ECONOMICS OF TOURISM IN KERALA
A STUDY OF SELECTED TOURIST SPOTS

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DECLARATION

I, C D Johny, do hereby declare that this written account entitled "Economics of Tourism in Kerala: A Study of Selected Tourist Spots" is a bonafide record of research work done by me under the guidance of Dr. C T Paul, Selection Grade Lecturer, St. Thomas College, Thrissur.

I also declare that the thesis has not been submitted by me fully or partly for the award of any degree, diploma, title or recognition before.

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CONTENTS

LIST OF TABLES

LIST OF FIGURES

INTRODUCTION

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter One

Introduction

CHAPTER I

INTRODUCTION

Today, tourism has emerged as a dominant economic force anywhere in the world. Tourism, both domestic and international, has rapidly won considerable recognition as an activity generating a number of social and economic benefits to the tourists themselves, to the destination economy and to the global geo-political environment as a whole. Attesting its significance, the World Travel and Tourism Council and World Tourism Organisation proclaim tourism as an industry growing faster than the world economy in terms of output, value added, capital investment and employment[1]. Tourism business as a source of foreign exchange and tax revenue has been attracting increasing attention from national and regional governments.

Tourism being an activity of various dimensions, different experts have defined tourism emphasising its economic, social and technical aspects[2]. However, they generally seem to feature tourism, as an industrial activity, which is associated with one or more aspects of the temporary movement of persons from their immediate home communities and daily work environments. Such persons undertake travelling to a destination in search of its tourism product[3], which is moulded by the utilisation of a set of goods and services and also the particular area's natural and cultural assets. Like any rational human being, the tourist travelling with some definite purpose or motive selects a spot that provides them with their preferred mix of attraction and facilities. It is the knowledge about the distinctive spot attractions related to accommodation, food, entertainment, shopping and transport that command the flow of tourists for enjoying a moderately long holiday.

Tourism in Kerala, generally being arranged on the basic component of natural attractions, is inseparably attached to the spots of such attractions. The demand and supply of tourism products in Kerala are therefore, by and large, indebted to the tourist facilities provided on the already existing natural attractions, in the form of beautiful landscapes, bewitching beaches, enchanting backwaters, waterfalls, stupendous mountains, the wildlife, agreeable climate and overall scenic beauty. Some of such attractions may be unique to an area or region in the whole world and they may belong to the category of non-reproducible elements. But most of these natural attractions are publicly owned either in the form of common property[4] or state property.

A common property like beach and backwaters and the state property like reserve forests and national parks, as sites of tourist attraction, do not have a price. Hence, the tourist expenditures are confined to the commercial items of the tourism. Rarity of the natural attraction sites is a fact and their relative scarcity influences the supply price of the tourism product of such attraction spots. It is due to this fact that the cognitive element of such attraction spots plays a significant role in attracting tourists to a destination area or a particular spot. The tourists may be indirectly paying for such non-commercial elements of tourism product through the charges, prices or tariffs for the other commercial components. Hence, the supply of such commercial items of tourist product and its demand over a period of time determine the growth process of a tourist spot. The potential receipts from the marketing of commercial components and the resultant economic impacts will be by and large related to the acceptance of non-commercial components of the tourism product of the spot. Kerala with a rich endowment of natural attractions of varying importance can definitely claim economic benefits in terms of income and employment through the planned development of tourism activities[5]. The present study, therefore, is an attempt to explore the development of tourism activity and its economic impact in the selected natural attraction spots of Kerala during the period 1990-2000.

The most important element in tourism system of a destination area is the spot where the significant and dramatic aspects of tourism occur and where the tourism industry is located[6]. The development of a tourist spot depends on the motivation of people to come to that destination, which attracts them with its images that are shaped by unique attractions and facilities. The tourist activity of an attraction spot includes the involvement of all the three sectors: primary, secondary and tertiary. The proper use of natural attraction claims the primary element in its production. The construction of support amenities and manufacture of handicrafts bring in the feature of secondary activity to tourism. Tertiary production involves commercial output of an array of service units engaged in the provision of support facilities. Tourism includes all the economic activities of demand and supply such as production, consumption and exchange of the product of tourism and the functional distribution of its output.

The tourist attractions of a destination area are generally distinguished into different types based on their geographical, social, cultural, technological or divine emphasis[7]. But in Kerala, at least in the initial stage, the tourist experience of the spot has the exclusive content of primary element in the form of natural attraction because it is the fundamental segment upon which the superstructure of tourism product is built[8]. Basic amenities and infrastructure facilities of a tourist spot especially of natural attraction are first arranged by the government or a public agency because such efforts are realised in the form of public goods and at the initial stages private sector is not naturally expected to be interested. But the extended provision of facilities may be undertaken by the private agencies, as they are able to receive the direct benefits of tourist expenditure and the externalities of the public provision.

Gradually, as complementary components to the basic attraction, many support facilities are arranged at the spot. These establishments serving tourist facilities change the raw nature of the tourism product of the spot into a more comprehensive and commercial oriented one. In the process of adding variety and quality to the commercial component of the product, they differentiate respective service products like accommodation, food, recreation and shopping and thereby diversify the tourist experience so that visitors of heterogeneous backgrounds are entertained. The development or transformation of a natural attraction site into a tourist spot necessitates the extension and diversification of facilities arranged by respective agencies. In line with the above, a spot having basic attractions is prone to tourism as a potential location of cultural, traditional, scenic, recreational, educational, commercial or of any other tourist importance.

