

Scope Of Special Interest Tourism In Jatayu Earth's Center

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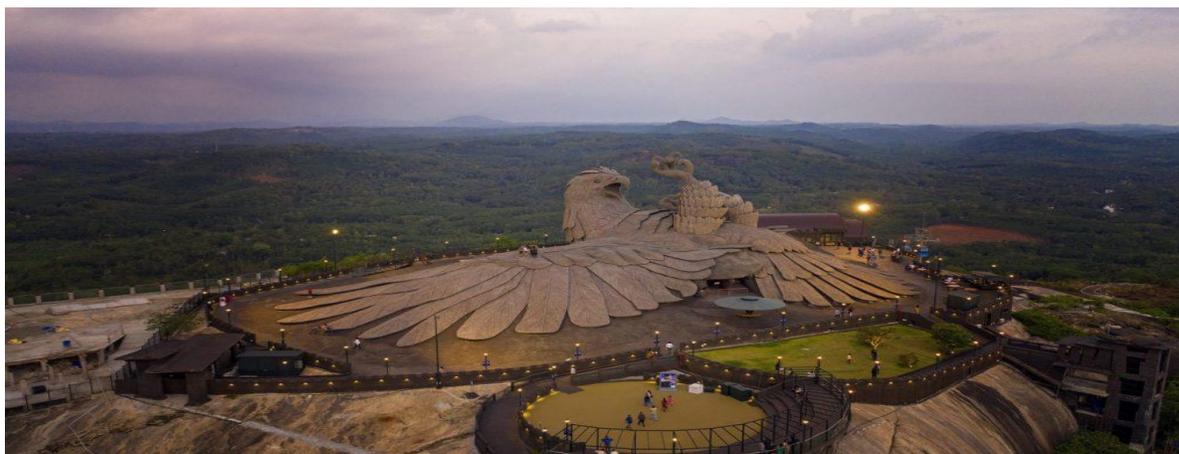
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Abstract

Jatayu Earth's Centre also called as Jatayu Nature niche and Jatayu Tourism Centre located in Chadayamangalam, Kollam district of Kerala, Jatayu nature park holds the world's biggest bird sculpture of the bird Jatayu from the characters of Ramayana. The park provides various attractive tourism events like adventure park, cave resort, Jatayu museum. The destination provides distinctive destinations and activities for the tourist, the main aim of this project is to find out how special is Jatayu Nature Park and the scope of special interest tourism in Jatayu Earth's Center, and to categorise the same. Data for the research were collected from secondary sources published articles and official websites; also we had collected details from some of the stakeholders, whom we were able to contact through telephone. study revealed that jatayu earth's center is a special interest tourism destination having speciality of having a combination of niches to satisfy the need of different population hence, this is a potential destination which can attract visitors and travellers-both domestic and international-with various tastes and interests, thereby assured business, round the year.

Keywords: *Special interest tourism ,Architecture Tourism, religious tourism, ecotourism, adventure tourism,cultural tourism*

1 Introduction:



Jatayu Earth's Center is a magnificent piece of art that collaborates modern architecture with the Hindu mythology to form a cultural symbol. This nature park based on rock theme was the first PPP(Public Private Partnership tourism) initiative in the State of Kerala under the BOT (Build-Operate-Transfer) model. The park is approximately 38km from the Kollam city and 46 km away from Thiruvananthapuram city, It is a glorious example of sustainable and eco-friendly tourism in India but is there more to this magnificent destination.

The Jatayu Earth's Center spans over four hills, the Jatayu rock hill, the adventure rock, the elephant rock

hill, the kitchen rock hill. This magnificent sculpture of bird Jatayu which stands as a soaring honor to women's security and uprightness is located in Chadayamangalam, Kollam district of Kerala. It stands at an altitude of 350m (1200ft) above mean sea level. Jatayu Nature Park holds the distinction of being the world's largest bird sculpture 200 feet long, 150 feet wide and 70 feet tall, the adventure in this park begins with travel in the cable cart to the top of the peak. The main attractions of the Jatayu Nature Park are spread over four Hills, each offering different activities and attractions, in the beginning the viewers get a glare of the world's largest bird sculpture. The bird-sculpture was sculpted by Rajiv Anchal, While the outer appearance reflects a massive eagle of rock, the inner core of this sculpture has more to it . An audio-visual museum, spanning over five levels, to tell the story of Jatayu, based on the mythological character the sculpture was built. Also, a multidimensional theater is located inside the wing of the sculpture and the peak has a temple of Lord Rama As Well, next the adventure rock hill consisting of various activities like Jumming Bouldering, Valley Crossing, Chimney Climbing vertical Ladder ,Archery ,Zip-line ,Commando Net ,Rifle Shooting, Log Walking ,the third peak also known as the elephant rock organizes camping, sky cycling and a 250-metre long Zip-line zone and the fourth peak is a place of ayurvedic cave resorts and a preservation area for natural heritage, the park offers a wide variety of activities and accommodates various interests and henceforth Jatayu park cannot be categorized into single form of tourism, due to the variance in different spot in Jatayu Earth's Center comparison needed to be done so that each spot in this destination can be identified individually according to their tourist characteristic, what makes Jatayu Earth's Center different from other destination is that it doesn't intend to follow the old mass tourism technique rather it uses specific special tourism technique to attract more tourism,this is evident from the different combination of spots used in the Jatayu Earth's Center,various spots attracts tourist of various category.

