

**THE EFFECTIVE IMPLEMENTATION OF THE SWACH BHARATH
MISSION AT THE TOURISM DESTINATIONS IN KERALA with the
active participation of the stakeholders of tourism**

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BAHADUR SHAH ZAFAR MARG
NEW DELHI-110 002**

**PRINCIPAL INVESTIGATOR
Radhika.P.C
Assistant Professor
DEPARTMENT OF COMMERCE
SACRED HEART COLLEGE THEVARA-KOCHI 682013
KERALA
MAY 2018**

DECLARATION

I hereby declare that the minor research project **“THE EFFECTIVE IMPLEMENTATION OF THE SWACH BHARATH MISSION AT THE TOURISM DESTINATIONS IN KERALA with the active participation of the stakeholders of tourism”** is an original record of studies and research carried out by me during the tenure of the project.

MAY 2018
THEVARA

RADHIKA.P.C
(Principal Investigator)

May 2018

CERTIFICATE

This is to certify that the Minor Research Project entitled **“THE EFFECTIVE IMPLEMENTATION OF THE SWACH BHARATH MISSION AT THE TOURISM DESTINATIONS IN KERALA with the active participation of the stakeholders of tourism”** No:2383-MRP/15-16/KLMG017/UGC-SWRO submitted to University Grants Commission is a bonafide work by RADHIKA.P.C of our institution.

Principal/Registrar

Principal Investigator

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Chapter-1

INTRODUCTION

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Chapter-1

INTRODUCTION

1.1 Global Tourism

Tourism industry has undergone drastic changes over the years and now it is one of the major economic activity of the world. Even though India is relatively a newcomer in the global tourism business, it has got a noticeable position in the world tourism map. Tourism is considered as a major sector which brings in foreign exchange earnings to countries and also results in employment generation, leading to overall development of the country. The developing countries view tourism as an important tool for the development of their economy. As per the report of WTTC (2017), “in 2016 the total contribution of Travel & Tourism to GDP was USD7,613.3bn (10.2% of GDP), Travel & Tourism directly supported 108,741,000 jobs (3.6% of total employment) and Travel & Tourism investment was USD806.5bn, or 4.4% of total investment”¹. But like other industries, the development of tourism causes different types of pollutions at the destinations. These different types of pollution has become created a pressure for the long run of the industry and there is urgent need to minimize these pollutions to ensure sustainable development. This can be only minimized with the active participation of the different stakeholders of tourism. The Swachh Bharath Mission of central government is an important program which aims at ensuring cleanliness and this mission has to be linked with the tourism development process. The active participation of the resident community at the destinations will help to achieve the objectives of Swachh Bharath Mission. Thus the focus of study is to find out ways to implement Swachh Bharath Mission at tourism destination with the active participation of different stakeholders of tourism.

1.2 Indian Tourism

India is a land blessed with varied geography. The snow-clad Himalayan mountains, the mighty rivers like the Ganges and the Brahmaputra, the beautiful beaches of Goa and Kerala, the sand dunes of the Thar, the medieval forts and palaces, architectural grandeur of sacred temples

¹ WTTC, (2017), Report on Travel & tourism economic Impact 2017, world, www.wttc.org

and the charm of the Taj Mahal have been attracting the travellers since long. These attractions along with its varied geography and the diverse climatic conditions have made India around the year destination for tourists and clearly this is the reason for considering India as ‘a land of all seasons and for all reasons’ and it is really an incredible country. As per the annual report of ministry of tourism” the year 2016 witnessed a growth of 10.7 % in Foreign Tourist Arrivals (FTAs) in India. FTAs during 2016 were 88.9 lakh (provisional) as compared to the FTAs of 80.3 lakh during 2015. The Foreign Exchange Earnings (FEEs) from tourism in rupee terms during 2016 were Rs.1,55,650 crore (provisional) with a growth of 15.1%.². India’s ranking has also witnessed improvement for international tourism receipts from 34th in 1998 to 14th in 2015³. According to Indian tourism statistics (2017)⁴, “the foreign exchange earnings from tourism were US\$22.92 billions as compared to US\$21.07billion in 2015, registering a growth of 8.8%(which is shown in Table 1.1 and fig 1.1). The number of domestic tourist visits in India during 2016 was 1614million(P) as compared to 1432 million in 2015, with a growth rate of 12.68%. Number of Indian national depatures from India during 2016 was 21.81million as comared to 20.38million in 2015,registering a growth rate of 7.3%.” The report also shows that the FTA in India from Bangladesh were the highest (15.68%) followed by USA (14.73%), UK (10.7%), Canada (3.6%), Malaysia (3.43%) and so on. According to the report the top five states/UTs in foreign tourists visits in 2016 were Tamil Nadu(4.72 million), Maharashtra(4.67 million), Uttar Pradesh(3.16 million), Delhi(2.52 million) and West Bengal(1.53 million) with their respective shares being 19.11%, 18.9%, 12.78%, 10.2% and 6.19%. Altogether these five states/UTs accounted 67.18% of the total foreign tourist’s visits. Kerala is in 7th position in terms of foreign tourists visits. The top five states/UTs in domestic tourists visits in 2016 were Tamil Nadu (343.8million), Uttar Pradesh (211.7 million), Andhra Pradesh(153.2 million), Madhya Pradesh(150.5 million) and Karnataka(129.8 million) with their respective shares being 21.31%, 13.12%, 9.49%, 9.33% and 8.04%. . Altogether these five states accounted 61.29% of the total domestic tourist’s visits. Kerala is in 18th position in terms of domestic tourists visits. These figures clearly shows the importance of tourism in India.

² Annual Report, Government of India, Ministry of tourism (2017), www.tourism.gov.in

³ Indian tourism statistics at a Glance, 2015, Government of India, Ministry of Tourism, www.tourism.gov.in

⁴ Indian Tourism statistics(2017), Government of India.

Table 1.1 Foreign exchange earnings from Tourism in India (2000-2017)

**Foreign Exchange Earnings (FEEs), in Rs. Crore, from Tourism in India,
2000-2017 (till June)**

Year	Year FEEs from Tourism in India (in Rs. Crore)	Percentage (%) change over the previous year
2000	15626	20.7
2001	15083	-3.5
2002	15064	-0.1
2003	20729	37.6
2004	27944	34.8
2005	33123	18.5
2006	39025	17.8
2007	44360	13.7
2008	51294	15.6
2009	53700	4.7
2010	64889	20.8
2011 ^{#1}	77591	19.6
2012 ^{#1}	94487	21.8
2013 ^{#2}	107671	14.0
2014 ^{#2}	123320	14.5
2015 ^{#1}	135193	9.6
2016 ^{#2}	154146	14.0
2017 ^{#1} (Jan-Jun)	87096	19.7

#1: Provisional estimates (based on Provisional FTAs), @: Growth Rate over Jan-Jun, 2016

#2: Revised estimates (based on the final FTAs received from BOI)

Source: (i) Reserve Bank of India, for 2000 -2010

(ii) Ministry of Tourism, Govt. of India for 2011-2017.

Source: Indian Tourism statistics(2017), Government of India.

Fig 1.1**Foreign exchange earnings from Tourism in India (2000-2016)**

The foreign exchange earnings is a major determinant of a country's economic growth. The income from tourism in terms of foreign exchange earnings helps a country like India which is a developing country, to attain economic growth easily rather than any other industry. The innovations in tourism destinations and tourism products have boosted the industry to international standards and also have helped to cater to the varied needs of the tourists. These efforts have paid off and has placed India on the world tourism map. Even though Kerala rank 7th position in FTA and 18th in DTA, it was listed top among the different states in India regarding sustainable tourism development. Kerala (Kumarakom Responsible tourism initiatives) had won annual UNWTO (United Nations World Tourism Organisation) Ulysses Award for Innovation in Public Policy and Governance in 2013. This was for Kerala's contribution as global leader to sustainable tourism development. Kerala Tourism's new campaign on responsible tourism has won the prestigious 'Golden City Gate Award' at the world's leading travel trade show ITB in Berlin in 2016.

Kerala tourism had also won the second prize in “Best State/Union Territory Comprehensive Development of Tourism” in 2012-13. Thus among the different states in India, Kerala acts as the forerunner in implementing innovative practices to ensure sustainable tourism development. The sustainable tourism forms helps to conserve tourism resources and also it ensure the provision of benefits to the local community. The actual success of the tourism department should be measured not in terms of tourist numbers or revenue from tourism, but the way it has integrated tourism in to the existing communities and used the investment generated to benefit those communities as well as the tourist (Sara Tillotson,1988)⁵.

The department of tourism, Kerala is mainly focussing on the community based tourism developments to ensure sustainability at the destinations. It is highly visible in second the objectives of Kerala tourism which is “To focus on benefits for the community from tourism”. In order to achieve this the government is promoting village tourism, responsible tourism, ecotourism etc. These sustainable initiatives really needs appreciation in the year 2017 because the United Nations is celebrating 2017 as “International Year of Sustainable Tourism for Development”. According to Taleb Rifai (UNWTO Secretary-General) "This is a unique opportunity to build a more responsible and committed tourism sector that can capitalize its immense potential in terms

⁵ Sara Tillotson. (1988). Cultural Tourism or Cultural Destruction. *Economic and Political Weekly*, 23(38), 1940-1941

of economic prosperity, social inclusion, peace and understanding, cultural and environmental preservation”. The International Year is planning to promote tourism in the following five key areas: "(1) Inclusive and sustainable economic growth; (2) Social inclusiveness, employment and poverty reduction; (3) Resource efficiency, environmental protection and climate change; (4) Cultural values, diversity and heritage; and (5) Mutual understanding, peace and security.” The sustainable initiatives of Kerala is also working on the above areas and the initiatives of Kerala are unique (e.g, Kumarakom responsible tourism, Kumbalangi village tourism, Thenmala eco-tourism etc.,) among the different states in India.

1.3 Kerala Tourism

The importance of tourism had been acknowledged by the Kerala government by declaring tourism as an industry in 1986. After that the government took several initiatives to boost the tourism industry. The involvement of the government in the major areas of development has helped the tourism industry a lot and now it has reached a status of 9 million domestic and over 0.7 million foreign tourists in 2012. As per the Kerala tourism statistics (2017)⁶ “the Foreign Tourist arrival to Kerala during the year 2017 is 10,91,870 which shows an increase of 5.15% over the previous year’s figure of 10,38,419. The Domestic Tourist arrival is 1,46,73,520 which shows an increase of 11.39 % over the last year’s figure 1, 31,72,535. The total Tourist arrival to Kerala is 1,57,65,390 showing an increase of 10.94% over the last year figure 1, 42, 10,954. The Foreign exchange earnings for the year 2017 are Rs.8392.11 Crores showing an increase of 8.29 % over the figures of year 2016 Rs 7749.51 Crores(which is shown in table 1.2). The Total Revenue (direct & indirect) from Tourism is Rs 33383.68 Crores, showing an increase of 12.56 % over previous year’s figure Rs 29658.56 Crores.” The table 1.3 shows the district wise tourist arrival. From the table it is clear that Ernakulam ranks 1st in foreign and domestic tourist’s arrival.

⁶ Kerala tourism statistics(2017), Government of Kerala.

Table 1.2

Earnings from Tourism (2008-2017)

<i>Year</i>	<i>Foreign Exchange Earnings (Rs. In Crores)</i>	<i>% Variation over previous year</i>	<i>Total Revenue generated from Tourism (Direct & Indirect) (Rs. In Crores)</i>	<i>% Variation over previous year</i>
2008	3066.52	16.11	13130.00	14.84
2009	2853.16	-6.96	13231.00	0.77
2010	3797.37	33.09	17348.00	31.12
2011	4221.99	11.18	19037.00	9.74
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56

Source: Kerala tourism statistics(2017), Government of Kerala.

Table 1.3

District wise Foreign and Domestic Tourist Arrivals(2017)

Sl. No.	District	Foreign	Domestic
1	Alappuzha	75037	433456
2	Ernakulam	453973	3285088
3	Idukki	42285	1090086
4	Kannur	5123	695655
5	Kasaragod	1115	263459
6	Kollam	6227	381829
7	Kottayam	32350	468593
8	Kozhikode	13106	932345
9	Malappuram	18451	520832

Table1.3 Continued.....

Sl. No.	District	Foreign	Domestic
10	Palakkad	1711	474180
11	Pathanamthitta	2003	164494
12	Thiruvananthapuram	420719	2505333
13	Thrissur	10775	2642546
14	Wayanad	8995	815624
Total		1091870	14673520

Source: Kerala tourism statistics (2017), Government of Kerala.

The theme of economic review report of (2016) was tourism and according to the report “Income from tourism constitutes about 10 per cent of the gross State Domestic Product of the State, and is an important engine of growth. Tourism creates employment, brings in incomes, and opens out cultures to the rest of the country and world. A feature of tourism is its interconnection with other spheres of development. Tourism cannot be successful without concurrent development in health, sanitation, urban and rural planning, transport, connectivity, local self-government and other spheres.”⁷ The development of tourism in the state thus ensures the overall development of the economy. In order to reap continuous outcome, it should be planned sustainably by giving thrust to environmental friendly tourisms like responsible tourism, eco-tourism, rural tourism etc. Thus tourism has become a very important economic activity of Kerala. But these developments also resulted in several pressures on the destination environment. The study of Brilliant (2011)⁸ supports this view and the study revealed that the increase in tourism activities had adversely affected the ecological condition of the place and resulted in heavy pollution. The cleanliness at the destinations are very important as it will contribute much to ensure visitor satisfaction. So in order to achieve tourist satisfaction and to develop tourism in a sustainable way it is necessary to ensure cleanliness at the destinations in Kerala. The present study tries to define the problem of pollutions at the destinations in Kerala and tries to suggest the ways to implement the Swachh Bharat Mission at the destinations in the Kerala with the active participation of the stakeholders of tourism.

⁷ The economic Review report (2016). The Government of Kerala. www.ecostat.kerala.gov.in.

⁸ Rajan Brilliant (2011). Assessment of carrying capacity of selected tourism destinations in Kerala: A strategy for sustainable development. PhD Thesis, M.G.University.

1.4 Statement of the Problem

Tourism industry has become an inevitable part of modern life and like other industries it resulted in many types of pollutions at the destinations. These different types of pollution has become created a pressure for the long run of the industry and there is urgent need to minimize these pollutions to ensure sustainable development. This can be only minimized with the active participation of the different stakeholders of tourism. The important stakeholders of tourism are the tourists, the tourism industry, the resident community and the Government and its agencies (Peter E & Ann E, 2006)⁹. The active participation of these four stakeholders of tourism will help to minimise the pollutions at the destinations in Kerala. The Swach Bharath Mission of central government also aims at ensuring cleanliness and this mission has to be linked with the tourism development process. The active participation of the different stakeholders of tourism will help to achieve the objectives of Swach Bharath Mission. So the present study tries to explain the different roles of the stakeholders of tourism in ensuring cleanliness at the destinations and thus helps to realise the objectives of Swachh Bharat Mission.

1.5 Need and Significance of the Study

Even though government has adopted several initiatives to minimise the negative impacts of tourism, none of them achieved full success. The reason behind this is the lack of participation of the different stakeholders of tourism in these programmes. The present study tries to define the roles of the different stakeholder's of tourism in ensuring cleanliness at the destinations. Thus the result of the study will helps the government to successfully implement the Swachh Bharat Mission at the various destinations in Kerala. The result of the study will not only helps the government but also it will help the resident community, the participants in tourism industry and the tourists.

1.6 Objectives of the Study

1. To understand the different types of pollutions at the destinations in Kerala.
2. To find out the ways to minimise the different types of pollutions at the destinations in Kerala.
3. To find out the ways to ensure cleanliness at the destinations in Kerala.

⁹ Murphy Peter E and Murphy Ann E (2006). *Aspects of tourism strategic management for tourism communities bridging the gap*, Viva Books Private Limited. New Delhi. 288.

4. To find out the role of different stakeholders of tourism (the tourist, the resident community, the tourism industry participants like Hotels, local shopkeepers etc and the government agencies) in ensuring cleanliness at the destinations in Kerala.
5. To suggest ways to implement Swachh Bharat Mission effectively to make Kerala the real 'Gods Own Country'.

1.7 Hypothesis of the study

H₀: There is no significant relationship between destination cleanliness and overall tourist's satisfaction.

1.8 Limitations of the study

- 1 The study was based on the opinion of the tourists who were at the destinations during the time of data collection. The generalisation of the result is limited to the aspect that the result was based on the experiences of the tourists who were included in the study and the experience of others may differ for others in some attributes.
- 2 Since the study was intended to measure the tourist expectation and experience on different destination attributes, the expectation has to be measured before visiting the destinations and experience after the completion of travel. But because of the difficulty of maintaining contact with respondents before and after travel, the tourist questionnaire was administered only once and this can be taken as one of the limitations of the study.
- 3 As the sample size of the study is small, the generalization of the result is limited.

1.9 Operational Definitions

As the study was intended to understand the two important areas in tourism, the first objective is to focus on the importance of community support for tourism development and the second is to understand the expectation and satisfaction levels of tourist regarding Kerala as a tourist destination. Hence the sample of the study consists of tourists (including domestic and foreign) and the resident community of the destination. The following section explains the operational definition of tourists and resident community.

1.9.1 Definition of Tourist: A tourist is the main actor in the tourism industry and efforts have

been made from earlier centuries itself to define the term tourists¹⁰. The 19th Century dictionary defines tourists as a “person who travels for pleasure of travelling, out of curiosity and because he has nothing better to do”. According to Dictionaries Universal, the tourist is a person who makes a journey for the sake of curiosity, for the fun of travelling; or just to tell others that he has travelled. These definitions are general in nature.

The definition of ‘foreign tourist’ according to the Government of India’s Tourism Department is stated as “ A foreign tourist is a person visiting India on a foreign passport, staying at least twenty-four hours in India and the purpose of whose journey can be classified under one of the following headings:

- a. Leisure (recreation, holiday, health, study, religion and sport).
- b. Business, family, mission, meeting.”¹¹

The following categories are not regarded as foreign tourists in India:

- 1) “Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- 2) Persons coming to establish a residence in the country.
- 3) ‘Same-day visitors’, i.e., temporary visitors staying less than twenty four hours in the country visited (including travellers on cruises).
- 4) Nationals of Nepal entering India through land routes along Indo-Nepal border.
- 5) All foreigners entering India from Bhutan by land; and
- 6) Children aged less than three years”.

The definition of ‘domestic tourist’ adopted by the Government of India’s tourism department is stated as “A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/ musafirkhanas/agrashalas/choultries etc., for a

¹⁰ A. K. Bhatia (2009). *Tourism Development: Principles & Practices*. New Delhi. Sterling Publishers Private Ltd. 85.

