AN EMPIRICAL ANALYSIS ON KERALA TOURISM

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Abstract:

Tourism would tend to go through upswings and also downswings depending on competitive developments within the tourism sector in India and also under the influence of external societal factors. Achieving consistently high growth rates in tourist arrivals in respect of both domestic as well as foreign tourists would therefore not be possible without pitching oneself as a low-cost value-for-money destination. High growth rate in tourism is also often accompanied by considerable adverse socio-cultural impact on the host society. That tourism brings in high returns with low investments is true only in situations where excellent roads, beautifully landscaped urban environs, reliable power & water supply, sanitation and solid waste disposal systems, etc., are already in place on the strength of the general economy because tourism does not have any product but only to disclose the authenticity of nature. This emphasizes the need for a clear and objective analysis of tourism benefits without overlooking any costs. In this paper we centralise the nature and consecutive developments in Kerala tourism. Foreign tourists arrival and also pictorial representation of tourism products of Kerala. We have collected secondary data from Kerala tourism website for a period of 1986 to 2009 and a non-parametric **MANN-WHITNEY U test** have been used to assess whether the influx of tourists come from same population.

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INTRODUCTION: Tourism means a person leaves home for a span of time for leisure, business, job and any purpose. Tourism is defined as,

1. The occupation of providing information, accommodations, transportation, and other services to tourists.2. The promotion of tourist travel, especially for commercial purposes.

According to UNWTO Definition of Tourism:

In order to prevent the disaccords to define *"Tourism",* UNWTO defined it as indicated below;

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes."

Tourism is however, not a single, tangible product. Tourism is the world's largest smokeless industry which generates annual revenue of almost $550 billion1. Tourism has become an important economic activity in all the countries of the world. It creates various direct as well as indirect opportunities in the economic development of a country. This paper attempts to explore the positive impact of tourism including coastal tourism where Kerala is playing an indispensible role throughout the territory of India. Through tourism there is a huge scope to earn foreign currency which creates a short term and long term benefit of the state and for a country as a whole and it is treated as exports. If we can see the exports rate of last eight months we can see that there is a sluggish economic slowdown and constant decreasing trend in the export line.

KEY WORDS: Tourism, Economic Development, Domestic Tourists, International Tourists, Culture & heritage.

What is sustainable tourism?

The concept of sustainable tourism, as developed by the World Tourism Organization (WTO) in the context of the United Nations sustainable development process, refers to tourist activities "leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems"

What is coastal tourism?

Coastal and marine *tourism* includes those recreational activities which involve travel away from one's place of residence which have as their host or focus the marine environment and/or the *coastal* zone." The marine environment is *defined* as those waters that are saline and tide-affected

KERALA AT A GLANCE: Kerala, the strip of lush green land between the Arabian Sea and the Western Ghats is popularly known as the 'Gods own Country'. It has an area of about 38,863sq.km and is inhabited by about 33.39 million people as per Census – 2011. It is located at the South-West tip of India and is on the top among all the Indian States in terms of different human development indicators.

FORIGN TOURISTS ARRIVAL OVER THE YEARS:

- Foreign tourists arrival to Kerala during the year 2014 is 923366. It shows an increase of 7.60% over the previous year's figures of 858143
- Domestic tourists arrival to Kerala during the year 2014 is 11695411. It shows an increase of 7.71 % over the previous year's figures of 10857811
- Foreign exchange earnings for the year 2014 is Rs 6398.93 crores which recorded a increase of 15.07% over the previous year
- Total revenue (including direct and indirect) from Tourism during 2014 is Rs 24885.44 crores, showing an increase of 12.11% over the last year's figure

Objective of the study:

The specific objectives of the survey are as follows:

(i) The growth rate of foreign tourists comes to Kerala every year and also the domicile of domestic tourists

(ii) Survey through the primary questionnaire summary for the purpose of tourists on honeymoon, leisure travel, business travel etc.

(iii) Motivational factors responsible for attracting them to Kerala

(iv) Average length of stay, expenditure pattern, etc

(v) Preferences on mode of transport, food and accommodation, shopping, etc.

