

The Problems Of Domestic Travellers Of House Boat Tourism- A Study With Special Reference To Alappuzha In The Post Covid-19 Scenario

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Abstract :

Kerala's favorite tourist destination, Alleppey is famously known as the "venice of the east", is renowned for its mesmerizing backwaters and houseboat tourism. The speciality of houseboat tourism is that a group of people can have fun, without stress, without tension and relaxation spirit. After the COVID-19 pandemic, the tourism industry has experienced tremendous change. This study attempts to address the problems of domestic travellers of house boat tourism after COVID-19. The main objective of this study is to identify the problems faced by domestic travellers of house boat tourism after COVID-19. 50 samples taken from domestic visitors of Alappuzha served as the basis for this study. The study used questionnaire survey as a technique of collecting data to meet the research goal. Percentage analysis is used to examine the data, and it is discovered that travellers encounter a number of issues while travelling.

Keywords: House Boat Tourism, Tourism industry, COVID-19

Date of Submission: 21-05-2024

Date of Acceptance: 31-05-2024

I. Introduction

Houseboat tourism in Alappuzha has become a significant attraction, drawing visitors from around the globe. These houseboats, traditionally known as "Kettuvallams,"

Tourists embark on houseboat cruises to experience the tranquil beauty of the backwaters, witnessing lush paddy fields, quaint villages, and diverse wildlife along the way. These cruises offer a unique glimpse into the rural lifestyle of Kerala, providing a serene escape from the bustle of urban life. Houseboat tourism in Alappuzha not only boosts the local economy but also promotes sustainable tourism practices, emphasizing eco-friendly operations and the preservation of the natural environment.

In the houseboat tourist industry, travellers are essential. Customer happiness is a key factor in how well tourism does. The tourism sector will be negatively impacted by a number of issues that houseboat travellers have encountered. These are the challenges that this study focuses on, and the section that follows offers remedies.

II. Scope Of The Study

The scope of this study is to determine the problems of domestic travellers of house boat tourism in Alappuzha in post covid 19 scenario would encompass several key areas related to identify the problems faced by travellers, traveler demographics and preferences, recommendations and solutions. And understand their root causes, and suggest practical solutions for improvement. Some other concepts related to houseboat tourism which are beyond the purview of this study like problems of stakeholders, kudumbashree in houseboat tourism etc.

III. Statement Of The Problem.

This study aims to investigate the challenges and issues encountered by domestic travelers in houseboat tourism in Alappuzha, Kerala. Despite the popularity and economic significance of houseboat tourism in the region, domestic tourists often face various problems that can affect their overall experience and satisfaction. Identifying and understanding these problems is essential for improving service quality, enhancing tourist satisfaction, and ensuring the sustainable development of houseboat tourism in Alappuzha.

This statement sets the stage for exploring specific issues such as service quality, safety concerns, pricing, environmental impact, and other factors that may influence the experience of domestic travelers in this unique tourism segment.

IV. Objectives Of The Study

To identify the problems faced by domestic travellers of house boat tourism after COVID-19.

V. Methodology

The study is descriptive. The study is based on primary data collected from travellers participating in Alappuzha houseboat tourism. The simple percentage analysis is used. Information relating to problems faced by the customers after COVID-19 is collected through structured questionnaires using a convenient sampling method.

VI. Limitations Of The Study

The study is based on the information provided by the respondents and hence subject to biased.

VII. Review Of Literature

Jiju Jose, PS Aithal “A study on significance of backwater tourism and safe houseboat operation in kerala”(2020). This study shows that houseboat operations pose significant challenges due to the lack of infrastructure, issues of licensing, issues of safety, environmental issues and lack of quality services.

Ashish Varughese “Problems and Prospects of Backwater Tourism in kerala with Special Reference to Alappuzha District”(2013). This study shows that uncleanness and lack of hygiene are the major problems faced by the houseboat travellers.

Rajesh Kurian “Environmental impact of backwater tourism: with special to Kumarakom, Kottayam Dit. Kerala”(2018). As a result, the study indicates wildlife’s breeding cycles can be disrupted and their character can be altered by the thoughtless visitors, their pet animals and overuse of natural resources.

Siby Zacharias, James Manalel “Backwater tourism in kerala: challenges and opportunities” (2008). Determine the amount of sewage discharge, feed waste and plastic materials generated by tourism houseboats that are contributing to the deterioration of backwaters.

VIII. Conclusion:

There are number of studies in this area. But situations have changed in Covid-19. That is why this study is being done.