2 Mythology:

According to the legends this is the place where Lord Jatayu fell after having a brutal battle with Lord Ravana to protect sita devi, the place was formerly known as Jatayumangalam. This is the place where Lord Jatayu has descended after the battle with Ravana ,it is evident from the marks of striking carved in the rocks by Jatayu's beak and the footprints of Lord Rama.

3 Special Interest Tourism:

SIT is about traveling with the motive to practice special interest or special activity. Unlike the traditional mass tourism ,special interest tourism aims to provide a small group of dedicated tourists with a particular interest, these interests may vary from tourists to tourists.

According to the WTO(World Tourism Industry), special interest tourism is explained as a specialized tourism that involves tours by individuals or groups of people who wish to develop their given interests or visit sites and places that have a relation or connection with their specific interest or relating to a specific subject. Special interest tourism has become a more important part of the current tourism industry,the tourists have become more demanding, they no longer intend or are not motivated by large mass tourism ,the current tourists are more interested and motivated to travel to places where they will find something different from the usual mass tourism .it can be said that special interest tourism helps tourists to travel to destination that satisfies their needs.

Special interest tourism aims to attract tourists by providing the tourists with destination that satisfies their interest, it is no longer about attracting mass and large number of tourist to the destination, it is more about providing what the tourist wants and what satisfies those wants, this would help in maintaining stability in the tourist destination reducing over exploitation of the destination. This paper aims to find out how Jatayu Earth's Center can be said to be a special interest tourism and to identify the scope of special interest tourism in Jatayu Earth's Center .

4 .Discussion:

Jatayu Earth Center is a special destination that combines various attractions in a single spot. The study shows what various kinds of attractions Jatayu Earth's Center supports in it and how special is Jatayu Earth's Center and scope of special interest tourism in Jatayu Earth's Center .

Jatayu Earth's Center is completely different to the traditional mass tourism, the combination of technology with the special interest starts from the beginning , The entry to the destination is from a pre-ticket booking through online, the host provides various packages according to the interest of the visitor. The tour to the magnificent art work begins with a ride in a cable car to arrive at the peak top. A single cable car is able to accommodate eight people at a time giving a breathtaking view over the greenery to the peak of the hill, the tourist may go for a ride in the cable car or travel through the terrain with a view to the wide variety of nature created by the host, the tourists are allowed to carry a limited equipment like cameras to the destination, this indicates how responsible the host are towards the preservation of the destination. the hill tops are filled with vegetation which was created by the host to give the destination its natural beauty it's a great example of ecotourism being executed.

Jatayu Earth's Center is divided into 4 hill tops each having various sites with various activities to undergo, After the travel in the cable car the visitors reach in the footsteps of worlds the largest bird sculpture, the visitors get 360degree view to the magnificent sculpture, the sculpture represents women safety and security and Architecture tourism, the sculpture has 7D theater and an audio-visual based digital museum. The first two floors of the three floor museum will show the timescale of Treta yuga, an era when Ramayana happened which are under construction and gives a magnificent view to the visitor from the great Jatayu's eyes, the peak also have the temple of rama and it is said to be the place where Lord Jatayu was dead this shows the cultural importance of the destination and so is considered to be a cultural and religious tourism destination, the peak also have an area to conduct casual conventions .

Jatayu Adventure Center offers a wide rage of adventure for the adventure seekers, the activities includes Wall Climbing, HillTop Climbing, Valley Crossing, Vertical Ladder, Archery ,Shooting , Log Walk, Trekking, Free Climbing, Burma Bridge, Rappelling, Commando Net, Bouldering, Zip line, Side Joola, Jumaring, Chimney Climbing, , these activities takes one to two days to complete , there are various packages available on this as well altogether. This spot can be proven to be a perfect adventures spot with trekking and other activities, so this part of the destination is considered to be under adventure tourism.