The amalgam of attractions, amenities and the broad network of supporting facilities explain the supply side of a tourist spot[9]. In the business activity of tourism what is dealt with, between the consumer and the provider of a tourist spot is the tourism product. The demand for the product of a tourist spot comes from the tourist who has chosen the spot for a temporary non-home experience. The analysis of demand for tourism involves studying the reasons behind the development and the intensity of tourism flows between different destinations and levels of participation in tourism activities. Economic theory directs the inclusion of variables such as price and income in the analysis of tourism demand also[10]. Even though income and price-related factors are likely to play a major role in determining demand for tourism, the number of potential demand determinants in the tourism is almost unlimited.

The people participating in the leisure activities of a tourist spot are fundamentally influenced by push and pull factors that shape the desired tourism product. The possible push factors that influence demand for experiencing tourism of a spot may be broadly divided into three types of determinants as social, psychological and economic determinants[11]. The demographic features of the tourists, their motivations[12] and purposes of visit, preferences on the organisation and conduct of tour and the life style of the tourist are the considerations in the tourist's demand for a spot. Age, sex, education, occupation, income and other aspects related to the personal background of the tourists affect the use patterns of the tourist experience made available at different spots. Pull factors, on the other hand, are the influences imparted by the supply side of tourism and those that emerge as a result of the attractiveness of a spot. Such factors help to get the chosen spot established. Important factors affecting motivation for tourist visit are the uniqueness of attraction, standard and variety of facilities, accessibility of the sites, the level of information about the spot, relative prices among competitive spots, promotional expenditures and physical distance of the spot.

The acceptance of the tourist spot, which is reflected in the amount of utility or benefits, derived from its use tempts the tourists to be prepared for paying lesser or higher price for the product offered. The life style and budget constraints of individual or group tourists essentially determine the willingness and ability to pay for the tourism product made available in heterogeneous form. If the income constraint is the maximum, the product component of tourism consumed by the tourist may have maximum concentration on the elements of natural attraction, for which, the supply price is almost zero. On the other hand, if the budget constraint is minimum, the tourist may have the chance of consuming a product, which entertains maximum number of supporting facilities. Hence, facilities to be incorporated with the natural attraction are a function of budget provision or expenditure of the tourist at the spot.

The tourist's expenditure leads to some reactions on the supply side of the tourism product. This influences the extent and nature of productive activities related to the supply of such items at a tourist spot because the service units, which supply the goods and services to the tourists, are benefited by it. They receive income from the sale of goods and services to the tourists, which lead to the demand for manpower and other resources. The tourist expenditure thus results in income and employment generation.

The tourists coming to the destination area of Kerala select a single or multiple spots or locations capable of giving them maximum benefit out of their spending of time and money. The main economic significance of tourism lies in the fact that the tourist is inclined to spend at the place visited by him only the amount of money earned by him at his normal residence[13]. But the demand for the spots varies depending upon the preferences of the tourists. This variation distinctively affects the development pattern of particular spots of the destination area. Resultantly, the economic impact of tourist activities in the form of income and employment also exhibits inter-spot variations. It is in the above context, the present study is conducted, selecting three natural attraction spots of Kerala, viz., Kovalam, Thekkady and Kumarakam, to understand the inter-spot variation in the demand and supply of tourism products, factors influencing them and its impact on income and employment during the period 1990-2000.

1.1 SIGNIFICANCE OF THE STUDY

It is hoped that the present study, by analysing the inter-spot variation in the demand and supply of tourism products may benefit the three sections of tourism decision-makers like the governments (as prime developers of tourism), commercial enterprises and non-profit organisations in their respective roles. In view of this, the study is deemed significant on following aspects. This attempt based on the inter-spot analysis of the demand and supply aspect of tourist activity over a period 1990-2000 can identify the utilisation pattern of the offered tourism product and also the provision of facilities in future to attract the tourists. The study concentrating on both domestic and foreign categories can show the policy makers, which one should be given concentration in the development of tourism in order to augment income and employment generation. Moreover, this attempt is likely to be of special importance as it covers an area, which is one of the prominent tourist destinations of the world.

The available literature on tourism in Kerala reveals the fact that only a few empirical and comprehensive studies in tourist activity have been made so far in the state. They, in common, concentrated only on the assessment of tourism potential of Kerala based on natural and other attractions[14], accommodation options of tourists in the hotel sector[15] and an analysis of the personal background of the visitors with exclusive emphasis on foreign category[16]. A few of other studies of the published nature are of observational type without the support of empirical evidences. In effect, they are the expectations and anxieties expressed over the development experience of some tourist centres of foreign countries and of Indian centres including Goa. Practically no serious studies of published or unpublished nature are available on the growth process of tourist spots and the economic impact of tourism in Kerala.

