Participation of Local Population In Sustainable Tourism Project in Kerala

[1]Dr Vinod C Sugathan

[1]Assistant Professor & HoD

[1]PG & Research Department Of Economics

[1]Sree Narayana College

Sivagiri, Varkala

Abstract:The word 'sustain' evolved from the Latin word *sustenare* meaning "to hold up" that is to support. The term 'sustainability' got established by 1960s. Sustainable development created a revolutionary impact with the report of World Commission on Environment and Development (WCED) chaired by Dr. Mrs. Gro Harlem Brundtland published in 1987, also well- known as the Brundtland Commission Report. It redefined sustainable development as "development that meets the needs of the present without compromising the ability of future generations to meet their own needs".

Keywords: Sustainability, Tourism, Attitude, Practise

INTRODUCTION

Tourism is an important and vital source of income for many countries. Its importance was recognised in the Manila Declaration on World Tourism of 1980 as an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30 per cent of the world's trade of services, and 6 per cent of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism (WTTC, 2018). Sustainable tourism is a recent concept used to reflect the need for a comprehensive analysis and management of tourism both as business and experience. However, this should not be the only consideration. Tourism is actually one part of the effort to achieve overall sustainable development. Goodwin (1998) elaborated on poverty elimination through sustainable tourism. He argued that, local benefits, including poverty elimination, will be maximised where tourism develops strong linkages into the local economy. Turnock (1999) concentrated primarily on rural tourism in Romania which received strong support from central government and from external sources over recent years. The critical factors for successful development are emphasised, including fiscal incentives, environmental policies and the growth of institutions at all levels

Objectives

The study tried to examine how far the attitude and practice of local population in the sustainable tourism projects implemented in Kerala addressed the issues of economic, social, environmental and cultural sustainability in different destinations. All sustainable tourism projects aim at maximising social benefits and minimising social costs. To attain

this, the projects require involvement and participation of the local communities. This is because the level of acceptability of the project and the needs of the community are known to the community themselves. Attitude and practice of local population is a prerequisite for the successful implementation of the project.

Methodology

In the analysis, four sustainable tourism project destinations in Kerala were taken into account. These destinations were Palaruvi and Thenmala in Kollam District, Kumarakom in Kottayam District and Kumbalangi in Ernakulam District. The study is based on a random sample of 298 households drawn from the list of voters published by the Election Commission of the State of Kerala from four tourism destinations on the basis of proportionate random sampling. The sample sizes for Palaruvi and Thenmala were 53 and 90 respectively. Similarly, for Kumarakom and Kumbalangi the sample sizes were 64 and 91 respectively. Each of these tourism destinations follows different sustainable tourism strategies. Palaruvi and Thenmala focused on ecotourism. In Palaruvi, it is implemented by the Vana Samrakshana Samithi (VSS) operating under the aegis of Department of Forests of State of Kerala, whereas in Thenmala, it is implemented by the Thenmala Ecotourism Promotion Society (TEPS) operating under the control of Department of Tourism of State of Kerala. Responsible tourism strategy in Kumarakom was implemented together by Great India Tourism Planners and Consultants International (GITPAC Intl), a private consultant firm and the Kumarakom Grama Panchayat. It is controlled by Department of Tourism of State of Kerala. The Kumbalangi Grama Panchayath, was entrusted with the responsibility of implementing Endogenous Tourism Project formulated and initiated, jointly by UNDP and Ministry of Tourism, Government of India.

ATTITUDE

Attitude towards sustainable tourism projects refers to feelings of local population and any preconceived ideas they may have about it. The attitude of local population is a prerequisite for successful implementation of projects. The attitude of the local population on certain components is analysed in the present section. The components are increase in employment opportunities, more business to the local population, increase in in-migration, shift in occupational structure, improvement in the standard of social overhead capital, tourist spending and demonstration effect, and development of cultural activities. Each component is analysed in subsequent sections separately.

ANALYSIS PLAN

For analysing the attitude of the local population four variables were considered. The practice level analyses of the local population four variables were taken. For analysing knowledge and practice of the local population F test was designed. In the case of practice Spearman's Rank Correlation Matrix is assigned.

