



“Sustainable Tourism Development in India- Thenmala as a Destination.”

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Date of Submission: 01-11-2024

Date of Acceptance: 11-11-2024

Abstract

The attractiveness of a tourism destination is contingent on the sustainability of its economic and environmental resources. The main objective of this case study is to show up the sustainability in the first ecotourism spot in India, which is Thenmala located in the province Kerala (The Gods Own Country). This study observes how tourism in Thenmala and the tour operators and their guided tours contribute to the development of economic, social and environmental proportions at ecotourism sites and local communities. In light of the principles of sustainable tourism, the study analyses the features, issues and challenges of Thenmala and summarizes the key factors in accomplishing the sustainability of a tourism destination concerning the performance obtained. The result shows that the principal agents in the travel industry, supply chain and the administration have a significant impact on the sustainable development of tourism destination. However, sustainable tourism can have substantial adverse effects when misguided and overseen, including serious ecological corruption, negative social changes, and diminished government assistance of people or networks. Sustainable tourism ought not to be viewed as a panacea for orchestrating rustic improvement with natural preservation unless the business' impact on creating countries has been completely investigated.

Keywords: sustainable tourism, Thenmala, India

I. Introduction

In 1996, the earth Conservation Union (IUCN) defines commercial enterprise as “environmentally responsible trip natural areas, therefore on fancy and appreciate nature for socio-economic development of native people”.

The world organization setting Programme (UNEP) defines commercial enterprise as a property industrial enterprise, that follows clear technique that :

Ensures previous privy participation of all stakeholders.

- Ensure equal, effective and active participation of all stakeholders.

- Acknowledge native people communities right to say No to industrial enterprise development and to be completely privy, effective and active participation inside the event of business enterprise within the communities, lands and territories.

- Ecotourism “embrace the principles of property industrial enterprise and additionally the subsequent principles that distinguish it from the broader thought of property tourism” (Quebec declaration).

- Contribute actively to the conservation of natural and cultural heritage.

- Include native and indigenous communities in its arising with, development and operation, tributary to their well-being.

- Interpret the natural and cultural heritage of the destination to guests. Lend itself high to free lance travelers, likewise on organized tours for tiny size cluster.

Thenmala in Kerala is that the initial organized property tourism destination in Asian country. The ways, coming up with and implementation that area unit adopted within the case of Thenmala will offer helpful sensible implications. **the rest of this paper is structured as follows. Chapter two** reviews the relevant literature. **Chapter three describes** the Thenmala. **Chapter four analyses** the measures to realize property tourism. Finally, **Chapter five summaries** the conclusions and policy implications.

METHODOLOGY



Primary knowledge- The study is especially supported primary knowledge. it's the knowledge collected by the investigator directly. During this study the first knowledge has been collected via queries and private interviews through phone.

Secondary knowledge -For this study, secondary knowledge has conjointly been used from numerous printed sources like websites, books, reports, journal etc.

II. Literaturereview

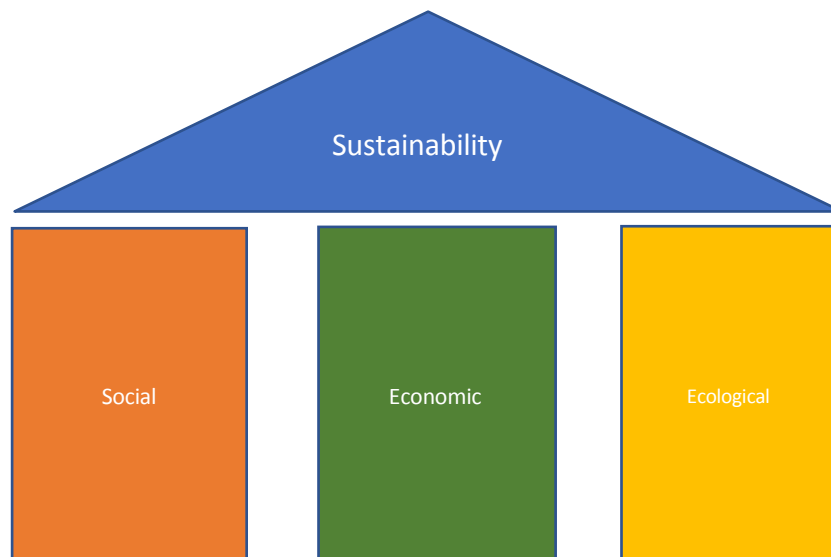
TheevolutionofSustainable development

The possibility of property development was initial planned by the International Union for the Conservation of Nature and Natural Resources. many years once the very fact, **the Brundtland Commission Report** characterized property development as 'development that meets the wants of this while not compromising the flexibility of future generations to fulfill their own needs' (WCED, 1992). Property development (SD) is characterized as how to trot out making or

developing by utilizing assets in a very manner that takes into consideration them to recharge or stick with it existing for others. The report targeting the worldwide circumstance of the population, food, species and hereditary resources, energy, industry, human residence, and so on.

