

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*

1. 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 proximity to Karnataka, its stunning natural surroundings, and its rich cultural history. *Kasaragodu* has captivated many with its verdant surroundings, calm beaches, and fusion of cultures and customs. This village has grown in popularity recently as a getaway for those seeking a tranquil escape. Nonetheless, opinions of *Kasaragodu* among *Bangaloreans* may differ significantly 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, and Konkani have influenced Malayalam in the region. Historically significant and endowed with enchanting beauty, *Kasaragodu* is. 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 understand how *Bangaloreans* view *Kasaragodu*, especially in light of tourism, urban-rural relations, and the broader discussion of place perception.

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

2. Literature Review

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

Travel escapism has been described as a process that enhances feelings of self-esteem and self-confidence, grounding individuals in the present and compelling them to engage with aspects of life often overlooked in daily routines (Lapelosova, 2020; as cited by psychologist Dr Michael

Brein, a specialist in travel psychology).

The findings suggest that spending weekends away from urban environments is regarded as the most effective way for city residents to recharge and renew their energy. This tendency has been reported to increase with the growing accessibility of diverse destinations and enhanced travel experiences (ET Spotlight, 2019).

It has been reported that Kasaragodu recorded the lowest number of visitor arrivals, with only 458 foreign visitors and 2.9 lakh domestic visitors in 2022, placing it at the bottom of the list in both categories (Onmanorama Staff, 2023).

The objectives

- 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.

3. Methodology

A mixed-methods approach is used in this study to investigate *Bangaloreans'* perceptions of *Kasaragodu*. Twenty individuals based in Bangalore who frequently enjoy the weekend were interviewed for the study (Bangalore Motorcycle club, Bangalore Bikers club). Similarly, 50 college students from the Bangalore university and Jain university participate in surveys. Graduation, Post-graduation and Ph.D., Semi-structured interviews allow for a comprehensive investigation, whereas structured questionnaires be utilised in surveys to collect numerical data. This study seeks to identify recurring 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 the attitudes and perceptions of Bangalore residents toward

Kasaragodu, a nearby region. To better understand inter-regional dynamics, this study examines how *Bangaloreans* view *Kasaragodu* across culture, tourism, and socioeconomic factors.

4. Data analysis

A significant number of respondents were male (69.2%), and 30.8% were female.

Most of the respondents' educational qualifications were postgraduate (74%), followed by graduation (12%) and PhD (14%).

A greater part of the sample had been residing in Bangalore for more than 10 years (77%), 6-10 years (14%), 1-5 years (7%) and less than 1 year (2%).



Figure 1

Most of the respondents have visited *Kasaragodu*; the primary reasons for their visit were Tourism (49%), family and social visits (38%), and others (13%).

The larger section of the sample population have described *Kasaragodu's* natural beauty and geography.

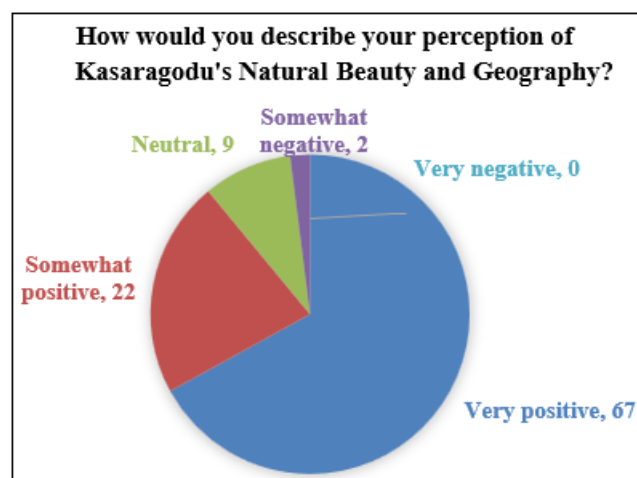


Figure 2

Most respondents described *Kasaragodu's* natural beauty and geography as Very positive (67%), Somewhat positive (22%), Neutral (9%), and Somewhat negative (2%).

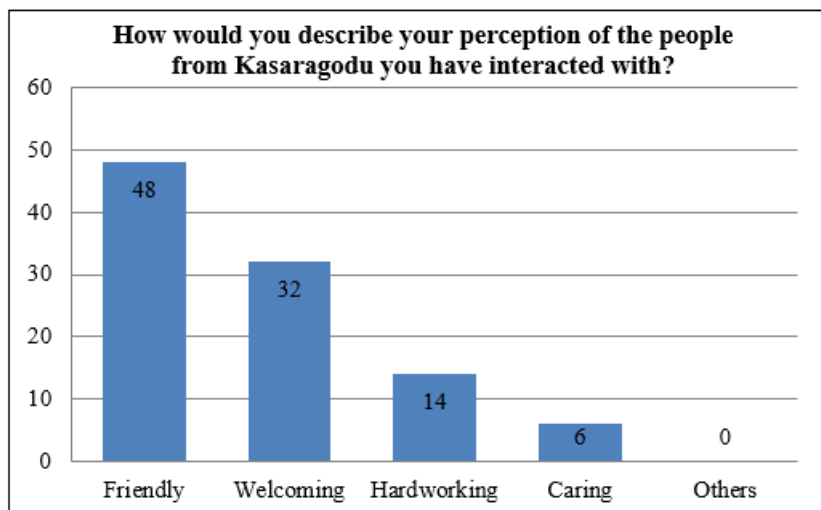


Figure 3

A significant number of respondents described the people of *Kasaragodu* as: 48% Friendly, 32% Welcoming, 14% Hardworking, 6% Caring, and the rest as nil.