It is evident from the existing research findings that a spot-based study making an inter-spot analysis of the economic aspects of tourist activity over a period, considering both domestic and foreign categories is a significant and serious lacuna in the tourism-related information of the state. Again, the identification of economic benefits of tourism may not be possible owing to the fact that a complex set of economic activities are involved in the production and supply of tourism. The spots may be under the influence of infrastructure facilities and development activities of an industrial centre, administrative headquarters or a place of commercial importance. Hence, the clear understanding of the economic aspects of tourism in Kerala necessitates a study by selecting spots of natural attraction with minimum influence of the development network exogenous to tourism.

1.2 OBJECTIVES

The overall objective of the study is to examine the growth process of tourist activity of the selected spots and its impact on employment generation during the period between 1990 and 2000. The following are the specific objectives of the study.

(i) To examine the trend and pattern of demand for tourism in Kerala.

(ii) To Analyse inter-spot variations in the trend of demand and supply of tourism activity during the period between 1990 and 2000.

(iii) To discern the factors determining the demand for tourism product of the selected spots.

(iv) To identify the impact of tourism activities on the generation of employment.

1.3 LIMITATIONS

The study seeks information from a large number of service units of different classes involved in tourism business. Naturally the time and cost constraints limit the number of tourist spots included. The seasonal character of the tourist arrival to the spot adds to the heterogeneity of tourist population. But information from the tourists is gathered only during the period, which incorporates the seasonal arrival of both foreign and domestic tourists. The extreme diversity in the tariff structure related to seasons and tour packages necessitated a more generalised approach to the analysis of bed price. Therefore, the average bed price of normal season is considered as the supply price of bed nights of various accommodation classes. Again the difference in the language of respondents raised some barriers in the collection of information from the tourists. The samples are, therefore, taken only from those who have minimum knowledge of either English or Hindi. In the assessment of economic benefits, information from small and unorganised agencies engaged in tourism related activities become important. Due to lack of tourism awareness, the views and reactions of these respondents have caused some unforeseen limitations. Again, the reluctance of the respondents of large concerns especially of accommodation units in revealing financial matters, to an extent has limited the range of analysis with respect to the economic impact of tourism.

1.4 SCHEME OF THE STUDY

The broad framework of this research work is presented in nine chapters. The first chapter introduces the problem, objectives, significance and limitations of the study. A critical survey of existing literature is given in Chapter II. In the third chapter, we discuss the adopted methodology in line with the objectives of the study and framework for analysis. The trend and pattern of tourism in the destination economy of Kerala are analysed in the fourth chapter. The analysis of inter-spot variations with respect to the trends in the supply and demand for tourism facilities gets berth in fifth and sixth chapters respectively. Seventh chapter makes an exclusive analysis of the factors behind tourist demand for selected spots. The employment impact of tourism in the light of the experiences of selected spots is discussed in eighth chapter. The last chapter is set apart for enlisting the important findings and for marking the concluding remarks.

Notes and References

[1] Travel and Tourism with domestic and international travel expenditures generated a gross output revenue equivalent to 5.5 per cent of world's gross national product during 1993. This industry claimed 7.3 per cent of global capital investment and contributed more than 6 per cent of total tax payments during the same year. See. David L Edgel and Ginger Smith, International Tourism Policy and Management, *In* J R Brent Ritchie and Charles Goeldner (Eds.), *Travel, Tourism and Hospitality Research,* New York, John Wiley, 1994, p.52. It is further estimated in 1997 that tourism as the largest industry of the world contributes 10.2 per cent of world's GDP employing 10.6 per cent of the global workforce. See. M P Bezbaruah, Tourism – Current scenario and future prospects, *Yojana*, Vol.46, No.8, 1999, pp.7-14.

[2] From the economic point of view, tourism definitions are unusual that they are driven more by demand-side than supply-side considerations. If we take tourism as " the temporary movement to destination outside the normal home and workplace, the activities undertaken during the stay and the facilities created to cater to the needs of the tourists", the emphasis goes to the requirements of the tourists. But the supply-side definition suggests that "the tourist industry consists of all those firms, organisations and facilities which are intended to serve the specific needs and wants of tourists". For details. See Chris Cooper et al., *Tourism: Principles and Practice*, London, Pitman Publishing, 1993, p.5.

[3] Tourism product is treated as an experience by the tourist at the point of consumption depending on many factors related to destination attraction, facilities and services, accessibility, price and images of the site area. See. Stephen J Smith, *Tourism Analysis:*

A Hand Book, London, Longman, 1995, P.50. Tourism product has certain unique features like intangibility, perishability and heterogeneity. For details. See. John Swarbrooke and Susan Horner, *Consumer Behaviour in Tourism*, Oxford, Butterworth Heinemann, 1997.

[4] A common property or resource is normally open for private possession but confined to public ownership. See. Karthar Singh, *Managing Common Pool Resources: Principles and Case Studies,* New Delhi, OUP, 1994, p.8.

[5] The National Geographic Traveller in an assessment during 1999 attests the attractiveness of Kerala in the form of beaches, hill-stations, backwaters and other places of scenic beauty. The magazine identified this state as one among the 50 greatest destinations in the world to be visited in one's lifetime. See. Government of Kerala, *Economic Review - 1999,* Thiruvnanthapuram, State Planning Board, 1999, p. 147.