The International Union for Conservation of Nature (IUCN) was established in Gregorian calendar month 1948 once a worldwide conference in Fontainebleau, France. Its advertiser tried to ensure that any utilization of standard assets is even-handed and environmentally property. The centre of normal property thinking has become the chance of 3 measurements, natural, social, and economical. These are attracted Associate in Nursing assortment of how, as 'columns' (Figure two.1), as homocentric circles (Figure two.2), or as interlocking circles (Figure two.3). The IUCN utilizes the interlocking circles model to exhibit that the 3 targets ought to be higher integrated, with activity to vary the balance between measurements of property.

Figure 2.1 the measurements of sustainability in columns



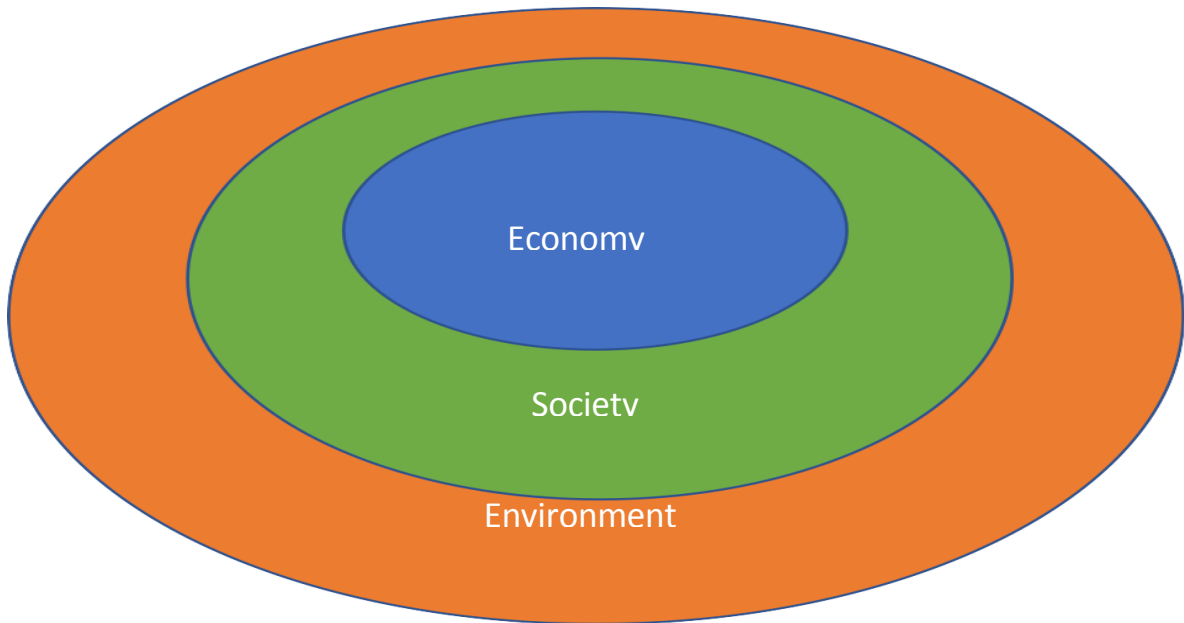
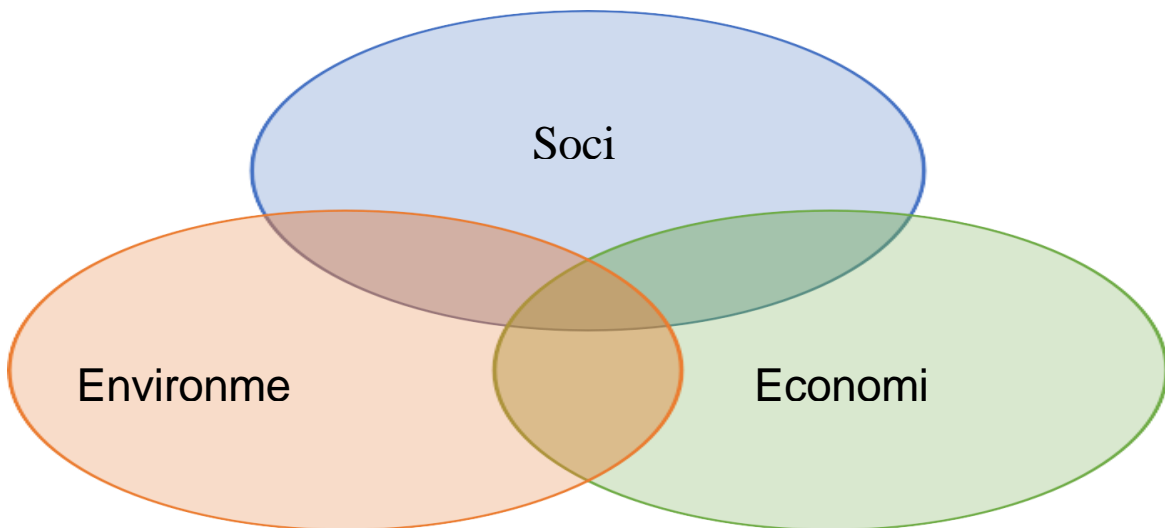