Weighted Attitude of Statements related to STP

Till now we have presented statement-wise analysis of level of attitude of local community in each of the four sample destinations. In this section, elements related to attitude are combined by giving weights proportional to their importance in building positive attitude towards STP. This will help to assess the attitude of each local community towards STP objectively. The weights for the statements were computed as the mean scores given by three experts using paired ranking method. The statements thus prepared arranged according to its weights in descending order is presented in Table 5.19.

Table 1

Weights given to Statements Related to Attitude towards Sustainable Tourism

	Statements	Weights assigned from experts
S1	Employment opportunities and income increase with sustainable tourism project.	2.33
S2	More business for local people will arise with STP	1.83
S3	Increase in in-migration(People from other places coming to your village) takes place	0.50
S4	Due to tourism there is shift in occupational structure	1.50
S5	Improve the standard of road and other public facilities	1.83
S6	The way of life of locals will get affected due to high spending tourists.	1.33
S7	Development of cultural activities by local population	1.17

Source : Primary Data

Table 1 presents mean weights given to Statements Related to Attitude towards Sustainable Tourism by three experts using paired ranking for the statements related to attitude towards sustainable tourism projects. Here the weight to statements is assigned on the basis of its relative importance given by the experts in the field. Here the highest weight is assigned to the statement that employment opportunities and income increase with sustainable tourism project, with a weight of 2.33. Similarly, the statement that in-migration increases with STP in sample destinations has the lowest weight, i.e. 0.50.

$$\text{Attitude} = \frac{(S1 \times Wp1) + (S2 \times Wp2) + \ldots\ldots + (S7 \times Wp7)}{Wp1 + Wp2 + \ldots\ldots + Wp7}$$

Similarly we got the attitude of Thenmala, Kumbalangi and Kumarakom as in table 5.2. From the weighted statements related to attitude, we calculated its weighted mean and weighted standard deviation in each destination using scores from the sample survey using Statistical Package for the Social Sciences (SPSS) from the questionnaire. The Figure 5.2 presents weighted mean score of statements on attitude related to the concept of STP of sample head of households in each destination.

Attitude were been calculated from each destinations, the output can be viewed from the figure 5.2
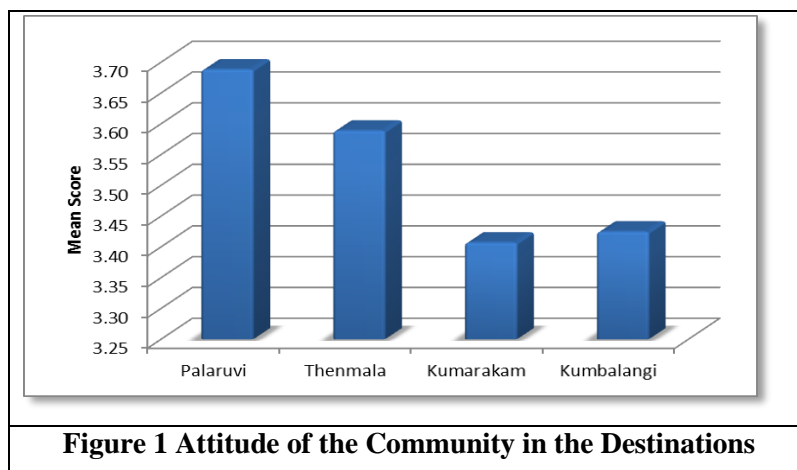

Figure 1 Attitude of the Community in the Destinations

Source : Primary Data

The Figure **1** reveals that sample from Palaruvi has reported highest mean score (3.69) and Kumarakom has the lowest mean score (3.41) among the sample destinations.

Table 2
Descriptive Statistics of Attitude of Sample Head of
the Household related to STP

	N	Mean	SD
Total	298	3.52	0.61
Palaruvi	53	3.69	0.45
Thenmala	90	3.59	0.57
Kumarakom	64	3.41	0.76
Kumbalangi	91	3.42	0.58

Source : Primary Data

In the Table 2 it can be seen that the highest standard deviation is for Kumarakom i.e. 0.76 and the lowest is for Palaruvi with value, 0.45.

