

## **A Study on Tourists Inclination to Visit Konni**

Vinitha M.V<sup>1</sup>, Sinu Susan Varghese<sup>2</sup> & Sneha Alex<sup>3</sup>

<sup>1</sup>Assistant Professor, Research and PG Department of commerce, Marian College Kuttikkanam, Kerala, India

<sup>2</sup>Assistant Professor, Research and PG Department of commerce, Marian College Kuttikkanam, Kerala, India

<sup>3</sup>Assistant Professor, PG Department of commerce, Marian College Kuttikkanam, Kerala, India  
Corresponding Author: Vinitha M.V

---

**ABSTRACT:** *Tourism is a very big industry today. The diverse tourism types are created from the experiences that tourists want to experience; such are the cases of the nature tourism, cultural tourism, adventure tourism etc. This study is about the tourist's inclination to visit Konni. The study takes into account the 'Elephant Cage' which is located in Konni and serves as a major tourists place in that area. It analyses the overall review of tourist preferences and satisfaction on that particular area and various problem faced by the tourists in Konni. Also analyses the eco-friendly infrastructure and nature of this ecotourism project. The study utilizes method of questionnaire to collect information from the tourists. SPSS software was used to understand and analyze the data obtained from the tourists. Study reveals that the main factors that influence the tourists to visit Konni is the scenic beauty or attractiveness of nature and the popularity of the place makes konni a famous tourist destination. It also reveals that majority of tourists were satisfied with the facilities and potentials in Konni. The ecotourism spot has the potential to attract more tourists if the area is developed more and the drawbacks are accounted for.*

**KEY WORDS:** *Ecotourism, Elephant cage, Inclination, Tourists.*

---

Date of Submission: 09-08-2018

Date of acceptance: 24-08-2018

---

### **I. INTRODUCTION**

According to the World Bank, Tourism is the fastest and biggest growing industry in the world. It has become the popular global leisure activity that relies mainly on physical environment. In the era of heightened environmental consciousness and accessibility to remote areas, Eco tourism has emerged as one of the fast growing markets in tourism industry that essentially based on natural environment. The ecotourism is defined as 'Responsible travel to natural areas that conserves the environment and improves the well-being of local people' (TIES, 1990).

The concept of ecotourism is not a new one as it originally appeared in the late 1960s and early 1970s (Nelson, 1994). The idea of ecotourism was primarily generated from the concern of numerous researchers in figuring out the inappropriate use of natural resources made by visitors in different natural destinations. Since then, development approaches were taken into consideration to minimize the adverse effects on local environment as well as enhance the cultural unity in local habitants. Ecotourism is considered as successful when it reduces the environmental impacts of tourism pace while benefits for local community culturally and economically as well as foster environmental education. Ecotourism is relatively a new market since the tourism industry is recently well developed. It is at the beginning stage and is expected to develop strongly with the support of government and international organizations.

At present ecotourism is a highly growth oriented segment. This segment has the potential to explore and grow more but it has not been expanded to its maximum capacity. By developing more potential ecotourism spots, it helps in future tourism development infrastructural development, and economic development. It will also contribute more to the tourism sector by attracting tourists and also attract investors to invest in this sector. Our country has the capability of moving to the forefront of tourism around the globe and if looked into and invested properly, it can help in bringing huge revenue to our country from abroad. This study focuses on finding whether the visitors to Konni Elephant Cage are satisfied with the facilities and services provided in these tourist's locations. The study helps in spreading awareness about the ecotourism locations existing in Pathanamthitta district. This study also helps in creating interest among tourists and also attracts them to the ecotourism spots in Pathanamthitta district.

### **II. OBJECTIVES OF THE STUDY**

The following are the objectives of the study.

1. To know the factors influencing the tourists to visit Konni.
2. To know the level of satisfaction after visiting Konni.
3. To know the problems faced by the visitors in Konni.

### **III. HYPOTHESES OF THE STUDY**

The study attempts to test the following hypotheses:

1.  $H_{01}$ : There is no significant difference between Indian and foreign tourist with regard to various factors influencing the tourist to visit konni.
2.  $H_{02}$ : There is no significant difference among different age group with regard to the various factors influencing the tourist to visit Konni.
3.  $H_{03}$ : There is no significant difference between Indian and foreign tourist with regard to various problems faced by the tourist in Konni.

