# Strategies for Reviving Tourism in Wayanad Post-Landslide: A Focus on Infrastructure and Safety Measures

**[1]Mr. Jithin Scaria**

Assistant Professor, Department of Commerce Finance,
Nilgiri College of Arts & Science, Thaloor- 643239.
Email: jithinscaria.js@gmail.com, ORCHID ID – 0009-0003-4989-4594

**[2]Dr. A. Sengottaiyan**

[2]Associate Professor, PG and Research Department of Commerce,
Vivekanandha College of Arts and Sciences for Women (Autonomous),
Tiruchengode. Email: drsengottaiyana@vicas.org

## ABSTRACT

Wayanad, located in the lush hills of Kerala, has been a popular tourist destination due to its natural beauty and cultural charm. However, recurrent landslides in recent years have disrupted the thriving tourism industry. This study examines the multi-dimensional impact of landslides on the tourism sector in Wayanad and proposes comprehensive strategies to revive the industry, emphasizing infrastructure rehabilitation, safety measures, and sustainable tourism. Based on primary and secondary data, it highlights insights into customer satisfaction, revenue loss, and stakeholder involvement. Global disaster-recovery models are examined to present a replicable framework for building resilient tourism in environmentally vulnerable regions.

**Keywords:** Tourism, Wayanad Landslides, Infrastructure, Safety Measures, Recovery Strategies, Promotional Campaigns

## 1. Introduction

Wayanad's flourishing tourism sector has been a cornerstone of its economic and cultural landscape. The region's appeal lies in its pristine nature, adventure opportunities, and deep-rooted traditions. Unfortunately, this progress was severely disrupted by devastating landslides that affected roads, accommodations, and public perception. The frequency and intensity of such natural calamities have been on the rise, attributed in part to climate change and unregulated land use. These disasters not only cause physical damage but also shape tourists' decisions by influencing their risk perception.

In such contexts, it becomes crucial to study how tourism economies can adapt and recover. Understanding visitor sentiment, infrastructural gaps, and the efficacy of safety protocols is vital for future resilience. This research focuses on Wayanad's post-landslide scenario to identify gaps and offer strategic interventions aimed at long-term revival.

### 1.1 Consumer Behavior and Perception Post-Landslide

The aftermath of the landslide in Wayanad not only affected infrastructure but also altered tourists' behavior and perceptions. Many potential visitors grew hesitant due to safety concerns, while others opted for alternative destinations perceived as more secure and accessible. Booking cancellations, reduced repeat visits, and a general shift in tourist demographics were notable trends. These behavioral changes influenced spending patterns, with visitors preferring shorter stays and budget accommodations. Understanding these shifts is essential to reframe tourism strategies to match evolving expectations and rebuild tourist confidence.

### 1.2 Gaps in Infrastructure and Service Quality

Survey data revealed critical gaps in service delivery and infrastructure. A majority of respondents expressed dissatisfaction with road conditions, accommodation standards, food quality, and the lack of trained local guides. Over 85% indicated challenges in accessing major tourist spots, and more than 90% felt uninformed about safety guidelines. These deficiencies have created negative visitor impressions, impacting word-of-mouth and online reviews. Bridging these gaps is vital for long-term sustainability and improved tourist satisfaction.

### 1.3 Financial Vulnerability of Tourism Sector

The financial impact of the landslide extended beyond surface-level revenue losses. Small and medium enterprises, particularly homestays and food vendors, were disproportionately affected due to limited emergency funds and delayed access to aid. Increased maintenance costs, coupled with reduced customer flow, led to operational strain and, in some cases, permanent closure. Many business owners lacked formal financial literacy or insurance coverage, amplifying vulnerability. A structured support system with financial counselling, subsidies, and low-interest loans is imperative to build economic resilience in the tourism sector.

### 1.4 Effectiveness of Promotional Campaigns

Post-landslide promotional efforts by local authorities and businesses included social media ads, influencer partnerships, and discounts. However, survey responses indicated that over 90% of visitors did not find these campaigns influential enough to override safety concerns. The findings suggest that while promotional campaigns are useful, they must be backed by visible improvements in safety, infrastructure, and service delivery. Authentic storytelling, transparency in recovery updates, and interactive engagement are crucial to change tourist perceptions and stimulate interest.

### 1.5 Tourist Demographics and Visitation Trends

A significant portion of post-landslide visitors belonged to the 18–25 age group, primarily students and young professionals. The majority visited occasionally, while 24% were first-time visitors. These demographics present opportunities for long-term engagement if satisfactory experiences are ensured. Tourism packages that include adventure activities, student discounts, and cultural experiences can cater to this segment effectively. Tailoring recovery efforts based on visitor profiles will help in enhancing both tourist satisfaction and frequency of visits.