¹¹ *ibid.*

duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- a. Pleasure (holiday, leisure, sports, etc.);
- b. Pilgrimage, religious and social functions;
- c. Business conferences and meetings; and
- d. Study and health.”

The following are not regarded as domestic tourists:

- 1) “Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- 2) Persons coming to establish more or less permanent residence in the State/Centre.
- 3) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any sight -seeing facilities.
- 4) Foreigners resident in India.”

Considering the above definition given by Government of India tourism department, the study uses the following definitions as the operational definitions of ‘tourists’.

1.9.1.1Operational definition for Foreign Tourists: “A foreign tourist is a person visiting Kerala on a foreign passport, staying at least twenty-four hours in Kerala and the purpose of whose journey can be classified under one of the following headings:

- a. Leisure (recreation, holiday, health, study, religion and sport);
- b. Business, family mission, meeting.”

The following categories are not regarded as foreign tourists:

- 1) “Persons arriving, with or without a contract of work, to take up an occupation or engage in any business activity in the country.
- 2) Persons coming to establish a residence in the country.
- 3) ‘Same-day visitors’, i.e., temporary visitors staying less than twenty four hours in the

country visited (including travellers on cruises)”.

1.9.1.2 Operational definition for Domestic Tourists: “A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/agrashalas/choultries etc., for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- a. Pleasure (holiday, leisure, sports, etc.);
- b. Pilgrimage, religious and social functions;
- c. Business conferences and meetings; and
- d. Study and health.”

The following are not regarded as domestic tourists:

- 1) “Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- 2) Persons coming to establish more or less permanent residence in the State/Centre.
- 3) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc. and staying in their own homes or with relatives and friends and not using any sight -seeing facilities.
- 4) Foreigners resident in India.”

1.9.2 Definition of Resident Community

In the course of researching community support in the development of tourism, it seems quite natural to ask for a definition of the concept 'community'. Most scholars have opined that community is a difficult term to define. But it is important to find an operational definition for the term 'community', which may guide the research, and remove misunderstanding and confusion. In order to achieve this, some of the definitions will be examined. It may be the easiest and also the most efficient way to look at a dictionary in order to define a concept.

Ladd (1959)¹² has defined a community as 'an aggregation of individual who have a common feeling of 'belongingness', like-mindedness' or fellowship'. He has claimed that the practical function of the community in legal and political argument is to bind men together for certain aims. Arensberg and Kimball (1965)¹³ have approached the community from a multidimensional point of view. They have implied that community is a territorial unit where social interaction emerges from common ties among its member.

Gottschalk (1975, 18)¹⁴ has defined community “as the name for a specific type of human group such as town, city and village”. He has also argued that 'A community is local society, a communal organisation including formal and communal subsystems' (Gottschalk, 1975, 20)¹⁵. This definition is limited to a permanent physical space and excludes the other things such as the non-territorial community, e.g. the scientific Community.

Tosun (1998)¹⁶ in his research uses the working definition of community as “Community is an aggregation of individuals in different life cycles who occupied a relatively limited area of common earth where they 'maintain their homes, earn their livings, rear their children, carry on most of their life activities', engage in common socio-economic, cultural, religious and political activities, 'have a common feeling of belongingness, like-mindedness or fellowship', 'interact with each other and receive the greater part of their physiological, psychological and social needs', share the basic conditions of common life, and have intended to live whole their life within the community”.

Considering the above definitions, the operational definition framed for the present study is stated in the following section.

1.9.2.1 Operational Definition of Community: “Resident community comprises of local residents who were employed in tourism related business as well as those who were not, with the focus on those who were 15 years of age or older and are those who live and support social and

¹² Ladd, J. (1959). *The concept of community: a logical analysis*. In Friedrich, C. J. (ed.), *Community*. New York: The Liberal Art Press pp. 269-293.

¹³ Arensberg, C. M. and Kimball, S. T. (1965). *Culture and community*. Chicago: Harcourt, Brace and World, Inc.

¹⁴ Gottschalk, S. S. (1975). *Community and alternatives*. London: John Willey and Sons.

¹⁵ *ibid.*

¹⁶ Cevat Tosun (1998), *local community participation in the tourism development process: The case of Urgup in Turkey*, Phd Thesis, University of Strathclyde, Scotland, United Kingdom.

economic activities in tourist destinations and are also affected by tourism development in their communities.”

1.10 Chapterisation of the study

The study is presented in five chapters, each of which provides a synopsis of its contents in the concluding paragraphs.

Chapter 1: Chapter one introduces the study by the Indian scenario and also the status of Kerala tourism. It also includes the need and significance of study, the study objectives, the hypothesis of the study and the operational definitions of the important terms used in the study. The chapter ends with a broad outline of the entire thesis.

Chapter 2: Chapter Two contains detailed review of important literatures in the area of research. This chapter also explains the gaps in the literature and also explains the important variables included in the study. It also examines the nature of linkages among the variables identified in previous studies and in the last section of the Chapter provides a clear direction for the study to cover various gaps observed.

Chapter 3: Chapter Three explains the methodology adopted for the study. All the stages and methods used in the study are discussed in detail. The chapter also covers the details of questionnaire design, the method of data collection including the details of population, sampling method adopted, the sample size taken, and the method of data analysis used.

Chapter 4: Chapter Four is designed to explain the data analysis procedures in detail. The methods used for data analysis and the different steps in data analysis are included in this chapter. It is divided into two sections. The first section of this chapter presents the analysis of tourist questionnaire which includes both domestic and foreign tourist. The second part details about the analysis of the resident community questionnaire. The third part explains the analysis of interview schedule of government officials and tourism business persons.

Chapter 5: Chapter Five aims to present the results and findings of the study. Discussions of the findings are presented and it also highlights the implications of the findings. Important suggestions and limitations of the study are also included in this chapter. This chapter ends with scope for further research.

Chapter- 2

LITERATURE REVIEW

2.1 The Swatch Bharath mission

2.1.1 Swachh Bharat Mission for Urban Areas

2.1.2 Swachh Bharat Mission (Gramin)

2.1.3 Swachh Vidyalaya Abhiyan

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2.1.5 The Swachh Iconic Places

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2.1.6 Swachh Survekshan

2.1.6.1 Swachh Survekshan 2018

2.2 Literature on the Importance of “Swatch Bharath mission” and cleanliness at tourism destinations.

2.3 Reviews on Beach Tourism

2.4 Reviews on Tourist satisfaction

2.5 Chapter Summary

Chapter-2

LITERATURE REVIEW

The literature review helps to understand the gap in the existing literature. The major aim of this chapter is to give an account of the important literatures which has been reviewed in the areas of ‘importance of destination cleanliness for tourism development’, ‘tourist satisfaction’, ‘beach tourism’ and studies on ‘Swachh Bharat Mission’. This enabled the researcher to identify the important variables under the areas of study in a more meaningful way.

Kerala is a famous tourist destination in India. The study of Sudheer (1991)¹ explained that the natural beauty of Kerala was the main attracting factor for tourists. But the uncontrolled tourism development has resulted pressure on the destination environment which will have a great impact on the sustainability of the destination. So in order to ensure sustainability it is necessary to conserve the tourism resources for the future. The study of Anil (2004)² identified the various negative factors of tourism and evaluated its impact upon tourists and host community. Littering, overpricing, disturbance to tourists by taxi and auto rickshaw drivers, water pollution, alcoholism, drug trafficking, prostitution, cultural conflicts, off-seasonal unemployment etc were the negative factors identified in the study. The major recommendation was that the government should conduct awareness programs and should impart proper education to the tourists and to the host community to minimize the negative impacts. Another study of Jermon (2011)³ found that the poor and unhygienic conditions of the beach was one of the major concern for the tourists. The study of Brilliant (2011)⁴ evaluated the tourism carrying capacity of Varkala, Wagamon and Kumarakom and found that Varkala was at the edge of carrying capacity level. The study also found that the

¹ Sudheer S.V. (1992). *Tourism in Kerala problems and prospects*. PhD Thesis, Kerala University.

² Kumar K. Anil (2004). *Identification of the negative factors of tourism in Kerala*. PhD Thesis, Kerala University.

³ Joseph Jermon (2011). *A critical analysis of the measures initiated by the government and private agencies in the promotion of tourism in Alappuzha*. PhD Thesis, M.G.University.

⁴ Rajan Brilliant (2011). *Assessment of carrying capacity of selected tourism destinations in Kerala: A strategy for sustainable development*. PhD Thesis, M.G.University.

tourism activities in Wagamon were within the level of carrying capacity and also found that Kumarakom has been exceeding the tourism carrying capacity levels. These studies clearly shows that even though Kerala is an important destination in India and succeeded in achieving different awards both at national and international levels, the destinations are over polluted and lacking cleanliness. The result of a number of studies shows that cleanliness and hygiene of the city are one of the main determinants of tourist satisfaction with the destination, while dirtiness is a clear factor of dissatisfaction (Merrilees et al., 2009⁵; Alegre and Garau, 2010⁶). So it is high time to conduct a study which will explain the practical ways to ensure cleanliness at the destinations. While conducting the study, it is necessary to include the important stakeholders of tourism namely the tourist, tourism industry, residents and the government (Murphy Peter E and Murphy Ann E, 2006⁷). The study tries to include the view of four stakeholders of tourism on the effective implementation of the Swachh Bharat Mission at the tourism destinations in Kerala. According to the report of Ministry of Environment and Forests, 2010) the municipal solid waste generation was 1 lakh metric tonnes per day in the year 2001-02. As per the report Kochi (0.67 kg/capita/day) is at the top regarding per capita waste generation and Kohima, Imphal and Nashik (0.17-0.19 kg/c/day) as the lowest waste producing cities in the country. The municipalities collect the wastes generated in cities. But instead of adopting proper waste management techniques, they are being dumped in the landfill sites. These landfills spread over around thousands of acre lands in the country and due to shortage of further place, these became Garbage Mountains. These garbage mountains causes serious pollutions as well as serious health issues. These untreated waste materials deteriorates the beauty of tourism destinations which in turn results in the dissatisfaction of tourists. Under this situation the effective implementation of “Swachh Bharat mission” will give fruitful result. The literature review is conducted as four parts, first part explains the “Swachh Bharat mission”, second part explains the importance of “Swachh Bharat mission” and cleanliness

⁵ B. Merrilees, D. Miller, C. Herington, “Antecedents of residents' city brand attitudes,” *Journal of Business Research*, v. 62, 2009, pp. 362-367.

⁶ Alegre J, Garau J. (2010). “Tourist Satisfaction and Dissatisfaction”, *Annals of Tourism Research*. 37(1), 52-73.
<http://dx.doi.org/10.1016/j.annals.2009.07.001>

⁷ Murphy Peter E and Murphy Ann E(2006),”Aspects of Tourism strategic Management for Tourism Communities Bridging the Gaps”,Viva Books Private Limited, New Delhi.

at tourism destinations, third part about studies conducted in the area of beach tourism and fourth in the area of tourist satisfaction.

2.1 The Swachh Bharat mission

In order to solve the waste management and sanitation problem of India Prime Minister Sri Narendra Modi launched the “Swachh Bharat Abhiyan”. It was launched on the day after completing 67 years of independence on 2nd October 2014 on the eve of birth anniversary of Mahatma Gandhi. It is a national level drive by the Indian government covering 4041 statutory towns to clean the filth of the country. The main objective of this mission is to achieve the target of ‘clean India’ by 2019, the 150th birth anniversary of Mahatma Gandhi. This Mission urges people to devote 100 hours a year towards the cause of cleaning. This mission is declared to achieve the open defecation free country by 2019. This mission is being implemented by the Ministry of Drinking Water and Sanitation (MoDW&S) and Ministry of Urban Development (MoUD) in rural and urban areas respectively. Prior to this program Nirmal Bharat Mission was in practice, but fails to achieve complete success. This mission will also help to attract more tourists to the destinations. The expected cost of this mission is over Rs. 62,000 crore (US \$9.7 billion). This mission also suggested the fund sharing between the Central Government and the State Government and Urban Local Bodies (ULBs) is 75%:25% (90%:10% for North Eastern and special category states). The campaign has been described as “beyond politics” and “inspired by patriotism”.

The objectives of this Mission are as follows:-

- “a) To develop awareness about sanitation and health education to promote sustainable sanitation facilities
- b) To eliminate the open defecation and eradicate the inhuman practice of manual scavenging
- c) To induce improvement in the general quality of life of the people, specifically in rural areas
- d) To accelerate sanitation coverage and encourage people to adopt healthy sanitation practices
- e) To motivate the adoption of cost effective and appropriate technologies for ecologically safe

and sustainable sanitation

- f) To develop the community managed environmental sanitation system which focuses on the solid and liquid waste management for overall cleanliness in rural areas
- g) To adopt scientific and modern solid waste management in urban areas by the municipalities or private bodies
- h) To create an environment for private sector participation in capital expenditure and operation and maintenance.”

The Mission has also formulated well defined steps to achieve the above cited objectives which include the construction of individual household toilets, conversion of insanitary latrines into pouring-flush latrines, construction of community toilets and public toilets, assistance to producers of sanitary materials and rural sanitary marts, management of solid and liquid waste, creation of awareness among people through the delivery of information, education and communication.

As part of the Swachh Bharat Abhiyan, Prime Minister Sri Narendra Modi has urged each and every one to pledge the following :-

“I take this pledge that I will remain committed towards cleanliness and devote time for this. I will devote 100 hours per year—that is two hours per week—to voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizens don’t indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns. I will encourage 100 other persons to take this pledge which I am taking today. I will endeavor to make them devote their 100 hours for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean.”—Narendra Modi, Prime Minister, India.

The mission has been designed separately for urban and for rural areas. There exist special programme for school children known as ‘Swachh Vidyalaya Abhiyan’ and special program to ensure cleanliness at heritage places. The following section explains the same.

2.1.1 Swachh Bharat Mission for Urban Areas

The main aim of this programme is “the elimination of open defecation, conversion of unsanitary toilets to pour flush toilets, eradication of manual scavenging, municipal solid waste management and it also aims to bring about a behavioural change in people’s attitude regarding healthy sanitation practices. The coverage of this programme can be stated as “The mission aims to cover 1.04 crore households, provide 2.5 lakh community toilets, 2.6 lakh public toilets, and a solid waste management facility in each town. Under the programme, community toilets will be built in residential areas where it is difficult to construct individual household toilets. Public toilets will also be constructed in designated locations such as tourist places, markets, bus stations, railway stations, etc.” The programme also provides financial support to persons. For the construction of an individual toilet a total Rs 4000/- will be provided by the Central Government and an amount

2.1.2 Swachh Bharat Mission (Gramin)

The Swachh Bharat Mission (Gramin) is the restructured version of The Nirmal Bharat Abhiyan. The main objective of this mission is to make India an open defecation free country in Five Years. The mission also aims to improve the levels of cleanliness in rural areas. A total of one lakh thirty four thousand crore rupees will be spent for construction of about 11 crore 11 lakh toilets in the country under this mission. The mission aims to convert waste into wealth by converting it into different energy forms and fertilizers. The plan is to execute this mission by ensuring the involvement of every gram panchayat, panchayat samiti, Zila Parishad, local population, school teachers and the students.

2.1.3 Swachh Vidyalaya Abhiyan

This programme was launched by The Ministry of Human Resource Development under Swachh Bharat Mission. The main objective of this programme is to provide separate toilets for boys and girls in all government schools within one year. The programme also aims to ensure good Water facility, Sanitation facility and Hygiene Programmes. The Ministry financially supports States/Union Territories inter alia to provide toilets for girls and boys in schools under Sarva Shiksha Abhiyan (SSA) and Rashtriya Madhyamik Shiksha Abhiyan (RMSA).

2.1.4 Rashtriya Swachhata Kosh

This was formed to channelize individual philanthropic contributions and Corporate Social Responsibility (CSR) funds to achieve the objective of Clean India (Swachh Bharat) by the year 2019. The Kosh will be used to improve cleanliness levels in rural and urban areas, including in schools.

2.1.5 The Swachh Iconic Places

‘The Swachh Iconic Places’ is an initiative under the Swachh Bharat Mission. This mission specially focuses on ensuring cleanliness at select iconic heritage, spiritual and cultural places in the country. This is being coordinated by the Ministry of Drinking Water and Sanitation in association with the Ministry of Urban Development, Ministry of Culture, Ministry of Tourism and the concerned State governments. The following section gives the details of iconic places.

2.1.5.1 Phase I coverage of iconic places

“Under Phase 1 of this initiative, the following iconic places are being covered for an intensive clean up.

- Vaishno Devi, Jammu and Kashmir
- Chhatrapati Shivaji Terminus, Maharashtra
- Taj Mahal, Uttar Pradesh
- Tirupati Temple, Andhra Pradesh
- Golden Temple, Punjab
- Manikarnika Ghat, Varanasi, Uttar Pradesh
- Ajmer Sharif Dargah, Rajasthan
- Meenakshi Temple, Tamil Nadu
- Kamakhya Temple, Assam
- Jagannath Puri, Odisha”

2.1.5.2 Phase II coverage of iconic places

“The Phase II of Swachh Iconic Places initiative is to cover the following.

- Gangotri

- Yamunotri
- Mahakaleshwar Temple, Ujjain
- Char Minar, Hyderabad
- Church and Convent of St. Francis of Assisi, Goa
- Adi Shankaracharya's abode Kaladi in Ernakulam
- Gomateshwar in Shravanbelgola
- Baijnath Dham, Devghar
- Gaya Tirth in Bihar
- Somnath temple in Gujarat.”

2.1.6 Swachh Survekshan

Swachh Survekshan is a survey which is conducted to assess the outcomes of efforts to make urban areas Open Defecation Free, efforts of door-to-door Municipal Solid Waste collection, its processing and disposal. The cleanliness is measured by calculating score out of 2000. Out of 2,000, 900 marks were assigned for performance in respect of Open Defecation Free and solid waste management, 600 marks for Citizen Feedback and 500 marks for Independent Observation. This survey is conducted by the Quality Council of India during January-February.

