

**A STUDY ON TOURIST SATISFACTION TOWARDS VARKALA
BEACH, THIRUVANANTHAPURAM**

PROJECT REPORT

*Submitted to the University of Kerala in partial fulfilment of the requirements for the
award of the Degree of Bachelor of Commerce*

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Preview from Notesale.co.uk
Page 1 of 64

Under the Guidance of
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ACKNOWLEDGEMENTS

First of all, we thank the almighty God, the guiding light of our life, for giving us the strength and courage to complete this project successfully.

We express our heartfelt thanks to DR. R S Harikumar, Principal of University Institute of Technology, Kattaikonam for giving all his support and co-operation for doing our project.

We would like to express our deepest gratitude to the head of the department and our guide Mrs. Swapna V S, faculty in commerce, for her valuable guidance and support for the completion of our project. Her insight and valuable suggestions helped us in every phase of the project.

We extend our gratitude to our guide Mrs. Swapna V S for her guidance & valuable suggestions.

We would also like to extend our sincere and heart felt obligation towards all officials at VARKALA BEACH for their guidance and support for completing the project

Last but not least, we express our gratitude to our parents and all friends for their kind co-operation, encouragement, inspiration which has substantially contributed towards making this project a brilliant success.

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War tourism is recreational travel to active or former war zones for the purpose of sightseeing or historical study.

28. Golf Tourism

Golf tourism is the term used to describe trips undertaken by persons for which the main purpose is to play golf.

29. Film Tourism

Film tourism can be defined as a branch of cultural tourism that refers to the growing interest and demand for locations which become popular due to their appearance in films and television series.

30. MICE

Meeting, Incentives, Conferences and Exhibitions tourism is a type of tourism in which large groups, usually planned well in advance, are brought together.

31. Eco Tourism

Ecotourism encompasses nature-based activities that increase visitor appreciation and understanding of natural and cultural values.

2.2 BEACH TOURISM

Beach is the most fascinating tourist hotspot we can find now. The quality of the blue water, beach sand can't be defined with words, rather it is always one of the best experiences humans ever had. Beach tourism is the major segment of holiday tourism that has led to an overall development of tourism in many parts of the world.

Beach tourism is one domain of tourism with a ubiquitous global presence. As such, beach tourism is a globally significant cultural institution of tourism. As a tourist destination, the beach is ubiquitous on a global scale across natural cultures and identities.

Each year during the month of mellow sunshine and warm winter, thousands of tourists throng the famous beaches of the world. Beach tourism utilizes the aesthetic and environmental values of the beach. It also combines water and land resources usage. Research on tourist satisfaction at beach destinations have typically covered attributes such as climate, water quality, accommodation, scenery, and safety. Tourist satisfaction has been considered as a main tool for increasing tourist destination competitiveness in the globalization conditions. Beach tourism is defined as "it is travel for recreational, leisure or business purposes specifically on beaches. They like the sea breeze and salt water. They want a clear blue vision of the ocean".