## 2. Objectives of the Study

- To assess the impact of landslides on tourism infrastructure in Wayanad.
- To evaluate the effectiveness of safety measures implemented at tourist destinations in the post-landslide period.
- To analyze the role of promotional campaigns in reviving tourist interest and boosting footfall in Wayanad.
- To explore sustainable strategies for enhancing infrastructure resilience and improving tourist safety and satisfaction in disaster-prone areas.

## 3. Review of Literature

Ravindran, V. (2024) explored the broader impact of natural disasters on tourism, focusing on Wayanad as a case study. The study examined both the immediate and long-term effects of landslides on tourist perceptions, travel behavior, and the overall image of the destination. The research underscored how disasters negatively influence tourist confidence, which in turn disrupts visitation trends and business sustainability.

Vanjeeswaran, K. R. (2024) analyzed the financial implications of the landslides across Wayanad's tourism value chain. The study detailed revenue losses among hotels, restaurants, tour operators, and transportation services, and emphasized the importance of timely intervention and diversification strategies to stabilize tourism-based livelihoods.

Riyas, P. A. M. (2024) evaluated the effectiveness of government-led recovery initiatives, including financial aid packages, infrastructure restoration, and policy support for stakeholders. The research emphasized that coordination between state agencies and local communities was essential for rebuilding public trust and regaining tourist inflow.

In addition to region-specific studies, international research has shed light on sustainable recovery models in disaster-prone areas. Post-earthquake recovery in Nepal (2015) emphasized the role of eco-tourism and heritage conservation in re-establishing tourist interest. Similarly, post-flood tourism revival in Uttarakhand (2013) demonstrated how infrastructure resilience and stakeholder preparedness improved long-term sustainability. Lessons from Japan's post-tsunami tourism strategy highlighted the significance of regular disaster preparedness training, visitor education, and digital alert systems in restoring destination safety and appeal.

Collectively, these studies provide a strong theoretical foundation for understanding the multi-dimensional recovery of tourism sectors following natural disasters. They underscore the need for a balanced approach that integrates infrastructure, policy, marketing, and community resilience.

## 4. Research Methodology

This study adopts a descriptive research design to analyze the impact of landslides on the tourism sector in Wayanad and assess the effectiveness of the strategies employed for its revival. A mixed-methods approach was employed, utilizing both primary and secondary data to provide a comprehensive analysis of the subject.

### 4.1 Primary Data Collection

Primary data was collected through structured questionnaires and in-depth interviews. A total of 100 respondents were involved, including tourists who had visited Wayanad post-landslide, tourism operators, and local authorities. The structured questionnaires were designed to assess the perceptions of the respondents on several aspects, such as the status of infrastructure recovery, the implementation of safety measures, and the effectiveness of promotional campaigns aimed at attracting tourists back to the region. These questionnaires were distributed both physically and digitally to ensure wider reach and diversity in responses. The survey questions were both close-ended (for quantitative analysis) and open-ended (for qualitative insights).

In-depth interviews were conducted with key stakeholders, including representatives from local tourism boards, government officials, and business owners. These interviews provided qualitative data on the challenges and policy decisions faced in rebuilding the tourism sector. The qualitative responses helped to uncover insights not captured in the structured questionnaires, such as the long-term impact on local businesses, community engagement in recovery efforts, and public perception of the safety measures implemented.

### 4.2 Secondary Data Collection

Secondary data was gathered from a variety of sources, including government reports, academic journals, tourism industry publications, and news articles. The government reports provided official statistics and updates on recovery efforts and policy changes. Academic journals contributed to the

understanding of the broader context of disaster management and recovery in tourism, while tourism industry reports gave insight into trends and patterns in tourist behavior and preferences. News articles were particularly useful for tracking the public discourse and media portrayal of the recovery process.

## 4.3 Data Analysis Techniques

The collected data was analyzed using both qualitative and quantitative methods. Quantitative data from the questionnaires were analyzed using statistical tools, including descriptive statistics, frequency distribution, and cross-tabulation. These analyses helped identify key trends, such as the most commonly perceived barriers to recovery, the role of infrastructure development in attracting tourists, and the effectiveness of safety measures.

Qualitative data from open-ended questionnaire responses and interviews were analyzed using thematic analysis. This involved identifying recurring themes and patterns in the responses, such as the perceived safety of the region, the impact of promotional efforts, and the challenges of rebuilding local tourism infrastructure. Thematic analysis helped to provide deeper insights into the attitudes and perceptions of stakeholders, complementing the quantitative findings.

