

ENHANCING THE TOURISM POTENTIAL OF ASHTAMUDI REGION OF THE WEST COAST CANAL BY INTEGRATING INLAND WATER TRANSPORT SYSTEM.

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ABSTRACT

Kerala is one of the fastest growing urbanizing states in India and half of the population residing in urban areas. Ashtamudi lake which is called as the gateway to Kerala backwaters is one among the most visited back water lake in the country. It is situated in Kollam district of Southern Kerala with surface area about 61.4 Km square. However, only a small portion out of these are considered navigable for motor boats (IWAI). The aim of study is to evaluate whether and how Inland Water Transport can provide a valuable input to reimagining Ashtamudi Region through tourism development. The objective of the study is to assess existing Inland water transportation with tourism development and integrating plan for Backwaters Transportation with Tourism Development.

This paper identifies a conceptual framework within which the effect of Inland water transportation with tourism development. The study is mainly based on secondary sources of data including availability of infrastructure facilities at ferry stations and tourist spots etc.This study attempts to analyze the efficiency of Backwaters transport with tourism development and explore sustainable development of tourism through integrating inland water transport for reimagining the Ashtamudi region.

Keywords: Inland water Transportation, Sustainable Tourism Development, Ashtamudi Region