

Perceptions Of Kasaragodu In The Minds Of Bangaloreans: A Study

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Abstract:

This study explores the many perspectives that people who live in Bangalore, a busy city in the nearby state of Karnataka, have of Kasaragodu, a tranquil coastal district in the southern state of Kerala, India. Due to its historical significance, cultural richness, and natural beauty, Kasaragodu is frequently regarded as an exquisite travel destination. With a focus on historical ties, tourism, cultural interactions, and physical proximity, this study aims to investigate Bangaloreans' perceptions of Kasaragodu. The study makes use of surveys and interviews to gain a thorough understanding of Bangaloreans' attitudes and reasons for visiting Kasaragodu.

Keywords: Kasaragodu, Bangaloreans, Perceptions, Cultural Diversity, Tourism, Historical Connections.

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I. Introduction:

The charming seaside town of *Kasaragodu* is located in the southernmost region of the Indian state of Kerala and occupies a distinctive place in the country's geological and cultural landscape. This town is well-known for its closeness to the state of Karnataka, stunning natural surroundings, and rich cultural history. *Kasaragodu* has captivated the attention of many with its verdant surroundings, calm beaches, and fusion of cultures and customs. This village has grown in popularity recently as a getaway spot for those looking for a tranquil escape. Nonetheless, opinions of *Kasaragodu* among *Bangaloreans* may differ greatly despite its distinctive features.

The surrounding states have a strong influence on the district, which has a diverse population. Languages such as Tulu, Kannada, Urdu, Konkani, etc. have influenced the Malayalam spoken region. Both historically significant and endowed with enchanting beauty is *Kasaragod*. Bangalore, the capital city of Karnataka, is a thriving, international metropolis renowned for its varied landscape, fast-paced way of life, and information technology centres. It is interesting from an academic perspective to know how *Bangaloreans* view *Kasaragodu*, especially in light of tourism, urban-rural relations, and the larger discussion of place perception.

Many factors, such as cultural background, personal experiences, and media and information exposure, can shape people's opinions of distinct physical regions. This study intends to explore the complex field of place perception by concentrating on Bangalore, a booming metropolis in southern India, people's perceptions of *Kasaragodu*.

II. Literature Review

Lush, verdant region of the midlands, the Western Ghats highlands, with its own customs and religious practices. *Kasargod* is well known for its custom of intercultural and interlingua communication (Kasargod, 2023)

"Travel escapism that invites you to increase your feelings of self-esteem and self-confidence...tends to ground you in the present and requires you to deal with virtually everything that is normally mindless back home," says psychologist Dr. Michael Brein, who specializes in travel. (Lapelosova, K., 2020)

The study clearly shows that the greatest way for those who live in cities to recharge and renew their energy is to spend more weekends away from the bustle. This trend is expected to grow in the coming days as travellers have access to more destinations and better experiences (ET Spotlight, 2019)

At the bottom of the list of visitor arrivals is *Kasaragod*. In 2022, *Kasaragod* saw the fewest number of visitors in both categories—458 foreign visitors and 2.9 lakh local visitors (Onmanorama Staff, 2023)

The objectives of this research paper are as follows

1. Assess the extent to which *Bangaloreans* are aware of the existence and geographic location of *Kasaragodu*.
2. Identify key factors that shape *Bangaloreans'* perceptions of *Kasaragodu*, such as media, personal experiences, social interactions, and education.
3. Understand the emotional and experiential dimensions of how *Bangaloreans* feel about *Kasaragodu*, including any personal experiences or connections they may have.

III. Methodology:

A mixed-methods approach is used in this study to investigate *Bangaloreans'* perceptions of *Kasaragodu*. Twenty Bangalore-based individuals who frequently enjoy weekend travel was interviewed for the study. Similarly, a sample of fifty college students, both undergraduate and graduate, was take part in surveys. Semi-structured interviews allow for comprehensive investigation, whereas structured questionnaires utilized in surveys to collect numerical data. Present study attempts to find constant themes and patterns in participants' opinions of *Kasaragodu* through systematic data collection and analysis, offering an extensive overview of the topic. The validity and depth of the research findings are improved when qualitative and quantitative methods are combined.