Figure 2.2. The measurements of sustainability in concentric circles

Figure 2.3 The measurements of sustainability in interlocking circles



To face unsustainable development, a world agreement was established-**Agenda twenty one**. Agenda twenty one could be a non-restricting system of activity, that was embraced by over 178 Governments at the **'Earth Summit' in 1992**. though the Agenda doesn't have the facility of universal law, the appropriation of the writings conveys with it a decent solid commitment to ensure the execution of the techniques. The central conviction of this 'global association' is that every one nations will secure the world whereas at a similar time experiencing

development. relating to the recent temperature change, there's increasing acknowledgement that the result square measure being felt too by destitute people United Nations agency effectively live underneath unstable conditions.

In the past fifty years, both inner and outer to the tourism area have yielded significant advancements, and sustainable tourism is advancing in worldview. **Jafari's stagemodel** is widely adopted to analyze sustainable tourism. Jafari contendst hat the post-World War II development of the worldwidetourism parthas been both affected and por



trayed by the consecutive appearance of the 'cautionary', 'adapting', 'advocacy' and 'information-based' stages or viewpoints. While they apply to tourism in general, these stages give a helpful

structure to understand the rise and advancement of sustainable tourism. Based on that, it identifies the **advantages and disadvantages of sustainable tourism** (Figure 2.4).

