

A Study on Tourism potential to the livelihood of Pallivasal and Vellathooval Panchayaths in Destination Munnar, Kerala

A. R. Balaji

Grand Plaza Munnar

R. Kannan

Centre for Tourism & Hotel Management,

Madurai Kamaraj University, Madurai

The purpose of this study is to analyze various prevailing impacts of tourism in destination Munnar's hospitality sector Panchayaths, Pallivasal and Vellathooval. The respective Panchayathshold the largest numbers of hotels, resorts and homestays. This paper assesses wide range of opportunities tourism could generate in the respective Panchayaths. Firstly it would focus to the matters that would benefit the community livelihood. Later to benefit the environmental benefits by initiating waste management practices along with plastic eradication. To empower the local manpower in order to have mutual benefits and create a skill full pool of locals. The hospitality sector may perform responsible tourism initiatives for the benefits of the community. The region needs the support from the tourism industry in a big manner as the unemployment rate along with the lower income of family deserves uplift. The major focus is to implement various appropriate actions in the field of agriculture in the respective area in order to gain the old golden days of rich harvestings.