The scope of the Study:

This research paper aims to explore Bangalore residents' attitudes and perceptions about *Kasaragodu*, a nearby region. In order to better understand inter-regional dynamics, this study attempts to ascertain how *Bangaloreans* view *Kasaragodu* in terms of culture, tourism, and socioeconomic factors.

Data analysis:

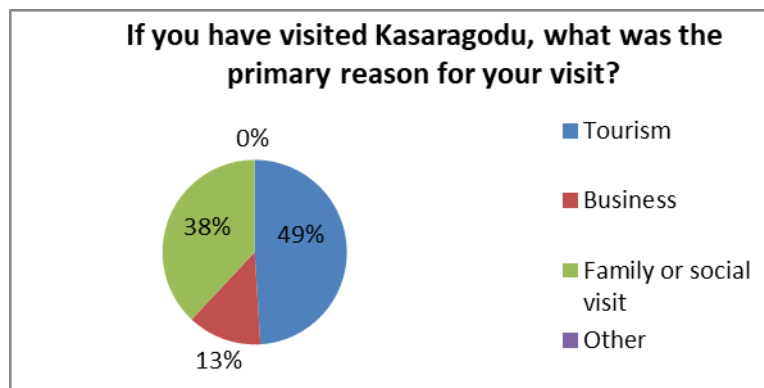
Most of the respondents were male (69.2%), and 30.8% were female.

Most of the respondents' education qualification was post-graduation 74%, graduation 12%, and 14% of Ph.D. scholars.

Most of the respondent were been residing in Bangalore more than 10 years(77%), 6-10years(14%), 1-5 years(7%) and less than 1 years were 2%

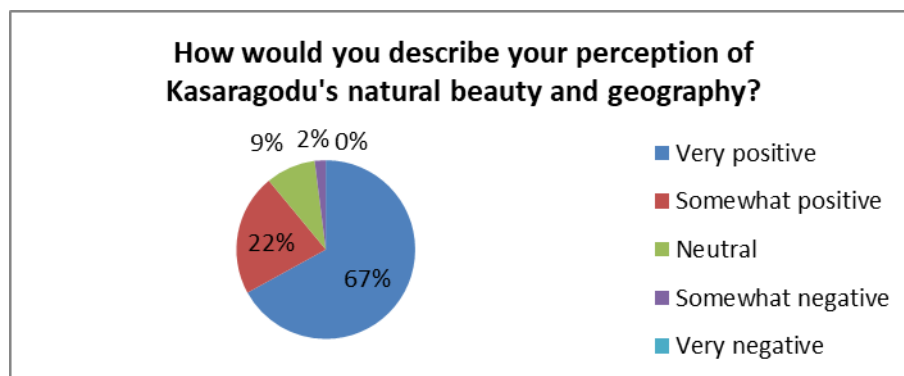
All the respondent were heard of *Kasaragodu* before taking this survey 100%

Most of the respondent were been visited *Kasaragodu* 52%, and 48% not visited

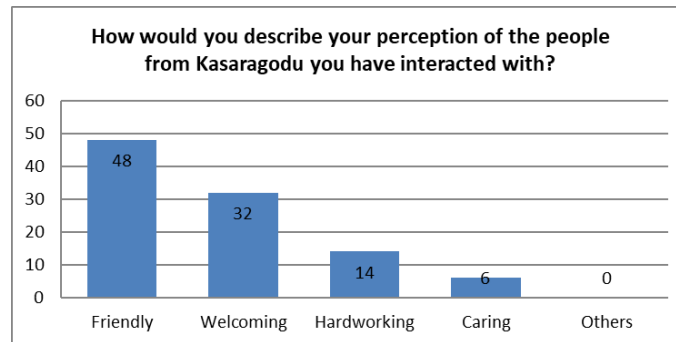


Most of the respondent were have visited *Kasaragodu*, the primary reason for your visit Tourism(49%), family and social visit (38%), (13%) and others nil.