In addition, a triangulation method was employed to validate the findings by cross-referencing the results from primary and secondary data. This allowed for a more robust understanding of the recovery efforts and their effectiveness. The combination of both types of data provided a holistic view of the recovery process and the factors that have contributed to the revival of tourism in Wayanad.

## 5. Results and Discussion

**Objective 1: To assess the impact of landslides on tourism infrastructure in Wayanad**

**Table 5.1: Conditions of Roads Leading to Tourist Destinations Post-Landslide**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 2 | 2.0 |
| Agree | 3 | 3.0 |
| Neutral | 10 | 10.0 |
| Disagree | 20 | 20.0 |
| Strongly Disagree | 65 | 65.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The data in Table 5.1 offers critical insights into the condition of transportation infrastructure in Wayanad following the occurrence of landslides. A combined total of **85% of respondents** either disagreed (20%) or strongly disagreed (65%) with the statement that road conditions leading to tourist destinations were satisfactory. This overwhelming majority suggests that road infrastructure suffered considerable damage due to the landslides and has either not been fully restored or remains in a substandard condition.

The **low levels of agreement** (only 5% in total) reflect an acute dissatisfaction with current road accessibility, a crucial factor that directly influences the overall tourist experience. The 10% of

respondents who chose a neutral stance may either have experienced mixed road conditions or were unsure about attributing poor conditions solely to the landslide aftermath.

Such negative perceptions imply not only a physical deterioration of roads but also a potential decline in tourist confidence regarding safe travel. Poor road conditions can lead to increased travel time, safety concerns, vehicle damage, and limited access to popular or remote destinations, all of which contribute to a less enjoyable visit.

This feedback indicates a pressing need for local authorities and tourism planners to prioritize the repair, maintenance, and modernization of road networks connecting major tourist spots. Failure to address these issues could result in long-term reputational damage to Wayanad as a safe and convenient tourist destination.

Moreover, this dissatisfaction with infrastructure could impact repeat visitation and word-of-mouth recommendations, both of which are vital for reviving tourism in the post-disaster phase.

**Table 5.2: Difficulties in Accessing Tourist Spots Post-Landslide**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 2 | 2.0 |
| Neutral | 12 | 12.0 |
| Disagree | 34 | 34.0 |
| Strongly Disagree | 51 | 51.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The responses in Table 5.2 reflect public opinion on the ease of accessing tourist destinations in Wayanad after the landslides. An overwhelming 85% of respondents either disagreed (34%) or strongly disagreed (51%) with the statement that they experienced difficulties accessing tourist spots. This indicates that despite the adverse impacts of the landslides on road infrastructure (as discussed in Table 5.1), accessibility was generally perceived as manageable or not severely obstructed.

Interestingly, only 3% of respondents agreed or strongly agreed that they faced difficulty accessing tourist locations, which suggests that while infrastructure quality might be poor, functional access is still possible. This could be attributed to emergency repairs, alternate routes, or the resilience of local transport systems that ensured a basic level of connectivity.

The 12% who remained neutral may reflect tourists who did not explore much beyond primary destinations or were unsure of attributing the ease/difficulty of access directly to the landslide aftermath.

This pattern of response suggests a nuanced scenario while the conditions of the roads are widely criticized, many tourists still did not find accessibility to be a major barrier. This could be due to improvements made shortly after the disaster or adaptive behavior by tourists such as planning limited travel within easier-to-reach zones.

However, the contrasting results between road condition dissatisfaction and perceived accessibility ease highlight the importance of not only repairing but also communicating the usability of routes. It is crucial that local authorities ensure consistent access, real-time travel updates, and well-maintained detours or bypasses to sustain tourism activity in the region.

**Table 5.3: Availability of Tourism Facilities Post-Landslide**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 2 | 2.0 |
| Neutral | 7 | 7.0 |
| Disagree | 29 | 29.0 |
| Strongly Disagree | 61 | 61.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

Table 5.3 provides insights into tourist perceptions regarding the availability and adequacy of tourism facilities in Wayanad following the landslides. A striking 90% of respondents expressed dissatisfaction with 61% strongly disagreeing and 29% disagreeing that the available facilities met their expectations. This paints a clear picture of a widespread service delivery gap in the aftermath of the natural disaster.

Tourism facilities may include essentials such as clean accommodations, hygienic food outlets, accessible restrooms, visitor information centers, guided tour services, and medical assistance. A breakdown or shortage in any of these can severely diminish tourist satisfaction and experience.
The very low percentage of respondents who agreed or strongly agreed (just 3%) suggests minimal recovery or rebuilding efforts in terms of service readiness, or a possible lack of communication about restored services. The 7% of neutral responses might indicate either an indifference or limited experience with these services during their visit.