Most respondents (93%) perceived *Kasaragodu* as a potential tourist destination; 3% said no, and 4% were not sure.

Most of the respondents thought that the geographical features of *Kasaragodu* are Mountainous 29%, Coastal 27%, 22% Plains, Forested 20%.

Most respondents perceived the cultural diversity of

Kasaragodu as more diverse (83%), equally diverse (12%), or less diverse (5%).

Most respondents think the economic development of *Kasaragodu* is less developed (96%), equally developed (4%), or more developed (0%).

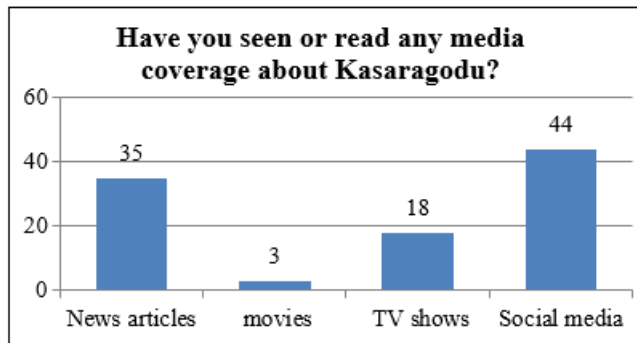


Figure 4

Most of the respondents had seen or read coverage of *Kasaragodu* on Social media (44%), in news articles (35%), in TV shows (18%), and in movies (3%).

100% of the respondents thought *Bangaloreans* should explore *Kasaragodu* more as a tourist destination.

A significant number of respondents (94%) think *Kasaragodu* is actively involved in environmental conservation efforts, while a few (6%) say it is not.

Most respondents (47%) perceived the infrastructure (roads, electricity, water supply, etc.) in *Kasaragodu* to be similar to that in Bangalore; 39% said it was similar, and 14% said it was worse.

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

Most of the respondents visited the following places in *Kasaragodu*: *Bekal Fort* (68%), *Madhur Temple* (22%), *Ananthapura Lake Temp* (8%), and others (2%).

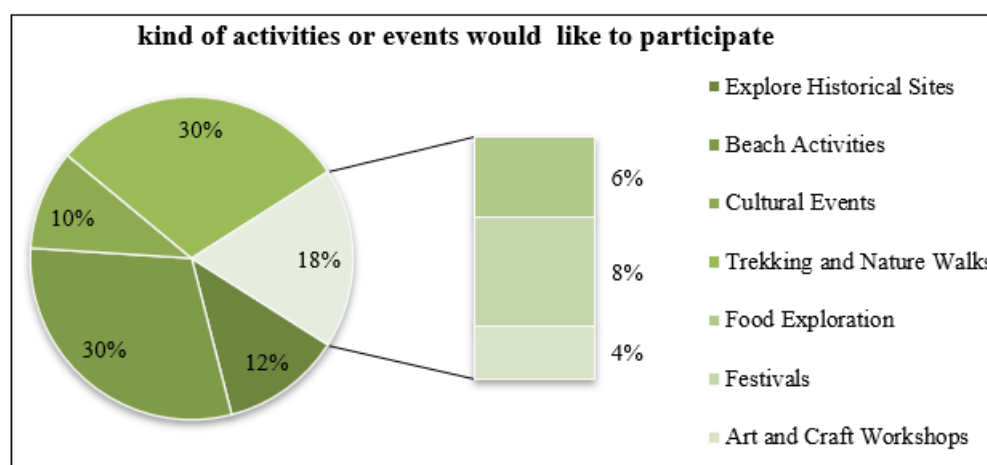


Figure 5

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

Bangalore's bustling city life. While *Bangalore* is a thriving centre of technology, *Kasaragodu* offers a more laid-back way of life that fosters 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.

Interview Analysis:

Motional and Personal Connection to Place

The quiet beaches, lush landscapes, and kind people of this place weave together memories. 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 travelling through its charming streets or indulging in the local cuisine. This bond encompasses the community's warm welcome, rich history, and outward beauty. *Kasaragodu* is a haven of feelings and everyday experiences rather than just a place to travel.

Cultural and Experiential Comparison

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

Emotional and Sentimental Associations

Every year, *Kasaragodu* hosts the Theyyam festival, a significant cultural occasion that both locals and tourists find deeply moving. There is a strong sense of community and tradition created by the colourful rituals, elaborate costumes, and energetic performances. The restoration of the historic *Bekal Fort* has become a source of pride and 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, enduring bond among the people of *Kasaragodu*.

Perception and Social Influence

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 significant role in shaping Bangaloreans' complex, subjective opinions of Kasaragodu.

Cultural Identity and Emotional Resonance

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 nature's abundance 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 one of the most view places.

5. 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, as demonstrated by appreciation for its natural beauty and cultural diversity. There are differences in wealth and infrastructure, but everyone recognises Kasaragodu's proactive role in environmental preservation. The depth of these perceptions is highlighted by the emotional bonds formed through customs, holidays, and cultural practices. This research not only advances our understanding of urban-rural dynamics but also highlights the potential to promote greater 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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