2.1.6.1 Swachh Survekshan 2018

In the year 2017 the council deployed 421 assessors for on the site inspection of cleanliness in 434 cities and towns and another 55 for real time monitoring of progress of survey and field inspections. As per the report of Swachh Survekshan 2017, Kochi ranks 271st position with a total score of 855.60 out of 2000. This shows the urgent need to ensure cleanliness in the city. Indore in Madhya Pradesh ranks the 1st position with a total score of 1807.72 out of 2000 and Bhopal ranks the second position which is the capital of Madhya Pradesh. Indore is the cleanest city in India as per Swachh Survekshan 2018⁸. 37 lakh citizens provided feedback on cleanliness in 434

⁸ Swachhsurvekshan report 2018, Ministry of Urban Development, Government of India, https://swachhsurvekshan2018.org/Images/SS_2017_Report.pdf

cities and towns accounting for about 60% of the total urban population in the country. Vishakhapatnam in Andhra Pradesh is the third, Surat in Gujarat is fourth and Mysuru in Karnataka is the fifth position. Bhopal, Visakhapatnam, Surat, Mysuru, Tiruchirapally, New Delhi Municipal Council, Navi Mumbai, Vadodara and Chandigarh were among the Top 10 clean cities in that order. As per the report, 10 towns that came at the bottom of the 434 surveyed were; Gonda (UP) ranked 434 followed by Bhusawal (Maharashtra), Bagaha (Bihar)- 433, Hardoi (UP)-432, Katihar (Bihar)-431, Bahraich (UP)-429, Muktsar (Punjab)-427, Muktsar (Punjab)-426 and Khurja (UP)-425. The report explains that the states namely Madhya Pradesh, Gujarat, Jharkhand and Chattisgarh followed by Andhra Pradesh and Telangana had improved their rankings from the Survey conducted in 2014 before the launch of Swachh Bharat Mission in October, 2014. Varanasi improved its rank from 418 in 2014 to 32 this year to become the Fastest Big City Mover in the North Zone. The report also shows that 14 States had appeared in the Top 50 clean cities with Gujarat accounting for 12, followed Madhya Pradesh-11, Andhra Pradesh-8 and one each from Chandigarh, Chattisgarh, Delhi, Jharkhand, Karnataka, Sikkim and Uttar Pradesh.

2.2 Literature on the Importance of “Swatch Bharath mission” and cleanliness at tourism destinations.

Alegre Joaquín Marin and Garau Jaume Taberner (2010) ⁹in their study explains the tourist's negative or unsatisfactory experiences. The study estimated the impact of the satisfaction- and dissatisfaction-based evaluations on both the tourists' overall satisfaction and their intention to return to the destination. The study results showed that the experiences of dissatisfaction lower the tourist's overall satisfaction, and that negative perceptions are caused due to over-commercialization, overcrowding and environmental deterioration. The study also shows that these negative attributes considerably lower the visitor's intention to return to the destination.

⁹ Alegre J, Garau J. (2010). “Tourist Satisfaction and Dissatisfaction”, *Annals of Tourism Research*. 37(1), 52-73. <http://dx.doi.org/10.1016/j.annals.2009.07.001>

It is the duty of the people to ensure cleanliness in their surroundings rather than putting responsibility on safaai people (Mukane , 2014) ¹⁰.

Bindu. V.T. and Sindhuja Julian. K¹¹ in their study evaluated the impact of Clean India campaign on a particular destination. The study result shows that there is a drastic positive change, before and after the implementation of Clean India campaign .The study also found that Quality of campaign, adequacy of campaign, effectiveness of campaign, Tourist perceived value, Tourist decision making, Tourist Participation are the main factors which tends to give positive change after the implementation of Clean India campaign. The study suggested that destination cleanliness can be enhanced by proper planning and the implementation of improved strategies.

Nayak, A. (2015)¹², in his study explains the importance of Clean India mission and its positive benefits to the society. The study also highlights the positive contribution of this mission on tourism development. The study explains that a significant investment in cleanliness, hygiene training, maintenance and human resource linked to Swach Bharat Abhiyan will certainly support the Incredible India Campaign. The study also explains that it will have a direct influence on the medical tourism.

Valentina Della Corte, Mauro Sciarelli, Clelia Cascella and Giovanna Del Gaudio(2015)¹³ in their study investigates the main elements that can influence tourist satisfaction in tourist services. The study also tries to identify the principle competitive strategies that the variety of stakeholders have to implement in order to increase tourist satisfaction and loyalty. The study also tries to understand how destination attributes and services affect the tourist satisfaction. The study

¹⁰ Mukane , P. (2014, October 2). "Swachh Bharat Abhiyan: Clean India is Responsibility of All 1.25 Billion Indians, says PM Narendra Modi". Daily News and Analysis.

¹¹ Bindu. V.T. And Ms. Sindhuja Julian. K , "Impact Of Clean India Campaign On Tourism Development In Coimbatore As A Destination".

¹² Nayak, A. (2015), "Clean India", *Journal of Geoscience and Environment Protection*, 3, 133-139. <http://dx.doi.org/10.4236/gep.2015.35015>

¹³ Valentina Della Corte, Mauro Sciarelli, Clelia Cascella and Giovanna Del Gaudio(2015), "Customer Satisfaction in Tourist Destination: The Case of Tourism Offer in the City of Naples", *Journal of Investment and Management*. Special Issue: Attractiveness and Governance of Tourist Destinations. Vol. 4, No. 1-1, 2015, pp. 39-50. doi: 10.11648/j.jim.s.2015040101.16

uses 14 tourist satisfaction indicators namely “Easy access through different modes of transportation”, “Activities”, “Accommodation”, “Quality of streets and road-signs”, “Restaurants’ quality and diversity”, “Entertainment”, “Price and value”, “On stage information accessibility”, “Local transport”, “Perceived security”, “Disabled friendly infrastructures”, “Hospitable (local) people”, “Organization of cultural events” and “Cleanliness of the city”). The study explained that tourist satisfaction depends on a number of attributes and that tourists visiting Naples are not completely satisfied. The study also found that the “Cleanliness of the city” is one of the major factor contributing to tourist satisfaction.

Jyoti Kumari(2016)¹⁴, in her study discusses the significance of clean India mission. The main purpose of the study was to give answer whether the Swatch Bharath Mission is a challenge, responsibility or opportunity in front of people and the government. The other objectives are to find out the root cause of all around dirtiness, to investigate whether waste is actually waste or wealth and to deal with the environment friendly management of waste, which can act as a big opportunity in the growth and prosperity of Indian economy. The study concluded that 'Clean India Mission' is not the challenge but the responsibility of the people and opportunity for the growth and development of the country. The study also suggested that it is necessary to create awareness among people about the value of the waste with the help of NGO's and experienced people.

C.Premkumar and C. Esther Buvana(2017)¹⁵ in their study tries to investigate the awareness of Swatch Bharat Mission in Coimbatore district. The main objectives of the study were to understand about of Swachh Bharat Campaign, to find the current level of respondent participation and awareness in the cleanliness initiative and to suggest way that increase participation & effectiveness of Swachh Bharat. The study found that the orthodox mindset of the people acted as the main hindrance to the drive. According to the people, cleanliness is still a job performed by a specific set of persons. The study found that the mission succeeded in making alignment of

¹⁴ Jyoti Kumari(2016¹⁴), “Clean India Mission: A Challenge, Responsibility or an Opportunity?” *Pacific Business Review International* ,8(8), February 2016.

¹⁵ C.Premkumar and Dr. C. Esther Buvana(2017) “ Study on Awareness on Swachh Bharat Mission in Coimbatore District, Tamil Nadu” *AEIJMR* , Vol 5, Issue 04 ,April 2017 ISSN - 2348 – 6724

children and youth in the campaigns. The study found that the pollution by way of burning plastic or leaving it untreated requires attention to make cleanliness drive successful. The mission succeeded in building teamwork and patriotism among the people.

2.3 Reviews on Beach Tourism

The study of A. Ballancea, P.G. Ryanb and J.K. Turpieb(2000)¹⁶, estimated the deterrent effect of beach cleanliness on beach users, and the consequent effect on the regional economy. An interview survey was used to determine the importance of beach cleanliness to local and non-local beach users. The result of the study shows that the cleanliness was stated as the most important factor in influencing choice of beach, especially by foreign tourists. The study suggests that Beach cleaning within the Cape Metropolitan Region is clearly necessary, however, expenditure for ensuring cleanliness with the present system is high in relation to the recreational value, and alternative methods of reducing debris at source are required to improve beach cleanliness.

The study of Ronen Alkalay, Galia Pasternak and Alon Zask(2007)¹⁷ develops a clean-coast index (CCI) and through their study they suggested it as a tool for evaluation of the actual coast cleanliness. The study explains that it measures ‘plastic debris’ as ‘a beach cleanliness indicator’. The study also suggests that the CCI is a powerful tool for measuring progress and the success of activities such as education campaigns, media coverage and enforcement actions.

C.P. Silva , F. L Alves and R. Rocha(2007)¹⁸ in their study presents a case study of the carrying capacity management of beaches in Portugal, The study explores the results of the implementation of these plans to the beaches of northern Portugal. The study aims to stress the validity of the carrying capacity concept as applied to beaches, taking into account the need to use the concept in a flexible and dynamic way.

¹⁶ A.Ballancea, P.G. Ryanb and J.K. Turpieb(2000),” How much is a clean beach worth? The impact of litter on beach users in the Cape Peninsula, South Africa”, *South African Journal of Science* ,96, May 2000.

¹⁷ Ronen Alkalay, Galia Pasternak and Alon Zask(2007),“Clean-coast index—A new approach for beach cleanliness assessment”, *Ocean & Coastal Management* , 50,pp 352–362.

¹⁸ C.P. Silva , F. L Alves and R. Rocha(2007), “The Management of Beach Carrying Capacity: The case of northern Portugal.”, *Journal of Coastal Research, Special Issue* 50, (Proceedings of the 9th International Coastal Symposium), 135 – 139. Gold Coast, Australia, ISSN 0749.0208

Elisabet Roca, Claudia Riera , Míriam Villares, Rosa Fragell and Rosa Junyent(2008)¹⁹, in their study tries to evaluate beach quality based on a combined analysis of beach occupancy and the perception of beach users. The study was conducted in North East Spain by selecting six beaches that fulfilled different environmental and social criteria. The study result shows that highly accessible urban beaches suffer the most from overcrowding. The study result also shows that a higher sand availability increased user satisfaction and other factors include physical characteristics, landscape and facilities.

The purpose of the study of Dr. Rachel Dodds(2010)²⁰ is to determine the economic impact of beaches along the Lake Huron Shoreline and to determine motivations for visitors and attitudes about beach attributes. The study was conducted in the area of the Lake Huron shoreline on the counties of Lambton, Huron and Bruce, from Sarnia in the south to Tobermory in the north. The result of the study found that a healthy beach with clear water free from algae and clean beaches free from litter and working facilities, affects the potential economic impact. The study also found that twenty-six per cent of visitors would leave the beach if they found it unsafe for swimming. The study also found that “Amenities such as garbage and recycling containers, washrooms and change rooms, parking, boardwalks and swimming areas were used by a greater portion of visitors than amenities such as water sport equipment rental, dog-friendly beaches, and access for persons with disabilities.”

Smitha Bhandare Kamat (2010)²¹ in her study tries to evaluate the performance and assessment of the Goa tourism industry with reference to the Destination Life Cycle Model. The main objectives of the study was is to get an insight into the state of affairs of tourism in Goa and its status with reference to the Destination Life Cycle Model. The data for the study was collected from tourists.

¹⁹ Elisabet Roca, Claudia Riera , Míriam Villares, Rosa Fragell and Rosa Junyent(2008), “A combined assessment of beach occupancy and public perceptions of beach quality: A case study in the Costa Brava, Spain”, *Ocean & Coastal Management*, 51, pp 839–846.

²⁰ Dr. Rachel Dodds(2010) “Determining the Economic Impact of Beaches: Lake Huron Shoreline from Sarnia to Tobermory”, report submitted to Ted Rogers School of Hospitality and Tourism Management, Ryerson University, Victoria Street, Toronto, Ontario.

²¹ Smitha Bhandare Kamat (2010),”Destination Life Cycle and Assessment - A Study of Goa Tourism Industry”, *South Asian Journal of Tourism and Heritage* , Vol. 3, No. 2.

These tourists were interviewed with close ended questions to get an insight into the status of the tourism industry in the state. The survey was restricted to the Tiswadi Taluka/ segment in north Goa. The study results revealed that Goa's beach tourism has not yet reached the much hyped stagnation stage.

Daniel A. Zacarias , Allan T. Williams and Alice Newton(2011)²², in their study tries to outline the theory and practice of tourism carrying capacity assessment and its relevance as a management tool for coastal management. The study was based on the Tourism Carrying Capacity Assessment for Protected Areas Framework and the Image Capture Technique associated with the PAOT (people at one time) approach. The study explores Praia de Faro as the study area and attempts to assess the optimum number of people that should be allowed without jeopardizing the surrounding ecological, social and cultural environments. The results of the study showed that the physico-ecological carrying capacity should be between 1385 and 2628 visitors/day with maximum impact acceptability curves being 305 and 608 tourists (for local people and tourists respectively). The study suggests that the physico-ecological carrying may be applied for ecosystem management, whilst the socio-cultural carrying capacity may be addressed when management objectives are tourists and beach users.

Brilliant Rajan, Vincy Mary Varghese and Anakkathil Purushothaman Pradeepkumar(2013)²³ in their study gives a comprehensive idea on both sustainability of coastal areas and prerequisite for the carrying capacity based development in tourism destinations. The study found that the coastal tourism destination Varkala is at the brim of the carrying capacity and further construction activities should be totally prevented in the area. The beach areas have been delineated using remote sensing and GIS techniques. The major recommendations drawn on the base of the study were 1) Tourism development should be within the carrying capacity; 2) The number of visitors

²² Daniel A. Zacarias , Allan T. Williams and Alice Newton(2011), "Recreation carrying capacity estimations to support beach management at Praia de Faro, Portugal", *Applied Geography* ,31, pp 1075-1081.

²³ Brilliant Rajan, Vincy Mary Varghese and Anakkathil Purushothaman Pradeepkumar(2013)," Beach Carrying Capacity Analysis for Sustainable Tourism Development in the South West Coast of India", *Environmental Research, Engineering and Management*, 2013. No. 1(63), P. 67-73, ISSN 1392-1649 (print) ISSN 2029-2139 (online) <http://erem.ktu.lt>.

to the area should be regulated and 3) Strict implementation of CRZ (Coastal Regulation Zone) and gain access to the sea.

Debasis Sahoo(2014)²⁴ in his study identifies the major beach destinations that includes renowned as well as unexplored beaches of Odisha. The study also tries to identify new tourism product by identifying the various natural destinations. The study also analyses the potential of Beach tourism in Odisha with respect to the tourist arrival and their duration of stay. The study found that there has been a consistent rise in tourist inflow into the State since 2001. The result also shows that there has been improvement in the hotel sector with the opening of more than 500 new hotels in the state in past few years that shows the improvement in terms of Tourist Infrastructure. The study suggests that Odisha has to incorporate the six 's' in tourism policy that has been implemented successfully by Kerala. The six 'S' are: swagat (hospitality), soochana (information), suvidha (facilities), surakshya (security), sahayog (facilitation) and sanrachna (infrastructure development) in which parameters Orissa lags poorly.

Swagata Bera, Dipanjan Das Majumdar and Ashis Kumar Paul(2015)²⁵ in their study assess the recreational carrying capacity of Neil Island by means of assessing the physical carrying capacity (PCC) (assuming that every beach has a limiting size of people that it can accommodate), real carrying capacity (RCC) and the effective carrying capacity (ECC). The study was conducted at Neil Island which is located 37 km north east of port Blair, the capital of Andaman and Nicobar Islands. The study found that, the present status of tourism activity is in lower level with its carrying capacity. Implementation of good infrastructure and management facility will help the Neil Island to reach to its actual tourism carrying capacity (TCC) in the near future.

²⁴ Debasis Sahoo(2014), "A Case Study On "Beach-Tourism Potential Of Odisha", *Journal of Kashmir for Tourism and Catering Technology*, Vol. 1, No. 2, December 2014, ISSN 2348 1986.

²⁵ Swagata Bera, Dipanjan Das Majumdar and Ashis Kumar Paul(2015), "Estimation of Tourism Carrying Capacity for Neil Island, South Andaman, India", *Journal of Coastal Sciences*, Journal homepage: www.jcsonline.co.nr, ISSN: 2348 – 6740 Volume 2 Issue No. 2, pp 46-53.

Agamuthu, P., Fauziah S.H. and Khairunnisa, A.K.²⁶ in their study tries to estimate the composition and abundance of debris on the selected beaches. The study is also aimed to investigate the perceptions of beach users on various issues of marine debris management, and to determine the correlations. The study found that the beach users are not willing to assist and pay for beach cleaning and beach management even though beach cleanliness is one the factor that influenced their decision on which beach to visit. The study concluded that the abundance of marine debris on Malaysian beaches would require local municipalities to be more responsive since there is a lack of public participation in waste management. The study suggests that there requires an urgent need to educate public on the importance of proper management of marine debris on Malaysian beaches.

The reviews conducted under the area of beach tourism shows that the tourists satisfaction and their intention to revisit the destination depends on the quality and cleanliness of beaches. So it is necessary to ensure cleanliness at beach.

2.4 Reviews on Tourist satisfaction

Kotler (2000)²⁷ defined satisfaction as a “person’s feeling of pleasure or disappointment resulting from comparing a product’s perceived performance/outcome from his/her expectations”. The definition of customer satisfaction given by Zeithaml et al (2009)²⁸ is quoted as “the customer’s evaluation of a product or service in terms of whether that product or service has met the customer needs and expectations”. Thus the definition emphasizes the importance of understanding the expectations of the tourists to have a better understanding of satisfaction. In the

²⁶ Agamuthu, P., Fauziah S.H. and Khairunnisa, A.K., “Marine Debris on Selected Malaysian Beaches: Impacts of Human Ignorance”, Institute of Biological Sciences, Faculty of Science, University of Malaya, 50603 Kuala Lumpur, Malaysia.

²⁷ Kotler (2000). *Marketing management*. The Millennium Edition, International Edition, Prentice-Hall, Inc., New Jersey.

²⁸ Zeithaml, V. A. and Bitner, Mary. J (2000). *Services marketing (2nd Ed.)*. McGraw-Hill Companies Inc., New York.

view of Kozak & Rimmington, (2000)²⁹ an assessment of the tourist satisfaction is important to the marketing of the destination effectively. The study explained that the choice of destination was influenced by this. The following section presents the important reviews under the area tourist satisfaction.

Metin Kozak and Mike Rimmington(1999)³⁰ in their study presents a method of establishing competitiveness sets for international tourist destinations by using both quantitative (hard data) and qualitative (soft data) data collection. The result of the study is based on the analysis of survey data collected from British tourists visiting Turkey in the summer of 1998. Qualitative measures used in the study show the likes and dislikes of tourists. The main qualitative areas where Turkey compared favourably with its competitive set are hospitality, value for money, weather, safety and security, local transport and natural environment. The study suggests that in order to sustain and increase the competitive performance of Turkey, it needs to benchmark itself against its main competitors including Mediterranean countries that supply similar type of tourism products.