2.3 VARKALA BEACH

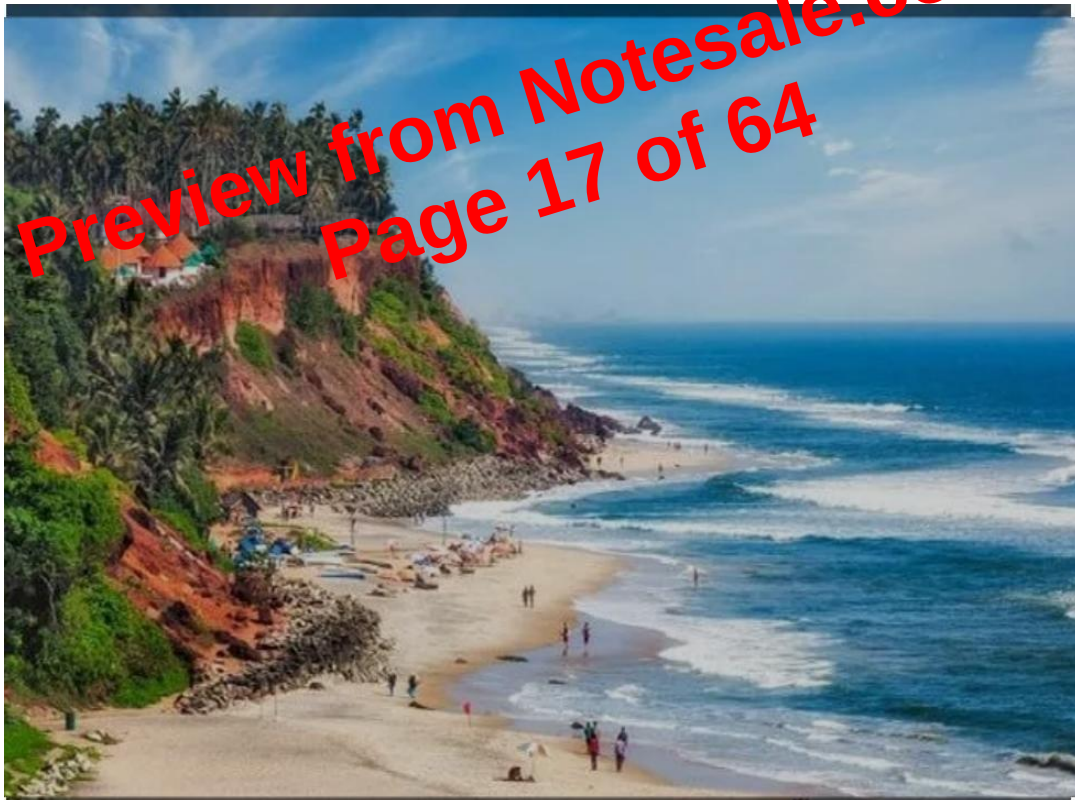
Varkala beach also known as Papanasham beach is a beach situated in Varkala Town of Varkala Municipality beach skirts the Arabian sea, part of the Indian Ocean. Varkala beach is an ideal holiday destination in Kerala for the tourists who want a peaceful vacation.

Its beaches are famous for its natural springs which are said to have medicinal qualities. The 2000-year-old Janardhanaswamy Temple along with the Sivagiri Mutt attracts a steady stream of visitors all year long. Many Ayurveda centers have been set up in the area as well which only adds to its appeal. Varkala beach is the only place in Southern Kerala where cliffs are found adjacent to the Arabian sea. These cliffs are of tertiary sedimentary formation and named by geologists as Varkala Formation. They are a geological monument as recorded by the Geological Survey of India. Counted as one of the top 10 seasonal beaches in the world by Discovery Channel, this beach has a stunning beauty of landscapes, brown sand and sea. It's a perfect spot to relax with the laid-back atmosphere. Popular for beach activities like swimming and sunbathing, this beach offers a striking sunset view. It can simply take your breath away with its long winding stretch of cliff that expands over the Arabian sea. Varkala beach is also called Papanasam beach as it is believed that taking bath washes away all sins. Varkala's climate is tropical and humid. It receives the rain from both the Southwest and northeast monsoons, which produce intensely heavy downpours. The rain is at its worst from June to March are the best months to visit because the weather is dry and sunny every day, and the temperature hovers around 30 degree Celsius (86-degree Fahrenheit). Relaxation and rejuvenation are the ultimate activities at Varkala. Varkala has undergone a dramatic amount of growth to be transformed from a sleepy village into a sought-after beach destination. The Varkala beach attracts a crowd after 4:00 P.M. The steep steps on either side of the cliff lead to the beach below.

Varkala beach, the Arabian sea shore, one of the most popular tourism destinations in Kerala state, where cliffs are found adjacent to the Arabian sea, also famous for viva beliya. The word 'papanasam' means wash away sins. Thousands of Hindu believers offer vavubali at the beach in the Malayalam month of Karkidakam, a rural belief to help the souls of ancestors to rest in peace. Varkala is a holy temple town. Its ancient Janardhana temple is dedicated to Lord Vishnu, who preserves and sustains life. The temple is said to have been founded some 2000 years ago, although its current structure dates back to the 13th century when it was rebuilt by a Pandya king. Papanasam Beach, at the end of the road past the temple, is considered sacred to Hindus. Its name means “destroyer of sins” and pilgrims perform rituals

for deceased relatives there. According to mythology, Varkala gets its name from Sage Narada's Valkalm - a garment that he threw to mark the spot where a group of followers had to pay penance for their misdeeds.

