CHAPTER VI
CONCLUSION & SUGGESTIONS

6.1 Conclusion
Wayanad district has immense tourism potential and this study reveals various factors which attracts the tourists. As of now the carrying capacity of this territory is not detrimental to the tourism growth. There is a huge prospect for sustainable tourism development in Wayanad district. The early tourism providers or rather the first resort owners have identified the tourism business potential from the year 1993 and have prospered to one among the best resorts in Wayanad. At present there are large number of resorts exists in Wayanad and majority of the resorts are owned or managed by independent or individual owners, which are not classified by department of tourism, government of Kerala.

It is revealed from the study that majority of the resorts are making moderate profits. This has produced positive and negative impacts. The enhanced economic conditions of the localities where the resorts are situated, balanced economic conditions persist in the district of Wayanad. The entire district is blessed with good climate and natural environment. Resorts are spread across the district and attract different types of clientele. Majority of the tourists attracted to Wayanad are due its climate, natural environment and scenic beauty.

Majority of the tourists are not sensitive to the local customs, the local community has lost their cultural identity, changes in traditions and standards, changes in behavioural pattern of the local people due to the influence of tourism are examples of socio cultural imbalances. International tourist brings amity, peace and understanding, but there is social influence of tourism on the host community, it is strongly believed that tourism intrudes into people’s privacy, and at least the minority believes that tourism is the corrupter of indigenous cultures.

There is more social contact between the tourists and the local people, mutual appreciation between the tourists and local community and social contacts has provided better awareness and has helped in learning different cultures. Many of the resorts haven’t adopted energy management and water conservation system; few of the resort have a proper waste water management system and recycle system. Therefore it is concluded that Sustainable Tourism Practices to be given lots of importance in the resorts, most of the resorts are branded as eco-
friendly. Sustainable Tourism Practices helps to provide a safe and healthy environment for the guests and employees.

Sustainable tourism practices have helped to improve the relationship between resorts and the local communities. Resorts can reduce its operational costs through optimal utilization of energy and water. Sustainable tourism practices have helped their resort to increase environmental quality. Sustainable tourism practices have also given them a marketing advantage over their competitors. It is judged that, over all the tourism industry as a whole is negatively impacting the environment.

The homestays business in Wayanad is due to tourism and it’s a recent phenomenon and managed by the families of the host community. The homestay business is supported by own website and the majority of the sales are through internet and more of domestic tourists prefer homestays. An average of Rupees 20000 is spent by the guest over 2-3 days stay at the homestays. Majority of the tourists of the homestay are friendly and enjoys activities such as gardening, cooking, trekking, and fishing.

Majority of the tourist were not happy with the facilities in the homestays especially on the accommodation and transportation. The communication level of the homestay owners and inability to provide proper information and unable to provide professional guides are concerns of tourism services. Majority of the homestays have a proper waste management system. Waste composting and waste water irrigation for vegetable gardens and they prepare and serve organic food for their guest. This shows that the homestays understand the importance of sustainable tourism practices and help the local community to preserve and protect the environment by planting indigenous species of trees and suggest their guests to purchase local products to support local community. Majority use green products like biodegradable materials, recycled paper, using low energy lighting etc.

Homestays keep their guest informed on being considerate towards cultural and religious issues. The study reveals that most of the homestays have taken efforts in promoting local festivals and cultural events. Homestays promoting local specific knowledge on aspects like traditional fishing methods, farming practices, tribal medicines encourage and promote local cuisine are examples of their sustainable practices.

Majority of the tourists visited Wayanad have mentioned that their experience was superior. Different age group visits Wayanad with their family and friends in groups. Tourist’s
preference of attraction to Wayanad has different tourism spots, supported by the climate, landscapes, natural environment, waterfalls, lakes, dams. These tourism spots and the natural environments of Wayanad have been moderately protected. Forests and wildlife is also highly protected by the forest authorities. The local administration have enforced appropriate law for ecologically fragile zones in Wayanad, recently enforced law on constructions in environmentally protected areas where by the height of the building is restricted to helps to avoid having huge constructions in the tourism areas. It is concluded that environmental impacts have not really troubled the tourism growth in Wayanad as of now, but in the near future Wayanad may get affected by environmental impacts.

Tourists visiting Wayanad are also attracted by history, culture and heritage. Majority of the tourists are satisfied with their expectations and experience such as adventure tourism and wildlife tourism. The average expenditure per day is different for different type of accommodations. Cheap and best accommodations are available in Wayanad, starting from Rupees 1000 to Rupees 10000 per day.

There are no significant correlation between the factors that rate the tour providers and the ranking given to the tourism provided. There is a negative correlation between expectations and the experience of the tourist regarding the accommodations in Wayanad district.

The local community believes that the boost in the economic condition is the contribution of tourism. The economy of Wayanad has improved in the recent times; higher amount of job opportunities in the tourism sector showcases positive impact of tourism. The average annual income of the local community show that tourism has positively affected and their income has increased due to tourism. The changes in the life of local community have been influenced by tourism. Majority have felt that better infrastructure, educational opportunities and transportation facilities have improved due to tourism and tourism brings more funds for the development. Over all the local community is satisfied with the tourism developments and they welcome sustainable tourism.