PRACTICE

Practice refers to the ways in which the local population demonstrates their knowledge and attitudes through actions. It is through the practice the local population shows their involvement in sustainable tourism projects. Here we are presenting the involvement revealed by the local population through their practices by analyzing four components; namely, community participation, changes in the life style of the community, changes in family bondages, and community behavior. Each of the components has more than one choice.

Even though four components are given to respondents, each respondent is free to respond either to all the components, or to any of the four components or do not respond to all the components. It means the respondent has the choice to respond or not to respond to the components or its corresponding choices. Hence, it follows that, the percentage totals for destinations calculated column wise cannot be always cent percent. Similarly, it can be seen that for each component, the ranking of corresponding choices are made on the basis of its share in it. This process is followed for both individual destination and for the sample as a whole. On the basis of these ranks, Spearman's rank correlation matrix is computed for all destinations. The correlation and the corresponding level of significance pertaining to different destinations are presented.

Community Participation

Tourism projects can be evaluated as successful, when there is a meaningful participation by local community. In the present study, community participation is measured in terms of their direct involvement in tourism organizations, supplying services, supplying goods and other activities.

Table 2

Distribution the sample head of the households by the ways in which they support tourism in

their respective destinations

Items of involvement	Palaruvi		Thenmala		Kumarakom		Kumbalangi		Total	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Direct involvement in tourism organizations	58.49	1	44.44	1	42.19	2	9.89	2	35.91	2
Supplying goods	7.55	3	5.56	3	28.13	3	5.49	4	10.74	3
Supplying services	26.42	2	27.78	2	65.63	1	47.25	1	41.61	1
Not involved	1.89	4	0.00	4.5	4.69	4	1.10	5	1.68	5
Others	0.00	5	0.00	4.5	0.000	5	6.59	3	2.01	4

Source: Primary Data

In **Table 2** distribution of sample head of households by ways in which they support tourism in their respective destinations is analysed on the basis of their practices. Out of the four destinations the practice identified as supplying *services* was found to be having the highest share of 41.61 percent. It can be observed that Kumarakom with 65.63 per cent has the largest share in this choice followed by Kumbalangi with 47.25 percent. The practice labelled as *directly involved in tourism organizations* is the second most favoured practice among the sample head of households with 35.91 per cent. It is found that 58.49 per cent of the sample head of the households in Palaruvi are involved in activities directly related to tourism organisations, followed by Thenmala (44.44 per cent) and Kumarakom (42.19 per cent). Ranks assigned for the items of involvement by the sample head of households shows that the most practiced item in the destinations is *supplying services* followed by, *directly involved in tourism organisations* and so on. Similarly, the ranking of items of involvement shows difference among the four destinations. Both in Palaruvi and Thenmala *directly involved in tourism organizations,* is ranked one. On the other hand, in both Kumarakom and Kumbalangi, *supplying services* is assigned rank one.

Now we compare the destinations regarding practice of head of household in STP using Spearman's Rank Correlation matrix with its significance level.

Table 3

Spearman's Rank Correlation Matrix of the ranks given by sample head of households to Items of involvement with significance level

Destination	Thenmala	Kumarakom	Kumbalangi
Palaruvi	0.975 (sig.=0.005)	0.900 (sig.=0.037)	0.600 (sig.=0.285)
Thenmala		0.872 (sig.=0.054)	0.718 (sig.=0.172)
Kumarakom			0.700 (sig.=0.188)

Source: Primary Data

The Spearman's rank correlation coefficient is used to compare preference of the items of involvement between destinations. The rank correlation matrix with its level of significance is presented in Table 3. It can be observed from the table that correlation coefficient between Palaruvi and Thenmala is 0.975 and has a significance level of 0.005.As the significance level is below 0.05, it can be inferred that correlation between Palaruvi and Thenmala is significant. But in the case of Thenmala and Kumarakom the correlation coefficient is 0.872. Since the significance level is0.054 it can be said that the correlation between Thenmala and Kumarakom is not significant. The correlation coefficient between Thenmala and Kumbalangi is 0.718 with significance level 0.172 is not significant.

