this, 4% neither agree nor disagree, 17.3% disagree and 7.3% resorts do not conduct monthly energy audit.

• **The total energy from renewable sources.**
The study shows some of the resort use renewable energy. 22% of the resorts get 20% or more of the total energy needs from the renewable sources, 33.33% of the resorts use 15% to 20% of the total energy from renewable sources, 20% of the resorts satisfy 10%
to 15% of the energy needs from renewable sources, 20.67% get 5% to 10% of the needs and 4% of the resorts get only less than 5% of the energy needs.

- **The effect of communication measures to conserve energy.**
  Almost half of the resorts communicate the need to conserve energy. 24% of the resorts excellently use communication equipment to conserve energy, 56.7% of the resorts are good in using communication measures to save energy, 12% are average in using communication measures and 6.7% do not use it.

- **Water conservation methods adopted by the resort.**
  Less than half of the resorts adopt the water conservation system. 16% of the resorts under study deploy low-water-volume toilets, reuse linens and towels, 37.33% make use of dual piping system, 17.33% adopt water saving campaigns in the kitchen, 11.33% fix water meters in the guest rooms, and 18% harvest the rain water.

- **Waste water management methods adopted by the resort.**
  Few of the resort have a proper Waste Water management system and recycle system for various purposes. 4% of the resorts use refillable soap and shampoo dispenser, 7.3% use reusable items of cloth napkins and glass cup, 3.3% use environmentally friendly cleaners/detergents, 9.3% fix recycle bins in front and back of house areas, 50% compost kitchen waste and 26% treat waste water for garden irrigation.

- **Communicate the importance of Sustainable Tourism Practices in their Resorts**
  The study reveals that most of the resorts communicate the importance of Sustainable Tourism Practices, 48% through display of leaflets in rooms, 29.3% by training their hotel staffs to express the importance of sustainable tourism practice and 22.7% do through their websites.
• **Having Sustainable Tourism Practices increases the resorts image value among localities and guests**
  The study reveals that half of the resort owners disagree to the above statement and only 35% of them agree with the statement and 9.3% of the resort owners neither agree nor disagree.

• **Sustainable Tourism Practices helps to provide a safe and healthy environment for the guests and employees**
  The study reveals that most of the resort owners agree to the above statement whereas 23.3% of the resorts owners disagree and 10% of them are neutral.

• **Sustainable Tourism Practice enables the customers, employees satisfaction and motivates them to work in a Sustainable environment**
  The study reveals that most of the resort owners agree to the above statement whereas 26.7% are dissatisfied and 7.3% are neutral.

• **The Guest satisfaction has helped to improve the revenue generation of the resort.**
  The study shows that most of the resort owners agree to the above statement whereas 22% are dissatisfied and 2% of them are neutral.

• **Sustainable tourism practices have helped to improve the relationship between resort and the local communities**
  The study reveals that most of the resort owners i.e. 61.4% agree to the above statement whereas 28.6% are dissatisfied and 10% are neutral

• **Resorts can reduce its operational costs through optimal utilization of energy and water**
  From the study it’s found that majority of the resort owners agree that their resort has reduced its operational costs through optimal utilization of energy and water, whereas 17.3% disagrees and 14% are neutral on the above statement.
• **Sustainable tourism practices have helped their hotel/resort to increase environmental quality**
  The study shows that majority agrees to the above statements whereas 17.3% disagree and 14% are neutral on the above statement.

• **STP is now a major public relations campaign for the resort**
  The study shows that majority agrees to the above statements whereas 23.3% disagree and 10% are neutral on the above statement.

• **Sustainable tourism practices has given them a marketing advantage over their competitors**
  The study reveals that majority of the resort owners agree to the above statements whereas 26% disagree and 19.3% have no opinion on the above statement.

• **Incorporated sustainable tourism practices into the Resort operations**
  The study reveals that, 9.3% says that they have not incorporated Sustainable Tourism Practices into their operations, 30.67% has initiated some sustainable practices and is planning, 18.7% of the resorts have initiated some sustainable practices and is planning more, 41.3% of them have not incorporated sustainable tourism practices into their operations many levels in the organization

• **Sustainable tourism practices (STP's) into your operation**
  The study reveals the method adopted by resort owners to incorporate Sustainable Tourism Practices in their resorts, 20% of the resorts are self-starters, 36.7% of the resort owners are fast checkers, 32% of the owners are experimenters and 11.3% are planners.

• **Publicize your sustainable initiatives**
  The study shows the methods used to market their resorts, 8.7% of the homestay owners publicize their sustainable initiatives by producing a video on their practices, 26.7% of them use social media networking, 23.3% have marketed through various source of medias, 17.3% posted in the public places and 24% marketing by disturbing brochures.
• **Restrictive legislation as a barrier to adopt STP**
  The study finds out that a majority 58.7% of the homestay owners considers restrictive legislation as barrier to adopt Sustainable Tourism Practices whereas 41.3% of them do not consider restrictive legislation as a barrier to adopt Sustainable Tourism Practices.

