

DAMS, WATERFALLS AND VALLEYS OF VALPARAI – A STUDY ON TOURIST PERCEPTION

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ABSTRACT

Valparai is located in the western ghat of Coimbatore district having various tourism attractions like Dams, Waterfalls, Viewpoints, temples etc. Majority of the area is under the control of Forest department comprising restricted zones. The number of tourist visiting this place is less than 20000 per year. But there is a tremendous scope for developing this place as an attractive destination. A research study was made to find out tourist perception about the attractions, facilities and issues. Based on the findings, valuable suggestions are provided to develop the destination.

Key words: *Tourist perception, Tourism facilities, Tourism attractions, Cost of facilitie*

I. INTRODUCTION

Tourism is a dynamic and competitive industry that requires the ability to adopt constantly to customers' changing needs and desires, as the customer's satisfaction, safety and enjoyment are particularly the focus of tourism business. In the year 2015, 33.35 crores of domestic tourists visited Tamil Nadu and in the same year, 46.8 lakh of foreign tourist visited different destinations in Tamil Nadu . The main purpose of visit is leisure and recreation. Among the different type of tourism, visitors' shows interest In Pilgrimage tourism, Beach tourism, Hill tourism and Heritage tourism. In the hill tourism, the main destinations are Udagamund, Kodaikanal, Yercaud, Valparai, Yelagiri etc. Among the hill stations, Valparai is attracting considerable number of tourists and has lot of tourist attractions comprising of Waterfalls, Dams, Temples, Valleys etc. The main objective of this research paper is to analyse the different tourism attractions in Valparai region, to find out the profile of the tourists visiting Valparai, to analyse the infrastructure facilities available , quality of service to tourists and finally to provide valuable feedback for the development of tourism in Valparai.