At the same time local community have registered concern over the socio cultural changes negatively affecting the local community. This study exposes loss of traditional life of local community, water availability has decreased, and land prices have increased, less land for livestock, changes in life style of local community, also a certain percentage mentioned about deforestation and loss of agriculture also due to the effects of tourism.
The study indicates that only one variable has correlated and has impact from the tourism industry development, i.e. majority of them responded that wildlife has an impact due to the development of tourism industry.

6.2 Suggestions

- Resorts should create more awareness among their guests on the importance of sustainable tourism practices.
- The tourists should be made aware of local customs, and the local community should be encouraged to keep their cultural identity.
- Social contact between the tourists and local community should be encouraged; this can provide awareness and helps in learning different cultures.
- Should implement efficient energy management practices with appropriate energy saving systems and devices. Rain water harvest, Waste water management and water recycling system should be installed in resorts and homestays. Treated water can be used for gardening and organic farming.
- Should conduct energy audit to measure the usage of the energy in Resorts and Homestays which can reduce its operational costs through optimal utilization of energy and water.
- Sustainable Tourism Practices can be used as one of the criteria for classification of the resorts and Homestays in the future.
- Over all the tourism industry as a whole is negatively impacting the environment, Sustainable tourism should be given top priority to improve the natural environment.
- Strict laws and regulations to be enforced by the authorities to protect the natural environment in Wayanad district and more environmental awareness programmes to be held. Use of green products in the resorts and use low impact or no trace practices in natural environments.
- It is suggested that impacts of tourism to be reduced and encourage all the tourism providers to practice sustainable tourism in a responsible manner so that better experience can be provided to every tourist. Facilities at the tourism destinations should be improved.
- It is suggested that proper and strict classification of Homestays to be implemented by the department of tourism to avoid mushrooming of homestays without adequate facilities.
Incentive programmes can be implemented for Homestays by DTPC to adopt sustainable tourism practices. Government can also think of subsidy for homestays.

Homestays should improve adequate facilities in accommodation, transportation, and arranging professional guides for their guest.

Homestays can promote more local festivals and cultural events to have socio cultural sustainable tourism practices.

Homestay owners should be encouraged to start organic farming to grow or raise organic vegetables to prepare food for their guest, also to show traditional style of cooking.

Resorts and Homestays should provide more job opportunity to be provided to the local community, Increase job opportunity throughout the year.

Resort owners, Homestay providers and Local community should be given proper awareness to protect the wildlife, forest, ecology, flora and fauna. Local community should be provided with awareness program on how to treat the tourists.

The local community can be provided with assistance by the tourism Department to promote Tourism related activities in Wayanad.

The local community should protect the traditional culture and natural environment of Wayanad and also provide necessary information needed for the guest to protect the same.

The local community must be made aware about the preserving ground water level, and to make corrective measures to protect natural water resources and also by cleaning lakes, ponds and streams. Measures to be introduced to protect these water bodies from getting polluted.

There shouldn’t be loss of traditional life due to tourism; tourism can promote traditional life of local community and their culture, art and local events.

Provide hospitality, tourism educational opportunities for the local community. Avoid deforestation and loss of agriculture.

Tourism should not intrude into people’s privacy; tourism is corrupter of indigenous cultures. Tourism providers and tourism authorities should keep some barriers.

The DTPC may introduce new projects for the development of tourism destination and to find hidden tourism spots and to protect the natural beauty of the tourism spot by limiting the carrying capacity.

DTPC may provide training to improve the communication skills, developing business plans, and marketing of the homestay business.
6.3 Frame work for department of tourism, Government of Kerala

The department of tourism should seriously consider implementing appropriate rules and regulations and to conduct inspections in the resorts and homestays where adequate facilities in the accommodation areas, and to strictly classify the resorts and homestays with the existing rules for issuing licenses.

The District Tourism Promotion Council should conduct inspections at the Homestays, and to submit a report at least once in six months where sustainable Tourism Practices should be implemented. The District Tourism Promotion Council should conduct awareness programme for tourists on their arrival in all the tourism destinations on a daily basis. The Local community should be given awareness by the District Tourism Promotion Council to understand the importance of having a sustainable and responsible tourism practices in the district of Wayanad District.

6.4 Scope for further studies

This study has provided some evidence that further scope of research would be beneficial for the future development of the tourism industry. More research could also be undertaken on the value of processes for establishing and implementing the Sustainable Tourism Practices in various resorts and homestays. The relationship between tourism industry and resorts and homestay to some extent is symbiotic. Industry could benefit substantially from the strategic expertise of universities, and universities could benefit from the close relationship of tourism industry with government and hospitality.

Further research involving follow up interviews, and face to face discussion and perhaps other means, would elucidate this matter. The influence of variables such as academic position and management position on the respondents’ perceptions requires further research. The tourism sector is amazingly rich and diverse consisting of tourism providers, tour operators, travel agents, transport operators, Resorts, Homestays, Restaurants. This diversity within the sector would provide a fertile ground for exploration, comparing attitudes and outcomes across different parts of the sector for sustainable growth. Further research about these skills attributes and subjects may be beneficial to both the tourism and hospitality industry and include them in the curriculum design. Further research is required in tourism in India, which is growing rapidly with respect to the tourism industry and tourism education.