• **Lack of commitment to the need for Sustainable Tourism Practices is a barrier to adopt STP.**
  The study reveals that almost all (about 94.7%) of the owners think that lack of commitment to the need for Sustainable Tourism Practices acts as a barrier to adopt STP whereas only 5.3% of them think otherwise.

• **Limited access to ideas on how to be more sustainable as a barrier to adopt STP.**
  The study identifies that 74.7% of the resort owners accept that limited access to ideas on how to be more sustainable is a significant barrier to adopt STP whereas 25.3% disagree to it.

• **Limited access to suppliers who sell sustainable products as a barrier to adopt STP**
  The study shows that 38% of respondents significantly agree, 34% of them agree, 28% do not agree to the statement.

• **Other business priorities leave little time to plan for sustainability as a barrier to adopt STP**
  The study reveals that 40.7% of respondents significantly agree, 42%, somewhat agree, 17.3% do not agree to the above statement.

• **Lack of incentive programs too significantly impacted their ability to adopt STP into their operations**
  The study show that 38% significantly agrees, 38.7% somewhat agree and 23.3% do not agree to the above statement.
• The "eco-crisis" has been largely over exaggerated by society.
  The study shows that 28.7% strongly agree with the statement, 39.3% agree, 20% disagree, and only 4.7% strongly disagree.

• Cost to make a business with sustainable practices overweigh with possible financial gains
  The study reveals that 12% strongly disagree with the statement, 14% disagree with the statement, 15.3% have no opinion regarding the statement, 34% agrees with the statement and only 24.7% strongly agree with the statement.

• There is not a good enough business case to become more sustainable
  Study shows that 22.7% strongly disagree with the statement, 34% disagree with the statement, 16.7% have no opinion regarding the statement, 20% agree with the statement and only 6.7% strongly agree with the statement.

• The tourism industry as a whole is negatively impacting the environment
  The study reveals that 32.7% strongly disagree with the statement, 40.7% disagree with the statement, 32.7% have no opinion regarding the statement, 2% agree with the statement and another 2% strongly agree with the statement. This shows that most of them don’t agree that tourism industry as a whole is negatively impacting.

• Sustainability is not a top priority for the Tourism Industry
  The study reveals that 31.2% strongly disagree with the statement, 42% disagree with the statement, 20.7% have no opinion regarding the statement, 3.3% agree with the statement and only 2.7% strongly agree with the statement. This shows that most of them don’t agree that Sustainability is not a top priority for the Tourism Industry.

• Stricter laws and regulations to protect the environment
  The study shows that 1.33% strongly disagree with the statement, 20% disagree with the statement, 16.67% have no opinion regarding the statement, 39.33% agree with the statement and only 22.67% strongly agree with the statement.
• **Incentive programs should be developed to encourage business to become more sustainable.**
  
The study identifies that 4.7% strongly disagree with the statement, 20.7% says that they are disagree with the statement, 22% they don’t have any opinion regarding the statement, 26% agree with the statement and only 26.7% strongly agree with the statement.

• **Incentive programs should be developed to encourage business to become more sustainable**
  
The study shows that 32% strongly agree with the statement, 50.7% agree with the statement, 14% have no opinion regarding the statement, 3.3% disagree with the statement and only 4% strongly disagree with the statement.

• **Usage of renewable energy source**
  
The study reveals that 11.3% of them use renewable energy sources for more than 60% of energy needs, 48% of them use renewable energy source for 25-50% of the energy, 10-25% of the homestay owners says that they use it for 34.7% and only 6% of them use it for less than 10% of energy needs.

• **Usage of alternative fuel**
  
The study identifies that 88.7% of the respondents use alternative fuel and 11.3% of them do not use.

• **Organic waste converter**
  
The study reveals that 49.33% of the homestay owners use organic waste converter and only 50.67% of them are not composting their waste properly.

• **Usage of water management system**
  
The study shows that 89.3% of the Resorts are properly using their water resources and only 10.7% of them don’t have proper water Management System.
• **Use of a low impact or no trace practices in natural environments.**
The study reveals that, 45.33% of the respondents are properly using impact or no trace practices in natural environments and 54.67% of them are not using low impact or no trace practices in natural environments.

• **The resorts conduct environmental awareness/ educational programs for visitors.**
The study reveals that that only 47.33% of the respondents are taking awareness program regarding the environment and 52.67% of them are not taking awareness program regarding the environment.

• **Use of recycled materials.**
The study shows that 87.33% of the resorts recycle their materials and 12.67% of them are not recycling their materials.

• **Use of green products in the resort**
The study reveals that 85.33% of the resorts are using the green products and 14.67% of them are not using it.