Best time to enjoy the beach at its best is between the months of late December and March. The weather is dry and sunny with the temperature hovering around 30 deg C. Avoid travelling during the months of April and May when the climate is hot and humid. The golden sand of Varkala Beach is ideal for a typical beach holiday and has a wide variety of exciting activities for every type of travellers. You can also enjoy a host of thrilling adventure sports such as windsurfing, parasailing, paragliding and snorkeling. If you wish to skim the waters of the Arabian Sea, surfing here at Varkala Beach is just the right fit for you. You can rent good quality surfing gear from Surf and Soul school and head onto your own little adventure. If spending quiet quality time with yourself is on your mind, you can indulge in soothing Ayurvedic and yoga treatments from the famous Yoga and Ayurveda centres here. Meditation and self-awareness sessions are regularly held here which are a welcome break from the stress and anxiety of daily life.



2.5 IMPORTANT BEACHES IN INDIA

1. Palolem Beach, South Goa

Palolem Beach is known for its dolphin spotting tours; this beach is one of the most beautiful beaches in India. The quieter northern stretch of the beach is a picturesque sight with the surrounding of an impeccable island. One of the best beaches in India, this beach promises more than just sun, sand and the scenic views.

2. Kovalam, Trivandrum, India

Kovalam beach the spectacular stretch of white sand along the Malabar Coast in Kerala is the Kovalam beach. One of the most popular beaches of the state, the speciality of this beach that this beach is that it is the union of three beaches namely, Lighthouse Beach, Hawa Beach and Samudra Beach.

3. Mariana Beach, Chennai

Mariana Beach is known to be the second largest beach in the world, the Marina Beach is blindingly beautiful. If nature and spectacular views make this beach inviting then the ideal distance of the beach from the nearby historical monuments further adds to the lure of this beach.

4. Tithal Beach, Valsad, Gujarat

Tithal Beach is located in Valsad on the coast of Arabian sea in the state of Gujarat. The sand of the beach is black sand.

5. Panambur Beach, Mangaluru, Karnataka

Panambur beach has Jet ski rides, camel rides for kids, boating, Dolphin viewing, Food stall, ice-cream, trained Beach Life-guards for your safety, and Patrol vehicles for your security.

6. Bangaram Beach, Lakshadweep

Bangaram is a tiny teardrop shaped island, which lies very close to Agatti and Kavaratti. The tourist resort on this island provides an amazing opportunity for guests to unwind from the pressures and tensions of modern life. Being the only uninhabited island resort in Lakshadweep it has got its own charm. An ideal destination for discerning exclusive tourists, Bangaram has carved its presence in the international tourist map.

7. Baruva Beach, Andhra Pradesh

Baruva Beach is situated on the east coast of Bay of Bengal in Baruva, a village at a distance of 27 kilometres (17 mi) from Palasa.

8. Puri Beach, Odhisha, India

Puri Beach or the Golden beach is a beach in the city of Puri in the state of Odisha, India. It is on the shore of the Bay of Bengal. It is known for being a tourist attraction and a Hindu sacred place. The beach is the site of the annual Puri Beach Festival, which is co-sponsored by the Indian Ministry of Tourism.

7.

Table 3.7

Buy things from vendors

Buy from vendors	No. or respondents	Percentage
Yes	45	45%
No	55	55%
Total	100	100%