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[12] Four categories of tourist motivations are identified in general. They are physical motivations related to refreshment of body and mind, cultural motivations related to the desire to know more about the people of a country, interpersonal motivations related to travel as an escape from routine relationships and status and prestige motivations related to desire for recognition and attention. For details, See. McIntosh R W and Goeldner C R, *Tourism: Principles, Practice and Philosophies,* New York, John Wiley, 1986, p.17.

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(ii) S V Sudhir, *Tourism: Problems and Prospects*, New Delhi, Sage publications, 1993.

(iii)B Vijayakumar. *Sustainable Development of Ecotourism in Kerala*, Unpublished Ph. D thesis, University of Kerala, Department of Future Studies, 1995.

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(ii) Ajith Kumar M K, *Psychographic and Demographic Profiles of Foreign Tourists Visiting Kerala with Special Reference to Spending Pattern*, Unpublished Ph. D Thesis, Department of Applied Economics, Cochin University of Science and Technology, 1998.

REVIEW OF LITERATURE

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter Two

Review of Literature

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16

CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

The study of the dimensions of tourism and the market for tourism has been composed of various disciplines ranging from economics, sociology, history, geography, psychology, etc. The multiplicity of approaches, which characterises the literature on tourist activity, is a consequence not only of the range of disciplines but also that of the variety of concepts and methods used to analyse the problems related to it. The various disciplines have, however, shown preferences for particular aspects of tourist market over its other concepts. Thus, the areas of relative interest among professionals belonging to various disciplines also have been different. From the economists' point of view, tourism is an industry, which provides foreign exchange, income and employment to the destination economy. Therefore, the broad objective of the present chapter is to examine theoretical and empirical literature on economic aspects of tourism. This exercise is done, dividing the chapter into three sections as dealing with studies at international and national levels and those in the specific context of Kerala.

2.2 INTERNATIONAL STUDIES ON TOURISM

Prior to 20th Century, the focus of attention by the researchers on the analysis of tourism was on the geographical aspect of tourism. The pioneers in this field attempted the different dimensions of the movement of people between or among the geographical regions, because the business that is known as tourism today was treated only as a travel phenomenon[1]. Western travellers studied tourism as a part of their establishment of colonial rule. Ogilvie (1933) made the first systematic attempt to examine the movement pattern of tourists from western countries towards Asia and Africa based on purposes of business and pleasure[2].

During the postcolonial period, there appeared a shift in emphasis on the social effects of tourism. The main themes which have been studied later are the cultural, economic and environmental effects of tourism, travel pattern and motives between origins and destinations and tourism's relationship with economic development. The research work of Ferario (1978) needs special mention here[3]. He identified more than two thousand aspects related to tourism in South Africa. Simultaneously, the researchers turned to the assessment of resource potential of tourist centres, regions and a nation as a whole.

Later, the aspects like marketing, impact evaluation, travel motivation, management and demand forecasting got berth in the list of topics for tourism research. Tourism research primarily focusing on the economic aspects of the industry has resulted in a few studies with emphasis on demand and supply issues. The majority of the studies on economic impacts of tourism have been directed to international and national levels.

An early contribution to the analysis of tourist motivation and behaviour pertaining to the psychological elements of demand for tourist travel is that of Grinstein[4] (1955). The study conducted by Gray (1966) identified the psychological aspects, which motivate the people to undertake travel in United States and Canada[5].

Again, in connection with the motivational aspects, he introduced the terms like 'wanderlust' and 'sunlust' as categories of tourists and purposes for taking holidays. The works by Barry and Hagan (1971)[6] and Plog (1973)[7] were also prominent in identifying motivational aspects of tourist travel. They, in common, point out the social and psychological reasons for leisure related travel.

Medlik and Middleton (1973) analyse the complexities in the pattern of demand for tourism by foreign and domestic tourists[8]. The requirements of home tourists are observed as different from those of foreign tourists who belong to different countries of varying standards of living. They noticed the phenomenon of heterogeneity in the demand for tourism related facilities and services as a factor which makes the marketing of tourism product more complex.

Mak (1977) developed a behavioural model using simultaneous equations to analyse the determinants of actual length of stay and per capita daily expenditure for mainland US visitors in Hawai[9]. Empirical results indicated that length of stay does affect the average daily expenditure per person and vice versa. Results also showed that higher income visitors stay longer and spend more per day than visitors with low incomes.

The researchers like Lieper (1979) proposed models of the tourism system, which consist of an origin and a destination[10]. An origin, the region or country generating the visitors represents the demand-side of tourism. A destination, on the other hand, represents the supply-side of tourism that may have certain attractive power. These models suggest that the relationships between the two places occur as a function of technical and economic prosperity of the travel-generating places. Andonicou[11] (1979) in his paper explores the development of tourism in Cyprus considering seasonal character of its demand during the period between 1960 and 1964.

Vanhoe (1980) noticed that the five most commonly occurring economic variables affecting tourism demand are income levels, population, relative prices and exchange rate and travel costs[12]. In addition to such variables he also mentions promotion, common language, accommodation capacity, carrying capacity and the degree of urbanisation as important demand determinants. Witt (1980) modelled demand for a range of foreign holidays[13]. The investigation of demand has generally involved the estimation of the relative importance of the particular variables, which determine the level and pattern of holiday expenditure, such as income, relative prices, and exchange rates and transport costs.