• **Use of low energy consuming lighting**
The study shows majority of the resorts are using low energy lighting, 86% of the resorts are using low energy consuming lights and 14% of them are not using it.

• **Target client of the resort.**
The study identifies the target group, 44% clients are coming for leisure purpose, 40% are family, 5.33% are coming for business meetings and 10.67% belong to all the groups.

• **Source of booking**
The study reveals how the clients book their rooms in the resort, 6.67% client reserve the resort directly, 40% of the clients reserve the resort through online reservation system, 7.33% clients reserve through unauthorized CRS, 38.67% get the information
about the resort through the Tour operators and travel agents, and only 7.33% clients walk-in.

- **The average number of days a guest stays in resorts**
The study reveals that most of the guests i.e. 36% guests stay between 0-2 days, 27.33% of the guests stay 3 to 4 days, 18% of the guests stay 5-7 days, 12% of the guest stay for 8 to 14 days and only 6.67% of the guests stay in resort for more than 15 days.

- **State wise percentage of the domestic tourists visiting resorts**
The study reveals from where most of the client visited, 36% of the domestic tourists are from the same state Kerala, followed by Karnataka 24%, Tamil Nadu 18%, Maharashtra 8.67%, Delhi 6% and the remaining minority are from Andhra Pradesh, Gujarat or other states.

- **Region wise percentage of foreign tourists visiting resorts**
The study reveals countries wise visitors, 24.67% of tourists are from Germany, 17.33% percentage from France, 15.33% from Australia, 12% from Canada 14.67% from Denmark, 12.67% from Netherlands, 1.33% from Italy and only 2% is from other countries.

- **Marketing techniques used by the resorts**
The study shows the marketing techniques used, 42% marketing is done through tour operators, 29.33% through brochure distribution, 8% have given Advertisement in TV and print media, 7.33% through search engine optimization, 6.7% followed by travel marts and the rest 6.7% by other marketing strategies.

- **Resort owners generate revenue during off-season mostly by Special off-season packages**
The study reveals that 38.7% through special off season special packages, 31.33% through Monsoon tourism, 26% by group bookings and 4% by MICE.
5.3 Homestays

- **Homestay owners, how long they have been in the business of running homestay**
  The study reveals that half of the homestay owners started their business five years before. 49.2% of the respondents said more than five years, 24.8% informed for 3-5 years, 18% said 0-2 years and only 0.8% says that they are running the homestay less than a year.

- **Homestay owners have taken loan for running their business**
  The study shows that 72.8% of the respondents have taken loan for running the business whereas 27% says that they are running the homestay business without taking any bank loans.

- **Running homestay business using employees**
  The study shows that majority 68.4% of homestay businesses are run by their family and only 31.6% of the respondents have employees working in their homestays.

- **Marketing techniques used to promote their homestay business through different sources**
  The study reveals that 53.20% of the Homestays use their own websites, 4.8% through non-affiliated websites, 10.4% through online travel agents, 5.60% are marketing their homestay through magazines, 17.6% through travel agents and 8.4% through brochures.

- **Nature of booking their homestay**
  The study shows the nature of booking done in the homestay, majority 56.8% of the guests book through internet, 30.8% of guests book through travel operators, 8.8% of the guests use telephone, 2.8% of the guests book through local agents and 1.2% of the guests come through the local community like auto drivers.

- **Repeated customers**
  The study shows that 72.19% of guests visiting repeatedly the homestays in Wayanad whereas 27.81% of the guests are new visitors.
• **Major supporters of homestay business**
  The study reveals the major supporters of homestay business, 35.6% are direct customers, followed by tour operators, who are 22.40%, 17.6% come through auto and 8% of them by taxi drivers, 16% from tourism department and other categories are 0.40%

• **Customers of the homestay**
  The study reveals that the domestic tourists visiting homestays are majority in number that is 81.2% and the rest 18.8% are international tourists.

• **Domestic tourists from which state they are visiting the homestay in Wayanad District**
  The study shows the state wise percentage of the domestic tourists visiting homestays. 51.2% of the domestic tourists are from the same state Kerala, followed by Karnataka 21.6%, 7.6% from Tamil Nadu, 8.8% from Maharashtra, 2.4% from Andhra Pradesh, 4.8% from Delhi and rest from 3.6% from other states.

• **Region wise percentage of foreign tourists visiting homestay**
  The study shows the region wise percentage of foreign tourists visiting homestay. 36.4% of tourists are from Germany, 16.6% percentage from France, 12.4% from Australia, 13.6% from Canada, 10.4% from Denmark, 8.4% from Netherlands, 8% from Italy and only 1.2% is from other countries.