(vi) Assessment of infrastructure deficiencies

(vii) Seasonality influences on tourists in Kerala
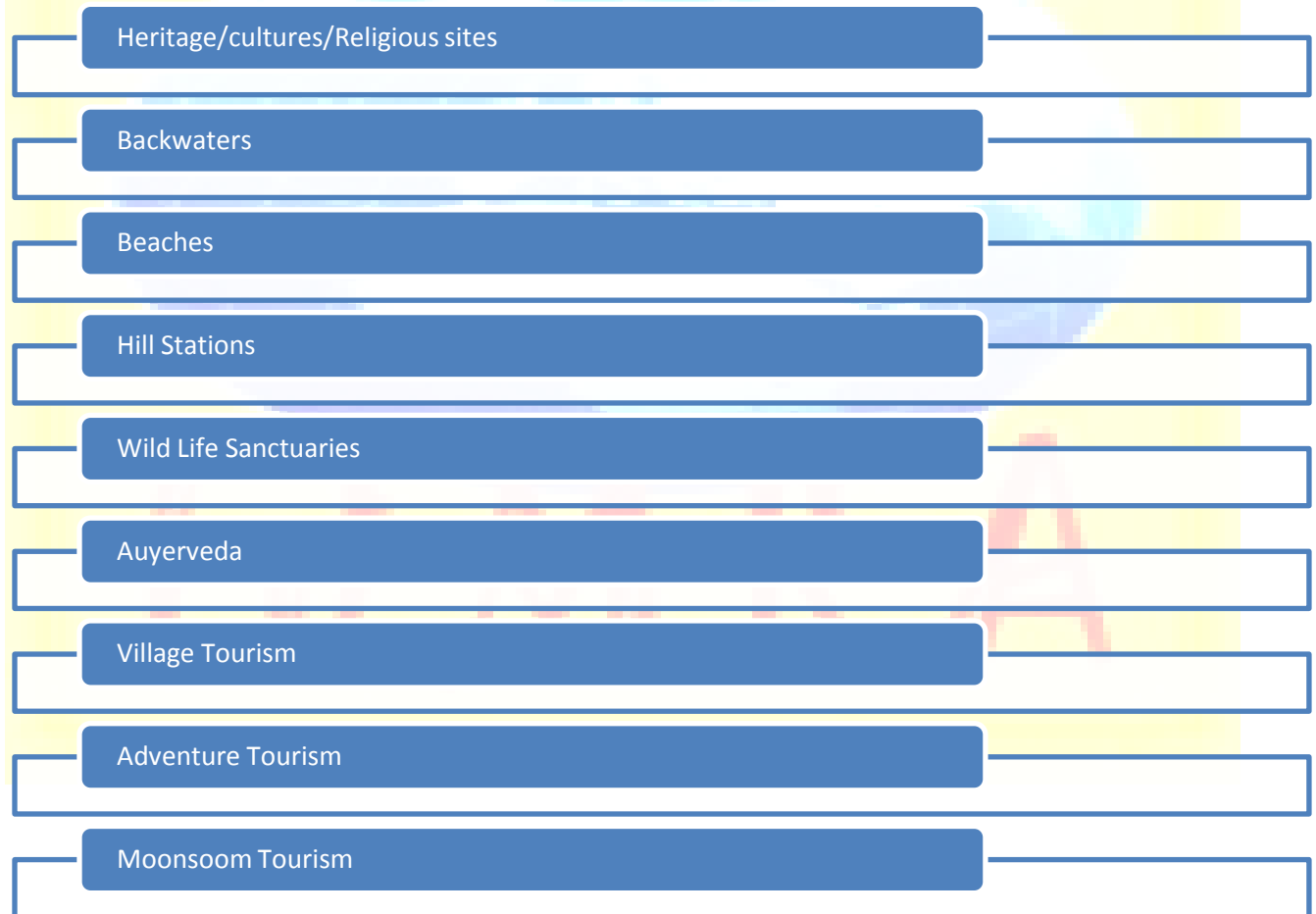
Tourism plans of Kerala in future:

Kerala has made admirable progress in tourism development in recent years. *God's own Country* has become a well recognised tourism brand in all over the country and the State has achieved impressive growth in foreign tourist arrivals in particular.