Source: Primary Data

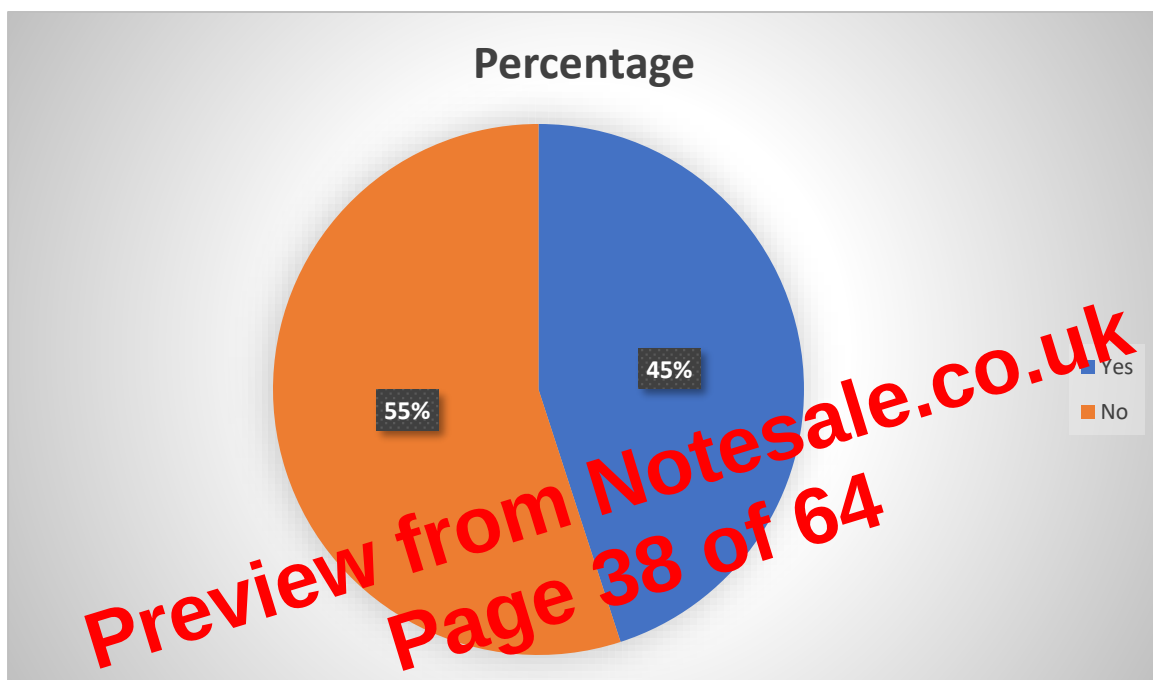


Figure 3.7 Buy things from vendors

Interpretation: Figure 3.7 shows that 45% respondents said Yes and 55% respondents said No.

Inference: Majority of respondents said No.

10.

Table 3.10

Status of accessibility to transportation

Accessibility to transportation	No. of respondents	Percentage
Good	45	45%
Average	35	35%
Poor	20	20%
Total	100	100%