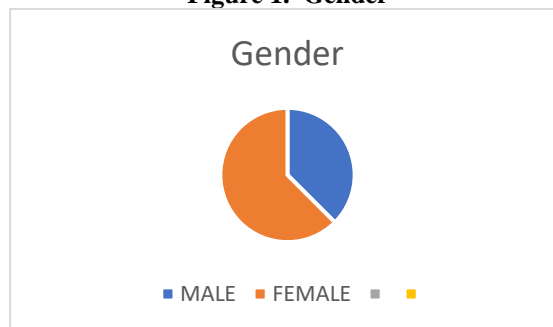
IX. Analysis And Interpretations

Table 1.

Gender-wise classification of the respondents

| Gender | Percentage |
|--------|------------|
| Male | 37.5% |
| Female | 62.5% |

Figure 1. Gender



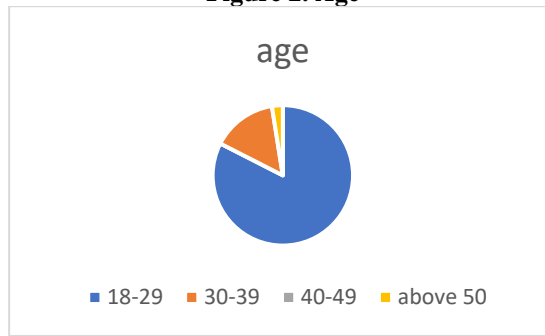
It has been revealed from the above table 1. That 62.5% of the respondents are female and remaining 37.5% are male.

Table 2.

Age-wise classification of the respondents

| Age | Percentage |
|----------|------------|
| 18-29 | 82.5% |
| 30-39 | 15% |
| 40-49 | - |
| Above 50 | 2.5% |

Figure 2. Age



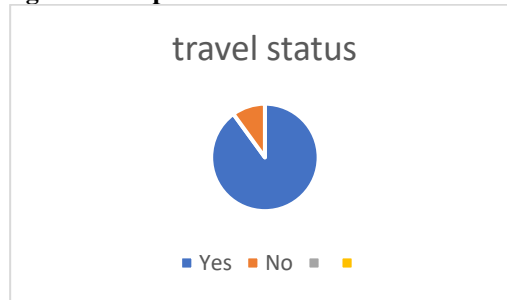
The above table 2. Shows that out of 40 respondents, 82.5% respondents are under 18 to 29 age group, 15% respondents are belong to 30 to 39 age group and 2.5% respondents are above 50 years of age.

Table 3.

Respondents Travelled in Houseboat

| Travel status | Percentage |
|---------------|------------|
| Yes | 90% |
| No | 10% |

Figure 3. Respondents Travelled in Houseboat



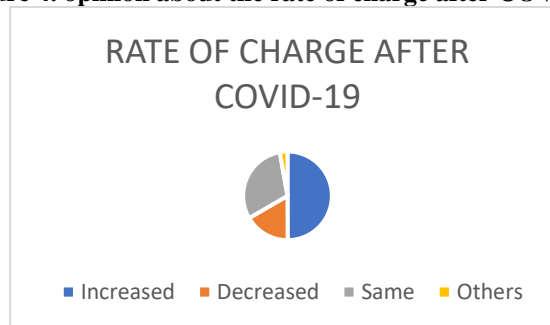
The above table 3. Shows that out of 40 travellers, 90% travellers are travelled in houseboat and 10% travellers are not travelled in houseboat.

Table 4.

Opinion about the rate of charge after COVID-19

| Rate | Percentage |
|-----------|------------|
| Increased | 50% |
| Decreased | 16.7% |
| Same | 30.6% |
| Others | 2.8% |

Figure 4. opinion about the rate of charge after COVID-19

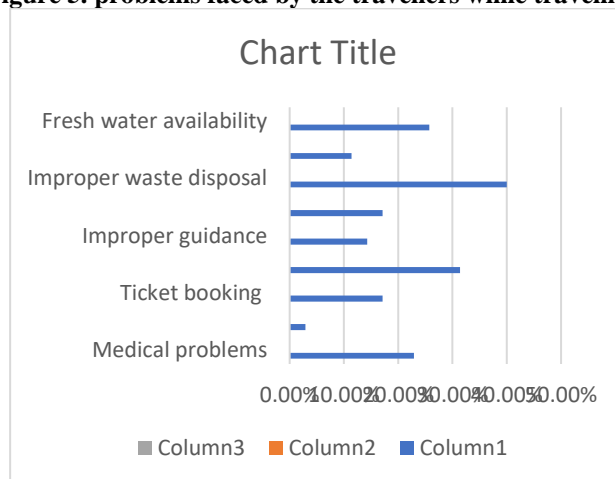


The above table 4. Shows that the travellers opinion regarding the rate increased at 50%, decreased at 16.7%, same at 30.6% and others at 2.8%.