• **The average spend by the guest**
  The study reveals the spending capacity of the guests. 5.2% of the guests spend below INR 5000, 8.4% of the guests spend in between INR 5000 to INR 10000, 20.8% of the guests spend in between INR 10000 to 25000, 40.4% in between INR 15000 to 25000, 25.2% of the guests spend more than INR 25000 during their homestay.
• **Average length a guest stays in homestays**
The study shows that, 47.6% of the tourists stayed between 2 to 3 days in a month, 37.2% of them stayed 3 to 5 days in a month, 11.2% of the tourists stayed 5 to 7 days in a month, 4% of them stayed 7 to 12 days in a month.

• **Type of customers**
The study help to identify the type of customers visiting homestay, 40.8% of the tourists are families, about 43.6% of the tourists are groups, individual tourists compromise about 8.4% of the tourists and 7.2% of the tourists are senior citizens.

• **Tourists attitude towards the locals**
The study reveals the tourists attitude towards the locals, 18% of the tourists are very friendly towards the locals, 48.8% of the tourists are friendly towards the locals, 28.8% of the tourists are interactive to the locals and just 4.4% of the tourists are hostile towards the locals.

• **Homestay owners allowing guests to mingle with their activities**
The study reveals the kind of activities homestay owners allowing the guests to mingle with, 38% gardening, 25.6% cooking 13.2% trekking, 14.8% fishing and only 7.6% with adventures.

• **Training Needs of the employees**
The study shows that 48% expressed need for training in communication skills, 14% said they need training in developing business plan and 38% said they need training in marketing.

• **Tourists inconvenience**
The study helps to find out the tourists inconvenience during their stay at homestays. 29.2% expressed inconvenience on accommodation, 33.2% of them felt inconvenience on transportation,21.2% of tourists had inconvenience on communication and information, 16.4% of tourists had inconvenience with professional guides.
• **Feel about running a homestay**
  The study helps to find the satisfaction level of the homestay owners regarding their business, 25.6% of the respondents are highly satisfied, 41.6% of them are satisfied, 17.2% of them are moderately satisfied about 8% of them are not satisfied, and 7.6% of them didn’t express any opinion.

• **Management of waste disposal system**
  The study helps to identify how they manage their wastes, 66% of the homestay owners have their own waste management system, 18% of them do the waste management through gram panchayath, about only 8% of them through Kudambashree and 8% do in other ways.

• **Sustainable tourism practices in homestay**
  The study finds that 70.8% of the homestay owners highly agree that they employ sustainable tourism practices in their homestay whereas 18% of the respondents agree, 4.4% do not have any opinion, 3.2% disagree and 3.6% of them highly disagree.

• **Any benefit revealed**
  The study shows that 22.8% of the homestay owners highly agree that they give back some of their profits to the local community to help preserve and protect the area whereas 52.8% of them agrees, 17.2% doesn’t have any opinion, 2.4% disagree, 4.8% highly disagree with it.

• **Contribution towards the preservation of resources which their company uses**
  The study shows that 13.2% of them highly agree with that they contribute towards preservation, 52.8% agrees, 12% neither agree nor disagree, 9.6% disagrees and 12.4% highly disagree that they doesn’t contribute.

• **Hire of local Staff**
  The study concludes that 68.8% of the homestay owners highly agree that they hire local staff for running their business, 18.4% agrees, 2.8% neither agree nor disagree, 6.4% disagree whereas only 3.6% doesn’t hire local staff.
• **Sources supplies locally for Homestay**
The study shows majority of 81.6% homestay owners’ source supplies from local community whereas 10.4% doesn’t source locally.

• **Planting indigenous species of trees or shrubs in their area**
The study shows that majority 90.8% homestay owners agree that they planted indigenous species of trees or shrubs in their area, 3.6% had no opinion and only 5.6% of respondents disagree.

• **Size of tour group**
The study shows that tour group size consisting less than 5 members were the most that is 62.8%, 5 to 10 members that is 22%, followed by the tour group size consisting 10 - 12 members is of 8.4% and more than 12 members is of only 6.8%.

• **Suggestions to the clients to purchase local products to support local community.**
From the study it is clear that the homestay owners suggest the client to purchase the local product. 95.2% say they suggest their clients whereas 4.8% say no.

• **Keep their clients informed on being considerate towards cultural or religious issues**
The study shows the homestay owners keep their clients informed on being considerate towards cultural or religious issues whereas only 34.4% of the respondents don’t inform their clients.

• **Efforts taken in promoting local festivals and cultural events**
The study reveals that most of the homestays have taken efforts in promoting local festivals and cultural events, 29.6% of them through DTPC site, 22% through the owners of homestay, 16% through both and 32.4% by none of them.

• **Promoting local specific knowledge**
Most of the homestay promoting local specific knowledge on aspects like traditional fishing methods, farming practices, tribal medicines, etc., 23.2% of the respondents have taken more than three initiatives, 24.4% of the respondents have taken two initiatives and 29.20% of them have taken just one initiative and only 23.2% has not taken any.
• **Encouraging and promoting local cuisine**
  The study shows that most of the homestay owners encourage and promote local cuisine by including them in the menu, 32% is included in the main meal, 24% is included in breakfast, 36% of the local cuisine is included in both lunch and breakfast and 8% is included in any one of them.