### **IV. MATERIALS AND METHOD**

#### **1.1 Research Design**

Study is empirical research based on the tourist's inclination to visit Konni ecotourism in Pathanamthitta.

#### **1.2 Sample design**

The sample was drawn from national and international tourists who visit konni. The convenience sampling was adopted for data collection. Sample size is 70 Respondents

#### **1.3 Type of data resources**

Both primary and secondary data were used for the study primary data constitutes the main source of information. The data was collected from tourists who visit konni. Primary data are collected using questionnaire which were specially prepared for this study. The questionnaire contained the questions regarding General information such as nationality, age, sex and regarding the factors influencing the tourists to visit konni, satisfactory level of tourists and various problems faced by the tourist in konni. Secondary data was collected from journals, articles published in magazines, other publications and websites.

#### **1.4 Tools for collecting data**

Questionnaires were administered to collect data from the respondents

#### **1.5 Tourists for analysis and interpretation**

After collection of data, an analysis of the data and interpretation of results were made with reference to the objectives of the study. Appropriate statistical tools were used for analyzing the collected data with the help of SPSS (statistical package for social sciences) software. Meaningful conclusions were arrived by constructing one-way ANOVA tables and by using statistical technique like t-test. The results obtained were reported in tables and diagrams for better understanding and attractive presentation of output.

### **V. SAMPLE PROFILE**

Out of 70 Respondents 94 per cent of people were Indian and 6 per cent were non-Indian. In the case of age 53 per cent of people were from the age group of 20-30, 37 per cent of people were from the category of 30-40 and 10 per cent were from above 40. From the respondents 60 per cent were male and rest of them was female.

### **VI. ANALYSIS AND DISCUSSIONS**

#### **6.1. Nationality and Factors Influencing the Tourist to Visit Konni**

$H_0$ : There is no significant difference between Indian and foreign tourist with regard to various factors influencing the tourist to visit Konni.

TABLE I

Statements	Indian		Non-Indian		t-value	Difference	Sig. (2 tailed)
	Mean	Standard deviation	Mean	Standard deviation			
Scenic beauty or attractiveness	3.70	0.841	3.75	0.500	-0.053	68	0.901
Visit with family and relatives	3.76	1.009	4.25	0.957	-0.492	68	0.345
Recommendation	3.53	1.026	2.50	1.291	1.030	68	0.058
History and culture	3.26	1.042	4.25	0.957	-0.992	68	0.068
Popularity	3.53	1.070	3.50	1.000	.030	68	0.956
Advertisement and media	3.03	1.022	3.25	0.500	-0.220	68	0.673
Nearest tourist's destination	3.29	0.973	2.00	1.414	1.288	68	0.014
Movie filmed	2.98	1.088	3.50	1.000	-0.515	68	0.360
Recommendations from travel agency	2.91	1.237	3.50	1.732	-0.591	68	0.367

The table shows the result of the t-test administered on the collected data at 5 per cent significance level. Since the P value is less than 0.05 for scenic beauty or attractiveness (Indian =3.70, non-Indian = 3.75) visit with family and relatives (Indian =3.76, non-Indian = 4.25) recommendation (Indian =3.53, non-Indian = 2.50) history and culture (Indian =3.26, non-Indian = 4.25) popularity (Indian = 3.53, non-Indian = 3.5) advertisement and media (Indian =3.03, non-Indian = 3.25) nearest tourists destination (Indian =3.29, non-Indian = 2) movie filmed (Indian =2.98, non-Indian = 3.5) recommendation from travel agency (Indian =2.91, non-Indian = 3.50). P values are more than 0.05 for scenic beauty, visit with family and relatives, recommendation, history and culture, popularity, advertisement and media, movie filmed and recommendation from travel agency null hypothesis is accepted. It means there is no significance difference between Indian and foreign tourist with regard to the statement and in the case of nearest tourist's destination P value is less than 0.05 null hypothesis is rejected it means there is significant difference between Indian and foreign tourists with regard to the statement nearest tourist's destination.

## 6.2. Age Group and Factors Influencing the Tourist to Visit Konni

Different levels of age group respondents may have differences with regards to their causes of conflicts. In order to check whether there is any significant differences among the age groups. The following hypothesis were formulated and tested using the one-way ANOVA test.