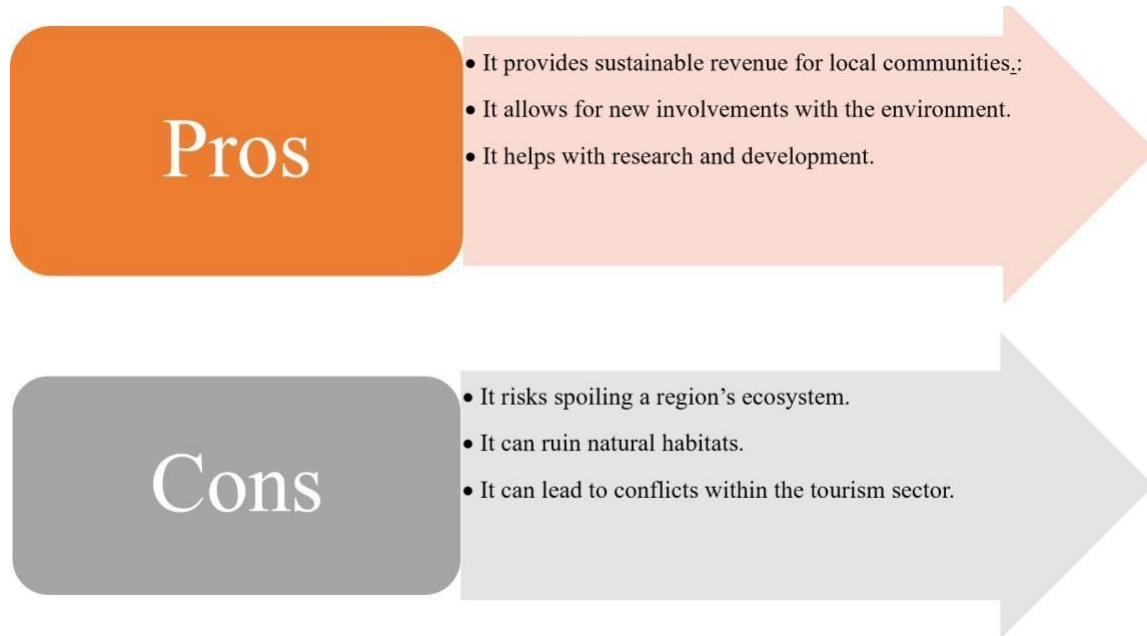


Figure 2.4 The impacts of sustainable tourism

III. Sustainable tourism in Thenmala

The description of Thenmala, which lies at the combination of the Kollam-Shencottah road and the Trivandrum- Shencottah road, brags of India's originally arranged sustainable tourism destination. It has 10 sustainable tourism location that spread the extraordinary hill ranges of Thiruvananthapuram, Pathanamthitta and Kollam regions (These all are districts in Kerala). 'Thenmala' means 'Honey Hill' thus it is nothing unexpected that the pure honey is traded from this zone. The surrounded thick forest is likewise known for the wood that is in much interest the nation over. Its territory is dabbed by woodlands, elastic or rubber, and tree plantations and was chosen by the WTO as one of the premier eco-accommodating projects on the planet. Thenmala has found 66 km toward the east of Kollam and is a fortune trove of activities. From vessel rides to relaxed strolls to try and experience sports like mountain biking and rock ascending, tourists are secured on all fronts. The staff is all around prepared in giving the necessary assistance and data consistently. Visits to the Thenmala Dam are available to travelers and the view is prestigious the whole way across the region. The influence connects

accessible at the Leisure Zone is a most loved among youngsters. The winding pathways, footpath, and model nursery are generally worth going through a night at. The deep woods of Thenmala contain exceptionally made tree cottages where one can escape into a different zone in the backwoods. It is a strange experience, vouched for by the entirety of our guests. The tourism resources of Thenmala Visits to Thenmala likewise incorporate chances to watch some exciting fascinating spots. The Nakshatravanam, a nursery of trees that are reviewed as sacred to the 27 heavenly bodies, has individuals swarming to it to bring home testing of the tree identified with their introduction to the birth star.

A visit to the close by Deer Rehabilitation Centre is an absolute necessity as different types of deer are reared here. They are released into the forest when the population arrives at maximum levels. A boat ride in the great Shendurney Wildlife Sanctuary tops off a paramount excursion to Thenmala. The rare flora and fauna are genuinely perfect and will stay like a reminder in your memory until the end of time. Some of the most attractive spots and things you can do in Thenmala. Here are some pictures that show the scenic wonders that await travelers at this beautiful green forest.



Figure3.1

ThenmalaParapparam Dam

A promenade in the Leisure Zone prompts the stunningly wonderful Thenmala Parapparam dam, which is the second-biggest water system venture (and the longest artificial reservoir) in Kerala. Boating on the flawless waters of this supply boarded on the two sides by the Shendurney



Figure3.2

Gorgeous Nature Trail

Thenmala's various nature trails are a delight for each nature enthusiastic, experience searcher, and traditionalist. The path winds their way through verdant wilderness, ignoring a few sprightly mountain streams. They additionally have a few resting spots that are simply ideal for a great excursion



Figure3.3

Heaven for Adventure Junkies

From recreational stone climbing and rappelling to mountain biking and stream crossing, there is a swarm of exercises for those craving more adventure. For individuals who lean toward trekking, multi-day guided treks (with outdoors) into the uneven territory of the Shendurney Wildlife Sanctuary are sorted out by the Thenmala authorities.



Figure3.4

Adventures in the Jungle

For the individuals who love an adrenalin rush, Thenmala's Adventure Zone is a significant exciting encounter. There are a lot of energizing decisions, of changing degrees of trouble, for example, creepy-crawly nets, reentry way intersections, Burma bridges, trust falls, archery, and flying fox.



