IMPACTS OF SUSTAINABLE CULTURAL TOURISM IN FORT KOCHI, KERALA

Jose Bejoy

(Ph.D Research Scholar in Tourism Management)
Centre for Tourism & Hotel Management, Madurai Kamaraj University, Madurai-21

Dr. R. Kannan

(Research Supervisor), Associate Professor and Director i/c
Centre for Tourism & Hotel Management, Madurai Kamaraj University, Madurai-21

Abstract

Before the death of Christ, Fort Kochi was covered by mangrove woods, turfs and sand banks. Sand banks were created with the rise in the sea level which formed the shape of the coastal area. Around 600 AD, written documents about the Malabar coast show that this region had Hindus, Christians, Muslims and a Jewish minority. The natural harbour of Kochi was created by a flood that also destroyed the harbour of the town Kodungalloor. Thereafter, Fort Kochi was developed into one of the most important harbours in the west coast of India. It concentrated on the spices trade with the China and the Middle East.
Keywords: Fort Kochi, Kodungalloor, Malabar coast, Zamorin, Portugese, Alvares, Hyder Ali, Tippu Sultan

Introduction

Historical Background of Fort Kochi, Kerala

During 1500 A.D. Calicut was ruled by king Zamorin and Kochi was ruled by the Maharajah of Cochin. This was the time when the first Portugese ships berthed at Malabar coast. Vasco Da Gamma landed in Calicut and Pedro Alvares Cabral landed in Kochi. The Maharaja of Kochi felt threatened by the Zamorin of Calicut. The Maharajah hoped that the Portugese would help him in his defense from the neighbouring King of Calicut. The Maharajah welcomed the Portugese and they founded their first trading centre in Kochi. In later years, the Maharajah of Cochin was largely deprived of his power and Cochin became the first European Colony in India.

In AD 1653, Dutch came to Cochin at the invitation of deposed prince of Cochin royal family. The town became the capital of Dutch and belonged to the worldwide trading network of the Dutch East India Company. In 1760, Hyder Ali and later by his son Tippu Sultan subordinated the town temporarily to the kingdom of Mysore. Around 1790, Kochi came under the influence of the British. In 1814, Kochi became a part of the British Colonial Empire. The British shaped the country until the middle of the 20th century and Kochi has always been an important harbour and a trade centre.

Kochi was made the capital of Union State Cochin after India gained independence in 1947.In 1956, Malabar, Cochin and Travancore were joined together and formed the present Union State of Kerala.

Tourism Attractions in Fort Kochi, Kerala

A brief list of tourist attractions in Fort Kochi is provided below. Over and above this list , tourists have more items of interest in Fort Kochi.

Vasco Da Gama Square
Chinese Fishing Nets
Pierce Leslie Bungalow
Old Harbour House
Delta Study
Loafer's Corner /Princess Street
Vasco House
VOC Gate
Parade Ground
The United Club
The Bishop's House
Fort Immanuel
The Dutch Cemetry
Koder House
Thakur House
David Hall
The Cochin Club
Bastion Bungalow

Need and Significance of the study

The present article aims to highlight the impacts of Sustainable Cultural Tourism in Fort Kochi. Sustainable Tourism is that Tourism which will not be a hindrance to the present generation as well as the future generations. Cochin is an international cultural centre. Naturally International tourists are interested in Cultural Tourism. Both the tourists as well as the local people have to be happy over the activities of cultural tourism. Being an inhabitant of Cochin, the investigator is interested in studying the significance and implications of the study.

Objectives of the study

To assess the impacts of Sustainable Cultural Tourism in Fort Kochi

Hypothesis

Ho: Cultural Tourism attractions in Fort Kochi will have a significant impact on Sustainable Cultural Tourism development

Scope and Limitations of the study

The scope of the article of this type is very limited. The investigator has studied the impacts of one tourism attraction spot in Kerala only. The investigator has taken only 40 samples. Only one day has been spent to collect the sample from Fort Kochi.

Methodology

The present article is prepared using narrative description and logical sequencing of genuine data. Triangulation is adopted for ensuring the validity of data.

Sample collected: A sample of 40 people including Tourists, Local residents, Tour operators and Govt. officials were collected.