In the entire destinations the existing institutions like VSS, EDC, Kudumbashree, etc. act as tourism supporting organisations. In Palaruvi, local people are involved in tourism activities through VSS (Vana Samrakshana Samithy). In this destination, the VSS is conducting tourism related activities and the local community is enjoying its administrative control and employment opportunities it offers. But in Thenmala, though EDCs are operating in the destination, they do not have any direct control in the tourism project. It is controlled by Thenmala eco-tourism society. In Kumarakom; Kudumbashree units are very active in the locality. The involvement of Kudumbashree units in Kumbalangi in tourism related activities is low when compared with its counterparts in Kumarakom. A major drawback in all the destinations except Kumarakom, communities are not emerging as suppliers of goods. It is observed from field experience that even in Kumarakom, a declining trend is in offering the supply of agricultural products and handicrafts. The trend in Kumarakom appeared to be favouring supply of services such as employment in hotels, home stays and houseboats.

Since economic activities in Kumbalangi village are the part and parcel of village experience offered as tourism products namely, toddy tapping, *kakkavaral* and *puzungal*, coir making, ethnic ways of cooking etc, supply of services is in prominence in Kumbalangi. In Palaruvi local community provides services in the form of jeep drivers, tourist guides, ticket counter staff etc. In Thenmala, TEPS trained tourist guides, musical fountain operator, Kudumbashree members who run the stalls which sell forest based products together act as service providers.

Changes in Life style of the Community

The second component under the head practice is termed as the ways in which tourism has contributed in improving the life style of local community in respective destinations. This component is analysed in **Table 5.23**.For the present study the indicators used are improved knowledge, improved communication skill, better outlook towards life, improved dressing and change in food habits.

Table 4
Distribution the sample head of the households by the ways in which tourism has contributed in improving their lifestyle in the respective destinations

Items of lifestyle Improvements	Palaruvi		Thenmala		Kumarakom		Kumbalangi		Total	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Improved knowledge	86.79	1	95.56	1	98.44	1	96.70	1	94.97	1
Improved communication skill	71.70	2	86.67	2	93.75	2	80.22	2	83.56	2
Better outlook toward life	49.06	3	73.33	3	59.38	3	39.56	3	55.70	3
Dressing improved	1.89	4.50	1.11	4.50	17.19	4	3.30	4	5.37	4
Food habits changed	1.89	4.50	1.11	4.50	9.38	5	2.20	5	3.36	5

Source: Primary Data

The factors which contributed towards improving the lifestyle of head of households and its destination wise distribution are shown in **Table 4.** The analysis of the sample revealed that the item termed as *improved knowledge* is assigned with rank one as the most number (94.97 per cent) of heads of households has responded for it. The improved *communication skill* is rank two with 83.56 per cent of sample heads of households practicing it.

In **Table 5** destinations are compared using Spearman's Rank Correlation matrix with its significance level.

Table 5

Spearman's Rank Correlation Matrix of the ranks given by sample head of households to Items of lifestyle Improvements with significance level

Destination	Thenmala	Kumarakom	Kumbalangi
Palaruvi	1.00	0.975 (sig.=0.005)	0.975 (sig.=0.005)
Thenmala		0.975 (sig.=0.005)	0.975 (sig.=0.005)
Kumarakom			1.00 .

Source: Primary Data

The Spearman's rank correlation coefficient matrix is used to compare preference of the items of lifestyle improvements between destinations. The rank correlation matrix with its level of significance is presented in **Table 5.24.** It can be observed from the table that, there is perfect correlation between Palaruvi and Thenmala. The correlation between Kumarakom and Kumbalangi is also very high. In general, since the significance level for all other correlations are below 0.05, it can be said that the correlations are significant in all destinations.