Figure3.5

A Significant Hanging Bridge

Built in the year 1877, the hanging bridge at Thenmala is an engineering wonder. These 400 feet in length connect was built over the Kallada River under the oversight of a British designer named Albert Henry. Adrenaline junkies will cherish strolling over this bridge that is worked of wooden boards and connected bar chains bolted along with enormous nuts. Steel rod holders support the chains



associated with the deck and the whole bridge is upheld by two pillars at the two parts of the bridge



Figure3.6

A Humid Tree House

On the off chance that you have ever longed for living in a tree top escape in a tropical heaven, the excellent tree top cottage at Thenmala is the place you ought to be. Watch the lovely fancies of nature, let the birds serenade you with their humming sound, and enjoy the refreshingly cool wind as you relax around in this little tree house



Figure3.7

The Beauty of Palaruvi Waterfall

Probably the most noteworthy waterfall in Kerala, Palaruvi truly signifies 'a stream of milk'. Enveloped by the lush grass of a tropical rainforest, the waterfall spouts from a 300 feet high through a drop to a pristine dive pool. The waterfall is truly near Thenmala and is a famous outing spot. With lifeguards on backup, this family-friendly waterfall is the ideal spot for a relaxing dip.



Figure3.8

Musical Fountain

A synchronized and cadenced artful dance of water, sound, and light - Nature's Dance melodic wellspring - is the most mainstream fascination at the Culture Zone.



Figure3.9

Deer Rehabilitation Centre.

Sitting in the midst of the forested riverbanks of the waterway Kallada, Thenmala's Deer Rehabilitation Centre attempts to safeguard, support, and restore deer that stray out of the wilderness. At the middle, species, for example, barking deer, spotted deer, and samara deer can be seen calmly touching.

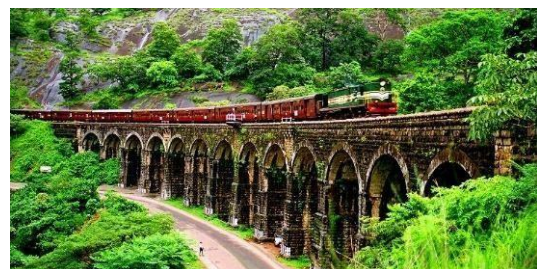


Figure3.10

The Enchanting 13 Arch Bridge

The Pathimoonnu Kannara Palam (13 Arch Bridge) was worked by British in 1904 to maneuver



merchandise from Kollam (Quilon) to Madras and could be a piece of 1 of India's most seasoned mountain rail lines. engineered over a century before simply rocks, limestone, and jaggery (in the Surki technique), the fascinating bridge is an absolute landmark for all Thenmala tourists.

IV. DISCUSSION

The Position of Thenmala in Indian Tourism

In Gregorian calendar month 2015, India's clinical commercialism section was evaluated to be worth US\$3 billion, and it's anticipated to develop to US\$7-8 billion by 2020. In 2014, 184,298 remote patients headed to the Republic of State to appear for clinical treatment.

Thenmala is that the initial organized property commercialism destination in Republic of State. The Thenmala Dam is also a property commercialism destination in Kerala. The Dam that seizes the foremost necessary repository among the state that was worked below the Kallada Irrigation and Tree Crop improvement venture. The event of the Parappan Dam over the conjunction of the Chenduruney, Kazhuthurutti, and Kulathupuzha waterways has diode to the formation of a counterfeit pool of around twenty six Sq. Km. that spreads on the centre of the Shendurney life Sanctuary. It's the foremost very important water system venture in Kerala. Honey aggregation from Thenmala was 100% pure and got hit among the Indian market. This premier property commercialism destination is reading fame because of its exceptional vistas, bio-decent alternative, and dealing. Organized concerning 72 kms from Thiruvananthapuram, among the district of Kollam, the Thenmala property commercialism imparts its assets to the noted Shendurney life sanctuary at the lower regions of the Western Ghats managed by Thenmala property commercialism Promotional Society, that is an attempt of the Kerala government. Thenmala property commercialism is also a kind destination for a guests perspective. It's equivalent open doors for no specific reason, experience, relaxation, and learning the essentiality and wishes for eco-accommodating measures for advancing tourism-related exercises. Features, problems and Challenges of Thenmala As a relaxed spot off from the chaos of town, Thenmala is also a transfer combination of traditional country living and up to currently structure. It offers qualification endless summation of attractions, a board clearing views on the Western Ghats among the totality of their magnificence. Cowl sections of land of evergreen woodlands,