Kozak and Rimmington (2000)³¹ in their study determined the importance of destination attributes of Mallorca, Spain during the winter season to the overall satisfaction levels of tourists. The study also evaluated the tourist's future holiday intentions. The study assessed the tourist satisfaction based on the factors like the major attractions of the destination, the major facilities available at the destination, the different transportation facilities available, availability of English language etc. The result of the study showed that the tourists were satisfied with the facilities and services at the destination airport and they were least satisfied with the tourist attractions and facilities.

²⁹ Metin Kozak And Mike Rimmington (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*, 38, 260-269.

³⁰ Metin Kozak and Mike Rimmington(1999), "Measuring tourist destination competitiveness: conceptual considerations and empirical findings", *International Journal of Hospitality Management*,18,pp 273-283

³¹ *ibid.*

The study of Akama and Mukethe (2003)³² analysed the tourist satisfaction on Tsavo West National Park and also tried to investigate effect of quality reduction of the national parks as the tourist product on the visitor satisfaction. The study had used the SERVQUAL to measure the service quality attributes and also to measure the overall visitor satisfaction with tourist product and services of the park.

Manoj (2005)³³ in his study assessed the perception of tourists on the specified aspects of Kerala as a tourist destination and analysed the latent destination image dimensions generated from the tourist's perception. The study measured the level of impact of destination image dimensions on the tourists' overall holiday satisfaction. The study compared the overall destination impression and trip satisfaction for different tourists groups. The tourists groups were divided on the basis of their "country of origin" and also based on different socio demographic characteristics. The study analysed the destination attractiveness using Importance Performance matrix. The study found that the satisfaction level of male tourists with their holiday experience in Kerala were more than that of female tourists. The study provided insights regarding image and quality perception of tourists towards Kerala. The results of the study helped to assess the areas where quality gap occurs and how such gaps were contributing to the tourists' satisfaction with the destination experience.

The study of Yoon and Uysal (2005)³⁴ analysed the tourist motivation for travel and also tried to find out the relationship among the push and pull motivation factors, tourist satisfaction and destination loyalty. The study developed a model by using structural equation modeling approach. The study found that there exists a vital relationship between push/pull motivations and destination loyalty.

³² John S. Akama and Damiannah Mukethe Kieti, (2003). Measuring tourist satisfaction with Kenya's wildlife safari: a case study of Tsavo west national park. *Tourism Management*, 24, 73–81.

³³ Edward Manoj (2005). *A Study on The Quality Attributes of Kerala as a Global Tourism Destination*. PhD Thesis. Cochin University of Science and Technology.

³⁴ Yoon, Y., and M. Uysal (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26 (1), 45-56.

Yu and Goulden (2006)³⁵ in their study analysed the international tourists' satisfaction with tourist attractions, facilities, services and prices in Mongolia. The study used 37 attributes of attractions, activities, facilities, services, transportation and prices for the measurement of tourist satisfaction in Mongolia on a five-point scale ranging from 1 (very dissatisfied) to 5 (very satisfied).

The study of Oom, Albino, Mendes and Guerreiro (2006)³⁶ which was conducted with tourists visiting Arade, a Portuguese tourist destination, explored the relationship between travel satisfaction and destination loyalty intention and the result validated that the tourist satisfaction was one contributing factor to destination loyalty intention.

Kee Hui, Wan and Ho (2007)³⁷ in their study evaluated the satisfaction of different tourist groups and developed a conceptual model. The conceptual model was developed by combining the concepts of the Expectancy Disconfirmation Paradigm (Oliver, R.L.1980)³⁸ and the Service Quality Model. The study evaluated the overall satisfaction of tourists visiting Singapore and also tried to find out the travel attributes which meets or exceed their expectations.

Elisa, Rodríguez and Antonio (2007)³⁹ in their study assessed the effect of service quality perceptions and customer satisfaction on behavioural intentions. The study had used the SERVQUAL model to measure the service quality perceptions. The study found that the service

³⁵ Larry Yu and Munhtuya Goulden (2006). A comparative analysis of international tourists' satisfaction in Mongolia. *Tourism Management*, 27, 1331–1342.

³⁶ Patricia Oom do Valle, João Albino Silva, Júlio Mendes and Manuela Guerreiro (2006). Tourist satisfaction and destination loyalty intention: A structural and categorical analysis. *International Journal of Business Science and Applied Management*, 1(1), 25-44.

³⁷ Tak Kee Hui, David Wan and Alvin Ho (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28, 965–975.

³⁸ Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17, 460–469.

³⁹ María Elisa Alén González, Lorenzo Rodríguez Comesaña and José Antonio Fraiz Brea (2007). Assessing tourist behavioral intentions through perceived service quality and customer satisfaction. *Journal of Business Research*, 60, 153–160.

quality and customer satisfaction were the two factors which influence the behavioural intentions of the tourists.

Geng-Qing and Qu (2008)⁴⁰ in their study analysed the destination loyalty by examining the relationships among “destination image”, “tourist attribute” and “overall satisfaction”. The respondents were asked to rate their satisfaction with the overall travelling experience on a 7-point Likert scale ranging from 1 being Very dissatisfied to 7 being Very satisfied. The results of the study found that the “destination image” had got direct influence on the attribute satisfaction and the overall satisfaction was influenced by “destination image” and “attribute satisfaction”. The study also found that “the destination loyalty” was positively influenced by the “overall satisfaction” and “attribute satisfaction”.

The study of Song, Vander, Li and Chen (2012)⁴¹ developed an assessment system to measure the tourist satisfaction. The assessment system was developed based on a dual-model framework and the study tests its general applicability. The first model explained the influencing factors of tourist satisfaction and tried to measure the tourist satisfaction. The study had used six sectors (Attractions, Hotels, Immigration, Restaurants, Retail Shops and Transportation) to assess the tourist satisfaction. The model was developed by using structural equation modeling. The study investigated the relationships amongst the different constructs used in the theoretical framework. An overall destination satisfaction index was developed as the second model. The result of the study showed that all of the estimated paths from Perceived Performance to Tourist Satisfaction and from Perceived Performance to Assessed Value were supported across all six sectors.

Neal and Gursoy (2008)⁴² in their study assessed the tourist’s satisfaction with hospitality and tourism services using systems approach. This study proposed that the tourist’s overall satisfaction depends on their satisfaction with “pre-trip services”, satisfaction with “services at the

⁴⁰ Christina Geng-Qing Chi and Hailin Qu (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, 624–636.

⁴¹ Haiyan Song, Robert van der Veen, Gang Li and Jason L. Chen (2012). The Hong Kong tourist satisfaction index. *Annals of Tourism Research*, 39(1), 459–479.

⁴² Janet D. Neal And Dogan Gursoy (2008). A multifaceted analysis of tourism satisfaction. *Journal of Travel Research*, 47- 53.

destination” and satisfaction with “the transit route services”. The findings of the study suggested that the tourists experience at the destination was a complex and hybrid experience. The model developed suggests that tourists satisfaction with travel and tourism services was a function of satisfaction of each services provided and it was influenced by the satisfaction with “pre-trip services”, with the destination services and with the transit route services.

Truong and Foster (2006)⁴³ in their study assessed the perception of Australian pleasure travellers with Vietnam as a holiday destination. The study tried to identify how the various travel attributes expected by the Australian traveller’s matches with their actual experience. The study was conducted using the HOLSAT model. Using the HOLSAT model, the study determined the level of satisfaction of travellers by comparing their expectation with their actual experiences. The study found that out of the twenty five positive attributes, twenty one attributes got significant result in t-test and the study described that these twenty five attributes were the strength of the tourism industry in Vietnam. The study also found that the culture and history of Vietnam act as the major attracting factor for tourists.

The reviewed studies uses different methods to measure satisfaction and the findings of these studies shows that the satisfaction of tourist visiting at a destination is a mix of satisfaction on different destination attributes including both tangible and intangible products (Qu & Li, 1997⁴⁴; Ryan, 1999⁴⁵). So in order to measure the satisfaction of tourists visiting in a destination, the experience on all the activities that tourist participates during their whole trip should be included (Augustyn & Ho, 1998⁴⁶). The travel attributes are used for measuring the tourist satisfaction by most of the studies and it is important to understand the expectations of the tourists to have a better understanding of satisfaction. The present study thus uses the different destination attributes of Fort Kochi. These were grouped under the ‘6’ headings and these were ”Attractions”,

⁴³ Thuy-Huong Truong and David Foster (2006). Using HOLSAT to evaluate tourist satisfaction at destinations: The case of Australian holidaymakers in Vietnam. *Tourism Management* 27, 842–855.

⁴⁴ Qu, H., & Li, I. (1997). The characteristics and satisfaction of mainland Chinese visitors to Hong Kong. *Journal of Travel Research*, 35(4), 37–41.

⁴⁵ Ryan, C. (1999). *From psychometrics to SERVQUAL to sex: Measurement of tourist satisfaction*.

⁴⁶ Augustyn, M., & Ho, S. K. (1998). Service quality and tourism. *Journal of Travel Research*, 37(1), 71–75.

“Accommodation”, “Accessibility”, “Amenities” , “Attitude of service providers” and “cleanliness of the destination”. The attributes for the questionnaire were developed by including the relevant attributes which are most suitable for Fort Kochi as a tourist destination. The attributes were developed by reviewing the relevant materials like promotional brochures, newspaper reports etc.

2.5 Chapter Summary

The chapter thus provided a detailed account of the reviews conducted at the areas of research namely Swachh Bharat Mission, Cleanliness at the destination, Beach tourism and tourist satisfaction. The chapter also explained the sub variables under the main areas of study. The review helped to finalise the methodology of the study and to find out the important variables of the study. Thus through literature review, the major variables and the methodology of the study was finalised.

Chapter-3

METHODOLOGY

3.1 Sample Design

3.2 Data Collection design

3.3 Analysis Design

3.4 Chapter Summary

Chapter-3

METHODOLOGY

This chapter explains the research design used in the study which serves as the blueprint for the collection, measurement and analysis of data. A research design serves as the framework for a study and it is taken as a guide in the collection and analysis of data. Hence this chapter explains the details of the sampling design used, data collection design used and the statistical methods used for data analysis. Main objectives of the study were 1.To understand the different types of pollutions at the destinations in Kerala; 2.To find out the ways to minimise the different types of pollutions at the destinations in Kerala; 3. To find out the ways to ensure cleanliness at the destinations in Kerala; 4.To find out the role of different stakeholders of tourism (the tourist, the resident community, the tourism industry participants like Hotels, local shopkeepers etc and the government agencies) in ensuring cleanliness at the destinations in Kerala and 5.To suggest ways to implement Swachh Bharat Mission effectively to make Kerala the real ‘Gods Own Country’. So the focus of the study was on the resident community at the destinations, the tourists visiting (both domestic and foreign) at the destination, the government officers and those who are involved in tourism business. Since data for the study had to be collected from these four groups, decisions had to be made on type of data collected, the type of data collection instrument, type of sampling method and analysis methods for each group separately.

3.1 Sample Design

The study uses both exploratory and conclusive research designs. The exploratory research included the steps such as literature review, finalization of objectives, identification of variables etc. Descriptive research design was used to explain the characteristics of the population. The study used both primary and secondary data. The secondary data was collected from journals, thesis, reports, newspaper articles etc.

The primary data was collected from four samples. The first sample was the resident community at the destinations, the second sample were the tourists, the third sample were the local government officers and the fourth were staffs of hotels, the local shop keepers etc (as the representatives of tourism industry participants). The Kerala tourist’s statistics (2017) shows that

Ernakulam district has got the highest tourist flow and the destination wise tourist's statistics shows that Fort Kochi is the major place of attraction for the tourists in Ernakulam. So the data for the study was collected from Fort Kochi, at the Ernakulam district, Kerala.

➤ **Sample 1:-The resident community**

The random sampling method was used to collect data from the resident community and the sample size was 100. The data collection tool was questionnaires.

➤ **Sample 2:-The Tourists (Foreign and Domestic)**

Using convenient sampling method data was collected from 50 tourists (25 domestic tourists and 25 foreign tourists) and the questionnaires was used for data collection.

➤ **Sample 3:-The local government officers**

The interview schedule was be used to collect data from the local government officers who were responsible for ensuring cleanliness at tourism destinations.

➤ **Sample 4:- Staffs of selected hotels and from selected shop keepers**

The data for the fourth sample was collected from the staffs of selected hotels and from the selected shop keepers. The sample size was 15(5 shopkeepers and 10 staffs from selected hotels). Interview schedule was used to collect data. Convenient sampling method was used to collect data from the fourth sample. The analysis were done using SPSS(ver 21).

3.2 Data Collection design

- **Questionnaire Design:-**Two sets of questionnaires were developed, one for the resident community and the second one for the domestic tourists as well as foreign tourists. Care was taken to ensure appropriate question wording, question format and proper sequencing for easy understanding. Questionnaire was designed based on the review and pilot survey was conducted between the month of November and December 2016.
- **Interview Schedule Design:** Two sets of schedules were developed. One for the local government officers and the second one for the staffs of selected hotels and for the selected shop keepers.

➤ **Pilot study of tourists**

A questionnaire was framed based on the review and a pilot study was conducted at Fort Kochi in Ernakulam District among 20 tourists (10 foreign tourists and 10 domestic tourists). It contains three sections. First section seeks information on demographic variables of the tourists, second section contains statement on a five point scale to measure the satisfaction of tourists on various destination attributes and the third section seeks information regarding the destination cleanliness. The results of the pilot study helped to finalize relevant constructs and their measurements specific to contextual setting used in the study.

➤ **Pilot study of Resident Community**

The questionnaire contains 3 sections. First section seeks question about the demographic details of the respondents, second section is about their view regarding Swachh Bharath Mission and third about their view regarding the cleanliness at Fort Kochi. The pilot survey of resident community was conducted at Fort Kochi in Ernakulam district by collecting data from 20 residents.

➤ **Questionnaire Revision**

After the pilot survey, necessary corrections were made in the questionnaire. The pilot survey helped to identify the ambiguous questions accordingly enabled the researcher to make necessary changes before final survey.

After the questionnaire revision, final survey was started in the month of Jan 2017 and was completed in June 2017.

➤ **Data collection Design for Tourists**

The questionnaire was personally administrated to tourists. The randomness was achieved as selection from all the tourists present in the destination at the time of visit. It was purely by chance and not by prior decision. The respondents were met at the destinations and only those who offered readiness to participate in the survey were considered.

➤ **Data collection Design for Resident Community**

Random sampling method was used to select the houses and the data was collected from one person from each house selected. The data collection was done personally by meeting the respondents individually. A structured self-administered questionnaire was used to collect data from 100 households selected.

➤ **Data collection from local government officers**

To collect data the researcher approached Municipality office of Fort Kochi and as per their suggestion data was collected from Health section of Fort Kochi Municipality and from tourism department at Fort Kochi. Interview was conducted with them.

➤ **Data collection from Staffs of selected hotels and from selected shop keepers**

Interview was conducted with staffs of selected hotels and with shopkeepers.

3.3 Analysis Design

As the study includes two sets of questionnaires and two sets of interview schedule, each one was analysed separately to achieve the objectives of study.

- **Data Analysis of Resident community:-** The questionnaire contains 3 sections. First section seeks question about the demographic details of the respondents, second section is about their view regarding Swachh Bharat Mission and third about their view regarding the cleanliness at Fort Kochi. The analysis were done using SPSS(ver 21). Underlying constructs measuring resident's perception on the effect of Swachh Bharat Mission was identified using an exploratory factor analysis.
- **Data Analysis of Tourists: -** The questionnaire contains 3 sections. First section seeks question about the demographic details of the respondents, second section about their expectation of different destination attributes and third section about their experience on different destination attributes. The analysis were done using SPSS(ver 21). The different destination attributes of Fort Kochi were grouped under the '6' headings and these were "Attractions", "Accommodation", "Accessibility", "Amenities" , "Attitude of service providers" and " cleanliness of the destination". The attributes for the questionnaire were developed by including the relevant attributes which were most suitable for Fort Kochi as a tourist destination. The attributes were developed by reviewing the relevant materials like promotional brochures, newspaper reports etc. 6 items were also used to find out the overall satisfaction of tourists on Fort Kochi as a tourist destination. The expectation and the experience of tourists on different destination attributes were measured. And the study measures the tourist satisfaction based on the difference between the mean score of

‘expectation’ and ‘experience’ for each destination attribute. If the mean score value of experience is greater than expectation, then tourist satisfaction is achieved.

3.4 Chapter Summary

This chapter explains the methodology adopted for the study. The chapter provides the detailed description of the sampling design, questionnaire design, data collection design and the analysis design used in the study. Thus this chapter provides the clear insight of the different steps used in the study. The next chapter presents the report of analysis done with the data collected.

Chapter-4

DATA ANALYSIS AND RESULTS

4.1 Analysis of Tourists Data

4.2 Analysis of Resident Community Data

4.3 Analysis of Data collected from Government Officers

4.4 Analysis of Data collected from staffs in hotels and local shop keepers

4.5 Chapter Summary

Chapter-4

DATA ANALYSIS AND RESULTS

The chapter presents the analysis and results of the study. The study includes two sets of questionnaire (one for resident community and one for tourist) and two sets of interview schedules. Analysis is separately done for all these groups. The first section of this chapter presents the analysis of tourist data which includes both domestic tourist data and foreign tourist data. The second part details about the analysis of resident community data. The third and fourth part presents the data analysis of interview conducted with local government officers and with staffs in hotels and local shop keepers. The analyses are done using SPSS (ver. 21).

4.1 Analysis of Tourists Data

The questionnaire of tourists contained three sections. First section seeks information on demographic variables of the tourists, second section contains statement on a five point scale to measure the satisfaction of tourists on various destination attributes and the third section seeks information regarding the destination cleanliness. A total of 50 (25 domestic and 25 foreign tourists) responses were analyzed. Following Table 4.1 gives the demographics details of the tourists.

Table 4.1

Demographic details of the tourists

	Groups	Percent
Gender	Male	59.0
	Female	41.0
Age Group	below 20	6.0
	20-30	13.0
	30-40	32.0
	40-50	25.0
	50-60	14.0
	60 above	10.0

Table 4.1 continued

Demographic details of the tourists

	Groups	Percent
Marital status	Married	55.0
	Unmarried	45.0
Employment Status	Employed	84.0
	Unemployed	16.0
Type of employment	Self-employed(business)	14.0
	Government employee	15.0
	Employed at private sector	32.5
	Executive/managerial/professional	38.5
Type of tour	Conducted	35
	Unconducted	65
Travelling alone or accompanied	Single	25
	With family	45
	With friends	30
Nights spend in Kerala	1-3 days	31.0
	Between 3-5 days	34.0
	7 days(A week)	20.0
	more than a week	15.0
Mode of travel	Hired tourist vehicle	49.0
	Public transport(KSRTC& Railways)	14.0
	Own vehicle	37.0

Source: Sample survey

59% of the respondents were male and 41% were female. Majority of the sample units were included in 30-40 age groups (32%), followed by 25% were in 40-50 age group. 55% of the sample units were married. Out of 84% employed groups, 38% were employed as Executive or managerial status. 38.5% of the sample units preferred to stay at resorts, which is followed by tourist lodges and star hotels.