Most of the respondent were have describe that *Kasaragodu's* natural beauty and geography



Most of the respondent were have describe that *Kasaragodu's* natural beauty and geography is Very positive 67%, Somewhat positive 22%, Neutral 9%, Somewhat negative 2%, and Very negative nil



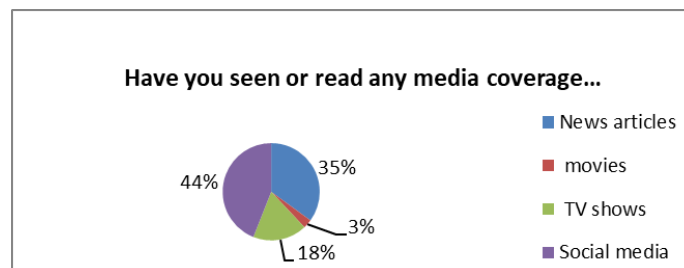
Most of the respondent were have describe perception of the people from *Kasaragodu* 48% Friendly, 32% were Welcoming, 14% were Hardworking, 6% were Caring and other nil.

Most of the respondent 93% were perceive that *Kasaragodu* as a potential tourist destination, 3% say no, and 4% not sure.

Most of the respondent were think geographical features of *Kasaragodu* is Mountainous 29%, Coastal 27%, 22% Plains, Forested 20%,and other 2%

Most of the respondents were perceive the cultural diversity of *Kasaragodu* compared to Bangalore is more diverse 83%, equally diverse 12%, and Less diverse 5%.

Most of the respondent were think about the economic development of *Kasaragodu* compared to Bangalore is less developed 96%, Equally developed 4 %,and more developed nil.



Most of the respondents were seen or read coverage about *Kasaragodu* in Social media 44%, news Articles were 35%, 18% in TV shows, and 3% were seen in movies

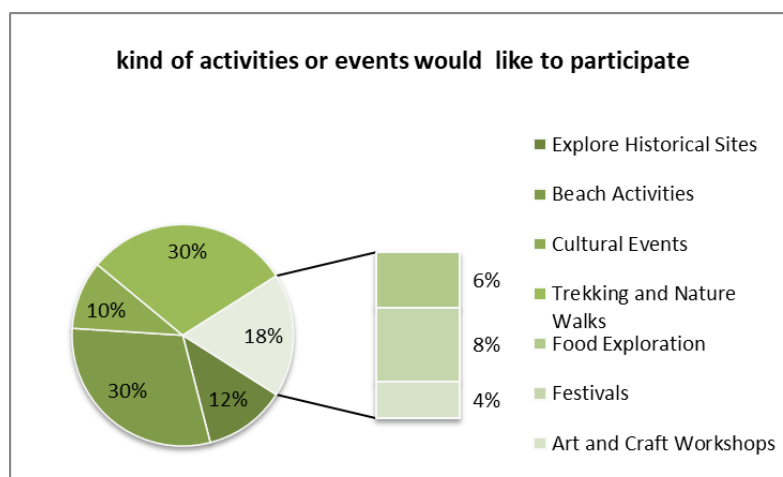
All the respondents were think *Bangaloreans* should explore *Kasaragodu* more as a tourist destination 100%.

Most of the respondents were think *Kasaragodu* is actively involved in environmental conservation efforts 94% and few say no 6%.

Most of the respondent were perceive the infrastructure (roads, electricity, water supply, etc.) in *Kasaragodu* compared to Bangalore is similar 47%, similar 39% and 14% were said worse.

All the respondent were interested in participating in cultural exchange programs with *Kasaragodu* 100%

Most of the respondent were visited place in *Kasaragodu* is *Bekal Fort* 68% , *Madhur Temple* 22% , *Ananthapura lake Temp* 8%,and other were 2%.



Most of the respondents were interested in participating cultural exchange programs with *Kasaragodu*. Activities like Trekking and Nature Walks 30% and Beach Activities also 30%, Explore Historical Sites 12%, Cultural Events 10%, Festivals 8%, Food Exploration 6%, and Art and Craft Workshops 4%.

Interview

Can you share a personal experience or connection you have with Kasaragodu, and how it has influenced your emotional connection to the place?