Kripendrof (1987) made the preliminary contribution to the literature on tourism and environment considering issues like tourist behaviour and its impact on environment[14]. Tourist behaviour, in terms of both the determinants of demand in generating areas and activity in destinations, is treated as the focus of the study in this area. The demand for tourism product of a destination is initially affected by motivations, which are based on the socio-psychological constructs of the tourist and their environment. The structural model for demand forecasting coined by Smith (1995) identifies the relationship between tourist demand and casual variables such as price, income, competition or distance of tourist destination[15].

As a part of their discussion on the planned development of tourism, Kaiser and Helber (1978) give a checklist of natural and created resources that are necessary for building the tourism industry of a destination area[16]. They have also identified an exhaustive list of small business as support industries in tourism.

Giving too much significance to the supply-side, Leiper (1979) defines tourist industry as that consists of all those firms, organisations, and facilities, which are intended to serve the specific, needs and wants of the tourists[17].

In contrast to the literature on demand, supply is a significant lacuna in economic studies on tourism because no coherent theory of tourism supply could be evolved and hence virtually not much quantitative research on its determinants[18]. But as an exception, Jafari (1982) divides the supply side of tourism into three elements: tourism-oriented products, resident-oriented products and background tourism elements[19]. On the supply aspect, tourism activities at destinations are treated as the concern of different types of tourism suppliers. Conducting a study on the rocky mountain of Europe, John (1982) highlights the importance of tourist attractions of a spot in creating an image of it for the effective marketing of the tourism product of the recreation region[20].

Randall (1986)[21] and Sheldon (1986)[22], examining the market structure of particular sectors involved in tourism, attempt on the problem of integration of component activities of tourism. Wanhill (1986) examined the role of capital grants on operational subsidies and tax relief on the stimulation of supply of tourism and their effect on the cost of tourism[23]. Aislabie (1988) recognised that tourism is characterised by a market structure, which is peculiar to it and which posses acute analytical difficulties[24]. He identified the main short coming of tourism research as lack of depth and insufficient nexus of tested and agreed propositions to allow generalisations on issues especially on supply of tourism.

In the analysis of patterns and characteristics of the supply of tourism, the work by Smith (1988) is countable[25]. He identifies the components of services at the destination as attraction, access (local transport and transport terminals), amenities (accommodation, food, entertainment, and shopping) and ancillary services in the form of local organisations. Lea (1988), discussing the tourism demand and supply of facilities, suggests a linear model based on three stages of the tourist industry that developed in a destination society[26]. For this, he considered elements like the discovery of a new place of attraction, response and initiative by local entrepreneur to new income-earning opportunities and finally the institutionalisation of the destination by the involvement of large foreign companies. Mansfield (1992) discusses two basic streams that conceptualise tourist flows in the literature as a function of demand and supply interaction and as a result of political and economic prosperity[27]. He suggests a functional framework to approaching tourist space where the tourist (representing demand) travels to the attraction (the tourist product) offered by the tourist industry (the supplier) using the transport medium. Uysal (1998) examines the importance of transport medium in the provision of an essential linkage between demand and supply areas[28].

The problem in the analysis of the supply of tourism relates to the identification of tourism industry as the supplier of tourism product. The researchers generally used desegregating measures of output such as revenue or receipts by types of customer. Roebl (1998) argues that sales to a tourist is to be considered part of the tourism industry, while sales to residents not to be included[29].

After discussing the theoretical and empirical literature on the demand and supply aspects of tourism, we proceed to examine the studies on the impact of tourism on the destination area. The impact of tourism is an area of analysis, which has attracted considerable interest. The impact research in tourism is related to its economic, technical, socio-cultural and environmental impacts. The impact of tourism on income and in some case employment has been examined for many tourist destinations. Archer (1973) made analytical as well as applied contributions in the area of multiplier modelling[30].

Researchers generally used two types of modelling approaches that have been developed to estimate economic benefits. One such approach is to estimate expenditure impacts on sub regions and aggregate these results upward to estimate the nation wide or province wide impacts. The other, approaches the nation wide impacts first, then desegregates the results down to estimate that of sub-regions. As a theoretical contribution, the work by Pearce (1981) is notable because the contribution of tourism to the regional development is well established with the application of the concepts of income and employment multiplier[31].

There are a number of different strategies for estimating the economic impact of tourism. Some economists collect supply side data (i.e., information related to receipts and expenditure of local businesses) to calculate the 'Keynesian multiplier', which measures the amount of change in some economic benefit variables (output, employment, income, etc.) generated by a given amount of tourist spending in an area. Another approach is to develop an impact model from an input-output matrix for a provincial, state or national economy. Researchers generally mention that studies on the economic contribution of tourism have focused on measuring its volume and on simple analysis of its relative size neglecting the use of linear programming models to assess the land, labour and capital consequences of expanding tourism demand in an area.

Christaller (1964) discusses the benefits to the indigenous community due to tourist importance of hill sites[32]. He argues that hill-station tourism helps in retaining the local people in the remote location who were thinking to leave the area due to their inability to compete with the agricultural production standards of developed regions. Naylon (1967) describes the significance of tourism as a means to correct the adverse balance of payments and regional imbalances[33]. He estimated that the foreign exchange earnings from tourism contributed about half of Spain's foreign currency account of tourism during the same period. The research attempt sponsored by the International Union of Official Travel Organisation (1968) considers the influence of imports or leakage of foreign exchange in the estimation of the values of tourism multiplier.