The questionnaire also contains one ranking questions which was to find out the reason for choosing Fort Kochi as the destination where one has to give rank 1 for the most important reason followed by 2 and so on. The response is presented in table4.2. As the most important reason was selected by marking '1', the rank one is assigned to one which has got least mean value and so on. The result is presented in Table 4.2.

Table 4.2:

Reason for choosing Fort Kochi as a tourist destination

Reason for choosing Fort Kochi as a tourist destination	Mean	Rank
Uniqueness of attraction	1.70	1
Good infrastructure	3.91	4
Pleasing hospitality	3.40	2
Accessibility	3.65	3
shopping facility	5.16	6
Variety of cuisines	5.22	7
Attitude of the local people	4.71	5

Source: Sample survey

From the table it is clear that the most important reason for choosing Fort Kochi as the destination is that the Uniqueness of the attractions (both natural & manmade including cultural attractions), followed by Pleasing hospitality, Accessibility, good infrastructure, Attitude of the local people, shopping facility and Variety of cuisines.

The response for the question, purpose of visit was also asked as a ranking question (if the tourist visit for more than one purpose they can make their response in the order of preference). But only

a small number of tourists have got more than one purpose for their travel, so the percentage is taken to find out the most important reason for the travel and the response is shown in Table 4.3.

Table 4.3***Purpose of visit***

Purpose of visit	Percentage%
Rest and relaxation	46.0
Leisure (entertainment)	29.0
Religious (pilgrim)	7.5
Culturally motivated	6.5
Official (business)	7.0
Meeting friends and relatives (VFR)	2.5
Health	1.5

Source: Sample survey

The above table shows that the main purpose of visit is for ‘rest and relaxation’ followed by leisure, religious official and so on.

The response for the question “Have you seen any drinking water facility available for tourists near this place?”, 85% were responded as “No” . 75% were responded ‘No’ for the question “Are garbage bins available near this place?”. The response for the question “Are the garbage bins available in adequate number near this place?” 87% were responded as “No”. 77% were responded “Yes” for the question” Did you see people spitting in open near this place?”.

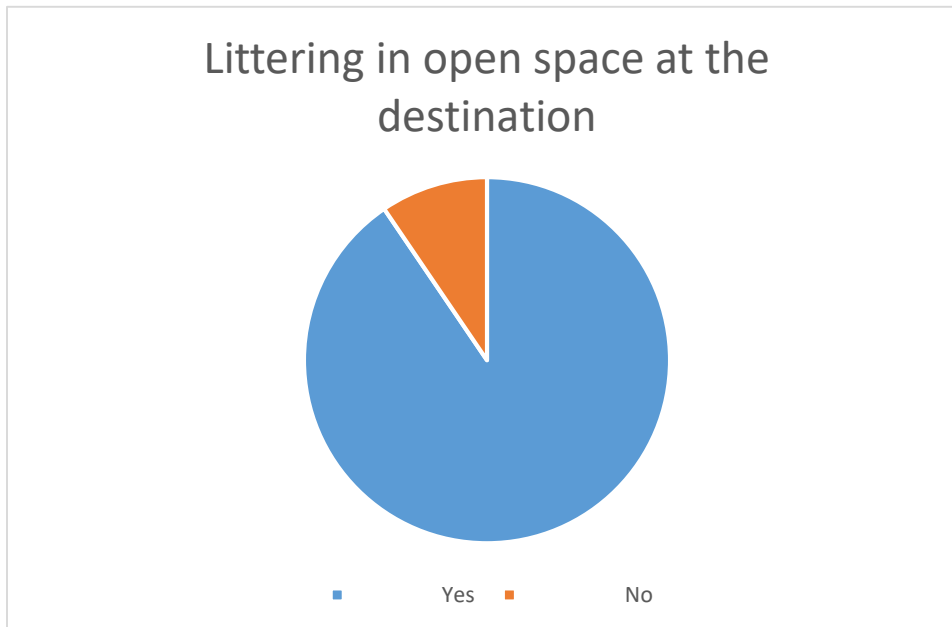
The response for the question “Did you see people littering in open near this place?” is presented in following table 4.4 and Fig 4.1

Table 4.4

Littering in open space at the destination

Did you see people littering in open near this place?"	Response (%)
Yes	90.5
No	9.5

Source: Sample Survey

Fig 4.1***Littering in open space at the destination***

From the table it is clear that 90% were responded as “Yes” for the question “Did you see people littering in open near this place?”

The first section end with the question “What are the top five improvements that you would like to suggest with regard to cleanliness of this place? “, the majority of the tourists suggested that

there should be adequate number of waste bins at the destination, the concerned authorities should ensure proper management of these waste bins and waste disposal on a regular basis. They also suggested that awareness programmes have to be conducted on a regular basis regarding responsible usage of waste bins, anti-littering and spitting. They also suggested the enactment of laws to ensure punishment to those who litter the destination. To properly manage all these steps “surveillance cameras” should be installed at the destination.

The main objective of the tourist questionnaire was to assess tourist satisfaction. For that different destination attributes of Fort Kochi were grouped under the ‘6’ headings and these were “Attractions”, “Accommodation”, “Accessibility”, “Amenities”, “Attitude of service providers” and “cleanliness of the destination”. The attributes for the questionnaire were developed by including the relevant attributes which were most suitable for Fort Kochi as a tourist destination. The attributes were developed by reviewing the relevant materials like promotional brochures, newspaper reports etc. 6 items were also used to find out the overall satisfaction of tourists on Fort Kochi as a tourist destination. The expectation and the experience of tourists on different destination attributes were measured. And the study measures the tourist satisfaction based on the difference between the mean score of ‘expectation’ and ‘experience’ for each destination attribute. If the mean score value of experience is greater than expectation, then tourist satisfaction is achieved. The following table 4.5 gives the result of tourist’s satisfaction.

Table 4.5

Tourists satisfaction on various destination attributes

<i>Destination Attributes</i>	<i>Mean Score value</i>		<i>Satisfaction</i>
	<i>Expectation</i>	<i>Experience</i>	
”Attractions”	3.51	4.52	Satisfied
“Accommodation”	3.84	4.10	Satisfied
“Accessibility”	3.45	3.82	Satisfied
“Amenities”	3.74	3.91	Satisfied
“Attitude of service providers”	3.24	3.89	Satisfied
“Cleanliness of the destination”	3.42	2.54	Dissatisfied

Source: Sample data

The above table shows that the tourists were satisfied with all the five attributes of Kerala except the attribute “Cleanliness of the destination”. Their expectation did not met and the experience mean score was very less. 5 items were used to measure the attribute “Cleanliness of the destination”. While examining the different items under the attribute “Cleanliness of the destination”, it is clear that the tourists were more dissatisfied with the cleanliness at beaches, cleanliness at park area and public places.

In order to test the hypothesis and the relationship between destination cleanliness and overall tourist’s satisfaction, correlation analysis was used and the result is presented in table 4.6.

Ho: There is no significant relationship between destination cleanliness and overall tourist’s satisfaction.

Table4.6

Result of Correlation Analysis

		Destination Cleanliness	Over all satisfaction
Destination Cleanliness	Pearson Correlation	1	.642**
	Sig. (2-tailed)		.000
	N	100	100
Over all satisfaction	Pearson Correlation	.642**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The result shows that there exist a positive relation between destination cleanliness and overall tourist’s satisfaction. That means one can improve the satisfaction of tourists by ensuring cleanliness at destination. Thus the H_0 is rejected and H_1 is accepted. The study found that “the overall satisfaction” mean score is only 3.52. But when we examine the result of “experience” mean score value, from table 4.5 it is clear that the mean score value of “Attraction” is 4.52, “Accommodation” value is 4.10, “Accessibility” value is 3.82, “Amenities” value is 3.91 and

“Attitude of service providers” value is 3.89. Even though the mean score value of the five destination attributes were above 3.8, the overall satisfaction of tourists on Fort Kochi as a tourist destination is only 3.52. This lowering of mean score value is because of the lack of destination cleanliness at the Beaches, Park area and public places at Fort Kochi. Thus the destination cleanliness is positively correlated with the overall satisfaction of the tourists.

4.2 Analysis of Resident Community Data

Primary data for the study was collected using questionnaire from 100 respondents from Fort Kochi, Ernakulam, Kerala. The questionnaire contains 3 sections. First section seeks question about the demographic details of the respondents, second section is about their views regarding Swachh Bharath Mission and third about their views regarding the cleanliness at Fort Kochi. The following table 4.7 gives the demographic profile of the respondents.

Table 4.7

Demographic details of the respondents

	<u>Groups</u>	<u>Percent</u>
Gender	Male	45
	Female	55
	Total	100
Age Groups	Below 20	11
	20-30	19
	30-40	25
	40-50	22
	50-60	14
	60 Above	9
	Total	100
Marital Status	Married	55
	Unmarried	21
	Separated	8
	Widow/Widower	11
	Divorced	5
	Total	100

Table 4.7 Continued.....

Demographic details of the respondents

	<u>Groups</u>	<u>Percent</u>
Educational Qualification	Below10th	11
	10-12 th	16
	Graduate	38
	Postgraduate	15
	Professional Education	20
	Total	100
Years Lived In Present Community	0-10years	12
	11-20years	24
	21-30years	25
	31-40 Years	9
	Native	30
	Total	100
Employed In Tourism Sector	Yes	62
	No	38
	Total	100

Source: Sample data

From the above table it is clear that majority of the respondents were included in the age group of 30-40 (25%), followed by 40-50(22%), 20-30(19%); 50-60(14%) and so on. 55% of the respondents were married and 38% were graduated. Most of the respondents have been living in Fort Kochi for more than 10 years and 30% were the native of the place. 62% of the respondents were employed in tourism sector and 38% were doing other jobs.

Section B of the questionnaire was related to Swachh Bharath Mission. For the question” Are you aware of Swachh Bharat Abhiyan?” 98% were responded as ‘Yes’. 90% of people responded that the Swachh Bharath mission is a pathway towards the mission of cleanliness. 87% were of the opinion that the steps taken by the government for waste management was inadequate. 90% were responded as ‘Yes’ for the question “Do you think that the Swachh Bharath Mission

had helped to change the mind setting of people regarding their waste management?”. 80% responded that they are participating in Swachh Bharath Mission. They are organizing massive cleaning programmes under Swachh Bharath Mission and Haritha Kerala Mission. 100% of the respondents were of the opinion that the present system of waste management in Fort Kochi is ineffective. For the question “Is there is Provision of public toilet facilities at the destination”? 87% were of the opinion that “No”. They said that sometimes there exist ‘e-toilet’ facilities, but most of the times it is non-functional. The residents said that there exist 100% community toilet facilities at the destination. The 25 items were used in the questionnaire to measure the effect of Swachh Bharath Mission.

Underlying constructs measuring resident’s perception on the effect of Swachh Bharath Mission was identified using an exploratory factor analysis. To detect scale dimensionality, an EFA with a principal component method with varimax rotation was conducted. The appropriateness of factor analysis was determined by examining the Kaiser–Meyer–Olkin measure of sampling adequacy and Bartlett’s test of sphericity. A value of 0.60 or above from the Kaiser–Meyer–Olkin measure of sampling adequacy test indicates that the data were adequate for EFA (Tabachnick et al., 1989¹). In order to ensure that each factor identified by EFA had only one dimension and each attribute loaded only on one factor, attributes that had factor loadings of lower than 0.40 and attributes loading on more than one factor with a loading score of equal to or greater than 0.40 on each factor were eliminated from the analysis (Hattie, 1985²). The result of EFA is presented in table 4.8.

Table4.8: The Result of EFA (n=100)-The Effect of Swachh Bharath Mission

Perceived Effect of Swachh Bharath Mission	
The total reliability (Cronbach's Alpha)	0.835(n=25)
The total variance explained	86.942
The Bartlett's Test of sphericity(significance level)	.000
The KMO measure of sampling adequacy	.674

¹ Tabachnick, B. G., & Fidel, F. S. (1989). Using multivariate statistics (2nd ed.). New York: Harper Collins Publishers.

² Hattie, J. (1985), Methodology review: Assessing unidimensionality of tests and terms. Applied Psychological Measurement, 9(2), 139–164.

Table 4.8 Continued.....

The Result of EFA (n=100)-The Effect of Swachh Bharath Mission

The Factors Effect of Swachh Bharath Mission	<u>Eigen value</u>
Creating Awareness and Education	11.710
Attitude and Behaviour Change in community members	2.846
Participation in cleanliness activities	2.630
Proper system for the management of waste	1.471
Creating Awareness and Education	1.081

Source: Sample Survey

Thus the factor analyses of these 25 items resulted four factors which were named as a) Creating Awareness and Education about sanitation and waste management; b) Attitude and Behaviour Change in community members regarding management of waste; c) Participation in cleanliness activities and d) Proper system for the management of waste at the destination. “Creating Awareness and Education”, “Attitude and Behaviour Change in community members”, “Participation in cleanliness activities “ and “Proper system for the management of waste” were examined by using Cronbach reliability. The result is presented in Table4.9.

Table 4.9

The cronbach alpha value

The construct	The cronbach alpha value
Creating Awareness and Education	0.853(n=6)
Attitude and Behaviour Change in community members	0.865(n=8)
Participation in cleanliness activities	0.824(n=5)
Proper system for the management of waste	0.938(n=6)

Source: Sample Survey

The effect of Swachh Barath Mission were assessed by calculating the mean score of the variables and the result is presented in the table4.10

Table4.10

Mean score values of different factors

Variables	Mean	Standard deviation	Description
Creating Awareness and Education	4.1	0.46	High
Attitude and Behaviour Change in community members	3.89	0.43	High
Participation in cleanliness activities	2.32	0.51	Low
Proper system for the management of waste	2.13	0.52	Low

Source: Sample Survey

Here the mean score value of below 2.5 is taken as low, between 2.5 to 3.5 is taken as moderate and above 3.5 is considered as high. The above table shows that the Swachh Barath Mission has succeeded in creating awareness about sanitation and health education to promote sustainable sanitation facilities in community members. That is the reason why the mean score of “Creating Awareness and Education “shows 4.1. The Swachh Barath Mission has also succeeded in creating a positive attitude among the community members towards cleanliness (Mean score is 3.89). The result also shows that the waste management system is very poor with a mean score of 2.13. This is visible at the destination. The beach atmosphere and the nearby places are very untidy. The destination is littered with plastic carry bags, plastic bottles etc. The resident community participation in cleanliness activities also shows low mean score value (2.32). This is because the involvement of resident community at the destination cleaning activity is limited. They sometimes participates in mass cleaning programs, but not on a continuous basis.

The analysis of the section C of the questionnaire shows the following result.

For the question “Are you satisfied with the cleanliness at Fort Kochi?” the following were the result (Table 4.11 and fig 4.2).

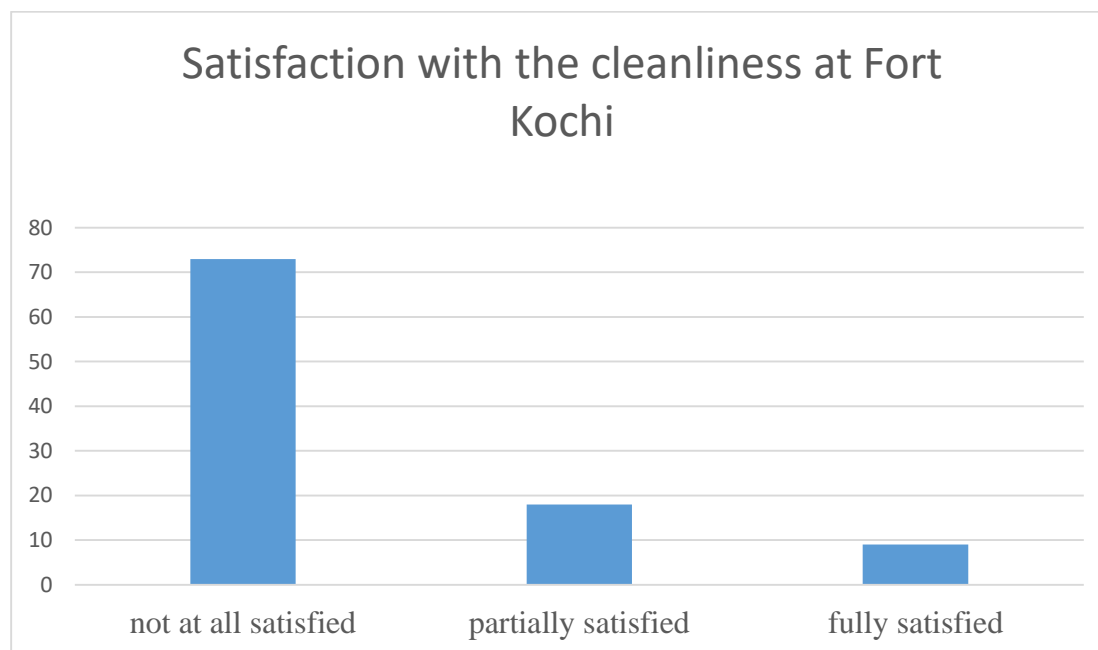
Table 4.11

Satisfaction with the cleanliness at Fort Kochi

Are you satisfied with the cleanliness at Fort Kochi?	Response (%)
Not at all satisfied	73
Partially satisfied	18
Fully satisfied	9

Source: Sample survey

Fig 4.2

Satisfaction with the cleanliness at Fort Kochi

From the table it is clear that 73% of the respondents were “not at all satisfied” with the cleanliness of their locality, followed by 18% “partially satisfied” and 9% “fully satisfied”.

The majority of the residents were of the opinion that the “cleanliness at their locality” is only “Average”(68% rated as ‘Average’; followed by 22% ‘Poor’ and only 10% rated as ‘Good’). For

the question “Are you able to easily locate dust bins available in your areas ?”; 82% were responded as ‘Never’ and 10% as ‘Sometimes’(placed for advertisement by some companies) and 8% as ‘Rarely’. They also said that there exist a proper system for waste collection from household and local shops arranged by the municipality. For the question” Whether there exist daily collection and transportation plan in place for residential areas?” 89% responded as ‘Yes’. The residents were of the opinion that their residential areas are ‘75% clean’ but they responded as there exist dumping of waste at the waste transfer station and due to that there is the problem of ‘foul smell’ and the problem of ‘street dogs’. They also responded that the plastic materials are also dumped at the waste transfer station. They were of the opinion that both degradable and non-degradable wastes are dumped at the transfer stations. Due to all these, the destination Fort Kochi faces the problems like’ unclean beaches’, ‘dirty surroundings’, ‘problem of street dogs’ and ‘drainage problems’. For the question “What are the different types of pollution in Fort Kochi?”, they responded there exist both land and water pollution. They said that “The main reason for land pollution is littering and dumping of waste at the waste transfer station”. In their opinion the plastic waste is the major problem at the beach. In their opinion these included plastic bags, wrappers, plastic bottles, abandoned fishing nets etc. The residents said that the water pollution is caused by dumping of waste into the sea. In their opinion “The litter is washed off the land, blown by winds, or waste dumped from different parts of Ernakulam.”