• **Use green products for business**
  The study reveals that 82% of them use green products like biodegradable materials, recycled paper etc. whereas 18% says no, they don’t use

• **Usage of low energy lighting**
  The study shows that most of the homestay owners use low energy lighting. 92% of them use low energy lighting and 8% of them do not use low energy lighting.

• **Growing or raising organic food**
  The study shows that minority of the homestay owners prepare organic food for their guest. 34.8% of the homestay owners grow or raise organic food whereas 65.2% of them do not do.

• **Awareness about the Sustainable Tourism Practices to the guest**
  The study found that most of the homestay owners create awareness among their guests on the importance of sustainable tourism practices.62.8% of them said yes and 37.2% of them said no.

• **Incorporated sustainable tourism practices**
  The study finds that a high 80.4% of the homestay owners have incorporated Sustainable Tourism Practices into their operations whereas only 19.60% of them haven’t.
• **Homestays owners have adopted Sustainable tourism practices (STP’s) into their operation.**
  
The study finds that most of the homestays owners about 82.4% have adopted Sustainable tourism practices (STP’s) into their operation and only 17.6% of them haven’t adopted.

• **Sustainable initiatives**
  
The study observes that a high 32% of the homestay owners publicize their sustainable initiatives by producing a video on their practices, 16% of them use social media networking, 4% use various source of medias, 24% post it in the public places and 19.6% promote the sustainable initiatives through their brochures.

• **Restrictive legislation as a significant barrier to adopt Sustainable Tourism Practices**
  
The study finds out that a majority 76.8% consider restrictive legislation as a barrier to adopt Sustainable Tourism Practices and 23.2% do not consider restrictive legislation as a barrier to adopt Sustainable Tourism Practices.

• **Lack of commitment to the need for Sustainable Tourism Practices is a barrier to adopt Sustainable Tourism Practices (STP)**
  
The study finds out that 70% of the homestay owners do not think that lack of commitment to the need for STP is a barrier to adopt STP. But 24% of the owners think that lack of commitment somewhat act as a barrier to adopt STP and 6% consider lack of commitment to the need for STP’s as a significant barrier to adopt STP.

• **Limited access to ideas on how to be more sustainable is a significant barrier to adopt STP.**
  
The study shows that 35.6% of the respondents says that limited access to ideas on how to be more sustainable is a significant barrier to adopt STP, 42% somewhat accept it where as 22.4% disagrees to it.
• **Limited access to suppliers of sustainable products**
  The study shows that there is limited access to the suppliers who sell sustainable products. 42.8% of them significantly agree, 23.6% of them somewhat agrees and 23.6% of them doesn’t agree on the statement.

• **Limited access to ideas on how to be more sustainable**
  The study shows that 35.6% of the respondents says that limited access to ideas on how to be more sustainable is a significant barrier to adopt STP, 42% somewhat accept it where as 22.4% disagree to it.

• **Other business priorities leave little time to plan for sustainability, as a barrier to adopt STP**
  The study shows that other business priorities leave little time to adopt STP. 26.8% of respondents significantly agree, 44.8% somewhat agree, 28.4% doesn’t agree on the above statement.

• **Lack of incentive programs**
  The study shows that 76.8% of homestay owners consider lack of incentive programs as a barrier to adopt STP and 23.2% do not consider it as a barrier to adopt STP.

• **Most of the homestay business has sustainability overweigh with possible financial gains**
  The study observes that the cost to make a business sustainable overweigh with possible financial gains 30.4% strongly disagree with the statement,32% disagree with the statement, 17.2% have no opinion regarding the statement, 18% agrees with the statement and only 2.4% strongly agree with the statement.

• **Good enough business case to become more sustainable**
  The study shows that there is not a good enough business case to become more sustainable, 20.8% strongly disagree with the statement,24% disagree with the statement 22% have no opinion regarding the statement, 26.4% agree with the statement and only 6.8% strongly agree with the statement.
• **The tourism industry as a whole is negatively impacting the environment**
  The study observes that, 33.6% strongly disagree with the statement, 32.8% disagree with the statement, 19.2% they don’t have any opinion regarding the statement, 8.4% agree with the statement and only 6% strongly agree with the statement. Only a few agree most of them do not.

• **Stricter laws and regulations to protect the environment**
  The study reveals that 1.6% strongly disagrees with the statement, 9.6% disagree with the statement, 24.8% have no opinion regarding the statement, 32.4% agree with the statement and only 31.6% strongly agree with the statement.