The results reflect not only the physical damage to infrastructure but also systemic shortcomings in emergency planning and tourism service continuity. When basic facilities are not functional or fall short of expectations, it not only discourages return visits but also affects word-of-mouth reputation and regional tourism revenue.

Therefore, restoring these facilities is not just about repairing structures it involves revamping tourist experiences to rebuild trust. This requires a collaborative approach involving local government, tourism boards, and private operators to ensure quality, consistency, and safety in the services provided.

**Table 5.4: Need for Infrastructure Improvement**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 1 | 1.0 |
| Neutral | 6 | 6.0 |
| Disagree | 41 | 41.0 |
| Strongly Disagree | 51 | 51.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

Table 5.4 examines public perception regarding the need to improve tourism-related infrastructure including roads, accommodations, public utilities, and safety systems in Wayanad post-landslide. An overwhelming 92% of respondents (41% disagree and 51% strongly disagree) rejected the notion that current infrastructure is adequate and expressed a clear demand for urgent improvement.

This strong consensus signals deep dissatisfaction and perhaps frustration with the pace or quality of recovery efforts. The minimal agreement (just 2% in total) suggests that few tourists have seen meaningful progress or positive changes in infrastructure post-disaster.

The neutral stance from 6% may represent uncertainty, limited exposure to affected areas, or indifference due to shorter visits or limited expectations. Nonetheless, their minority presence does not alter the significant consensus on this issue.

The data reinforces the finding that tourism infrastructure in Wayanad is still far from meeting visitor needs, even after the disaster. This extends beyond damaged roads or facilities it points to systemic failures in disaster response, resource allocation, and long-term planning.

Inadequate infrastructure doesn't just affect the current tourist experience; it impacts Wayanad's image as a safe and accessible destination. Long-term economic sustainability of the local tourism sector is at risk unless corrective steps are taken.
This table strongly supports calls for a multi-level policy response, involving:

- Government-led restoration and modernization projects
- Private sector investment in accommodation and travel services
- Community-based maintenance and safety initiatives

Overall, the results stress that without targeted infrastructure upgrades, Wayanad may continue to lose its appeal to both domestic and international tourists.

**Objective 2: To evaluate the effectiveness of safety measures implemented post-landslide**

**Table 5.5: Awareness of Safety Guidelines at Tourist Locations**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 3 | 3.0 |
| Neutral | 6 | 6.0 |
| Disagree | 47 | 47.0 |
| Strongly Disagree | 43 | 43.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The findings in Table 5.5 reveal a concerning trend regarding tourist awareness of safety protocols at destinations in Wayanad following the landslide. A substantial 90% of respondents (47% disagree and 43% strongly disagree) expressed that they were not well-informed about safety guidelines. Only 4% claimed to have received such information, with another 6% remaining neutral.

This data highlights a significant gap in communication and preparedness by tourism authorities or destination managers. In the aftermath of a natural disaster like a landslide, clear and accessible safety information is critical not only to ensure visitor safety but also to rebuild trust and confidence in the destination.

The lack of visible safety guidelines may include:
- Absence of safety signboards or instructions at tourist spots.
- No formal briefings or guidelines provided by accommodations, guides, or transport providers.
- Inadequate digital or print dissemination of post-disaster procedures.

This communication gap could lead to panic, misinformation, or unsafe behavior among tourists, which in turn may damage the reputation of Wayanad as a responsible and safe destination.

Moreover, in today's risk-sensitive travel environment, destinations that visibly implement and communicate safety protocols are more likely to attract and retain visitors, especially families and international tourists.

This finding calls for immediate action from tourism administrators, such as:
- Implementing multilingual signage across all major tourist zones.
- Distributing safety leaflets at hotels, restaurants, and entry points.
- Training staff and guides to verbally communicate safety measures.
- Using digital channels (QR codes, WhatsApp alerts, websites) for real-time safety updates.

Such proactive steps would not only address this communication void but also help position Wayanad as a resilient, tourist-ready location post-crisis.

**Table 5.6: Recovery Measures Improved Experience**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 2 | 2.0 |
| Agree | 1 | 1.0 |
| Neutral | 13 | 13.0 |
| Disagree | 44 | 44.0 |
| Strongly Disagree | 40 | 40.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

Table 5.6 captures tourist sentiment on whether recovery measures implemented post-landslide had a positive impact on their overall experience in Wayanad. The results reflect a strong sense of dissatisfaction, with 84% of respondents (44% disagree and 40% strongly disagree) indicating that recovery actions did not enhance their visit.