Tool: A tool standardized by the investigator was used to measure the perspectives on Sustainable Cultural Tourism, by name "Cultural Tourism Attraction Scale". The reliability of the Cultural Tourism Attractions Scale is Cronbach's Alpha Coefficient 0.884.

Statistical Tools used:- The investigator used the following statistical tools for this article:
   a) Diagramatic Representation
   b) Descriptive Statistics

3. Analysis

Table1

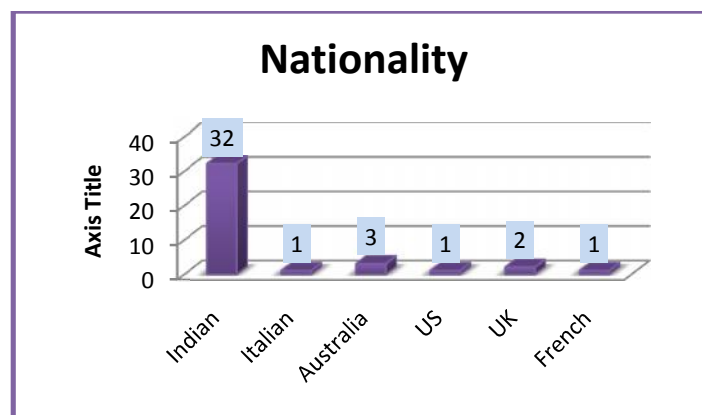| Nationality	Frequency	Percent
Indian	32	80
Italian	1	2.5
Australia	3	7.5
US	1	2.5
UK	2	5
French	1	2.5

Figure1

The diagramatic representation of Table.1 shows that the sample contains 32 Indian tourists, 1 Italian tourist, 3 Australian tourists, 1 US tourist, 2 UK tourist and a French tourist.

Table 2

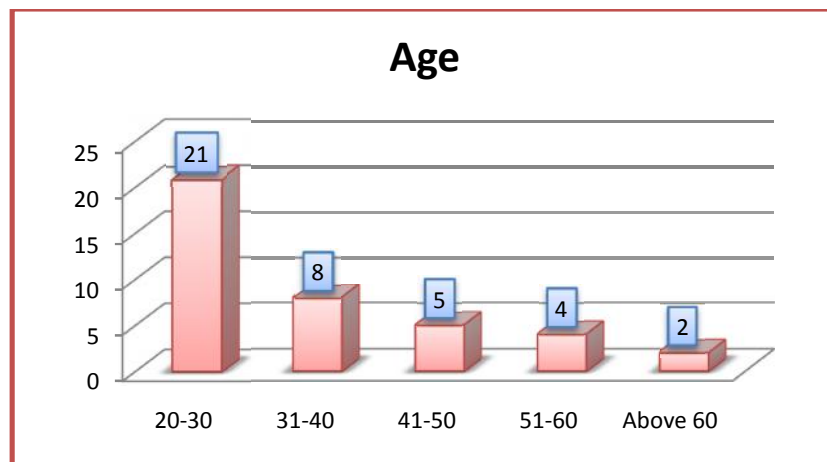| Age	Frequency	Percent
20-30	21	52.5
31-40	8	20
41-50	5	12.5
51-60	4	10
Above 60	2	5

Figure 2

The diagrammatic representation of Age in Table.2 shows that 20-30 age group have 21 tourists, 31-40 age group has 8, 41-50 age group has 5, 51-60 age group has 4 and above 60 group has 2 tourists.
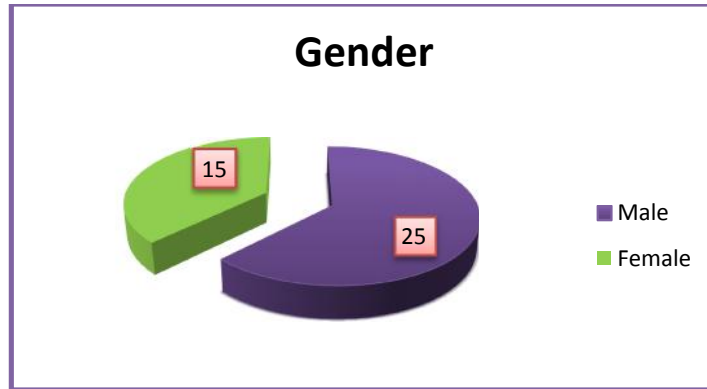
Table.3

Sex	Frequency	Percent
Male	25	62.5
Female	15	37.5

Fig.3

Table 3 shows that 62.5% of tourists are male and 37.5% are female.