5.5.3 Changes in Family Bondage

It is felt that tourism would improve bondage with the family in localities. Hence, the third component selected for revealing the community's involvement in STP is to explore the ways in which tourism improves family bondage. The indicators showing improvement in bondage with family considered in the present study are better utilization of

leisure, ideal utilization of disposable income and tendency to explore new places. The **Table 5.25** analyses distribution of sample head of households by the ways in which tourism improves bondage with family.

Table 6
Distribution the sample head of the households by the ways in which tourism improve bondage with the family

From **Table 6** it can be seen that in Kumarakom (82.81 per cent) and Kumbalangi (76.92 per cent) better

Indicators of improvement in bondage with family	Palaruvi		Thenmala		Kumarakom		Kumbalangi		Group Total	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Better utilization of leisure	58.49	2	58.89	2	82.81	1	76.92	1	69.46	1.5
Ideal utilization of disposable income	52.83	3	45.56	3	39.06	3	24.18	3	38.93	3
Tendency to explore new places	83.02	1	76.67	1	48.44	2	69.23	2	69.46	1.5

Source: Primary Data

utilization of leisure is ranked first. But in the case of Palaruvi (83.02 per cent) and Thenmala (76.67 per cent), tendency to explore new places ranked one. It is interesting to note that ideal utilization of disposable income is ranked three in all destinations.

In **Table 7** destinations are compared using Spearman's Rank Correlation matrixes with its significance level.

Table 7

Spearman's Rank Correlation Matrix of the ranks given by ample head of households by indicators of improvement in family bondage with significance level

Destination	Thenmala	Kumarakom	Kumbalangi
Palaruvi	1.00	0.500 (0.667)	0.500 (0.667)
Thenmala		0.500 (0.667)	0.500 (0.667)
Kumarakom			1.000 .

Source: Primary Data

In **Table 7** the Spearman's rank correlation coefficient is used to compare preference of indicators of improvement in family bondage between sample destinations with its level of significance. It can be observed from the table that there is perfect positive correlation between Palaruvi and Thenmala and similar is in the case of Kumarakom and

Kumbalangi. As the significance level is above 0.05, it can be inferred that correlations are not significant in all other destinations.

5.5.4. Community Behavior

The role of communities in encouraging tourists to visit in the destinations through their behaviour is considered as a major component in practice. So, the fourth component is to reveal the involvement of local community in STP and as such, communities encouraged tourists to visit their respective destinations. Distribution of sample head of households by the ways in which they have encouraged tourists to visit their respective destinations is presented as Table 5.27. The ways of encouragement are identified as improved civic sense, preservation of natural resources, improved knowledge of local culture and as a provider of voluntary service of tourism.

Table 8

Distribution the sample head of the households by the ways in which they have encouraged tourists to visit their respective destination

Ways of encouragement	Palaruvi		Thenmala		Kumarakom		Kumbalangi		Group Total	
	%	Rank	%	Rank	%	Rank	%	Rank	%	Rank
Improved civic sense	71.70	1.5	88.89	1	95.31	1	90.11	1	87.58	1
Preservation of natural resources	64.15	3	87.78	2	78.13	2	73.63	2	77.18	2
Improved knowledge of local culture	71.70	1.5	78.89	3	70.31	3	50.55	3	67.11	3
Service provider	1.89	4.5	1.11	4.5	23.44	4	4.40	4	7.05	4
Others	1.89	4.5	1.11	4.5	9.38	5	2.20	5	3.36	5

Source: Primary Data

It can be seen that in all destinations the indicator labelled as improved civic sense emerged prominent (87.58 per cent), that is, rank one. Preservation of natural resources and improved knowledge of local culture are ranked two and three with 77.18 per cent and 67.11 per cent respectively. It is further observed that preservation of natural resources was assigned rank two in all destinations except Palaruvi.

The Spearman's rank correlation matrix with its level of significance is presented in **Table 9** for comparison of destinations.