Analysing the importance of tourism in the East African countries –Uganda, Kenya and Tanzania, Mitchell (1970) portrays the efforts of respective governments for promoting private investment and providing public expenditure for improving infrastructure facilities in the field of tourism[34]. According to Clement[35] (1971), highly developed countries which claim very less amount of leakage may experience a probable multiplier value of 4.3. Conducting an input-output study on the tourism industry in Mexico, Bond and Ladman (1972) claimed that an investment of 80 thousand US dollars created 41 jobs in tourism against the sixteen in petroleum and fifteen in metal products[36].

A case study of tourism in the smaller islands of Commonwealth Caribbean by Brydon (1973) is concerned with the estimation of the value of multiplier of hotel visitors' expenditure at different occupancy rates[37]. He observed the falling trend in the value of real income effects of tourist expenditure due to the increasing import of agricultural products necessitated by the shifting of labour from agriculture to tourism.

Urbenouicz (1978) examines the impact of tourism on the Tonga economy and the social and cultural problems associated with the advent of recent mass tourism in an over populated and underdeveloped Polynesian region[38]. Garg (1978) reveals the importance of tourism promotion in the developing countries as a dominant means to provide employment opportunities and generating economic growth[39]. The study by Ahmed (1979) on jobs created by tourism in Tunisia observed that the number of employees per bed rises with higher occupancy rates but at the same time indirect employment in the production of goods such as handicrafts increases not proportionately with the rise in occupancy rates[40].

Pye and Lin (1983) in their presentation of the results of a research project funded by International Development Research Centre, Canada, on the tourism industry of Philippines and Sri Lanka, analyse the economic impact of tourism on the representative economies of developing countries of Asia[41]. The research team constructed, for the first time, an input-output table for the year 1978 to quantify the effects of changes in final demand on the Philippine economy's output and its impact on income, employment, indirect taxes as well as on import costs.

Lewis and William (1988) introducing the Portuguese tourist industry draw attention to the relationship between market segmentation and the character of employment provided by tourism[42]. For attesting the importance of tourism employment, they estimated the percentage of all jobs, which were in the accommodation sub-sector of two regions of Portugal, Madeira and Algarve as 5 per cent and 8 per cent respectively.

David (1988), analysing the macro-economic impact of tourism in Netherlands, estimated the tourist expenditure as equivalent to less than 3 per cent of the total national consumption[43]. He also estimated that the employment in the residential and day-tourism of Dutch economy as 1.72 lakhs in 1985, which accounted for 3.9 per cent of total national employment. Gilg (1988) has shown that tourism industry employed 70 thousand persons directly in hotel sector and claims that tourism in Switzerland is responsible for the employment of 5 per cent of the working population[44].

A theoretical general equilibrium model of the effects of tourism was developed by Copeland (1991) to show the structural repercussions of tourism expansion[45]. Giving focus on the rapid development and change of Thailand, one of the leading tourist destinations in Asia, Dobson and Countrey (1994) discuss the structure and pattern of tourist industry and the impacts of tourism on the Thailand economy in detail[46].

Hailin and Stanley (1996) conducting a detailed survey of hotels and employees of Hong Kong, reveal the opportunities of satisfactory employment in the accommodation industry[47]. Their analysis concentrates on the testing of relationship between the turnover in the accommodation industry and the volume of employment with varying levels of satisfaction. Zhou *et al.* (1997) estimated the economic impact of tourism on Hawaii using general equilibrium and input-output analysis[48]. The paper by Dwyer and Forsyth (1998) analyses the deficiencies and advantages of the commonly used approaches like multiplier analysis and input-output studies and recommends the assessment of the employment impacts of tourism expenditure in a general equilibrium framework[49].

2.3 Indian Studies on Tourism

Even though tourism is recent development we find three terms related to the concept of tourism derived from the root word *Atan* in Sanskrit literature, which means leaving home for some time to other places[50]. They are *Paryatana* (going out for pleasure and knowledge), *Deshatana* (going out to other countries primarily for economic gains) and *Thirthadana* (going out to the places of religious importance).

Indian scholars turned seriously towards the study of tourism much late. Almost all the individual studies on tourism in India are confined to the assessment of resource potential of different states or destination centres, analysis of tourism product offered (consisted of hotel industry, transportation network etc.) and pattern of tourist arrivals. Unfortunately most of the studies on tourism in India are lacking exclusiveness in the sense that they treat different aspects of tourism like potential, promotion, policy, demand, supply and even economic impacts with varying degrees of importance. Hence, we follow a chronological order of reviewing them with spatial classification.

2.3.1 National Level Studies

The study by Roy (1970) focuses on the importance of effective information network to ensure the steady flow of tourists to a destination[51]. He comments on the inadequacy and defective nature of the existing information arrangements, which often results in dissatisfaction over the pleasure trip by the visitors. He warns the possible danger of artificial and exaggerated propaganda on the tourist facilities. Another research work by Anand (1976) is also worth mentioning for its extensive treatment of certain functional aspects of tourism like cost of accommodation[52].

