

RINI THOMAS KUTTY | Prof. Lakshmi S R

Formulation Of Methodology To Monitor The Effectiveness Of Responsible Tourism

Responsible tourism is a new concept of tourism which gained wide range of acceptance from 2002 Cape Town declaration of responsible tourism at destination levels concept which introduces a new approach of tourism through active community participation and involvement of various stakeholders directly and indirectly in tourism developmental activities. The responsible tourism initiative started in Kerala in 2007 as an effective form of community participatory tourism at different destinations namely Kumarakom, Kovalam, Wayanad (Vythiri) and Thekkady where tourism activities created both positive and negative impacts on the community in terms of social, economic and environmental aspects. There are very few studies on the effectiveness or impacts of responsible tourism at these destinations with proper methodology of study. Unlike other forms of tourism which involves only tourism development authorities as the apex body determining the success or failure of tourism in an area, responsible tourism needs to be analysed by considering benefits and demerits on both local community and tourism department contributing to overall tourism development.

This study is focused on understanding the trends and concepts of responsible tourism initiative in Kerala and to formulate a methodology to study the effectiveness or impacts of responsible tourism at destination levels in Kerala. Literature study on various programs and policies of responsible tourism in Kerala at all destinations and their impacts in terms of various aspects is studied. First a methodological framework is formed which includes, the various steps involved in the effectiveness study for responsible tourism, identification of various parameters and indicators used in the effectiveness study, the type and method of study, various sampling techniques, selection of sample population of community based tourism at different destinations through case studies and literature studies. Derivation of appropriate methodology for the study and to formulate a proper framework for evaluation of responsible tourism as a conclusion which can be used for further impact study or effectiveness study of responsible tourism in Kerala.

Key words: *Responsible tourism, initiatives, effectiveness, tourism development, community benefits, monitoring methodology*