Table 9
Spearman's Rank Correlation Matrix of the ranks given by sample head of households by ways of improvement with significance level

Destination	Thenmala	Kumarakom	Kumbalangi
Palaruvi	0.811 (0.096)	0.791 (0.111)	0.791 (0.111)
Thenmala		0.975 (0.005)	0.975 (0.005)

| Kumarakom | | | 1.000 |

Source: Primary Data

It can be observed from the table that correlation coefficient between Palaruvi and Thenmala is 0.811 with significance level of 0.096. As the significance level is above 0.05, it can be inferred that this correlation is not significant. Similar is the case of the correlation between Palaruvi and Kumarakom and that of Palaruvi and Kumbalangi. But in the case of correlation between Thenmala and Kumarakom since the significance level is 0.005 it can be said that the correlation is significant. Similar is the case of the correlation between Thenmala and Kumbalangi. In the case of correlation between Kumarakom and Kumbalangi, there is perfect positive correlation.

In this study, by the concept practice, it is viewed in which way the local community is supporting STP and the ways through which they improve their lifestyle, family bondage and civic sense. In the earlier section, component wise analysis pertaining to destinations was done.

Now we want to find out, in which destination the best practice sustainable tourism destination. So an attempt is made to compile the various components of practice under one head. For this purpose three experts in the field were selected to rank the statement as well as responses using paired ranking method. The result of the weight assigned to statement and responses was detailed in **Table 10**

Table 10
Weights given to Statements and Responses Related to Practice towards
Sustainable Tourism

Statements	Weight for statement	Weight for responses				
		R1	R2	R3	R4	R5
Community support for tourism	3.89	5.81	6.64	7.47	1.66	4.98
Improvement of lifestyle	2.78	2.23	1.98	1.74	1.86	1.24
Community Behaviour for attracting tourist	2.78	3.13	5.88	2.94	6.62	1.31
Improvement of Family bondage	0.56	1.70	1.06	1.59		

Source: Primary Data

In the case of statement the most weighted was the statement *Type of community support by the community* was 3.89. The least weighted statement was *Improvement of Family bondage* was 0.56. The weight was assigned to responses to each statement. In the case of response for the first statement *Community support for tourism,* the third response (R3) *Supplying services* have the best weighted practice with 7.47 and the fourth response (R4) *Not involved* have the least weighted practice with 1.66. For the second statement *Improvement of lifestyle,* the first respond (R1) *Improved knowledge* have the best weighted practice with 2.23 and fifth response (R5)*Food habits changed* have the least weighted practice with 1.24. In the case of the third statement *Community behaviour for attracting tourists,* the fourth response (R4) *Service provider*have the best weighted practice with 6.62 and the fifth response (R5) *others* have the

least weighted practice with 1.31. and for the Fourth statement *Improvement of Family bondage,* the first response(R1) *Better utilization of leisure* have the best weighted practice with 1.70 and the third response *(R3)Tendency to explore new places*have the least weighted practice with 1.06.

The weights assigned to the statements and its responses regarding the practice of the local community. The weights are assigned using paired ranking for each statement in such a way that the sample heads have the option of making either multiple response one or more than one response or even not making responses at all. The descriptive statistics of practice of sample head of households in the destinations are given in the **Table 11**

Table 11
Descriptive Statistics of Practice of Sample Head of the Household
related to STP

	Palaruvi	Thenmala	Kumarakom	Kumbalangi
Weighted Mean	4.14	4.63	5.40	4.17
Std Deviation	1.66	1.23	1.50	1.23
F	12.186			
Sig.	0.000			

Source : Primary Data

In **Table 11**, since the significance level is below 0.05, the practices in all the sample destinations are statistically different. From the table, it can also be observed that it is the local community in Kumarakom which follows the best practice as it possess highest mean value (5.40) among all the sample destinations followed by Thenmala (4.63).