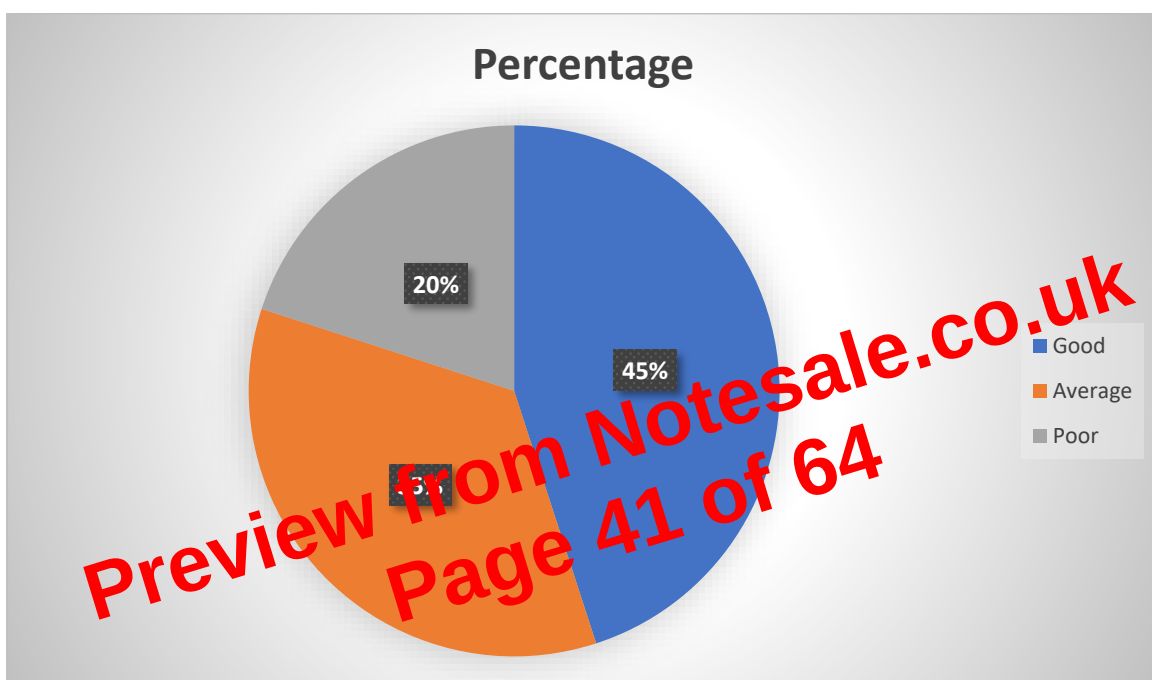


Figure 3.10 Status of accessibility to transportation

Interpretation: Figure 3.10 shows that 45% respondents were good, 35% respondents were average, 20% respondents were poor.

Inference: Majority of respondents were Good.

14.

Table 3.14

Did you see any beach workers or police officers?

Beach Workers of Police officer	No. of respondents	Percentage
Yes	35%	35%
No	65%	65%
Total	100	100%

Source: Primary Data

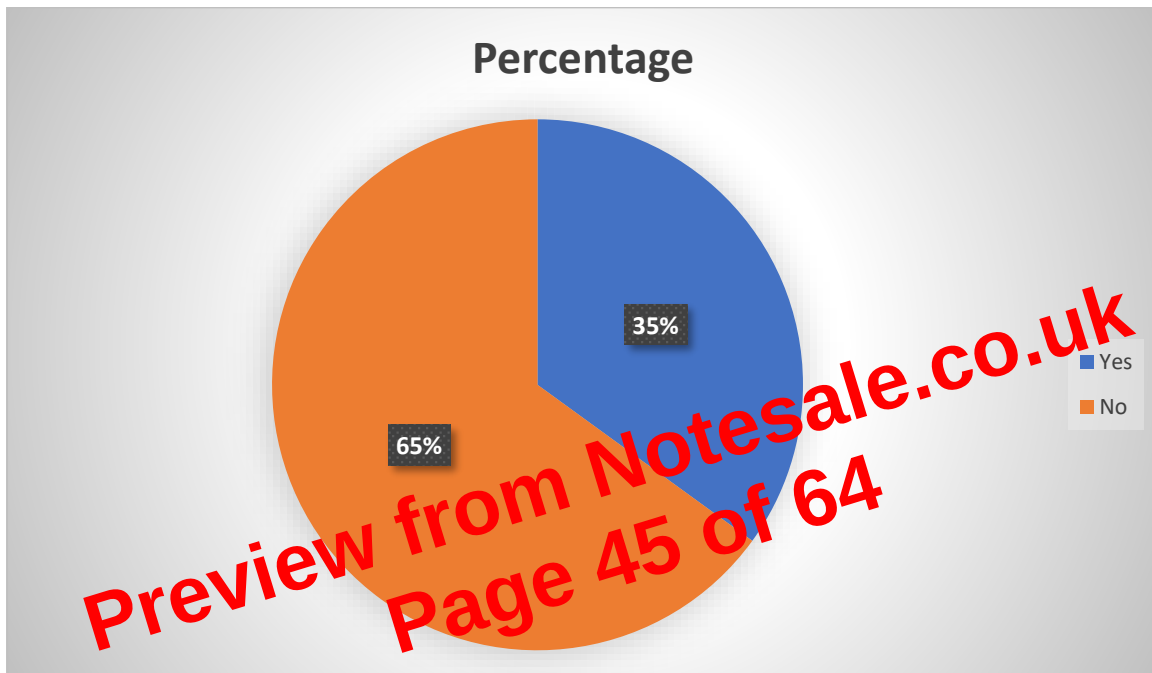


Figure 3.14 Did you see any beach worker's or police officers?

Interpretation: Figure 3.14 shows that 35% responded Yes and 65% responded No.

Inference: Majority responded with No.

APPENDIX

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Page 61 of 64