• **Incentive programs should be developed to encourage business to become more sustainable**
  The study shows that, 31.6% strongly agree with the statement, 32.4% agree with the statement, 9.6% disagree with the statement and 1.6% strongly disagree with the statement.

• **Businesses should purchase from suppliers who provide sustainable products**
  The study shows that 7.6% strongly agree with the statement, 14.8% agree with the statement, 37.6% have no opinion regarding the statement, 35.6% disagrees with the statement and only 4% strongly disagree with the statement.

• **Use renewable energy sources**
  The study observes that 10% of them use renewable energy sources for more than 60% of their energy needs, 45.2% use renewable energy sources for 25-50% of the energy, 10-25% of the homestay owners says that they have used it for 40% and only 4.8% of them use it for less than 10% of energy needs.

• **Usage of alternative fuel**
  The study shows the response of the respondents on usage of alternative fuel, 45.2% of the respondents use alternative fuel and majorities 54.8% of them do not use it.
• **Composting of Waste**
  The study shows 56.8% of the respondents are composting of their waste and only 43.2% of them are not composting their waste properly.

• **Usage of water management system**
  The study shows that only some homestay owners use proper water management system. Only 20.4% of the respondents are properly using their water resources and only 79.6% of them don’t have proper water Management System.

• **Use of a low impact or no trace practices in natural environments**
  The study shows that 48.8% of the respondents are using impact or no trace practices in natural environment and 51.2% of them are not using low impact or no trace practices in natural environment.

• **Awareness program regarding the environment**
  The study finds out that the most of the homestay owners are not taking the awareness program, 34.4% of the respondents are taking awareness program regarding the environment and 65.6% of them are not taking awareness program regarding the environment.

• **Use of recycled materials**
  The study shows majority of the homestays are not recycling the materials. Only 40.8% of the homestay recycles their materials and 59.2% of them are not recycling their materials.

• **Use of green Products**
  The study shows that only27.2% of the homestays are using the green products and 72.3% of them are not using it.

• **Use of low energy consuming lighting**
  From the study it is found out that only 34% of the homestays are using low energy consuming lighting and 66% of them are not using it.
• **Target market**
The study reveals that, target client of the homestays, 40.4% clients are coming for leisure purpose, 28.8% are family, 12.8% are coming for business meetings and 18% belongs to all the groups.

• **Source of the business**
The study reveals that the 6.8% of customers reserve the homestay directly, 48% through the tour operators and travel agents, 33.6% reserve the homestay through online reservation system, 6.8% reserve through unauthorized CRS and only 4.8% of walk-in

• **Average number of days a guest stays in homestay**
The study shows the average number of days a guest stays in homestay. Majority 51.2% of guests stay between 0-3 days, 39.2% stay an average of 3 to 7 days, 7.6% of the guests stay 7-14 days and only 2% of the guests stay in homestay for 15 to 30 days.

• **State wise accounts for maximum number of domestic tourists**
The study shows the state wise percentage majority of the domestic tourists visiting homestays, 51.6% of the domestic tourists are from the same state Kerala, followed by Karnataka 34.4%, Tamil Nadu 13.2% and only 0.8% are from Andhra Pradesh.

• **Foreign country accounts for maximum number of inbound tourists.**
The study reveals the region wise percentage of foreign tourists visiting homestay, 36.4% of tourists are from Germany, 16.8% percentage from France, 12.4% from Australia, 13.6% from Canada 10.4% from Denmark, 8.4% from Netherlands, 8% from Italy and only 1.2% is from other countries.

• **Marketing strategies adopted to boost up the sales**
The study reveals that 40.8% marketing is done through tour operators, 39.2% through search engine optimization, 12% through brochure distribution, 4.4% by other marketing strategies, 2% by travel marts and only 1.6% through advertisement in TV and print media.
• **Generate revenue during off-season**

The study reveals that homestay owners generate revenue during off-season mostly by Special off-season packages which is 35.2%, then 22.4% through MICE, 22.8% by group bookings and 19.6% by other ways

5.4 Tourists

• **Origin place of the tourist**

The study shows that majority of tourists are domestic tourists i.e. 62% and only 38% coming from outside countries

• **Level of education of the tourist**

The study shows the level of education of the tourist. 51.2% of the tourists are graduates, 36.8% are post graduates, 8% have high school education and the remaining 4% have other qualification.

• **Travel pattern of the tourist v/s with whom do the tourist travel to Wayanad.**

Through using Chi-square it is found out that, there is an association between travel pattern of the tourist and with whom the tourist travel to Wayanad.

• **The number of previous visits to Wayanad.**

The study reveals that 28.8% of the respondents had visited Wayanad twice before this visit, 24% once before this visit, 20% thrice before this visit, 16.8% for the first time and 10.4% visited 4 or more times before this visit.