For the question” Do you think whether the resident community or the tourist community litter more of the place?”, they responded that both resident community and domestic tourists are responsible for the littering. They also responded that compared to domestic tourists, ‘foreign tourists’ are responsible travelers and they always tries to put waste in dust bins. But due to lack of waste bins at destination, the foreign tourists carry back their waste in plastic bags to the hotel where they stays.

For the question” Are you satisfied with the cleanliness measures of the place?, the following were the response(Table 4.12 and fig 4.3)

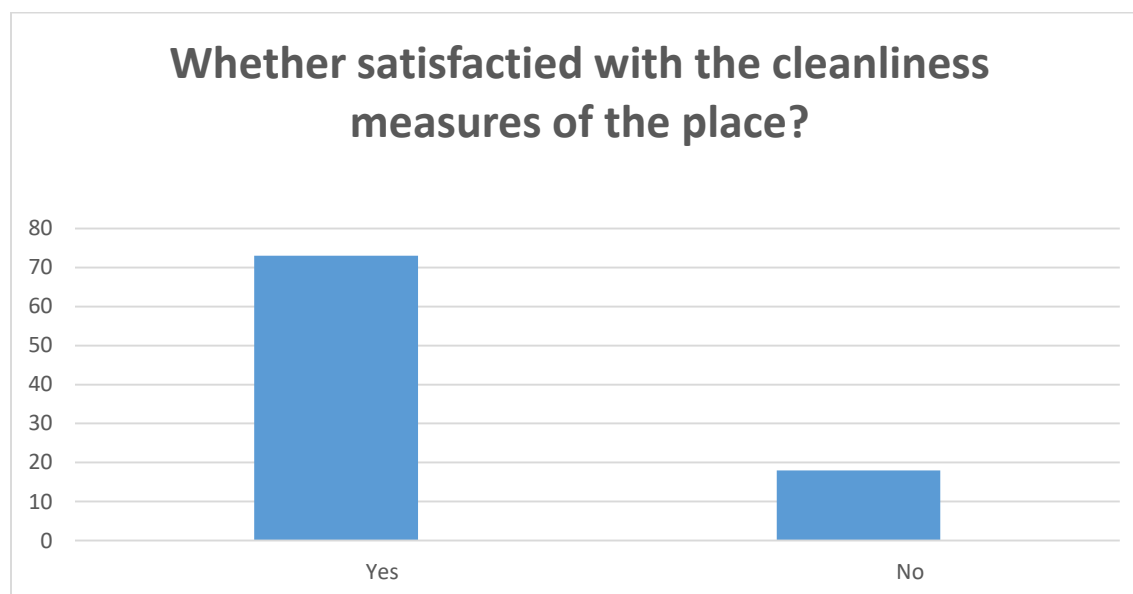
Table 4.12

Satisfaction with the cleanliness measures of the place

Are you satisfied with the cleanliness measures of the place?	Response (%)
Yes	73
No	18

Source: Sample survey

Fig 4.3

Satisfaction with the cleanliness at Fort Kochi

From the table 4.11 it is clear that 86% were of the opinion that they were not satisfied. The resident community were of the opinion that a collective effort is needed to manage waste (collective effort of residents and the Municipal Corporation) in their locality. 76% of the resident of Fort Cochin were of the opinion that they also have the responsibility to ensure cleanliness and for that they suggested the methods like 'By establishing house hold biogas plant', 'Making

composting’, by implementing participative model of waste management (municipality, tourism department, residents, local business people)’, ‘Waste management using modern waste treatment plant’ etc for the management of degradable waste. They strongly pointed that this can be only be achieved if the municipality takes effective forwarding steps. They said that the present steps taken by the municipality is ineffective and that is the reason for the unclean surroundings at the beaches. For the management of non-degradable waste like plastic, the resident community suggested that ‘More awareness programs has to be conducted’, ‘ensuring reuse and recycling of plastic bags’, ‘by promoting ecofriendly carry bags’, making paper bags through residents association, by promoting 3R’s(recycle, reuse and reduce) etc. The littering at the surroundings of beaches were mainly due to the throwing of toffee wrappers, straws, ice-cream sticks, biscuit and lays packets etc. This is one of the main problem identified and due to this there is the chance of sewage blocks. The resident community suggested that this can be managed only, by changing the attitude of people regarding the use of waste bins. But the major problem at Fort Kochi is lack of waste bins. There were some waste bins placed by private firms for advertisement purpose. But due to improper handling, these were destroyed. Presently only few are present at the destination and these waste bins at the destinations are not properly used. This can be managed by conducting awareness programs on a regular basis at the destinations and by educating the local shopkeepers for promoting tourists to use waste bins. The resident community were of the opinion that they will give 100% support for any program to ensure cleanliness at their place. They were eagerly waiting for the initiatives of Municipality.

4.3 Analysis of Data collected from Government Officers

In order to understand different efforts taken by government for ensuring destination cleanliness at Fort Kochi, interview was conducted with the concerned government authorities. The data was collected from Health section of Fort Kochi Municipality and from tourism department at Fort Kochi. The result is presented in two sections- first section explains efforts of Fort Kochi Municipality and second about efforts of tourism department.

- **Efforts Taken by Fort Kochi Municipality:** - The tourism development is coordinated and planned by the tourism department and Municipality have no direct role in that. The municipality supports the efforts of tourism department in the area of destination development. To ensure cleanliness at Fort Kochi, the municipality arranges daily

collection of waste from households and local shops. These wastes were then segregated and then transferred to Bhrahmapuram waste plant. There were waste management staffs appointed by Municipality for waste collection and for that the residents and shop keepers have to pay monthly charges. The Municipality also placed two e-toilets at Fort Kochi to ensure public toilet facility. But they said that sometimes it is not in good working condition and then it will be repaired by Municipality. There were no special cleaning programmes arranged by Municipality on a continuous basis to ensure cleanliness at Fort Kochi beaches, park areas and other public places. They said that certain special mass cleaning programmes were arranged by NGO's like residents associations, home stay associations and Clean Cochi Federation. These were arranged in special occasions and in Saturdays. No waste bins were there in Fort Kochi placed by Municipality.

- **Efforts taken by Tourism Department:** - Destination beautification, park area management etc were done by tourism department. There were no cleaning programmes arranged by tourism department on a continuous basis to ensure cleanliness at Fort Kochi beaches, park areas and other public places. But special programmes were arranged by tourism department on Saturdays by involving Kudumbhasree members, NGO'S etc. They said that these cleaning efforts are worthless because the beach is polluted by the dumping of waste to sea from other parts of Fort Kochi and Mattancherry. Even though there exist strong laws against water pollution, these are not properly implemented. As a result, wastes are being dumped into the water and these were coming to Fort Kochi beach from other parts of the sea during the time of high tide. Other major problem is rotten sea weeds. Due to these problem, the cleaning efforts becomes useless. Under the Fort Kochi beatification programme, tourism department had placed waste bins and seating arrangements at the beach. But during night time some people destroyed the seating arrangements and put fire to the fiber waste bins placed. Due to these problems, tourism department stopped these efforts. Now under tourism department there is a special section named Cochin Heritage Zone Conservation Society Fort Kochi. This section was working at the collectorate and now this has been shifted to Fort Kochi. This section is mainly for the development of Fort Kochi as a major tourism destination. They are now planning to place cameras in Fort Kochi, so that they can able to monitor the anti-social activities at the destinations. These

cameras will be monitored by police. There is a group of tourism police under this section who is trying to ensure safety and security to tourists.

4.4 Analysis of Data collected from staffs in hotels and local shop keepers

In order to understand different efforts for ensuring destination cleanliness at Fort Kochi taken by people who are involved in tourism business interview was conducted with the concerned persons. Interview was conducted with local shopkeepers and staffs in selected hotels. The result is presented in two sections- first section explains analysis of local shopkeeper's data and second about the staffs in hotels in Fort Kochi.

➤ **Analysis of local shopkeeper's data:-**

The main aim of interview schedule was to understand the different initiatives taken by shopkeepers in the area of waste management and towards Swachh Bharath Mission. The shopkeepers said that they were doing daily sweeping to ensure cleanliness. The wastes materials were separated by them as degradable and non-degradable, and then these were collected by municipality cleaning staffs. They said that there exist daily collection of wastes. They were also placing a waste bin in front of their shop for customers who purchases from their shop. They said that the problem of littering comes when the customers are not using it properly. Ice creams, juices, soft drinks, toffees etc were bought by the customers and then they walk through the beaches and throw the waste here and there. In the shopkeeper's point of view, proper awareness programme should be given to people regarding littering and the responsible usage of waste bins. They said that they were aware of Swachh Bharath Mission and that helped them to understand the importance of cleanliness. They were not participating any cleanliness programme because of their nature of business, but they were trying to keep their surroundings clean. They also said that they are not getting any financial assistance for cleaning from state or central government. They were of the opinion that the cleanliness at Fort Kochi is not at a satisfactory level and the initiatives of Municipality is not up to the level. They said that no waste bins were there in Fort Kochi placed by Municipality.

➤ **Analysis of data collected from the staffs in hotels**

Interview was conducted with staffs in selected hotels in Fort Kochi. The main aim of the interview to understand the different initiatives taken in the area of waste management and towards Swachh Bharath Mission. The house keeping department in hotels were responsible for ensuring cleanliness in hotels. There were special staffs in hotels to ensure cleanliness. The wastes materials were separated by them as degradable and non-degradable, and then these were collected by municipality cleaning staffs. They said that there exist daily collection of wastes. In their view the Swachh Bharath Mission is a very good initiative taken by the central government in the area of cleanliness. As cleanliness is very important to ensure customer satisfaction, they were taking special steps towards it. They said that they were not participating in any cleanliness activity but always trying to keep their property and surroundings clean. They also said that even though Municipality arranges daily collection of wastes, the waste management measures taken by them is not satisfactory. They said that the beach and nearby places were not clean and there does not exist any cleaning programme on a continuous basis.

4.5 Chapter Summary

This chapter explained the analysis methods used in this study and also presented the major findings. Separate analysis method was adopted for data collected through questionnaire and through interview schedule.

Chapter - 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Major Findings of the Study

5.1.1 Findings from the data analysis of tourist

5.1.2 Findings from the data analysis of Resident Community

5.1.3 Findings from the data analysis of Interview Schedule with government officers

5.1.4 Findings from the data analysis of Interview Schedule with local shopkeepers and
with hotel staffs

5.2 Contributions of the study

5.3 Conclusion of the study

5.4 Recommendations of the study

5.5 Scope for further Research

Chapter - 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

The chapter presents the major findings of the study and makes some recommendations based on the findings. The chapter also presents the contributions of the study, conclusion and scope for further research. Before explaining the major findings, the major objectives and hypothesis of the study are presented in the following section.

1. To understand the different types of pollutions at the destinations in Kerala.
2. To find out the ways to minimise the different types of pollutions at the destinations in Kerala.
3. To find out the ways to ensure cleanliness at the destinations in Kerala.
4. To find out the role of different stakeholders of tourism (the tourist, the resident community, the tourism industry participants like Hotels, local shopkeepers etc and the government agencies) in ensuring cleanliness at the destinations in Kerala.
5. To suggest ways to implement Swach Bharat Mission effectively to make Kerala the real 'Gods Own Country'.

Following is the hypothesis framed for the study:

H₀: There is no significant relationship between destination cleanliness and overall tourist's satisfaction.

5.1 Major Findings of the Study

The primary data for the study was collected from resident community at the destinations, from the tourists (domestic and foreign), from government officers, staffs in hotels and local shopkeepers. The findings of the study is presented in four sub-sections, first section discusses the findings of the analysis of tourist data and second section presents the findings of resident

community data. The third and fourth part presents the data analysis of interview conducted with local government officers and with staffs in hotels and local shop keepers.

5.1.1 Findings from the data analysis of tourist

Demographic details

- 59% of the respondents were male and 41% were female. Majority of the sample units were included in 30-40 age groups (32%), followed by 25% were in 40-50 age group. 55% of the sample units were married. Out of 84% employed groups, 38% were employed as Executive or managerial status. 38.5% of the sample units preferred to stay at resorts, which is followed by tourist lodges and star hotels.
- The most important reason for choosing Fort Kochi as the destination is that the Uniqueness of the attractions (both natural & manmade including cultural attractions), followed by Pleasing hospitality, Accessibility, good infrastructure, Attitude of the local people, shopping facility and Variety of cuisines.
- The main purpose of visit is for 'rest and relaxation' followed by leisure, religious official and so on.

Tourist's views on Cleanliness in Fort Kochi

- The study found that there is problem with drinking water facility at the destination (85% of respondents). The study also found that there is lack of waste bins at the destination (75% of respondents).
- 77% were responded that people were spitting in open space at the destination. 90% were responded that people were littering in open space at the destination.
- The majority of the tourists suggested that there should be adequate number of waste bins at the destination and the concerned authorities should ensure proper management of these waste bins and waste disposal on a regular basis. They also suggested that awareness programmes have to be conducted on a regular basis regarding responsible usage of waste bins, anti-littering and spitting. They also suggested the enactment of laws to ensure

punishment to those who litter the destination. To properly manage all these steps “surveillance cameras” should be installed at the destination.

Tourist’s satisfaction on Destination Attributes

- One of the objective of tourist questionnaire was to assess tourist satisfaction and to understand how it is related to destination cleanliness and what are the expected role of tourists in the implementation of Swachh Bharat Mission.. For that different destination attributes of Fort Kochi were grouped under the ‘6’ headings and these were ”Attractions”, “Accommodation”, “Accessibility”, “Amenities” , “Attitude of service providers” and “cleanliness of the destination”. The attributes for the questionnaire were developed by including the relevant attributes which were most suitable for Fort Kochi as a tourist destination. 6 items were also used to find out the overall satisfaction of tourists on Fort Kochi as a tourist destination. The expectation and the experience of tourists on different destination attributes were measured. And the study measures the tourist satisfaction based on the difference between the mean score of ‘expectation’ and ‘experience’ for each destination attribute. If the mean score value of experience is greater than expectation, then tourist satisfaction is achieved. The study found that the tourists were satisfied with all the five attributes of Kerala except the attribute “Cleanliness of the destination”. Their expectation did not met and the experience mean score was very less. 5 items were used to measure the attribute “Cleanliness of the destination”. While examining the different items under the attribute “Cleanliness of the destination”, it is clear that the tourists were more dissatisfied with the cleanliness at beaches, cleanliness at park area and public places.
- In order to test the hypothesis and the he relationship between destination cleanliness and overall tourist’s satisfaction, correlation analysis was used. The result shows that there exist a positive relation between destination cleanliness and overall tourist’s satisfaction. That means one can improve the satisfaction of tourists by ensuring cleanliness at destination. Thus the Ho is rejected and H1 is accepted.

5.1.2 Findings from the data analysis of Resident Community**Demographic Details**

- Majority of the respondents were included in the age group of 30-40 (25%), followed by 40-50(22%), 20-30(19%); 50-60(14%) and so on. 55% of the respondents were married and 38% were graduated. Most of the respondents have been living in Fort Kochi for more than 10 years and 30% were the native of the place. 62% of the respondents were employed in tourism sector and 38% were doing other jobs.

Resident's views on Swachh Bharath Mission

- 98% of the residents were aware of Swachh Bharat Mission and 90% of them think that Swachh Bharat mission is a pathway towards the mission of cleanliness.
- 87% were of the opinion that the steps taken by the government for waste management was inadequate. 90% of the respondents think that the Swachh Bharat Mission had helped to change the mind setting of people regarding their waste management. 80% responded that they are participating in Swachh Bharat Mission. They are organizing massive cleaning programmes under Swachh Bharat Mission and Haritha Kerala Mission.
- 100% of the respondents were of the opinion that the present system of waste management in Fort Kochi is ineffective. 87% of the respondents said that there is no provision of public toilet facilities at the destination. They said that sometimes there exist 'e-toilet' facilities, but most of the times it is non-functional. The residents said that there exist 100% community toilet facilities at the destination.
- The 25 items were used in the questionnaire to measure the effect of Swachh Bharat Mission. Underlying constructs measuring resident's perception on the effect of Swachh Bharat Mission was identified using an exploratory factor analysis.
- The factor analyses of these 25 items resulted four factors which were named as a)Creating Awareness and Education about sanitation and waste management; b) Attitude and Behaviour Change in community members regarding management of waste; c) Participation in cleanliness activities and d) Proper system for the management of waste at the destination.

- The effect of Swachh Barat Mission were assessed by calculating the mean score of the variables. The mean score value of below 2.5 is taken as low, between 2.5 to 3.5 is taken as moderate and above 3.5 is considered as high. The study found that the Swachh Barat Mission has succeeded in creating awareness about sanitation and health education to promote sustainable sanitation facilities in community members. That is the reason why the mean score of “Creating Awareness and Education “shows 4.1. The Swachh Barat Mission has also succeeded in creating a positive attitude among the community members towards cleanliness (Mean score is 3.89). The result also shows that the waste management system is very poor with a mean score of 2.13. This is visible at the destination. The beach atmosphere and the nearby places are very untidy. The destination is littered with plastic carry bags, plastic bottles etc. The resident community participation in cleanliness activities also shows low mean score value (2.32). This is because the involvement of resident community at the destination cleaning activity is limited. They sometimes participates in mass cleaning programs, but not on a continuous basis.

Resident’s Views on Cleanliness in Fort Kochi

- 73% of the respondents were “not at all satisfied” with the cleanliness at their locality, followed by 18% “partially satisfied” and 9% “fully satisfied”. The majority of the residents were of the opinion that the “cleanliness at their locality” is only “Average”(68% rated as ‘Average’; followed by 22% ‘Poor’ and only 10% rated as ‘Good’).
- 82% were responded that it is not possible to easily locate dust bins available in their areas. They also said that there exist a proper system for waste collection from household and local shops arranged by the municipality. 89% responded that there exist daily collection and transportation plan in place for residential areas. The residents were of the opinion that their residential areas are ‘75% clean’ but they responded as there exist dumping of waste at the waste transfer station and due to that there is the problem of ‘foul smell’ and the problem of ‘street dogs’. They also responded that the plastic materials are also dumped at the waste transfer station. They were of the opinion that both degradable and non-degradable wastes are dumped at the transfer stations. Due to all these, the destination Fort

Kochi faces the problems like 'unclean beaches', 'dirty surroundings', 'problem of street dogs' and 'drainage problems'.