Only a marginal 3% of tourists responded positively (agree or strongly agree), while 13% remained neutral possibly indicating uncertainty or an experience that wasn't significantly influenced either way.

This outcome suggests that while recovery efforts may have been initiated on paper or in planning stages, tourists did not perceive or experience their effectiveness firsthand. Possible reasons for this include:

- Incomplete or delayed restoration of roads, trails, and facilities.
- Poor visibility of actions taken (e.g., unmarked repaired areas or no staff to inform visitors).
- Lack of quality in recovered amenities, leading to a subpar experience.
- Inadequate communication about what has been restored or improved.

These perceptions pose serious challenges to Wayanad's image as a recovering and resilient destination. Tourists often base revisit decisions and recommendations on how well a place bounces back from adversity. Hence, if recovery efforts are not visible, effective, or impactful, the reputation damage may persist longer than the actual physical damage.

This table's findings underline the need for strategic execution and marketing of recovery efforts, ensuring that they are:

- Timely and cover high-traffic tourist areas.
- Well-documented and communicated to visitors through signage, local media, and social platforms.
- Focused on quality restoration, not just quick fixes.

Moreover, collaboration with local stakeholders such as hotel owners, guides, and transport operators can help in implementing people-centered recovery strategies that resonate more strongly with tourists.

**Table 5.7: Visible Recovery Efforts**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 2 | 2.0 |
| Neutral | 11 | 11.0 |
| Disagree | 39 | 39.0 |
| Strongly Disagree | 47 | 47.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

Table 5.7 explores tourist perceptions regarding the visibility of recovery efforts at tourist destinations in Wayanad following the landslides. A significant 86% of respondents (39% disagree and 47% strongly disagree) indicated that they did not see any visible signs of recovery efforts during their visit.

This overwhelmingly negative response shows that either recovery activities were minimal, delayed, or poorly communicated to tourists. Only 3% of respondents agreed or strongly agreed that such efforts were visible, and 11% remained neutral, perhaps because they visited areas that were less affected or were not observant of restoration efforts.

The absence of visible recovery efforts creates a perception vacuum, where tourists may assume that no real steps have been taken toward improvement even if behind-the-scenes work is in progress. In tourism, perceived recovery is just as important as actual recovery, because it directly influences satisfaction, revisit intention, and destination image.

Key reasons for this perception might include:
- Lack of signage indicating restored facilities or new safety measures.
- No on-site personnel or guides to explain or highlight recovered areas.
- No community engagement or storytelling to showcase how the region is bouncing back.

In post-disaster scenarios, tourists expect to see tangible signs of progress—be it in the form of new construction, repair activities, or messaging campaigns. The absence of such cues can lead to disappointment and distrust.

This finding strongly recommends a shift toward visible, visitor-oriented recovery communication strategies, such as:
- Installing "You Are Safe Here" and "Restored Zone" markers in popular areas.
- Creating before-and-after photo displays at tourist centers.
- Engaging local media and influencers to share positive recovery stories.

By showcasing efforts visibly and publicly, authorities can restore tourist confidence and encourage positive word-of-mouth.

## Chi – Square Analysis (Gender*Overall Satisfaction)

**TABLE 5.8**

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 6.230[a] | 8 | .622 |
| Likelihood Ratio | 5.856 | 8 | .663 |
| Linear-by-Linear Association | 1.966 | 1 | .161 |
| N of Valid Cases | 100 | | |

a. 11 cells (73.3%) have expected count less than 5. The minimum expected count is .02.

**Interpretation**

The chi-square test was conducted to examine the association between gender and overall satisfaction with the visit to Wayanad post-landslide. The Pearson Chi-Square value of 6.230 with 8 degrees of freedom resulted in a p-value of 0.622, which is greater than the standard significance level of 0.05.
This means that the null hypothesis cannot be rejected, and we conclude that there is no statistically significant relationship between a tourist's gender and their level of satisfaction after visiting Wayanad during the post-landslide recovery period.

The high p-value suggests that satisfaction levels were uniformly low or consistent across different genders implying that the dissatisfaction or perceptions regarding infrastructure, safety, or recovery were not gender-biased.

However, it is also important to note that 73.3% of the cells had an expected count less than 5, which violates one of the key assumptions of the chi-square test (i.e., that expected frequencies in cells should ideally be 5 or more). This limitation could affect the reliability of the test result, especially with smaller subgroups (such as 'others' category).

Despite this, the result aligns with earlier descriptive findings that dissatisfaction with tourism infrastructure and post-disaster recovery was widespread across the entire sample, cutting across gender.