• **Age group of the tourist**

It shows the age group of the tourist, 2.8% of the tourists belong to the age group 1-15 years, 44.4% belong to 15-25 years, 21.6% belong to 25-35 years, 16% belong to 35-45 only 3.6% belong to 45-50 years, 4% belong to 50-60 years and the remaining are above 60 years.
• **Current status of the tourist**
  The study shows that 7.2% are students, 46.4% are self-employees, 32% are full time employees, 11.2% are part time employees, only 8% are unemployed and 1.6% of them are retired people who came for relaxation.

• **Source of information about this destination**
  From study it’s found out that the tourist get information about Wayanad tourist destinations from various sources, 13.6% are from print medias, 12% Television, 17.6% India/Kerala tourism websites, 6.4% Road shows, 36% Travel books and magazines, 12.8% Tourist offices, 12% Travel agent/tour operator, 11.2% are from Friends and relatives.

• **Methods of booking for accommodation**
  From the study it can be seen that most of the tourist use various methods for booking the accommodation, 6.4% of the tourist book through online websites, 41.6% of them use online travel agents for booking, 34.4% book through tour operators or travel agents, 17.6% of them book through friends.

• **Various factors that create Attractions to Wayanad.**
  The study reveals that 15.2% of the Tourist come for honeymoon, 8.8% of the tourist come for family visit, 35.2% for culture and heritage, 5.6% come for eco-tourism, 33.6% come for leisure, and rest 1.6% come for business purpose.

• **Preference for the tourists to attract Wayanad as destination.**
  The study reveals the preference of attraction for the tourists in Wayanad as destination, 21.6% attracted by the landscape and natural beauty, 24.8% towards hill resorts, 22.4% for adventures spots, 13.6% are attracted by culture and heritage and only 8% by others.
• **Satisfaction level of the tourist as per their expectations of the tourist.**
  The study shows that 27.2% are highly satisfied, 44% are satisfied, 15.2% are neither satisfied nor dissatisfied, 11.6% dissatisfied only 2% are highly dissatisfied with their expectations.

• **The tourist visit Wayanad again within the coming 5 years**
  The study shows that only 46.40% agree with statement and 53.60% of the tourists don’t agree.

• **Choice of activities in Wayanad in future Holiday**
  The study shows the holidays spent in Wayanad, 4.8% may come for eco-tourism, 35.2% may come with their family, 38.4% may come for adventure Tourism and 21.6% may come to Wayanad for visiting wildlife sanctuaries.

• **Length of stay**
  By using the chi-square test it can conclude that the length of stay is evenly distributed for each type of accommodation.

• **Type of Accommodations**
  It can conclude that the average expenditure per day is different for different type of accommodation.

• **Average amount spent by the guest**
  The study shows the average expenditure of the tourist, only 0.8% spend less than INR 500, 26.4% spend between INR 500-1000, 25.6% spend between INR 2000-5000 and 23.2% of the tourist spend between INR 5000-10000.

• **Rating local Tourism Providers**
  There are no significant correlation between the factors that rate the tour providers and the rank the tourism provided.
• **The tourist demand and attraction to Wayanad Tourism**
  There is a negative correlation between the tourist demand and attraction of Wayanad, except for the factors of Wayanad Culture and Heritage, and Wayanad wildlife and birds which are having significant correlation with the tourist demand.

• **Evaluation of the tourism infrastructure services**
  There is no significant correlation between the variables, it shows negative correlations. This shows that tourists are not generally satisfied with tourist infrastructure service.

• **Nature Based Tourist destinations ranked by tourists in Wayanad**
  The study reveals that most of the tourist visited Pookote lake 19.6% - Rank-I, followed by Kurva Island 18.4% - Rank-II, Lakkidi view point 18% - Rank III, Meenmutty waterfalls 10% - Rank - IV, Chembra peak 9.6% - Rank - V, Banasura dam 8% - Rank VI, Soochipara – 7.6% - Rank VII, Neelimala – 6.4% Rank - VIII and Phantom Rock – 2.4 % Ranked IX position.

5.5 **Local Community**

• **Gender wise classification**
  The study indicates that majority of the respondents are male i.e., 65.6% and only 34.40% is female.

• **Level of educational**
  The study indicates the education level of various respondents from the local community. It is found that, 8% had no formal education, 29.6% of the respondents have done education till 10<sup>th</sup> standard, 41.6% respondents have done till 12<sup>th</sup> grade, 14.4% of the respondents were diploma holders of technical education and only 6.4% are degree holders.
• **Annual income**
  The study indicates that the annual income of the local community respondents, 26.4% of the respondents were having less than 1 lakhs annual income, 39.2% of the respondents were having 1 lakh to 2 lakhs annual income. 19.2% of the respondents had their annual income between 2 and 5 lakhs and only 14.4% of the local community has annual income above 5 lakhs.