H<sub>0</sub>: There is no significant difference among different age group with regard to the various factors influencing the tourist to visit Konni.

H<sub>1</sub>: There is significant difference among different age group with regard to the various factors influencing the tourist to visit Konni.

TABLE II

Statement	Age Group	Descriptive			ANOVA				
		N	Mean	S. D	Sum of Squares	Df	Mean square	F	Sig.
Scenic beauty or attractiveness	20-30	37	3.65	0.824	0.729	2	0.365	0.531	0.590
	30-40	26	3.69	0.884	45.971	67	0.686		
	Above 40	7	4.00	0.577	46.700	69			
	Total	70	3.70	0.823					
Visit with both the family and friends	20-30	37	3.76	0.955	0.079	2	0.040	0.038	0.963
	30-40	26	3.81	0.981	69.706	67	1.040		
	Above 40	7	3.86	1.464	69.786	69			
	Total	70	3.79	1.006					
Recommendations	20-30	37	3.49	1.044	0.617	2	0.309	0.269	0.765
	30-40	26	3.38	1.134	76.826	67	1.147		
	Above 40	7	3.71	0.951	77.443	69			
	Total	70	3.47	1.059					
History and culture	20-30	37	3.24	0.955	1.775	2	0.887	0.790	0.458
	30-40	26	3.30	1.140	75.311	67	1.124		
	Above 40	7	3.00	1.291	77.086	69			
	Total	70	3.31	1.057					
Popularity of the destination	20-30	37	3.46	1.095	0.479	2	0.239	0.208	0.812
	30-40	26	3.38	1.027	76.964	67	1.149		
	Above 40	7	3.71	1.113	77.443	69			
	Total	70	3.53	1.059					
Advertisement and media	20-30	37	3.16	0.834	6.333	2	3.167	3.393	0.039
	30-40	26	3.12	0.993	62.538	67	0.933		
	Above 40	7	2.14	1.464	68.871	69			
	Total	70	3.04	0.999					
Nearest destination	20-30	37	3.38	1.010	3.001	2	1.500	1.420	0.249
	30-40	26	3.12	0.952	70.785	67	1.056		
	Above 40	7	2.71	1.380	73.786	69			
	Total	70	3.21	1.034					
Movie filmed	20-30	37	2.95	1.026	2.117	2	1.382	1.184	0.312
	30-40	26	3.23	1.142	107.655	67	1.167		
	Above 40	7	2.57	1.134	109.771	69			
	Total	70	3.01	1.083					
Recommendations from travel agency	20-30	37	2.78	1.182	2.108	2	1.058	0.659	0.521
	30-40	26	3.15	1.190	55.735	67	1.607		
	Above 40	7	3.00	1.915	57.843	69			
	Total	70	2.94	1.261					

Above table show that there is no significant difference among different age group with regard to the factors scenic beauty, visit with family and friends, recommendation, history and culture, popularity, nearest tourist destination, movie filmed recommendation as the P value is more than 0.05. Thus, the null hypothesis is accepted and regarding the statement appealing advertisement and various media P value is less than 0.05 so the null hypothesis is rejected.

**6.3. Nationality and Problem Faced by the Tourist in Konni**

H<sub>0</sub>: There is no significant difference between Indian and foreign tourist with regard to various problems faced by the tourist inKonni.

H<sub>1</sub>: There is significant difference between Indian and foreign tourist with regard to various problems faced by the tourist in Konni

TABLE III

Statement	Indian		Non-Indian		t-value	df	Sig. (2 tailed)
	Mean	S. D	Mean	S. D			
Problem faced on transportation	3.67	0.687	4.25	0.500	-0.583	68	0.100
Navigation problem	3.09	0.836	2.50	0.577	0.591	68	0.170
Accommodation	3.41	0.944	3.50	1.732	-0.091	68	0.859
Service by guide	3.24	0.895	2.50	0.577	0.742	68	0.107
Restriction on elephant safari	3.12	0.937	3.25	0.957	-0.129	68	0.790
Waste management	3.27	0.887	3.25	0.957	0.023	68	0.961
Difficulty to find hotels	3.24	0.878	3.75	1.500	-0.508	68	0.285

The table shows the result of the t-test administered on the collected data at 5 per cent significance level. Since the P value is less than 0.05 for problem faced on transportation (Indian= 3.67, non-Indian =4.25) navigation problem( Indian = 0.836, non-Indian =2.50) accommodation (Indian= 3.41, non-Indian =3.50) services by guide(Indian = 3.24, non-Indian = 2.50) restriction on elephant safari( Indian = 3.12, non-Indian= 3.25) waste management (Indian=3.27, non-Indian 3.25) difficulty to find hotels (Indian = 3.24, non-Indian = 3.75). P value is more than 0.05 problem faced on transportation, navigation problem, accommodation, services by guide, restriction on elephant safari, waste management, difficulty to find hotels null hypothesis is accepted. It means there is no significant difference between nationality and problem faced by tourist in Konni.