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The State Tourism has a specific vision 2025 which envisages sustainable development of tourism with focus on backwaters, ayurveda and eco-tourism. Also, a fairly detailed road map has been set out by way of:

• A large Tenth Five Year Plan outlay for tourism (over Rs.900 crores), including Rs.500 crores for general infrastructure such as connecting roads, water supply, solid waste disposal, etc., for tourist centers.

• Formulation and implementation of numerous tourism projects

Tourism products of Kerala:

Kerala's principal tourism products fall into six categories:

- Heritage/cultures/Religious sites
- Backwaters
- Beaches
- Hill Stations
- Wild Life Sanctuaries
- Auyerveda
- Village Tourism
- Adventure Tourism
- Moonsoom Tourism

Product Diversification of Tourism Products of Kerala

Table--1

Name of the Tourism Product	Foreign Tourists	Domestic Tourists
Heritage & culture	40	65
Backwater	20	15
Beaches	25	8
Hill Stations	5	7
Forests & wild Life	10	5
Source: Kerala Tourism Annual Report		

Sabarimala, Thirubantapuram, Periyar Tiger Reserve contributes a more number of tourists every year.

DESCRIPTIVE STATISTICS

Table--2

Name of the Tourism Product	Foreign Tourists	Domestic Tourists
Heritage & culture	40	65
Backwater	20	15
Beaches	25	8
Hill Stations	5	7
Forests & wild Life	10	5
Averages	20	20
Median	20	8
Standard Deviation	13.69306394	25.43619468
COV (Mean centered)%	68.46531969	127.1809734
COV (Median centered)%	68.46531969	317.9524335
Source: Compiled and Computed from above Table--1		

Explanation and Interpretation:

Planning for supporting tourism growth:

Kerala recently launched various supportive planning schemes for the growth of tourism sector. These are enumerated as below:

(1) Having the requisite tourism products in place,

(2) Strengthening the necessary supporting general infrastructure

(3) Concentrated marketing to the appropriate target segments

Literature Review:

(1) Coastal Tourism Kerala: Its impact on Economy and Environment: K.Rajesh, December'2009: Development of tourism was given the high priority in Kerala anticipating its contribution to the economic development of the state, particularly to domestic employment, earnings, foreign exchange, and its contribution to accelerated economic

growth. An overview of the limited studies on Kerala revealed that the major efforts were to study the demographic profile of tourists, eco-tourism development, infrastructure for tourism including accommodation (hotels), economic impacts of tourism, etc. and no effort was found to be made to study the economic and environmental impacts of coastal tourism in Kerala or its sustainability.

(2**) Wall and Towner (1991):** It examined the contribution of history to the understanding of tourism with special account of ancient and medieval world; the Grand Tour era, Spas and seaside resorts.

(3) Cooper and Ozdil (1992): Discussed Turkey's place within the mass versus 'responsible' tourism debate.

(4) Lego and Shaw (1992): Empirically evaluated the convergent validity in tourism research.

(5) Smeral and Witt (1992): Analysed the impact of unification of Germany and the general move towards free market-type economies in Eastern Europe and claimed that it would create adverse effect on the interactional tourism demand.

Methodology and Research Design:

(a) Time period of the study: To evaluate the scope of coastal and sustainable tourism of Kerala a very short period of time extending four years from 1996 to 2009 have been selected and relevant secondary data were collected from different sources like annual reports of Kerala

Tourism and Incredible India and different international as well as national literature review regarding this issue.

(b) Methods: The study is both explanatory in nature. Mainly by evaluating secondary data we use various descriptive statistics and Maan-Whitney U test.

(d) Sample Selection: We collect sample for data different years performance of tourism from publicly available data disclosed by Ministry of Tourism and other respective links. Hence, there is justification of selecting the source for economic development.