• **Job of the local community**
  The study reveals the nature of the job of local community respondents, 11.2% of them are having job in hotel industry, 40% of the local community is working in agriculture, 33.6% are local vendors and only 15.2% are doing the business related with poultry farming. It shows that majority of them work in agriculture.

• **Working on Holidays**
  The study indicates 72.4% of the respondents work on holidays where as 27.6% of the respondents do not work on holidays.

• **The availability of jobs throughout the year for the local community.**
  The study shows that 31.2% of the local community is having jobs throughout the year, 16.4% of them have jobs for 9 months, 40% of them have jobs for 6 months and 12.4% has jobs for three months.

• **Tourism has increased their income**
  The study reveals that the majority of the respondents highly agree that their income has increased due to tourism. 80.46% agree with the statement, 10.85% has no opinion, 1.6% disagree with the statement and only 1.2% of the respondents highly disagree.

• **Local community and their professional area.**
  There is some association between changes in life of local community and their professional area.
• **Influence of tourism on the households**
The study shows that most of them agree the influence of tourism on their households was good. 16.8% of the respondents were of the opinion that it is very good, 31.2% of the respondents said its good, 43.2% of the local community response was neutral, 4% of the respondents said its bad and 4.8% of the respondents said that it was very bad.

• **Influence of tourism on their community**
The study shows that majority of them agree with the influence of tourism on their Community was good. 19.2% of the respondents were of the opinion that it is very good, 35.2% of the respondents said its good, 28% of the local community response was neutral, 12.8% of the respondents said its bad and 4.8% of the respondents said that it was very bad.

• **Influence of tourism on the agriculture industry**
The study shows the response of the respondents regarding the influence of tourism on their Agriculture. 16% of the respondents were of the opinion that it is very good, 52% of the respondents said its good, 16% of the local community response is neutral, 11.2% of the respondents said its bad and 4.8% of the respondents said that it was very bad.

• **Influence of tourism on wildlife**
The study shows that the majority agree the influence of tourism on wildlife was good. 14% of the respondents were of the opinion that it is very good, 48.8% of the respondents said its good, 16.8% of the local community response was neutral, 12.4% of the respondents said its bad and 8% of the respondents said that it was very bad.

• **Influence of tourism on the benefits of funds for community.**
As per the study majority agrees the influence of tourism on the benefits of funds for community is good. 11.6% of the respondents highly agree, 70% agree, 6.8% neither agree nor disagree, 4.8% disagree and 6.8% of the respondents highly disagree

• **Influence of tourism on transportation facilities**
The study shows that a majority 93.6% of the respondents said yes and 8.4% of the respondents said no.
• **Satisfaction Level among Respondents On Tourism Development**
  From the study it is clear about the Satisfaction Level among Respondents on Tourism Development. 9.2% of them are highly satisfied, 72.4% of them are satisfied, 8.4% are neither satisfied nor dissatisfied, 6.8% are dissatisfied and remaining 3.2% of them are highly dissatisfied.

• **Attitude level of host community towards the sustainable tourism**
  The study reveals the attitude level among various respondents, 44% of the respondents were positive, 33.6% of the respondents stayed negative and 22.4% were neutral.

• **Tourism has led to the loss of traditional life**
  The study shows the response of respondents from local communities. 17.20% of the respondents highly agree, 67.2% that’s a majority of the local community agree that tourism led to loss of traditional life style, 4.4% neither agree nor disagree and 8.4% of the respondents disagree and only 2.8% of them highly disagree.

• **Contribution of tourism**
  The study identifies that 51.2% of the respondents believe that more than 50% of the local economy is the contribution of tourism. 40.8% believe that 25% to 50% of the local economy is the contribution of tourism. 4% believe that 10% to 25% of the local economy is the contribution of tourism and the other half believe that the contribution is only 4% response of tourists regarding the contribution of tourism to local economy.

• **Impact of tourism on water supply**
  The study clearly indicates the impact of tourism on water supply as given by respondents, 48% find reduction in water supply whereas 48.8% finds no effect and 3.2% find increase in water supply.

• **Benefits of tourism on the community**
  The study shows the benefits of tourism on the community. 36% opinion that the tourism brings more fund for the development, 16% said better infrastructure, 16.8% of the
respondents were of the opinion that it came up with better educational opportunities and 13.6% with low transportation costs and only 11.2% said it brings total changes for the local community.

- **The loss on the community due to tourism**
  The study reveals the loss on the community due to tourism. 28.8% said less water availability, 17.6% said land prices were high, 20.8% said less land for livestock, 10.5% of the respondents were of the opinion that it came up with changed lifestyle, while other 8% said about deforestation and agriculture, 6.4% said that it also causes loss due to all other factors which are the effects of the tourism industry.

- **Overall opinion about tourism by local community**
  The study indicates that only one variable has correlated and has impact from the tourism industry development, i.e. the majority of them responded that wildlife has an impact due to the development of tourism industry.