Thenmala has been separated into 3 necessary zones, every with a particular subject - Culture Zone, Leisure Zone, and journey Zone. The issue in Thenmala unit partition of destination was a model for various property commercialism destinations. But, Thenmala neglects to qualify as a massive property commercialism destination because of some disadvantage native cooperation, business support, political association, absence of legitimate waste administration, and so on. Commercialism can probably have an effect on the about to network among the region wherever it's created, that can be each negative and positive. The examination uncovered that commercialism makes business open doors for the native folks, helps in making general framework offices, and thru suggests, this increasing the means that of amount of your time of the about to people. On the selection facet improper conduct of sightseers, contamination etc. unit the extraordinary problems influencing the occupants of Thenmala. The examination proposes that property commercialism strategy got to be actual to verify that property commercialism doesn't have an effect on diversity, lives, and governance systems of communities. Leopards on the prowl at Thenmala The villagers on Nipponese Kollam, equally as Thenmala and Arayankavu, reside in concern of untamed animals once several cows were killed by leopards recently. Nearly one hundred cases of leopard attacks were accorded from there in 2 years.

The dehydration of water sources among the forest that shares the border with human settlements is that the foremost reason for the frequent animal attacks and so the entry of untamed elephants into human settlements. In the latest incident, a cow owned by Mohandas of Santhosh Bhavan on the brink of Thenmala council work was killed by a leopard. The villagers had earlier detected leopards at Padam, Kaduvamoola, Iruteera and Kaithakettu on the brink of Pathanapuram. The forest department had unfree a leopard on the brink of Padam space at Iruttuthara on the forest border at Pathanapuram 3 weeks back. The officers have put together found additional pugmarks of leopards. "The animals have put together been detected among the region of Thenmala dam, that is additionally below the eco-tourism project, motion a threat to tourists. The residents of the realm have stopped going out throughout night. many dogs, beside Bos taurus, were consumed by leopards. Last week, the body of a leopard was found at Nedumpara here. There unit additional leopards prowling among the realm and so the forest



officers unit helpless," Shaji Thenmala, a resident, told me. The star fencing originated by the department in areas of man-animal conflict has not stopped animals from returning into human settlements. The star fencing has been originated in areas, equally as Kulathupuzha, Thenmala, Ottakkal, Urukunnu, Mambazhathara, Cherukadavu, and Aryankavure regions wherever human-animal conflict is at its peak. The villagers demand fencing in all these areas wherever attack by elephants. The challenges two-faced by Thenmala unit on the selection facet, the wrong conduct of travelers, pollution, therefore on unit the extraordinary problems influencing the occupants of Thenmala. The investigation recommends that property commercialism arrangement got to be actual to verify that property commercialism does not have an effect on diversity, lives, and governance system of communities.

Impact of Thenmala Tourism

Considering the positive impacts of Thenmala tourism,

- Thenmala business play helpful role for the conservation cultural heritage, economy and surroundings.
- The business creates a knowledgeable society in an extremely village at Thenmala and it upgrades the overall public infrastructure.
- The business in Thenmala there appear to play a vital role in protecting the natural surroundings. people got to produce aware the ecological impacts damage to ecosystem: effects on physical surroundings.
- As considering the economic aspect, business got to manufacture the employment opportunities for the native communities inside the specific region. Once returning of Thenmala business the native people got jobs, vary of them provide tourist with native food and lodging, guide service and regionally created handicrafts as a result their community receives substantial direct economic profit. What's Thenmala region caused form of different positive changes likewise as additional jobs and increased the gain of the family and this result an improved commonplace of living for the population. Abolition of poorness is possible below business and gain generation –In this area unit; it is the important objectives of sustainability.

Considering the negative impact of Thenmala Tourism,

- The maintenance of biodiversity is also a

important component of the property.

- The promoters of business have forgotten or require us to ignore the principles of business.
- As a consequence of this we tend to face a replacement variety of ecological imperialism inside that western cultural values are unit being affected on the indigenous culture through business. The major interruptions by the native residents and officers inside the Thenmala business project from domestic and foreign tourist area unit whole on the destruction of natural surroundings, life disturbances and conflicting perspective. Business is that the nonsense in business. Exciting business, government and conservationists like, it's come to embrace environmental friendly, community friendly and market friendly business. but though its value in rising awareness of the link between business and surroundings, the term has become ill-used that it's extremely very little good-for-nothing comment, which might be harmful as typical variety of business. Another disadvantage of business, generally it ought to be thought-about entirely an extension of business marketing. The business would really like government or NGO's correct funding otherwise it's going to not reason the expected level. what's additional the concepts of business will reason entirely the support and cooperation of the native people. Unless the native people will participate the programme will not be ponder an business.