- The study found that there exist both land and water pollution. The respondents said that "The main reason for land pollution is littering and dumping of waste at the waste transfer station". In their opinion the plastic waste is the major problem at the beach. In their opinion these included plastic bags, wrappers, plastic bottles, abandoned fishing nets etc. The residents said that the water pollution is caused by dumping of waste into the sea. In their opinion "The litter is washed off the land, blown by winds, or waste dumped from different parts of Ernakulam."
- The study also found that both resident community and domestic tourists are responsible for the littering. The respondents said that compared to domestic tourists, 'foreign tourists' are responsible travelers and they always try to put waste in dust bins. But due to lack of waste bins at destination, the foreign tourists carry back their waste in plastic bags to the hotel where they stay.
- 86% were of the opinion that they were not satisfied with the cleanliness at Fort Kochi. The resident community were of the opinion that a collective effort is needed to manage waste (collective effort of residents and the Municipal Corporation) in their locality. 76% of the residents of Fort Cochin were of the opinion that they also have the responsibility to ensure cleanliness and for that they suggested the methods like 'By establishing house hold biogas plant', 'Making composting', by implementing participative model of waste management (municipality, tourism department, residents, local business people)", 'Waste management using modern waste treatment plant' etc for the management of degradable waste. They strongly pointed that this can be only be achieved if the municipality takes effective forwarding steps. They said that the present steps taken by the municipality is ineffective and that is the reason for the unclean surroundings at the beaches.
- The residents suggested that for the management of non-degradable waste like plastic, the resident community suggested that 'More awareness programs has to be conducted', 'ensuring reuse and recycling of plastic bags', by promoting ecofriendly carry bags', making paper bags through residents association, by promoting 3R's(recycle, reuse and reduce) etc. The littering at the surroundings of beaches were mainly due to the throwing of toffee wrappers, straws, ice-cream sticks, biscuit and lays packets etc. This is one of the

main problem identified and due to this there is the chance of sewage blocks. The resident community suggested that this can be managed only, by changing the attitude of people regarding the use of waste bins. But the major problem at Fort Kochi is lack of waste bins. There were some waste bins placed by private firms for advertisement purpose. But due to improper handling, these were destroyed. Presently only few are present at the destination and these waste bins at the destinations are not properly used. This can be managed by conducting awareness programs on a regular basis at the destinations and by educating the local shopkeepers for promoting tourists to use waste bins. The resident community were of the opinion that they will give 100% support for any program to ensure cleanliness at their place. They were eagerly waiting for the initiatives of Municipality.

5.1.3 Findings from the data analysis of Interview Schedule with government officers

Efforts Taken by Fort Kochi Municipality

- The study found that tourism development is coordinated and planned by the tourism department and Municipality have no direct role in that. The municipality supports the efforts of tourism department in the area of destination development.
- The study found that to ensure cleanliness at Fort Kochi, the municipality arranges daily collection of waste from households and local shops. These wastes were then segregated and then transferred to Bhrahmapuram waste plant. There were waste management staffs appointed by Municipality for waste collection and for that the residents and shop keepers have to pay monthly charges. The Municipality also placed two e-toilets at Fort Kochi to ensure public toilet facility. But they said that sometimes it is not in good working condition and then it will be repaired by Municipality.
- The study also found that there were no special cleaning programmes arranged by Municipality on a continuous basis to ensure cleanliness at Fort Kochi beaches, park areas and other public places. They said that certain special mass cleaning programmes were arranged by NGO's like residents associations, home stay associations and Clean Kochi Federation. These were arranged in special occasions and in Saturdays. No waste bins were there in Fort Kochi placed by Municipality.

Efforts taken by Tourism Department

- The study found that destination beautification, park area management etc were done by tourism department. There were no cleaning programmes arranged by tourism department on a continuous basis to ensure cleanliness at Fort Kochi beaches, park areas and other public places. But special programmes were arranged by tourism department on Saturdays by involving Kudumbhasree members, NGO'S etc. They said that these cleaning efforts are worthless because the beach is polluted by the dumping of waste to sea from other parts of Fort Kochi and Mattancherry. Even though there exist strong laws against water pollution, these are not properly implemented. As a result, wastes are being dumped into the water and these were coming to Fort Kochi beach from other parts of the sea during the time of high tide. Other major problem is rotten sea weeds. Due to these problem, the cleaning efforts becomes useless.
- The study also found that under the Fort Kochi beatification programme, tourism department had placed waste bins and seating arrangements at the beach. But during night time some people destroyed the seating arrangements and put fire to the fiber waste bins placed. Due to these problems, tourism department stopped these efforts. Now under tourism department there is a special section named Cochin Heritage Zone Conservation Society Fort Kochi. This section was working at the collectorate and now this has been shifted to Fort Kochi. This section is mainly for the development of Fort Kochi as a major tourism destination. They are now planning to place cameras in Fort Kochi, so that they can able to monitor the anti-social activities at the destinations. These cameras will be monitored by police. There is a group of tourism police under this section who is trying to ensure safety and security to tourists.

5.1.4 Findings from the data analysis of Interview Schedule with local shopkeepers and with hotel staffs**Local shopkeeper views on Swachh Bharat Mission and Cleanliness in Fort Kochi**

- The main aim of interview schedule was to understand the different initiatives taken by shopkeepers in the area of waste management and towards Swachh Bharat Mission. The shopkeepers said that they were doing daily sweeping to ensure cleanliness. The wastes

materials were separated by them as degradable and non-degradable, and then these were collected by municipality cleaning staffs. They said that there exist daily collection of wastes. They were also placing a waste bin in front of their shop for customers who purchases from their shop. They said that the problem of littering comes when the customers are not using it properly. Ice creams, juices, soft drinks, toffees etc were bought by the customers and then they walk through the beaches and throw the waste here and there. In the shopkeeper's point of view, proper awareness programme should be given to people regarding littering and the responsible usage of waste bins. They said that they were aware of Swachh Bharat Mission and that helped them to understand the importance of cleanliness. They were not participating in any cleanliness programme because of their nature of business, but they were trying to keep their surroundings clean. They also said that they are not getting any financial assistance for cleaning from state or central government. They were of the opinion that the cleanliness at Fort Kochi is not at a satisfactory level and the initiatives of Municipality is not up to the level. They said that no waste bins were there in Fort Kochi placed by Municipality.

Hotel staff's views on Swachh Bharath Mission and Cleanliness in Fort Kochi

- Interview was conducted with staffs in selected hotels in Fort Kochi. The main aim of the interview to understand the different initiatives taken in the area of waste management and towards Swachh Bharat Mission. The house keeping department in hotels were responsible for ensuring cleanliness in hotels. There were special staffs in hotels to ensure cleanliness. The wastes materials were separated by them as degradable and non-degradable, and then these were collected by municipality cleaning staffs. They said that there exist daily collection of wastes. In their view the Swachh Bharat Mission is a very good initiative taken by the central government in the area of cleanliness. As cleanliness is very important to ensure customer satisfaction, they were taking special steps towards it. They said that they were not participating in any cleanliness activity but always trying to keep their property and surroundings clean. They also said that even though Municipality arranges daily collection of wastes, the waste management measures taken by them is not satisfactory. They said that the beach and nearby places were not clean and there does not exist any cleaning programme on a continuous basis.

5.2 Contributions of the study

- The study was conducted to understand the importance of Swachh Bharat Mission and also to understand the role of different stakeholder's of tourism in the successful implementation of the same. The study also measured the effectiveness of Swachh Bharat Mission in resident's perspective. The study also aimed to find out the role the resident community in ensuring cleanliness at the destinations in Kerala. The Swachh Bharat Mission is one of the major cleanliness programme announced by the central government. The mission covers all the rural and urban areas of India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly. The Mission has also formulated well defined steps to achieve the objectives and this was formulated with the aim of complete 'swachhtha'(cleanliness) at rural and urban areas of India. The result of the study shows that Swachh Bharath mission is a pathway towards the mission of cleanliness and has succeeded in making a positive attitude among the residents towards management of waste. The effectiveness of Swachh Bharath Mission was measured using 25 statements and the factor analysis resulted 4 factors namely a)Creating Awareness and Education about sanitation and waste management; b) Attitude and Behaviour Change in community members regarding management of waste; c) Participation in cleanliness activities and d) Proper system for the management of waste at the destination. The mean score of the these four factors shows that the Swachh Barath Mission has succeeded in creating awareness and education, in creating a positive attitude among the community members towards cleanliness. The result also shows that the waste management system is very poor. This is visible at the destination. The beach atmosphere and the nearby places are very untidy. The destination is littered with plastic carry bags, plastic bottles etc. The resident community participation in cleanliness activities also shows low mean score value (2.32). This is because the involvement of resident community at the destination cleaning activity is limited. They sometimes participates in mass cleaning programs, but not on a continuous basis. This is because there does not exist continuous programs for ensuring cleanliness at the destination. The municipality is only ensuring daily collection of waste material from the residential areas and these waste materials are transferred to Brahmapuram waste plant. "Spread over 110 acres, the Brahmapuram waste treatment plant is situated around five kilometres away from Kochi's Infopark. According to the

locals here, no waste is actually treated at the plant as it's more of a dumping yard.”(<https://www.thenewsminute.com> › Kerala, Nov 2016). Even though many programs are devised by the government for the revival of Brahmapuram plant, unfortunately none of them succeeded. Latest among them is the program of waste to energy treatment plant at Brahmapuram. “Even though Chief Minister Pinarayi Vijayan directed the Corporation to hasten the implementation of the Rs 295 crore waste to energy treatment plant at Brahmapuram, it is still groping in the dark. Though the agency agreed to complete the project in 18 months, a difference of opinion among the councilors has blocked any progress. The project remains a non-starter.”(The New Indian Express, 20th March 2018). Thus here only waste collection and dumping takes place, no waste treatment or management. The resident community were of the opinion that there exist foul smell at the waste transfer station. The lack of waste bin is another major problem at destination. The people are throwing plastic bottles, plastic carry bags, straws etc., at the beach. The beach is also polluted by dumping waste materials into the sea, by the rotting of sea weeds etc. Due to all these, the surroundings of beaches are very untidy.

- The result of the study also shows that most of the resident community members were not at all satisfied with the cleanliness of their locality. Even though there exist system for waste collection from household and local shops arranged by the municipality, they were of the opinion that their residential areas are only ‘75% clean’. Because there exist dumping of waste and the problem of ‘foul smell’ and the problem of ‘street dogs’. Due to these, the destination Fort Kochi faces the problems like ‘unclean beaches’, ‘dirty surroundings’, ‘problem of street dogs’ and ‘drainage problems’. They were of the opinion that both resident community and domestic tourists were responsible for the littering. They also responded that compared to domestic tourists, ‘foreign tourists’ are responsible travelers and they always tries to put waste in dust bins. But due to lack of waste bin at destination, the foreign tourists carry back their waste in plastic bag to the hotel where they stays. The study shows that the resident community have a positive attitude towards ensuring cleanliness at the destination, but they all need a continuous collective effort taken by the Municipality. They all are waiting for the implementation of different programs like Swachh Bharath Mission, Haritha Kerala Mission etc. Presently massive cleaning programs are arranged at Fort Kochi by resident’s association or by NGO’s or by the

government. But Fort Kochi need a total revamp and a long term continuous program to ensure cleanliness. The result of the study clearly shows the positive attitude of the residents and now the decision has to be taken by the government regarding implementation of Swachh Bharath Mission. The suggestion of the study is that a committee has to be constituted by including resident community members, elected representatives, municipality members, tourism department members and local business owners. This committee should take decision regarding the measures to be taken to ensure cleanliness at the destination. This will not be an easy task because the beach is polluted by dumping of waste in to sea from other parts of Kochi. This can be stopped by taking strong action against those who are violating the law of water Pollution Act. But there does not exist implementation of laws, rather policy making only takes place. This is clearly mentioned in the article “Needed: ‘Plastic Surgery for Kerala Tourism’”(Asha Prakash, Times of India Nov 2017). According to the article, the pollution at the destinations are mainly caused by the domestic tourists and to avoid this problem, entry restrictions should be practiced. The article also portrays the viewpoints of environmentalists. “It will all depend on the agency which is implementing the law. The pollution control board is useless in this regard as it cannot even control public violations of law, let alone discrete ones”(C.R Neelakantan, environmentalist, Times of India Nov 2014). Second issue of Fort Kochi is regarding public toilet facilities. This has to be solved by way of establishing e-toilet and proper management of these has to be ensured. Then the other problem is the issue of waste bins. The waste bins placed were destroyed by putting fire or by the improper management. This can be solved by establishing separate concrete waste bins, one for degradable waste and one for non-degradable. The daily collection of waste also has to be ensured by Municipality. The proper usage and management of this can be ensured by ‘putting camera’. Tourism Police wing has to be formed to manage the security related issues and cleanliness related issues at tourism destination.

- The other aim of study is to find out the satisfaction of tourists on major destination attributes and also tries to find out how destination cleanliness affects overall satisfaction of the tourists. The study also tries to understand the present role of government authorities in ensuring destination cleanliness. The result of the study shows that the tourists were satisfied with all the five attributes of Kerala except the attribute “Cleanliness of the

destination”. Their expectation did not met and the experience mean score was very less. 5 items were used to measure the attribute “Cleanliness of the destination”. While examining the different items under the attribute “Cleanliness of the destination”, it is clear that the tourists were more dissatisfied with the cleanliness at beaches, cleanliness at park area and public places. In order to test the relationship destination cleanliness and overall tourist’s satisfaction, correlation analysis was used. The result shows that there exist a positive relationship between destination cleanliness and overall tourist’s satisfaction. That means cleanliness at destination is one of the factor which determines satisfaction of tourists. The study result shows that tourist visiting Fort Kochi is satisfied with other destination attributes and they are concerned about the unclean beaches and surroundings. This has to be seriously taken by the concerned authorities, because it will have an influence on future tourist flow.

- The interview with the concerned government authorities clearly shows that there does not efforts on a continuous basis to ensure cleanliness at the destination. The municipality arranges daily collection of waste from households and local shops. These wastes are then segregated and then transferred to Bhrahmapuram waste plant. There occurs just collection and disposal of waste from houses and shops, no waste treatment and management. No efforts are taken by the municipality to clean beach and surrounding areas. Only some mass cleaning programmes are conducted by NGO’s like residents associations, home stay associations and Clean Cochi Federation. These were arranged in special occasions and in Saturdays. No waste bins were there in Fort Kochi placed by Municipality. The public toilet facility at the destination is also pathetic. Tourism department also arranges some programmes to clean beach by taking support from Kudumbhasree members and from NGO’s. But there does not exist efforts on a continuous basis to ensure cleanliness at the destination under tourism department.

5.2 Conclusion of the study

The study mainly focuses on the areas namely the importance of cleanliness at tourism destinations, the different types of pollution at destination, the effectiveness of Swachh Bharath Mission and the role of different stakeholder’s of tourism (the resident community, tourists, government and people involved in tourism business) in the implementation of the same. The study

result clearly shows that the mission has succeeded in creating awareness & education, and also in bringing a positive attitude in the minds of residents regarding cleanliness and sanitation. But the objectives of the Mission regarding the participation of community members in cleanliness activities, the waste management of techniques at destination, the provision of waste bins, provision of public toilets etc were failed. These were not fully achieved and needs further steps and action plan to attain success. The study also clearly points out the major problems at Fort Kochi regarding the cleanliness. It explains the expectation of tourists and the present efforts of government authorities in the area of cleanliness at Fort Kochi. There are strong laws against pollution, but these are not fully implemented. This issue is clearly mentioned in the article “Needed: ‘Plastic Surgery for Kerala Tourism” (Asha Prakash, Times of India Nov 2017). According to the article, the pollution at the destinations are mainly caused by the domestic tourists and to avoid this problem, entry restrictions should be practiced. The article also portrays the viewpoints of environmentalists. “It will all depend on the agency which is implementing the law. The pollution control board is useless in this regard as it cannot even control public violations of law, let alone discrete ones”(C.R Neelakantan, environmentalist, Times of India Nov 2014). So effective steps have to be formulated and implemented to ensure cleanliness by the concerned authorities with active participation of different stakeholder’s of tourism (tourists, resident community, people involved in tourism business and the government). The destination can be revived if collective efforts are taken otherwise it will result in the destruction of destination.

5.4 Recommendations of the study

The major recommendations of the study are:-

- The pollution at the beaches can be minimised by changing attitude of the tourists and residents. They are the one who litters the destination. So awareness programmes have to be conducted on a regular basis and strict actions have to be taken against those who are violating the laws.
- As the major types of pollution at the destination are land and water pollution, the laws against these have to be strictly implemented and punishment should be given to those who are violating it.

- In order to avoid littering, there should be provision of waste bins at the destination and daily transfer of waste from these waste bins have to be ensured. For better result concrete waste bins have to be implemented and proper management has to be ensured.
- Camera has to be placed and properly monitored for taking actions against those who littering the destination.
- The study suggests that the methods like ‘By establishing house hold biogas plant’, ‘Making composting’, by implementing participative model of waste management (municipality, tourism department, residents, local business people)”, ‘Waste management using modern waste treatment plant’ etc for the management of degradable waste. This can be only achieved if the municipality takes effective forwarding steps because the study found that the present steps taken by the municipality is ineffective and that is the reason for the unclean surroundings at the beaches.
- For the management of non-degradable waste like plastic, the resident community suggested that ‘More awareness programs has to be conducted’, ‘ensuring reuse and recycling of plastic bags’, by promoting ecofriendly carry bags’, making paper bags through residents association, by promoting 3R’s(recycle, reuse and reduce) etc.
- The use of plastics have to be minimised by introducing cloth bags and paper bags. School children or college students or Kudumbhasree units can take up the making of eco-friendly bags. If properly coordinated the participation of students will be more because they really interested to be part of these kind of socially responsible initiatives.
- The other issue of Fort Kochi is regarding public toilet facilities. This has to be solved by way of establishing e-toilet and proper management of these has to be ensured.
- Cleanliness at Fort Kochi can be ensured by the collective movement of resident community, government authorities, local business owners and the tourists. Tourists have to be more responsible regarding the use of plastics and its disposal. Resident community has to be part of destination cleaning process on a regular basis and should conduct awareness programmes to educate tourists regarding destination cleanliness. Government authorities have to coordinate programmes on a continuous basis to ensure cleanliness by including all. They are the one who can take forwarding steps towards cleanliness. They should also take strong actions against those who are violating the laws or those who are littering the destination.