Table 5.
Problems faced by the travellers while travelling .

| Problems | Percentage |
|--------------------------|------------|
| Improper waste disposal | 40% |
| Hygiene issues | 31.4% |
| Fresh water availability | 25.7% |
| Medical problems | 22.9% |
| Safety issues | 17.1% |
| Ticket booking | 17.1% |
| Improper guidance | 14.3% |
| Expensive Food | 11.4% |
| Misbehaviour of staff | 2.9% |

Figure 5. problems faced by the travellers while travelling.

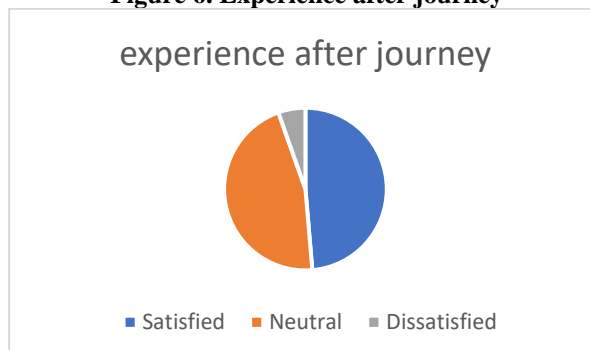


The above table 5. Shows that there are so many problems faced by the travellers while travelling. There are 40% are faced improper waste disposal, 31.4% are faced hygiene issues, 25.7% are faced fresh water availability, 22.9% travellers faced medical problems, 17.1% are faced ticket booking problems, 17.1% are faced safety issues, 14.3% are faced improper guidance, 11.4% are faced expensive food problems and 2.9% are faced misbehaviour of staff

Table 6.
Experience after journey

| Experience | Percentage |
|---------------|------------|
| Satisfied | 48.6% |
| Neutral | 45.9% |
| Not Satisfied | 5.4% |

Figure 6. Experience after journey



The above table 6. shows that the experience of 48.6% travellers are satisfied after their journey, 45.9% travelers experience is neutral and 5.4% are dissatisfied with their travel experience.

X. Findings

- The majority of respondents belong to the 18–19 age group.
- Improper waste management is the major problem faced by houseboat traveler's after COVID 19.
- The report reveals that the second major problem faced by traveler's is a hygiene issue.
- Travelers opened up that medical problems are severe issue they faced while travelling in houseboat.
- Travelers were experiencing ticket booking issues, concerned about safety issues, faced difficulties without proper guidance, facing issues with the unavailability of freshwater, Experiencing issues with misbehavior by staff.
- Travelers reported that travel costs have increased after COVID 19.
- From our 50-person sample, we can conclude that 48.6% of travelers are satisfied after their journey, 45.9% travelers experience is neutral, and 5.4% of the travelers are dissatisfied with their travel experience.

XI. Conclusion

The study reveals about the problems of domestic travellers of house boat tourism in Alappuzha in the post covid-19 scenario. This study concluded that the most travellers are in the age group of 18-29 years. Travellers opinion about the rate of charge after COVID-19 is increased. Most of the travellers faced Improper waste disposal problem while travelling. The findings of this exploration would give a clearer view of the tourist problems on the Alappuzha houseboat. Although this study will explore and give us a brief idea of the factors that will affect travellers in Alappuzha. The problem-free terrain encourages more people to come and use the services of the houseboat, and they surely have a desire to revisit the destination and will recommend it to friends and family members. The exploration has several limitations that have been stressed in the previous part. These findings can be used as benchmarks by houseboat tourism companies in designing new strategies.

XII. Suggestions

- Make availability of emergency boats whenever the people experience medical problems.
- Every boat should be equipped with a first aid kit.
- It is better to have a medical clinic at any common point.
- Every houseboat should consist of a guide who can explain everything to travelers.
- Provide life jackets to each person on a journey.
- Set up proper waste disposal bins, one for plastic waste and one for degradable waste, with a lid.
- Travelers should try to carry water with them for drinking purposes.
- Utensils have to be cleaned with sterilized water to keep them germ-free.
- It is important to give an awareness class to staff about how to treat customers.

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