V. Conclusion

Sustainable, tourism development is that has been fastidiously planned and managed. It is the antithesis of business that has developed for short gains. Because of the expected continued growth of business, sustainable development is that the approach that may be required. As a result, variety of codes for tourists, the business trade, and therefore the surroundings have emerged. **ASTA's Ten Commandments** on tourism is the best example. Kerala, one of the considerable number of states in India, offers the most extreme potential for the advancement of sustainable tourism. Miles and miles of unending peaceful seashores, serene stretches of emerald backwaters, immaculate valleys and mountains, colourful types of uncommon greenery, untamed life asylums and national parks, captivating artistic expressions, enchanted celebrations, and social landmarks are for the most part novel to Kerala and has given it the sobriquet of '**Divine beings Own Country**'. The National Geographic Traveller has named Kerala as one of the 10 heavens on the planet. **In this study, there are indications that the growth of tourism in the high range**



area's like Thenmala or eco-friendly destinations are getting more popular nowadays and this is more important for a developing country like India.

First of all, in the upcoming years, the economic outcome of the international travel and tourism sector should be expected to grow more rapidly. This fact would predictably affect the touristic hilly regions of developing countries more than the other. Secondly, the tourism development in a state like Kerala in India and other similar countries will be determined by the growing interest in, and demand for tourism. In particular, it might be expected that sustainable tourism would grow to a considerable extent by increasing environmental awareness by taking classes or seminars. Apparently, in these days the global warming is getting effective sometimes it will raise the temperature level in high range areas, and that is not good for the species living in that area and also for the tourists. This is an extremely important global challenge whose result would be carefully planned and managed to minimize its effect on high range tourism. Thirdly, its about the locals living in that tourist destination. Tourism will undoubtedly affect the local people in the territory where it is developed, which can be both negative and positive. Our investigation is an endeavour to discover the effect of sustainable tourism on traveller destinations and the people living in that locality. The examination uncovered that tourism makes work open doors for the local people, helps in creating general framework offices, and along the lines expanding the way of life of the local people. On the opposite side, improper conduct of sightseers, contamination etc. are the severe issues influencing the occupants of Thenmala.

This study concludes that the presents sustainable tourism focuses are confronting a few issues. The suggestions given above can redress these issues up to a certain broad. **Sustainable tourism is an excellent abuse zone for Kerala and the administration.** The tourism division must set up eco- friendly destinations all over Kerala to ensure the greenery of our state and to expand our status on the planet tourism map. However, because of the lockdown policy due to COVID-19 pandemic as well as the limited time, this dissertation cannot conduct a field study to investigate the stakeholders' perceptions of sustainable tourism in Thenmala. Future study can conduct a field survey to compare and discuss different stakeholders' perception of

sustainable tourism.

Recommendations

- Government should efficiently involve in the development of responsible behavior in ecotourism.
- Tourist should be encouraged about responsible tourism behavior.
- Locally owned business should be encouraged in ecotourism project areas.
- More resource protection activities should be introduced in the ecotourism project.
- Effective waste management should be introduced in concerned area to reduce pollution.

Proposed measures for improvement-

Based on the above information, it might be expressed that the advancement of sustainable tourism in India is a basic instead of an alternative. This is increasing important in a state like Kerala-

'The God's Own Country', one of the most encouraging states in India for tourism improvement. While the means previously expressed by the governments of India and Kerala give off an impression of being the correct way, there should be engaged endeavors toward the conservation of the earth and counteraction of biological corruption. Moreover, there is a critical need to restrain the number of guests to each sustainable tourism destination so the indigenous habitat can withstand the weights. Continuous Endeavour's and required to make and encourage mindfulness in regard to the requirement for assurance of the earth are required, especially for maintaining a strategic distance from the utilization of plastic to the extent possible and invariably 'no' to its littering.

LIMITATIONS

1. The respondent might have based on answering to the writers questions.
2. There was improper response from some of the people in the destination.

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