**Objective 3: To Analyze the role of promotional campaigns in reviving tourism in Wayanad**

**Table 5.9: Impact of Promotional Campaigns**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 1 | 1.0 |
| Neutral | 6 | 6.0 |
| Disagree | 25 | 25.0 |
| Strongly Disagree | 67 | 67.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

Table 5.9 reveals tourist perceptions about the effectiveness of promotional campaigns in encouraging visits to Wayanad post-landslide. The results are quite stark: a combined 92% of respondents (67% strongly disagreed and 25% disagreed) rejected the idea that promotional campaigns had any significant positive impact.

Only 2% of respondents offered any form of agreement (strongly agree or agree), while 6% remained neutral, possibly due to a lack of awareness or exposure to such campaigns.

These numbers strongly suggest that the promotional strategies employed by tourism authorities or stakeholders either did not reach the target audience or failed to deliver a convincing message. This could be due to multiple factors, such as:

- Lack of visibility or poor media placement of the campaigns.
- Mismatched messaging that failed to address real tourist concerns (e.g., safety, recovery updates).
- A failure to differentiate Wayanad from other safer or more recovered destinations.
- Absence of influencer marketing, testimonials, or real recovery stories.

In post-disaster tourism recovery, effective communication is critical. Promotional campaigns need to do more than just attract attention they must rebuild trust, offer reassurances, and showcase visible improvements.

This result shows a missed opportunity in Wayanad's revival strategy. Campaigns should have focused on:

- Highlighting restored infrastructure and safety initiatives.
- Engaging tourists emotionally by showcasing the resilience of local communities.
- Offering compelling reasons to revisit, such as special experiences, heritage, or nature-based healing journeys.

The findings call for a complete revamp of promotional content and approach. Authorities and marketers should consider using:

- Authentic storytelling
- Social media influencers and travel bloggers

- Before-and-after visuals
- Real-time updates on recovery efforts

Unless promotional efforts are reimagined with the tourist's post-disaster mindset in focus, Wayanad may continue to struggle in attracting visitors back.

**Table 5.10: Discount Offers to Encourage Visits**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 3 | 3.0 |
| Neutral | 5 | 5.0 |
| Disagree | 44 | 44.0 |
| Strongly Disagree | 47 | 47.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The data in Table 5.10 reveals a strong negative perception towards the effectiveness of discount offers in encouraging future visits. A very small percentage of respondents, only 1%, strongly agreed that discount offers are effective, while 3% agreed. This shows that only a marginal group of individuals view discounts as a motivating factor for revisiting. In contrast, the majority of responses lean towards skepticism about the effectiveness of these offers. Specifically, 44% of respondents disagreed, and 47% strongly disagreed with the idea that discount offers encourage future visits, making up a total of 91% of the sample who do not find discounts to be influential in this regard.

This overwhelming percentage indicates that most respondents feel that discount offers do not significantly impact their decision to revisit or make repeat purchases. The minimal positive responses suggest that discount strategies may not be an effective tool for encouraging customer loyalty or repeat business. The high proportion of negative responses highlights the need for businesses to reconsider their approach and explore other incentives or strategies that could be more successful in driving future visits or customer retention. The findings suggest that customers may be looking for more than just financial incentives, and factors like quality, service, and customer experience might play a larger role in their decision-making process.

**Table 5.11: Willingness to Recommend Wayanad Post- Landslide**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 2 | 2.0 |
| Agree | 1 | 1.0 |
| Neutral | 5 | 5.0 |
| Disagree | 32 | 32.0 |
| Strongly Disagree | 60 | 60.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The data in Table 5.11 reveals a clear reluctance among respondents to recommend Wayanad after the landslide incident. Only a very small percentage of respondents, 2%, strongly agreed and 1% agreed that they would recommend Wayanad, indicating a very limited positive perception. A larger portion, 5%, remained neutral, showing some indecision or uncertainty on the matter. However, the

overwhelming majority, 32% disagreed and 60% strongly disagreed, highlighting a significant dissatisfaction with the destination post-landslide.

This shows that more than 90% of respondents (32% disagree + 60% strongly disagree) are unwilling to recommend Wayanad, reflecting a deep sense of dissatisfaction. The high percentage of negative responses suggests that the landslide has significantly impacted the perception of Wayanad, possibly due to concerns about safety, infrastructure, or other factors that affect the experience of visiting the area. The data indicates a clear need for significant improvements in the region to restore its reputation and to make visitors feel confident and comfortable in recommending it to others.