## VII. CONCLUSIONS AND SUGGESTIONS

### 7.1. Conclusion

From this study we can see that there is scope for ecotourism in this region. The current facilities provided are good, but it has the potential to develop and earn more income. The tourists were satisfied with most of the facilities here, but in some factors, they were not. If this ecotourism centers improve their facilities a little more, it will bring a more satisfaction and more tourists to this location. In an overall perception we can say that the ecotourism project is working efficiently, but it can improve its number of visitors and can attract more foreigners. If it expands itself to accommodate more facilities and solve the few drawbacks that it has. We wish all the best to its authorities and congratulate them on their accomplishments so far.

### 7.2. Suggestions

1. This ecotourism center needs more publicity and promotional measures to attract the attention of people outside Kerala and from abroad too. Online promotion can be adopted to improve its publicity and to increase its popularity.
2. The duration of elephant safari must be increased; it will attract the tourists to visit konni. Government should take necessary steps regarding the waste management process.
3. Most of the respondents were not satisfied with the navigations like sign boards, the management should provide more sign boards to reach the destination.

### 7.3. Limitations of the Study

- This study only takes into the account the ecotourism spots in Konni, Pathanamthitta District in Kerala. Hence the findings may not be generalized on a wider level.
- This study collects the data from 70 respondents only who visited the place. Therefore it cannot be taken as the true representative of the populations.
- The sample for primary data of tourists is collected from only a limited period.

### REFERENCES

- [1]. Anita. V & Muraleedharan. P. K. (2006). Economic Valuation of Ecotourism Development of a Recreational Site in the Natural Forests of Southern Western Ghats, 6-9.
- [2]. Bontoux. N. (2009). Landscape Beauty in Minangkabau Homeland: A Study of Agro-Ecotourism Opportunities around Lake Singkarak, 3-4.
- [3]. Chitre.S. (2015). Coastal Ecotourism in India, *The Business & Management Review*, 5(4), 223.
- [4]. He. G, Chen. X, Liu. W, Bearer. S, Zhou. S, Cheng. L. Y, Zhang. H, Ouyang. Z & Liu. J. (2008). Distribution of Economic Benefits from Ecotourism: A Case Study of Wolong Nature Reserve for Giant Pandas in China, *Environmental Management*, 42, 1017-1018.
- [5]. Hong. C & Chan. N. (2010). Analysis of Penang National Park for Strategic Ecotourism Management, *World Applied Sciences Journal*, 10, 136.
- [6]. Kala.C.P. (2013). Ecotourism and Sustainable Development of Mountain Communities: A Study of Dhanolti Ecopark in Uttarakhand State of India, *Applied Ecology and Environmental Sciences*, 1(5), 98.
- [7]. Karrar. H. (2014). Scope of Ecotourism in Kerala, *Scholarly Research Journal for Interdisciplinary Studies*, 2(15), 2263-2266.
- [8]. Kuuder.C.W, Bagson.E&Aalangdong.I.O. (2013). Livelihood Enhancement through Ecotourism, *International Journal of Business and Social Science*, 4(4), 128-129.
- [9]. Dr Manoj.P.K. (1999). Sustainable Tourism in India: A Study from a Global Perspective with Focus on Tourism Prospects of Kerala, *The Second International Responsible Tourism Conference*, 1-3.
- [10]. Dr Rao. N. M & Pawar. R. (2013). Assessment of Community Participation in Ecotourism and Conservation at Dandeli Wildlife Sanctuary, *National Conference on Biodiversity*, 88-89.

Vinitha M.V "A Study on Tourists Inclination to Visit Konni." *International Journal of Business and Management Invention (IJBMI)* , vol. 07, no. 08, 2018, pp. 44-49.