The negative influences of foreign exchange regulations on the tourism activities of a country are analysed in the study by Sharma[53] (1978). He reiterates the importance of banking industry in facilitating the travellers for meeting their financial requirements and providing the investment needs of the accommodation industry. Oberoi (1978) describing the relative importance of private initiative in the development of tourist industry highlights the role of travel agent as a retailer or as a distributor of the tourism product[54].

Surveying the growth of tourism in the country since independence, Ummat (1979) highlights the factors that have caused the slow growth of tourist traffic to India[55]. Raghavan (1980) brings to light the dearth of accommodation facilities in India[56]. His study reveals the discrepancy between the increases in bed capacity and the demand for accommodation and also puts forward some practical suggestions to fill the gap. Naqshband (1980) through his article "Integration of tourism and Environment" reminds the planners and promoters of tourism in India, about the greatest responsibility of tourism industry for protecting the environment of the places of natural and cultural importance[57]. The study by Ojha (1982), conducted through a survey of foreign tourists, revealed the reason for the satisfaction and dissatisfaction of the foreign visitors[58]. The findings of the survey concentrate on the extreme dearth of infrastructure facilities and see this as the dominant reason, which hinders repeated visits to India by foreigners.

Estimating the compound growth rate of tourist arrivals in India for the period between 1951-81, Srivasthava (1983) observed the paradox between the five-fold increase in the Indian share of world tourist and the still poor percentage share (0.3) of world tourists by the end of the same period[59]. Prakash (1983) points out the possibilities of earning foreign exchange and providing employment through tourism activities in India[60]. The study stresses the need for extended allocation of funds under Five Year Plans and assessment of co-ordinated efforts of different sectors for the time bound development of the tourism industry.

Singh (1986) discusses the practical problems with the measurement of tourist arrivals at a destination, making reference to the frontier check method, i.e., counting of the passengers at railway stations, bus stations and air ports or at any point of entry and occupancy of beds in hotels and rest houses[61]. Bala (1990) has extensively dealt with planning and policy perspectives in the sphere of human resource development provision of fiscal and non-fiscal incentives, existing status and targeted addition to accommodation and transport facilities and marketing strategies[62].

While attesting the role of tourism as an economic activity for earning foreign exchange and generating employment Kumar (1992) blames the lopsided investment in the tourism sector[63]. He argues for diversifying the tourism attractions incorporating indigenous crafts and cultural performances also shares the subject of concern of his study. Selvam (1993) in his paper analyses the development efforts of the government under the different Five Year Plans in promoting tourism industry in India and also notices the discrepancy between the direct allocation of funds under the plans[64].

Verma *et al.* (1995) in their article " The Five Million Fantacy" throw light upon the reason for India remaining on the periphery of the international tourist map and the need for building infrastructure and shaping imaginative packages for realising India's vast potential as a holiday destination[65]. Sinha (1998) asserts that the sector of domestic tourism continues to be the most important at least in volume terms in many countries like India[66]. His study identifies the basic dimensions of domestic tourism and outlines its broad geographic structure through an analysis of inter-regional flow of tourists.

2.3.2 Region-wise Studies

Singh (1976) has made the pioneering work on tourism of a destination region in India[67]. His work presents a complete picture of tourism potential of Uttar Pradesh and provides an overview of impact of tourism on the state's economy. The study by Dube (1987) is an attempt for assessing the economic impact of tourism; both domestic and foreign on a relatively backward region of India like the state of Madhya Pradesh[68]. To analyse the influence of tourist activity on the organisation of the Madhya Pradesh economy and the monetary inflow into the area, he constructed two models. The first depicts the economy as a balancing force of national and international economy and the second exhibits the effect of external factors like tourism on total economy with special reference to foreign exchange.

Batra (1989) gives a detailed information regarding the framework of tourism in Rajastan, which is noted for heritage tourism[69]. In a study on the potential of tourism in Khajuraho, a tourist resort in Madhya Pradesh, Chopra (1991) claims that new employment opportunities have been generated due to tourism[70]. She reveals the physical phenomenon of the transfer of labour force from agricultural sector to tourism oriented occupation and the fact that the residents of Khajuraho have not much been benefited due to the inability of the local economy to supply resources other than the main attraction desired by tourists. The work by Punia (1994) is an apt illustration for systematic probe into the problems and prospects of tourism in a destination area[71]. The study conducted with special reference to Haryana narrates the success story of Haryana, which is lacking in natural attraction but tapping potentials of highway tourism.

The study by Kumar (1996) is a research attempt to examine the role of tourism in economic development of Himachal Pradesh[72]. The results of his regression analysis indicate that tourism as an independent variable taken in the form of tourism income, tourists' inflow along with that of share of trade, hotels and restaurants has positive and significant contribution to state economy. Gill (1996) analysing the importance of the hotel industry of Orissa examines the existing location pattern and estimated the nature and degree of aggregate spatial shift[73]. Regression equations are estimated to crystallise the findings of investigation on main aspects of room tariff, occupancy ratio and competitive pressure in the accommodation industry. Chakravarthy (1999)[74], in her paper, critically analyses the tourism development programmes under the 'New Policy of 1993' and estimated the employment generated by the tourism sector as about 7.6 per cent of the total population of Maharashtra in 1985. She also observed that the substantial part of the tourism employment was in the hotel industry and mostly of educated persons.