The Jatayu park will be providing Ayurvedic and Siddha cave resorts for treatments which will be a new turning point for the destination ,the destination will be home to spiritual tourism and would attract more interest groups to the destination, the palace also will hold a herbal plant garden, Jatayu Earth's Center is a self sufficient destination to a large extend as the resources are carefully constructed according to the needs, Jatayu Earth's Center has a water reservoir for water supply and uses solar power to function the destination and the natural greenery is being built by the host as so it represents sustainable and ecotourism ,there are various reasons for a tourist to visit a destination ,it depends on their interest so there are come classification to special interest tourism, when we compare those classifications with the availabilities in Jatayu Earth's Center we can understand to what extent can Jatayu Earth's Center be called a Special Interest Tourism destination.

There are various classifications to special interest tourism, we have considered a set of classification and will compare its presence with the tourism present in Jatayu Earth's Center. The result will show us to what extent the special interest tourism presence in Jatayu Earth's Center.

The six classification is done as follows :

- ❖ Cultural tourism
- ❖ Adventure pursuits tourism
- ❖ Religious tourism
- ❖ Health and wellness tourism
- ❖ Relaxation tourism
- ❖ Educational tourism

Tourist have always been interested in visiting the places with cultural significance and cultural value ,Jatayu Earth's Centre is a destination that has a significance relating to the great Ramayana and Hindu culture , Jatayu Earth's Centre also known as Jatayu rock is known as the place where Jatayu fell after the fearsome battle with Lord Ravana to save Sita Devi, the sculpture of Lord Jatayu represents women safety, it is the place where the footprints of Lord Rama is imprinted, the cultural value of Jatayu Earth's Centre will be show in more advanced form after the completion of the audio visual musume. Jatayu park will always be a symbol of the Hindu mythology, the tourist will always be attracted towards the cultural values the park possesses .

Adventure is something that attracts tourist most, the tourists thrive for adventure and something new , The Jatayu adventure center is one of many attractions in Jatayu Earth's Center, the adventure park has a wide range of adventure that attracts any adventure lover , the destination and host sees to this as they provide a wide

package of adventure, this makes the destination me special and interesting for the visitors. The destination is no longer only about Jatayu and the sculpture, the hosts are able to expand the activities available in the destination.

Tourism in the form of religion is everlasting, people intent to visit places with religious significance, Jatayu Earth's Center is an example of same as well, Jatayu rock has the footprint of Lord Rama imprint on it and the rama temple near it also gives the destination a great religious significance.

Tourism for health and wellness have gained its image in the minds of the tourists long back, people travel to appear and feel better, to maintain weight, to reduce the effects of old age, to relieve and find peace from pain or discomfort, or to relieve stress. Jatayu Earth's Center will be conducting Ayurvedic and Siddha cave resort offering traditional Kerala Ayurvedic treatments and massages, this will be a new phase in the destination as new tourists will appear and Jatayu Earth's Centre will widen as a tourism destination

Tourists travel for relaxation as well,the place where one can find peace and have a moment of break, after the completion of the cave resorts. Jatayu Earth's Center will be a heritage for tourists, as caves will become a natural spa where one can enjoy their holidays and soon Jatayu Earth's Center will be a destination for the same.

Education travellers may find a place in this destination in the future ,but currently the destination does not hold such tourism.

From all the above Jatayu Earth's Center is a destination that compacts various interests into a single destination , the allocation of so many interests in a single destination will prove the detention to be

growing faster. The presence of special interest tourism in Jatayu Earth's Center is huge, the hosts are able to display such a magnificent destination without disturbing the natural vegetation.

Table 1: Special interest niches

Types of niches	Presence of the niche in jatayu nature park
Adventure tourism	✓
Ancestry tourism	X
Photographic tourism	X
Avitourism	X
Cultural Tourism	✓
Dark Tourism:	✓
Ecotourism	✓
Food tourism	X
Gambling tourism	X
Lighthouse tourism	X
Rural Tourism	X
Religious tourism:	✓
Spa tourism	✓
Wedding tourism	X
Wellness or spiritual tourism	✓
Wildlife tourism	X
Wine tourism	X
Architecture tourism	✓

- The above table shows the niche tourism available in jatayu earth's centre

5 Conclusion:

Jatayu Earth's Centre is a magnificent piece of artwork and a huge example of special interest tourism in south kerala, India. It consists and combines various tourism interests that satisfies deferring needs of various people or groups, Jatayu Earth's Centre will be one of the fast growing tourism destination in Kerala soon after its full completion as it can provide a variety of experiences to satisfy different interest population, the scope of special interest tourism is high on tourism sector; and now in the present study

jatayu earth's center, proved it again Doubtless to predict that this destination will be the most sought after one in Kerala, in years to come, with visitors from across the globe, round the year.

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