Memories are woven together by the quiet beaches, lush landscapes, and kind people of this place. The tasty food and lively culture create a strong emotional connection by bringing back memories. Every moment spent in *Kasaragodu* is filled with a strong sense of belonging, whether you're traveling through its charming streets or indulging in the local cuisine. This bond encompasses the community's warm welcome and rich history in addition to its outward beauty. *Kasaragodu* is a haven of feelings and common experiences rather than just a place to travel.

In your opinion, how do the cultural and experiential aspects of Kasaragodu differ from other Bangalore

Different from Bangalore, *Kasaragodu* offers a lively temple culture, a variety of folk traditions, and a unique cultural tapestry rooted in its coastal Karnataka setting. In terms of experiences, the calm backwaters, customary *Yakshagana* dances, and the unique *Malnad* food offer a respite from Bangalore's bustling city life. While Bangalore is a thriving centre for technology, *Kasaragodu* exhibits a more laid-back way of life that promotes a strong bond with the local community and environment. These disparate cultural and experiential components add to *Kasaragodu's* allure and distinguish it from Bangalore's metropolitan atmosphere.

Are there any specific memories or events in Kasaragodu that hold sentimental value for you or have significantly impacted your emotions towards the region?

Every year, *Kasaragodu* hosts the *Theyyam festival*, which is a significant cultural occasion that both locals and tourists find very moving. There's a strong sense of community and tradition created by the colourful rituals, elaborate costumes, and energetic performances. The historic *Bekal Fort's* restoration has grown to be a source of pride and a source of shared nostalgia for the area's rich past. These occasions weave together the strands of pride, identity, and tradition to create an emotional tapestry that forges a deep and enduring bond between the people of *Kasaragodu*.

How do you think the people of Bangalore perceive Kasaragodu, and what role do personal connections or experiences play in shaping their feelings towards this place?

People in Bangalore have differing opinions about *Kasaragodu*, which are influenced by their experiences and personal relationships. Some people enjoy its natural beauty and rich cultural diversity, seeing it as a peaceful retreat. Those who are close to their family may experience a deep connection, connecting it to history and nostalgia. Opinions are influenced by a variety of experiences, though; some point out difficulties such as infrastructure problems. All things considered, individual experiences—whether favourable or unfavourable—play a major role in shaping Bangaloreans' complex and subjective opinions about *Kasaragodu*.

Can you describe any rituals, traditions, or cultural elements from Kasaragodu that you find particularly resonant or emotional, and how have they contributed to your overall perception of the region?

The yearly "*Tulunadu Siri*" celebration in *Kasaragodu* has a strong cultural connection. Bright processions, traditional dances, and ceremonies honouring the land are all part of this harvest celebration. The community's shared appreciation for the abundance of nature is the source of the emotional bond. Locals are united by this tradition, which instils a sense of shared identity. The region's rich cultural tapestry is showcased through the energetic colours, rhythmic dances, and symbolic acts that add to its allure. In addition to protecting legacy, the *Tulunadu Siri* enhances *Kasaragodu's* reputation by drawing tourists who come to see and value the area's distinct cultural vibrancy. and also *Anandasram, The Jain Temple, Ananthapura Lake Temple, Bela Church, Malik Dinar, Madhur Temple, Swami Nithyananda Ashram & Caves Kanhangad* was most view places

IV. Conclusion:

This study reveals an intricate portrait of how *Bangaloreans* view *Kasaragodu*, presenting a varied picture woven from social interactions, first-hand experiences, and media exposure. A bright future for *Kasaragodu* as a tourist destination is suggested by the positive attitude toward the area, which is demonstrated by the appreciation for its natural beauty and cultural diversity. There are differences in wealth and infrastructure, but everyone recognizes *Kasaragodu's* proactive role in environmental preservation. The depth of these perceptions is highlighted by the emotional bonds that are formed through customs, holidays, and cultural components. This research not only advances our understanding of urban-rural dynamics but also highlights the

possibility of promoting increased cultural exchange and mutual understanding between Bangalore and *Kasaragodu*. This research establishes the foundation for developing significant connections that cut across geographic boundaries and honour the diversity that defines Southern India as we negotiate the subtleties of these entwined viewpoints.

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