- The local business owners have to ensure the implementation of green protocol while doing business.

5.5 Scope for further Research

- The study was conducted by using the data collected from Fort Kochi. So further research can be conducted in other destinations positioned at different stages in the tourist area life cycle.
- The cross sectional descriptive methodology was adopted in this study. So it would be better to conduct a longitudinal descriptive study.

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ANNEXURES

Annexure -A

Tourist Questionnaire

Section-1

1) Name :

2) Gender : Male/ Female

3) Age Groups : a) Below 20 b) 20–30 c) 30–40
d) 40–50 e) 50–60 f) 60 above

4) Marital status :

a) Married b) Unmarried c) Separated d) Widow /Widower

5) Employment status:

a) Employed b) Unemployed

If employed please put tick mark for the appropriate choice

a) Self -employed (business) b) Student c) Government employ d)
Employed at private sector e) Executive/Managerial/Professional f)
Others.....

6) Type of tour:

a) Conducted b) Unconducted

7) Purpose of visit (Rank these in the order of importance if the visit is for more than one purpose):

- | | |
|----------------------------------|--|
| 1) Rest and relaxation | 2) Official (business) |
| 3) Leisure (entertainment) | 4) Religious (pilgrim) |
| 5) Culturally motivated | 6) Meeting friends and relatives (VFR) |
| 7) Health | 8) Education |
| 9) If other please specify-..... | |

8) Sources of information about Kerala (Rank these in the order of importance if it from more than one source):

- | | |
|--------------------------|----------------------------------|
| 1) Travel agents | 2) travel office abroad |
| 3) Websites | 4) friends and relatives |
| 5) Books | 6) Guides |
| 7) Travel or trade fairs | 7) If other please specify-..... |

9) Have you been traveling alone or accompanied by someone during travel?

- | | |
|-----------------|----------------------------------|
| a) No, single | b) with family |
| c) With friends | d) If other please specify-..... |

10) For traveling which mode of travel did you prefer?

- | | | |
|----------------|--------------------------|---------------------------------------|
| a) Own vehicle | b) Hired tourist vehicle | c) Public transport (KSRTC& Railways) |
|----------------|--------------------------|---------------------------------------|

11) Where do you prefer accommodation?

- | | | | |
|---------------------------------|-----------------------------|----------------|----------------------------|
| a) Star hotels | b) Resorts | c) KTDC hotels | d) Government guest houses |
| e) Tourist lodges | f) with friends & relatives | g) Home Stays | |
| h) If other please specify..... | | | |

12. Have you seen any drinking water facility available for tourists near this place?

- | | |
|--------|--------|
| a) Yes | b). No |
|--------|--------|

13. Are garbage bins available near this place?

a)Yes

b) No

14. Are the garbage bins available in adequate number near this place?

a)Yes

b) No

15. Did you see people spitting in open near this place?

a)Yes

b) No

16. Did you see people littering in open near this place?

a)Yes

b) No

17. What are the top five improvements that you would like to suggest with regard to cleanliness of this place?

Section 2

18. This section comprises of statements which tries to understand what expectation a tourist had of various destination attributes of Fort Kochi which was formed in mind before traveling to Kerala. Please rate this in a 5point scale by putting a tick mark for the following statements, where 1=strongly disagree, 2=Disagree, 3=neither agree nor disagree, 4=Agree, 5=strongly agree.

Destination Attributes	Statements	1	2	3	4	5
Attraction	The beach in Fort Kochi is perceived to provide very relaxing atmosphere.	1	2	3	4	5
	I had perceived Fort Kochi to be an inexpensive travel destination.	1	2	3	4	5
	I had perceived Fort Kochi to be a land which offers inexpensive shopping facilities	1	2	3	4	5
	I had perceived Fort Kochi to be a land which offers variety of attractions	1	2	3	4	5
	I had perceived Fort Kochi to be a land which lacks the facility of night life for tourists.	1	2	3	4	5
	The cultural and historic attractions in Fort Kochi are perceived to be very worthy.	1	2	3	4	5
Accommodation	The accommodation units (star hotels, resorts, homestays etc) are perceived to provide services worth the money paid.	1	2	3	4	5
	I had perceived Fort Kochi to be a land which offers variety of accommodation facilities.	1	2	3	4	5
	The quality of foods offered in restaurants in Fort Kochi is perceived to be very good.	1	2	3	4	5
	The accommodation units in Fort Kochi are perceived to provide safe and secure stay.	1	2	3	4	5
	I had the perception that it would a memorable experience to have local foods and drinks of Fort Kochi.	1	2	3	4	5

	I had perceived Fort Kochi to be a land which offers the foods and beverages at reasonable price.	1	2	3	4	5
	The accommodation units in Fort Kochi are perceived to provide safe and secure stay.	1	2	3	4	5
Accessibility	The roads in Fort Kochi are in very good conditions to ensure safe and secure road travel facility.	1	2	3	4	5
	Fort Kochi is a land which has well accessible destinations.	1	2	3	4	5
	There occurs traffic congestion during travel by roads in Fort Kochi.	1	2	3	4	5
	The public transportation systems (KSRTC buses) in Fort Kochi provides good travel facilities to tourist worth the money paid.	1	2	3	4	5
	It is perceived that it will be very safe whilst travelling in Fort Kochi.	1	2	3	4	5
Amenities	The guide facilities in Fort Kochi are perceived to be very helpful for a memorable travel experience.	1	2	3	4	5
	Internet and telephone connectivity are perceived to be good at major destinations in Fort Kochi	1	2	3	4	5
	The recreational activities in Fort Kochi are perceived to be very good.	1	2	3	4	5
	I had the perception that I would face communication problem at the destinations.	1	2	3	4	5
	The tourist information providing facilities in Fort Kochi are perceived to be very good.	1	2	3	4	5
	The services of travel agencies in Fort Kochi are perceived to be very helpful to tourist	1	2	3	4	5
	The staffs in the accommodation units in Fort Kochi are perceived to be friendly and courteous.	1	2	3	4	5

Attitude of service providers	The attitude of various service providers (local shops) towards tourist is perceived to be very friendly.	1	2	3	4	5
	I had the perception that the people of Fort Kochi would have a great consideration towards female tourists who visit Fort Kochi.	1	2	3	4	5
	The attitude of drivers (taxi, auto etc) towards tourist is perceived to be very friendly.	1	2	3	4	5
	The staffs in the restaurant units in Fort Kochi are perceived to be friendly and courteous.	1	2	3	4	5
Cleanliness of the destination	I had the perception that there would be pollutions (water, air, littering and sound) in destinations in Fort Kochi.	1	2	3	4	5
	The cleanliness and hygiene conditions of the accommodation units in Fort Kochi are perceived to be poor.	1	2	3	4	5
	I had the perception that the cleanliness at Fort Kochi beach is very good.	1	2	3	4	5
	The cleanliness at the different nearby places (park areas, public places) in Fort Kochi are perceived to be very good.	1	2	3	4	5
	The waste management system in Fort Kochi is perceived to be very effective.	1	2	3	4	5

SECTION-3

19. This section comprises of statements which tries to elicit responses on what a tourist experienced at various destinations in Fort Kochi. Please rate this in a 5point scale by putting a tick mark for the following statements, where 1=strongly disagree, 2=Disagree, 3=neither agree nor disagree, 4=Agree, 5=strongly agree.

Destination Attributes	Statements	1	2	3	4	5
Attraction	The beach in Fort Kochi provides very relaxing atmosphere.	1	2	3	4	5
	Fort Kochi is an inexpensive travel destination.	1	2	3	4	5
	Fort Kochi is a land which offers inexpensive shopping facilities	1	2	3	4	5
	Fort Kochi is a land which offers variety of attractions.	1	2	3	4	5
	Fort Kochi is a land which lacks the facility of night life for tourists.	1	2	3	4	5
	The cultural and historic attractions in Fort Kochi are really worth to see.	1	2	3	4	5
Accommodation	The accommodation units (star hotels, resorts, homestays etc) provides services worth the money paid.	1	2	3	4	5
	Fort Kochi is a land which offers variety of accommodation facilities.	1	2	3	4	5
	The quality of foods offered in restaurants in Fort Kochi is very good.	1	2	3	4	5
	The accommodation units in Fort Kochi provides safe and secure stay.	1	2	3	4	5
	It is a memorable experience to have local foods and drinks of Fort Kochi.	1	2	3	4	5
	Fort Kochi is a land which offers the foods and beverages at reasonable price.	1	2	3	4	5
	The roads in Fort Kochi are in good conditions to ensure safe and secure road travel facility.	1	2	3	4	5

Accessibility	Fort Kochi is a place which has well accessible destinations.	1	2	3	4	5
	There are traffic congestion during travel by roads in Fort Kochi.	1	2	3	4	5
	The public transportation systems (KSRTC buses) in Fort Kochi provides good travel facilities to tourist worth the money paid.	1	2	3	4	5
	It is very safe whilst travelling in Fort Kochi.	1	2	3	4	5
Amenities	The guide facilities in Fort Kochi are very helpful for a memorable travel experience.	1	2	3	4	5
	Internet and telephone connectivity is very good at the destinations in Fort Kochi	1	2	3	4	5
	The recreational activities in Fort Kochi is very good.	1	2	3	4	5
	Tourists are facing communication problem at the destinations.	1	2	3	4	5
	The tourist information providing facilities in Fort Kochi is very good.	1	2	3	4	5
	The services of travel agencies in Fort Kochi are very helpful to tourists.	1	2	3	4	5
Attitude of service providers	Hotel personnel's in the accommodation units in Fort Kochi are friendly and courteous.	1	2	3	4	5
	The attitude of various service providers (local shops) towards tourist is very friendly.	1	2	3	4	5
	The people of Fort Kochi have a great consideration towards female tourists who visit Fort Kochi.	1	2	3	4	5
	The attitude of drivers (taxi, auto etc) towards tourist is very friendly.	1	2	3	4	5
	The staffs in the restaurant units in Fort Kochi are friendly and courteous.	1	2	3	4	5

Cleanliness of the destination	There are different pollutions (water, air, littering and sound) in destinations in Fort Kochi.	1	2	3	4	5
	The cleanliness and hygiene conditions of the accommodation units in Fort Kochi are very poor.	1	2	3	4	5
	The cleanliness at Fort Kochi beach is very good.	1	2	3	4	5
	The cleanliness at the different nearby places (park areas, public places) in Fort Kochi are very good.	1	2	3	4	5
	The waste management system in Fort Kochi is very effective.	1	2	3	4	5

20. The following statements tries to elicit responses on overall tourist satisfaction on a visit to Fort Kochi. Please tell us how satisfied you are with each condition.[1=Very Unsatisfied, 2=Unsatisfied, 3= Neutral, 4= Satisfied, 5=Very Satisfied].

Statements	1	2	3	4	5
I am satisfied with the tourism facilities at Fort Kochi	1	2	3	4	5
The facilities provided at Fort Kochi is worth the money paid.	1	2	3	4	5
I would recommend this destination to my friends and relatives.	1	2	3	4	5
I would like to revisit Fort Kochi in future.	1	2	3	4	5
The overall atmosphere at Fort Kochi is tourism friendly.	1	2	3	4	5
I am satisfied with the overall quality of tourism experience at Fort Kochi	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION

Questionnaire for Resident Community

1) Name(optional) :

2) Gender : Male/ Female

3) Age Groups : a) Below 20 b) 20–30 c) 30–40
d) 40–50 e) 50–60 f) 60 above

4) Marital status : a) Married b) Unmarried c) Separated d) Widow
e) Divorced

5) Education Qualification:

a) Below 10th b) 10 -12th c) Graduate d) Post graduate
e) Professional education f) If other please specify-.....

7). Are you employed?

a)Yes b)No

If yes please specify.....

Questions related to Swachh Bharat Abhiyan

a) Yes b) No

a) Yes b) No

a) Yes b) No

.....

.....

.....

.....

a) Yes b) No

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15. Please rate your level of agreement with the following statements, where 1=strongly disagree, 2=Disagree, 3=neither agree nor disagree, 4=Agree, 5=strongly agree. (SBA is Swachh Bharat Mission)

No	Statements	1	2	3	4	5
1	SBA impacts the Safe and adequate drinking water supply in your area	1	2	3	4	5
2	Leaders and celebrities only participate in cities and media attention areas	1	2	3	4	5
3	People stopped Spitting in public places because of SBA	1	2	3	4	5
4	I contribute to Swachh Bharat Abhiyan every week.	1	2	3	4	5
5	People stopped open defecation due to SBA	1	2	3	4	5
6	Solid and Liquid Waste Disposal Systems is enhanced due to SBA	1	2	3	4	5
7	Participation of celebrities in SBA will increase my participation too	1	2	3	4	5
8	SBA is succeeded in creating awareness regarding cleanliness and sanitation.	1	2	3	4	5
9	Cleanliness in your nearby area improved after launch of SBA	1	2	3	4	5
10	Awareness programs on SBA is organized by me/our organization will help the mission of SBA	1	2	3	4	5
11	Awareness programmes are conducted by educational institutions in the name of SBA	1	2	3	4	5
12	Municipal corporation of Fort Kochi is actively participating in SBA	1	2	3	4	5
13	Participation of elected Parshad, MLA and MP will increase contribution of general public towards SBA	1	2	3	4	5
14	I feel motivated while working on SBA	1	2	3	4	5

15	There are cleaning programmes conducted by different organizations in the name of SBA	1	2	3	4	5
16	Celebrity involvement in SBA have remarkable impact on public awareness	1	2	3	4	5
17	People became more responsible regarding the usage of waste bins due to SBA	1	2	3	4	5
18	Sanitation facilities including Toilets are improved in your area due to SBA.	1	2	3	4	5
19	Participation of general public in cleanliness activities have been increased due to SBA.	1	2	3	4	5
20	SBA is publicity stunt and media attention tools for celebrity and leaders	1	2	3	4	5
21	The management of public toilet facilities are improved due to SBA	1	2	3	4	5
22	Attitude of public has changed towards clean India due to SBA	1	2	3	4	5
23	Municipal corporation of Fort Kochi is actively participating in SBA	1	2	3	4	5
24	Personal hygiene and cleanliness improved due to SBA	1	2	3	4	5
25	People stop littering on the roads because of SBA	1	2	3	4	5

Section C

(Questions related to cleanliness at Fort Kochi)

16.Are you satisfied with the cleanliness of your locality?

- a) Fully satisfied
- b) partially satisfied
- c) Not at all satisfied

17. How do you rate the cleanliness of your locality?

- a) Exceptionally Good
- b) Good
- c) Average
- d) Poor
- e) Very poor

18. Are you able to easily locate dust bins available in your areas?

- a) Always
- b) Sometimes
- c) Rarely
- d) Never

19. Once a day sweeping and cleaning from residential areas done

- a) Yes
- b) No

20. Residential areas are covered by door to door solid waste collection system –

- a) Yes
- b) No

21. Whether User charges in residential areas are

- a) Notified and collected
- b) Not notified but collected
- c) Notified but not collected
- d) Neither notified nor collected

22. Daily collection and transportation plan in place for residential areas

- a) Yes
- b) No

23. Door to door waste collection done and transported by municipal corporation reps from your household

- a) Daily
- b) Once in 2 days
- c) Once in 3-4 days
- d) Once in a week
- e) Door to door collection not in practice

24. Waste from residential areas segregated at source and segregation maintained till disposal/treatment

- a) Yes b) No

25. No visibility of solid waste in residential areas

- a) 100% area clean
b) 75% area clean
c) 50% area clean
d) <50% area clean

26. Solid waste is dumped inside the waste transfer station only – no spillover

- a) Yes b) No

27. Do your area have toilet – (Public/Community toilet available)

- a) Yes b) No

28. What kind of waste do you find in your locality?

- a) Degradable (Food waste & animal waste)
b) Non Degradable (Plastic)
c) Both

29. What are the major environmental issues faced by the people in Fort Cochin?

- a) Dirty surroundings b) Unclean beaches
c) Problems of drainage d) All of the above

30. Do you think whether the resident community or the tourist community litter more of the place?

- a) Resident community b) Foreign Tourist c) Domestic tourist

31. Are you satisfied with the cleanliness measures of the place?

- a) Yes b) No

32. Do you think that a collective effort is needed to manage waste (collective effort of residents and the Municipal Corporation)?

- a) Yes b) No

33. Do you think that as a resident of Fort Cochin, you also have the responsibility to ensure cleanliness?

a) Yes

b) No

34. If yes, can you rate the following statements according to their effectiveness? (please put '1' mark for the most important one followed by '2' for the next important one and so on).

Degradable waste	
a) Making composting	
b) By establishing house hold biogas plant,	
c) Waste management using modern waste treatment plant	
d) Waste management by Processing at Source	
e) Municipality has to take effective steps	
f) If other.....	

Non degradable Waste	
a) By ensuring reuse and recycling of plastic bags	
b) By making law to ban the use of plastic	
c) Municipality has to take effective steps	
d) More awareness programs has to be conducted	
e) If other.....	

.....

Annexure –c

Interview Schedule with government officers

1. What are the measures taken by municipality for the development of tourism
 2. Whether the municipality is undertaking any participative model for the development of tourism.....
 - 3) If Yes, please give details of participative model.....(regarding the different participants included, mode of operation etc)
 - 4). Details of waste management techniques adopted
 - a) How the wastes are managed
 - b) How daily collections are arranged
 - c) Management of waste bins
 - d) Plan for degradable and non-degradable waste
 - 5). What are the initiatives taken under Swach Bharath Mission?
 - 6). What are the initiatives taken under Haritha Kerala Mission?
 - 7). What are the other initiatives taken by Municipality?
 - 8). Whether the resident community (organisations) are providing sufficient support?
 - 9) Is there any special section for waste management in the municipality?
 - 10) Is there is any financial central or state assistance in waste management?
-

Annexure –D

Interview Schedule with staffs in hotels and local shopkeepers

1. What are the measures taken to ensure cleanliness?
 - 2). Details of waste management techniques adopted
 - a) How the wastes are managed
 - b) How daily collections are arranged
 - c) Management of waste bins
 - d) Plan for degradable and non-degradable waste
 - 3).Are you aware of Swachh Bharath Mission?
 - 4).What are the initiatives taken under Swachh Bharath Mission?
 - 5). What are the initiatives taken under Haritha Kerala Mission?
 - 6). What are the other initiatives taken for waste management?
 - 7) Is there any special section for waste management?
 - 8) Is there is any financial central or state assistance in waste management?
 - 9).Are you participating in any destination cleanliness activity?
 - 10).What is your opinion regarding the waste management measures taken by Municipality in your area? Are you fully satisfied with the measures?
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PAPER PUBLICATION DETAILS

(BASED ON MINOR RESEARCH PROJECT)

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