Table.4

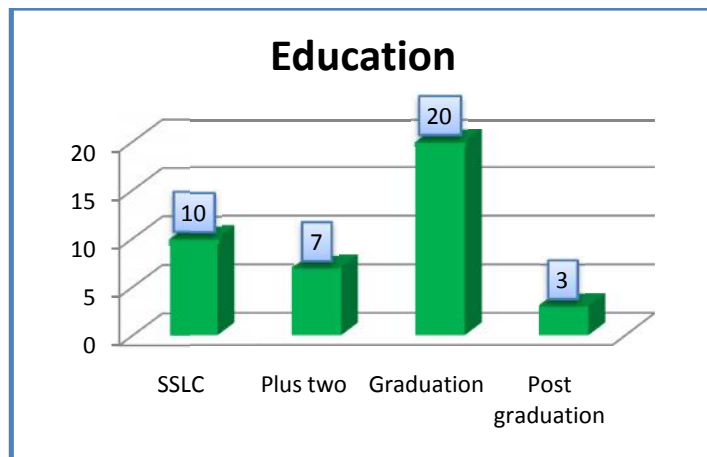| Education	Frequency	Percent
SSLC	10	25
Plus two	7	17.5
Graduation	20	50
Post graduation	3	7.5

Figure 4

Table.4 shows that 7.5% are Post Graduates, 17.5% are higher secondary qualified and 25% are SSLC Qualified.

Table.5

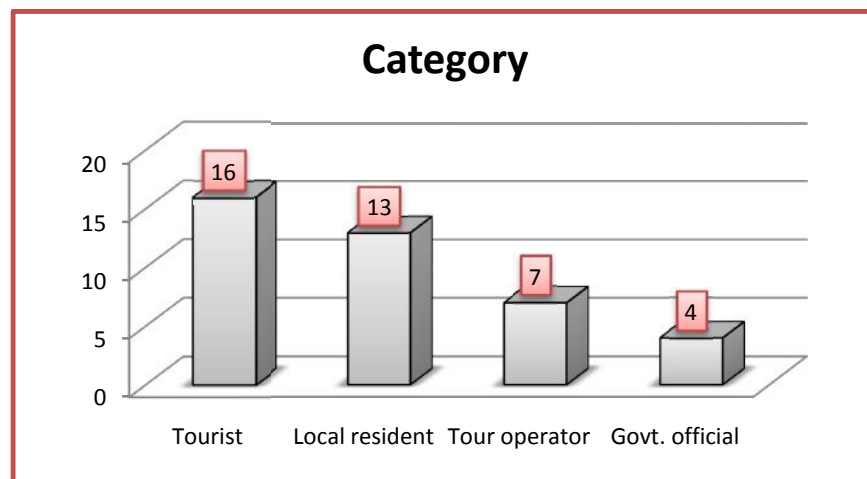| Category	Frequency	Percent
Tourist	16	40
Local resident	13	32.5
Tour operator	7	17.5
Govt. official	4	10

Figure 5

Table 5, shows that 40% are tourists, 32.5% are local residents, 17.5 % are tour operators and 10% are government officials.

Table.6

Variables	N	Mean	Std. Deviation	Mean % score	CV
Cultural tourism attractions	40	84.25	11.63	84.25	13.80

Table 6, shows the values of Mean, Standard Deviation, Mean %, Mean % score and coefficient of variation. The Mean value is 84.25, the standard deviation is 11.63, Mean percentage score is 84.25, coefficient of variation is 13.80.

The value of coefficient of variation of cultural tourism attractions of Fort kochi is 13.80, which shows that the variation is more consistant and low. And the mean value is 84.25

Conclusion

The article can be concluded by presenting the information that the impact of Sustainable Cultural Tourism Attractions in Fort Kochi is very high and consistently stable.

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