In this chapter the analysis is made for, the knowledge, attitude and practice level analysis in the respective destinations. For this KAP analysis was used. From the KAP analysis destination Kumarakom got the highest rank in knowledge and practice level with weighted mean 3.87 and 5.40 respectively, and has ranked the lowest in attitude with weighted mean 3.41. The knowledge level is highest because, lot of propaganda and discussions were done in Kumarakom even before this project. Kumarakom is known as an important destination. Attitude level is lowest because of the over dose of tourism even before the project is implemented and still people suspect whether the sustainability can be maintained or not. The lake water is polluting day by day but no strong agitation is coming from the part of local population. In the practice level there is lot of opportunity for the youngsters and women in tourism sector supplying vegetables, poultry, home stay, guides etc. Kudumbashree are running a hotel and engaged in vegetable farming.

Palaruvi got the highest rank in attitude level with weighted mean 3.69, the knowledge level it stands second with weighted mean 3.63 and practice level the weighted mean is 4.14 which comes lowest compared to other destinations. In the case of Palaruvi, there are no direct programmes implemented by the tourism department. It is the VSS who control the Palaruvi falls, coming under the forest department. The local population knows the importance of ecotourism and desperately wants to participate in tourism related activity and here the attitude is very high because here the local population directly controls the tourism activity in Palaruvi and regularly receives income. The practice level is lowest in Palaruvi because the job confined to tourism, is restricted to a certain families. There is no diversification of products. KTDC is running a motel in the destination

Thenmala has an attitude level with weighted mean 3.59 and stands second, the knowledge level with weighted mean 3.39 which is lowest compared to other destinations and practice level the weighted mean is 4.63 which come second

compared to other destinations. In the case of a Thenmala the interactions between local population and tourist authorities in implementation level is relatively less. All the tourism activities were implemented by Thenmala Ecotourism society. The majority of the local population are involved mainly through EDC's. The EDC members prepare food for the trekking tourists, if there is a pre-order from the Thenmala Eco tourism Society. They also act as tourist guides. The local population felt that they don't get enough opportunity in the tourism activity. The musical fountain operators and some kudumbashree units have shops for selling honey, squash, jam etc and forest products.

Kumbalangi has the knowledge, attitude and practice level has weighted mean 3.59, 3.42 and 4.17 respectively which stands third when compared to other destinations. In the case of Kumbalangi, before the implementation of rural tourism project, it got the label of model tourism village. The tourism activity is not in higher order, the local population knows about sustainable tourism but relatively low. In the case of attitude the local population felt that income from the tourism can be generated for only affluent class of the society, who has enough land facing *kayal* front. They also felt that from tourism, there are no jobs with regular income. In the case of practice, a '*Kalagramam'* *(i.e. all routine activities such as toddy tapping, Kakapuzhungal (boiling of Shell fish), art* forms, fish catching, traditional art forms comes under one roof) was proposed to developed in Kumbalangi, but it failed in the implementation level. As their daily routines and activities are the tourism products, many of them were missing there, such as *Kakapuzhungal, Coir* making, toddy tapping etc was not a regular activity. In practice level there is no scope for ordinary local population to participate in tourism activity.

The attempt is made to reveal the level of involvement of the local communities in the respective destinations and the objective of the study "to reveal the involvement of local population in the sustainable tourism projects in terms of their attitude and practice" is analysed. It can be seen that Kumarakom has the highest level of practice and Palaruvi has the highest level in terms of attitude.

References

- Alister,Mathieson and Wall Geoffrey (1981) Tourism:Economic, Physical and Social imports, Lang man

- Amelung, Bas and David Viner (2006), Mediterranean Tourism: Exploring the Future with the Tourism Climatic Index, Journal of Sustainable Tourism, June, Vol. 14,No.4

- Dolnicar, Sara (2008) **Selective marketing for environmentally   sustainable tourism**, University of Wollongong, Research Online, Australia

- Goodwin, Horald (1998) **Sustainable Tourism and Poverty Elimination. A Background paper for workshop on Sustainable Tourism and Poverty Elimination in preparation for the 1999 session of the Commission on Sustainable development**. Kent, England
-

- Turnock, David (1999), Sustainable Rural Tourism in the Romanian Carpathians, The Geographical Journal, July, Vol. 165, No. 2

- World Travel & Tourism Council (2018) Travel & Tourism Economic Impact 2014 World, WTTC, UK