



केरल केन्द्रीय विश्वविद्यालय / കേരള കേന്ദ്ര സർവകലാശാല
CENTRAL UNIVERSITY OF KERALA
(ESTD UNDER THE CENTRAL UNIVERSITIES ACT 2009)

Department of Tourism Studies

in association with

Responsible Tourism Mission, Kerala

Responsible
Tourism

Responsible travel that engages with local communities is also a humbling opportunity to learn from the people whose country you're visiting.

Kunnuchy Village, Kasaragod

Student's Field Visit

04 November 2019

Faculty Convenor : Dr. Sibi P.S (Head, Dept. of Tourism Studies)

Destination Co-ordinator: Ms. Dhanya T (District Mission Coordinator (I/c))

**Responsible Tourism Mission
District Office - Department of Tourism**

Faculty Co-ordinators: Mr. Nagaraja Sharma U & Mr. Mohammed Ashraf B.A

Report on Field trip to important responsible tourism destinations of Kasaragod

The Department of Tourism Studies (DTS) in the Central University of Kerala was established in 2019 under the School of Business Studies to prepare competent tourism professionals by offering Post Graduation in Tourism and Travel Management. The department offers two-year full-time MBA in Tourism and Travel Management (TTM) spreading four semesters since July 2019.

Tourism being a service industry requires lot of skills and industry experiences which are imparted to the students through internships, field trips and tours. As part this department has organized field trips to St. Mary's Island, Responsible tourism destinations in Kasaragod & Heritage destinations of Kannur as part of the field visit I.

“Responsible tourism is a type of tourism which minimizes negative social, economic and environmental impacts and generates greater economic benefits for local people and enhances the well-being of host communities. Responsible Tourism is getting popularity in Kerala now a day. The state of Kerala has established a separate entity called Responsible Tourism Mission to identify the potential and to promote it throughout the state. The department of Tourism Studies of CUK has organized a field trip in association with Responsible Tourism Mission, Kerala to the well known Responsible destinations of Kasaragod district.

Students and faculty members of the department visited *Valiparamba backwaters, Thokkanam Motta* and *Kunnuchi* Village on 4th November 2019. Dean –School of Business Studies Prof. (Dr) V Balachandran officially flagged off the field trip. On his address to students and faculty members he highlighted on the need and importance of field trips and tours for the budding professionals and wished all the best. RT Mission coordinator (Kasaragod) in charge Ms. Dhanya T and Academic Coordinator- Dr. Sibi P.S and faculty members were also present on the occasion.

The team has first visited the *Valiparamba Backwaters* known for responsible tourism. The team had a house boat ride too. Students were briefed about the eco friendly practices followed the houseboats to minimize the pollution and the activities of local people in connection with responsible tourism.

Students and Faculty members visited *Thokkanam Motta* near Periya. As per the itinerary they have experienced the culture and craftsmanship of local people in various aspects like *Toddy Tapping, Pot Making, Paddy Cultivation* and also visited traditional *Tharavadu Homes* known for local *Theyyam* performance. The team had lunch with the local people and proceeded to the next destination.

Kunnuchi is a small hamlet near to Periya where traditional artisans live. This village is exposed to responsible tourism recently and local people earn additional revenue by selling the commodities like Baskets, wooden handicrafts etc. This was a great experience.

The entire department fraternity had much awareness and exposure to the locally available responsible tourism resources and its potentialities. Field trip ended with leisurely moments at Pallikare Beach.