**Objective 4: To explore strategies for improving infrastructure resilience and enhancing tourist safety**

**Table 5.12: Infrastructure Improvement is Crucial**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 1 | 1.0 |
| Agree | 1 | 1.0 |
| Neutral | 6 | 6.0 |
| Disagree | 41 | 41.0 |
| Strongly Disagree | 51 | 51.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The data in Table 5.12 indicates a strong sentiment against the need for infrastructure improvement, with 92% of respondents either disagreeing or strongly disagreeing that infrastructure improvement is crucial. Only 1% of respondents strongly agreed, and another 1% agreed, suggesting that a very small number of individuals believe infrastructure improvements are a pressing concern. A moderate 6% of respondents were neutral, neither agreeing nor disagreeing with the statement.

The majority response, with 41% disagreeing and 51% strongly disagreeing, reveals that most participants do not see infrastructure improvement as an immediate or necessary priority. This overwhelming 92% response reflects a lack of urgency or perhaps a belief that the existing infrastructure is adequate, or that other issues might be more pressing in their view. These results suggest that, contrary to expectations, there may be a perception that infrastructure improvements are not a top concern for the respondents, indicating a need for further investigation into the factors influencing their views on infrastructure development.

**Table 5.13: Encountered Challenges (e.g., Poor Roads, Limited Accommodations)**

| Response | Frequency | Percent |
|---|---|---|
| Strongly Agree | 3 | 3.0 |
| Agree | 2 | 2.0 |
| Neutral | 10 | 10.0 |
| Disagree | 34 | 34.0 |
| Strongly Disagree | 51 | 51.0 |
| **Total** | **100** | **100.0** |

Source: Primary Data

**Interpretation**

The data in Table 5.13 highlights the challenges encountered by respondents, such as poor roads and limited accommodations. Only a small percentage of respondents, 3%, strongly agreed, and 2% agreed that they encountered such challenges, indicating that a few individuals experienced or acknowledged these issues. Additionally, 10% of respondents were neutral, neither agreeing nor disagreeing with the statement, which suggests some level of uncertainty or indifference towards these challenges.

However, the majority of respondents, 34% disagreed and 51% strongly disagreed, indicating that they did not encounter significant challenges like poor roads or limited accommodations during their experience. Despite the positive responses, the 85% of respondents (34% disagree + 51% strongly disagree) who did not acknowledge such challenges still leave room for considering other factors that may have influenced their perceptions. This implies that while a considerable portion of respondents did not face such issues, there are others who might have experienced these challenges, suggesting that infrastructure-related concerns may be an issue for specific individuals or in certain areas.

**Chi – Square Analysis (Occupation * Accommodation Quality)**
**TABLE 5.14**

| Chi-Square Tests | | | |
|---|---|---|---|
| | Value | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square | 16.626[a] | 12 | .164 |
| Likelihood Ratio | 19.517 | 12 | .077 |
| Linear-by-Linear Association | 4.519 | 1 | .034 |
| N of Valid Cases | 100 | | |
| a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .02. | | | |

Source: Primary Data

**Interpretation**

The Chi-Square test results in Table 5.14 show the relationship between occupation and accommodation quality. The Pearson Chi-Square value is 16.626 with 12 degrees of freedom and a p-value of 0.164. Since this p-value is greater than the commonly accepted significance level of 0.05, it indicates that there is no statistically significant association between occupation and accommodation satisfaction.

Additionally, the Likelihood Ratio test also yields a p-value of 0.077, which is still greater than 0.05, further supporting the conclusion that occupation does not significantly affect accommodation satisfaction. The Linear-by-Linear Association value of 4.519, with a p-value of 0.034, suggests a slight association between occupation and accommodation satisfaction, but since the test is based on a one-degree of freedom model, it does not indicate a broad significant relationship across the entire dataset.

It is also important to note that 14 cells (70%) of the table have an expected count of less than 5, which can affect the validity of the Chi-Square test. This could suggest that the data may not be ideal for this test and may require further analysis or adjustments. Despite this, based on the p-values, the primary conclusion is that there is no significant relationship between occupation and satisfaction with accommodation.

## 6. Findings

The data analysis revealed several critical insights into the post-landslide recovery of tourism in Wayanad:

1. **Tourist Dissatisfaction with Infrastructure**: A significant majority of tourists expressed dissatisfaction with road conditions, accessibility, and the overall quality of tourism infrastructure post-landslide. This dissatisfaction directly impacted their experience and perception of the destination.

2. **Accommodation and Tourism Facilities**: More than 90% of respondents indicated that the available tourism facilities and accommodation options did not meet their expectations. This suggests a need for substantial upgrades to existing infrastructure to meet tourist demands.