(e) A Rank Sum Test: The MANN-WHITNEY U TEST:

The sign test for comparing two population distributions ignores the actual magnitude of the period observations and thereby discards information that would be important in detecting a departure from null hypothesis. Here we consider two population namely domestic tourists and foreign tourists come to Kerala for a period of time. A statistical test that particularly a kind of observations was proposed by Maan and Whiteney. With this test we can test the null hypothesis $\mu_1=\mu_2$ without assuming whether the population sampled have roughly the shape of the normal distribution. If the sample size is n1 and n2 the sum of R1 and R2 is simply the sum of first n_1+n_2 positive integers, which is known to be:

$$\frac{(n_1 + n_2)(n_1 + n_2 + 1)}{2}$$

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(f) Analysis and interpretation:

$U= n_1 + n_2 + \frac{n_1(n_1+n_2)}{2} - R_1$

= (24)(24)+24(24+1)/2-308

=576+300-308

=568

Since in the given problem n_1 and n_2 both are greater than 8, so the sampling distribution of U approximately closely with normal curve. Keeping this view, we work out the mean and standard

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deviation taking the null hypothesis that the two samples come from identical populations as under:

$$\mu_u = \frac{(n_1 \times n_2)}{2}$$

$$= \frac{(24 \times 24)}{2}$$

$$= 288$$

$$\delta_U = \sqrt{\frac{n_1 n_2 (n_1 + n_2 + 1)}{12}}$$

$$= \sqrt{\frac{24 \times 24(24 + 24 + 1)}{12}}$$

$$= 48.50$$

As the alternative hypothesis is that the means of that the means of the two populations are not equal, a two tailed test is appropriate. Accordingly the limits of acceptance region, keeping in view 10% level of significance as given, can be worked out as under:

As the z value for 0.45 of the area under the normal curve is 1.64, we have the following limits of acceptance region:

Upper Limit=μu+1.64δu

=288+1.64(48.50)

=367.54

Lower Limit=μu-1.64δu

=288-1.64(48.50)

=208.46

As the observed value of U is 568 which is beyond the acceptance region, we accept the null hypothesis and in concluded region, we accept the null hypothesis and conclude that the two samples come from different population (or the mean of two population are different) at 10% level.

$$U = n_1 + n_2 + \frac{n_1(n_1 + n_2)}{2} - R_2$$

= (24) (24) +24(24+1)/2-868

=576+300-868

=8

$$U = n_1 \times n_2 + \frac{n_2(n_2+1)}{2} - R_2$$

$= (24)(24) + 24(24+1)/2 - 868$

$= 576 + 300 - 868$

$= 8$

The value of U also does not lie in the acceptance region and as such our conclusion remains the same, even if we adopt this alternative way of finding U.

Conclusion: From the above discussion we can see that Kerala tourism has substantive progress is being made in its tourism sector towards implementing projects for roads and various civic amenities along commercial lines, with private-public partnership. The desired growth in tourist traffic to Kerala can be handled smoothly, provided there is significant dispersal of traffic to other transit points and tourist destinations of the State, especially in the northern districts. Additional investments made in other less developed parts of the State, are also more justifiable even from the multi-use point of view. The limitation of our study has to be revealed that the study period is too short and it is clear from our study that though Kerala is some step forward than other states in India but it will have to developed its nature for more tourists attractions in near future.

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Appendix--1

YEAR	DTA	CHANGE%	FTA	% CHANGE	FEE IN RS CRORES
1986	50,841	-	423756	-	17.07
1987	51,816	20.5	510619	1.9	17
1988	52,083	14	582050	0.5	17.5
1989	62,952	9	634248	20.9	21.15
1990	66,139	36.6	866525	5.1	27
1991	69,309	9.5	948991	4.8	28.28
1992	90,635	4.8	994140	30.8	59.75
1993	95,209	3.3	1027236	5	105.72
1994	1,04,568	19.4	1226722	9.8	116.11
1995	1,42,972	219.2	3915656	36.7	159
1996	1,76,855	12.4	4403002	23.7	196.38
1997	1,82,427	11.9	4926401	3.2	273.2
1998	1,89,941	-9	4481714	4.1	302.08
1999	2,02,173	9.1	4888287	6.4	416.07
2000	2,09,933	2.6	5013221	3.8	525.3
2001	2,08,830	4.5	5239692	-0.5	156.26
2002	232564	6	5568256	11.37	150.83
2003	294621	5	5871228	26.68	15.64
2004	345546	2	5972182	17.28	207.29
2005	346499	0	5946423	0.28	279.44
2006	428534	5	6271724	23.7	331.23
2007	515808	6	6642941	20.37	443.6
2008	598929	14	7591250	16.11	507.3
2009	557258	4	7913537	-6.96	549.6
Source: Kerala Tourism Report--2009					