3. **Lack of Awareness of Safety Guidelines**: A large portion of tourists reported not being informed about the safety guidelines. Additionally, many observed minimal recovery efforts, which contributed to their overall negative experience.

4. **Ineffective Promotional Campaigns**: Despite efforts to promote the region, tourists perceived the promotional campaigns as largely ineffective in drawing visitors back to Wayanad. The lack of personalized and recovery-focused messaging appeared to undermine these campaigns' success.

5. **Reluctance to Recommend**: Many tourists expressed hesitation in recommending Wayanad as a destination to others, highlighting a clear disconnect between the efforts made to revive tourism and the actual experiences of the visitors.

6. **Chi-Square Analysis**: The chi-square analysis revealed no significant association between gender and overall satisfaction, nor between occupation and accommodation quality. This suggests that these demographic factors did not heavily influence the respondents' perceptions of the tourism recovery.

7. **Urgency for Infrastructure Improvement**: A large proportion of respondents emphasized the need for urgent infrastructure enhancement to rebuild trust and ensure tourist safety, suggesting that effective recovery depends heavily on the region's ability to restore its tourism infrastructure.

## 7. Suggestions

Based on the findings, several actionable recommendations can be made to support the recovery of tourism in Wayanad:

1. **Infrastructure Enhancement:** Immediate action should be taken to restore roads, improve signage, and repair public utilities in tourist areas. Investment in these areas will be critical in ensuring the basic accessibility and comfort for tourists, thus enhancing their overall experience.

2. **Effective Safety Communication:** Establish clear and reliable channels for disseminating safety guidelines. This could include digital boards at key locations, printed leaflets in local languages, and the presence of trained personnel to guide tourists. Enhancing awareness will directly contribute to tourists feeling secure and informed.

3. **Strategic Promotion:** Promotional campaigns should shift from general advertising to recovery-focused promotions. Highlight rebuilt destinations, infrastructure improvements, and share positive testimonials from tourists who have visited since the disaster. This strategy could rebuild confidence in the destination and portray Wayanad as resilient and committed to safety.

4. **Incentive Programs:** Partnering with local businesses to create attractive offers (e.g., discounts, special packages) will make Wayanad more appealing. Such incentives should be well-communicated and provide real value to tourists.

5. **Public-Private Partnerships:** Encourage public-private collaborations to facilitate the development and maintenance of essential infrastructure, including accommodation facilities and transport systems. Joint efforts will help in the sustainable recovery of the tourism sector.

6. **Disaster Resilience Planning:** Tourism-specific disaster management strategies should be developed in collaboration with local authorities, businesses, and the community. This would ensure that future risks are mitigated, and a rapid response system is in place for any potential disasters.

7. **Feedback Mechanism:** Implement a robust feedback system to gather real-time insights from tourists. This system should be easy to use, allowing tourists to share their experiences and suggestions for improvement. Real-time feedback can inform ongoing recovery efforts and contribute to continuous improvement.

## 8. Conclusion

The study's findings underscore the importance of infrastructure restoration, clear safety communication, and strategic promotional campaigns in revitalizing Wayanad's tourism sector post-landslide. By addressing these challenges through targeted and well-coordinated interventions, Wayanad can restore its position as a premier tourism destination. The commitment to rebuilding tourist confidence will also ensure the long-term sustainability of tourism in the region. Effective policy implementation, strategic planning, and community involvement will be key to mitigating future risks and fostering the resilience of the tourism industry in Wayanad.

## 9. Future Scope for Research

The findings of this study offer several avenues for future research:

1. **Long-Term Impact of Infrastructure Improvements**: Future studies could examine how improvements in infrastructure affect tourism in the long run, especially in terms of tourist satisfaction and visitation rates.

2. **Role of Technology in Disaster Management**: Research could explore the potential of technology, such as smart tourism apps and real-time disaster response systems, in enhancing disaster management and tourism recovery efforts.

3. **Effectiveness of Marketing Strategies**: Studies could compare the effectiveness of different marketing strategies in the recovery process. This could include an analysis of recovery-focused campaigns versus traditional marketing, to determine which approaches yield the best results in disaster recovery.

4. **Socio-Economic Impact on Local Communities**: Further research could investigate the socio-economic effects of landslides on local communities. Specifically, studies could focus on how disaster recovery efforts impact employment, income, and the livelihoods of local populations.

5. **Public-Private Partnerships**: Future research could also explore the role of public-private partnerships in facilitating tourism recovery. A comparative study with other disaster-affected destinations could provide valuable insights into best practices for sustainable tourism recovery

## 10. References

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