2.4 Studies on Kerala Tourism

It appears that virtually no serious attempt has been made by scholars to study the economic aspects of tourism, including the impact of tourism development of a spot or location of tourist attraction in Kerala. As an early attempt, National Council for Applied Economic Research conducted a micro level study in 1975 to analyse the cost-benefit of investment in different classes of accommodation for tourists with special reference to the Integrated Kovalam Beach Resort Project[75]. The earliest information with respect to the arrival of foreign tourists to the important stations of Kerala is noticed in the report of the survey conducted in 1982-83 by Indian Statistical Institute, Calcutta[76]. In fact, the Master Plans formulated from time to time formed the major part of information related to tourism in Kerala. They mainly concentrated on the development of travel circuits and transport and accommodation facilities. Among them, special mention may be made about the study by The Asian Institute of Development and Enterpreneurship, Cochin. In the light of the above study, a detailed list of tourism attractions of respective centres and the accommodation facilities available in connection with the tourist circuits of Kerala was prepared[77]. Government of Kerala (1989), conducting a study as the concerted effort of the Task Force on Tourism, identified the crucial areas which require special attention by the Department of Tourism for the planned promotion and provision of tourism related infrastructure[78].

Only a few research works at individual capacity are seen on tourism in Kerala. They, in general, concentrated on the management aspects of accommodation and transportation business involved in the tourism industry of this state. As an attempt on the economic aspects of tourism in Kerala, the study conducted by Joseph (1990) in the form of a research project is worth mentioning[79]. Through a primary survey of foreign tourists to Kerala, he reveals the economic background and the pattern of preferences of the tourists for different types of tourism attractions.

Sudhir (1993), conducting a primary survey of tourists specially asking them to make their preferences for major attraction factors, develops criteria for weighing the attractiveness of the destination area, Kerala[80]. His study reveals that banks and travel agencies are the facilities that rank highest regarding sufficiency in the state and the facilities which are considered relatively more important to the tourists, namely accommodation and transport are ranked 2 and 3 respectively.

Vijayakumar (1995) made an attempt to highlight the importance of native tourism / eco-tourism and assessed the demand for the same in a tropical region like Kerala, characterising the manifold manifestations of nature[81]. His study confined to foreign tourists has succeeded in establishing empirically a fact that the natural beauty of Kerala rather than the man-made ones attracts the foreign tourists. Applying the technique of Policy Delphi, he substantiates the claim of Kerala on its immense potential with respect to eco-tourism.

Kamalakshy (1996), analysing the growth and pattern of hotel industry of Kerala with special reference to tourism, asserts that the growth of the hotel industry in any place is an index of the economic development of that region, especially industrial development in terms of tourist industry[82]. She has identified significant centres in respect of hotel units, calculating mean centre size for the years 1985 and 1994. The degree of concentration of the hotel industry of Kerala over the same period, measured by using Herfindal Index showed an oscillating trend.

Kumar (1998) in his exclusive study of foreign tourists visiting Kerala, searches for identifying the influences of their demographic and psychographic profiles on the selection of Kerala as a destination. He observed that the psychological factors have influenced their spending pattern during their tourist trip[83]. Korakandy (1998) in his article "Towards the development of Recreational Fisheries in Kerala" argues that the state can discover a potential market for game fishing[84]. He roughly estimates the demand for recreational fishery in the state making reference to the changing life style of the population, specially urban population of Kerala and the increase in the number of tourists attracted by the backwaters of the state.

2.5 CONCLUSION

The forgoing survey of literature shows that no single comprehensive and intensive study touches upon the development process of tourist spots based on demand and supply of tourist facilities and its impact on employment over a period of time, especially in the destination area of Kerala. Most of the articles and papers on tourism are written descriptions of facts and figures fit for making general statements and suggestions. Almost all the national and a few of the regional studies claim the research findings based on the analysis of secondary information related to tourist arrivals and earnings from foreign tourists. The impact studies applying techniques of input output matrix and multiplier models are successfully done in small regions especially in island economies. The literature also reveals the practical difficulties in the study of tourism of a state or territory belonging to a large federation like Kerala. In the light of the above, we find the possibility of proceeding with the study of economic aspects of tourism in Kerala confined to a few tourist pockets, mainly based on primary information.

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METHODOLOGY

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter Three

Methodology

CHAPTER III

METHODOLOGY

3.1 INTRODUCTION

In the previous chapter, we have gone through various studies on tourism, giving emphasis on economic aspects. The common literature on tourism features it as a distinct service activity which comprises a set of industries and markets involving significant non-priced features, associated with freely available environments and the effects of pollution. Even then, the analysis of tourism provides an opportunity for applying economic concepts and theories using both conventional and alternative methodological frameworks[1]. It is under this consideration, in the present chapter; we focus on the procedure of shaping a methodological framework suitable for the study.

The required information and analytical structure specifically depend upon the objective of the study. The broad objective of the study is to identify the development activity of the tourist spots over a period of time. In view of this we discuss the following aspects in detail. They include (i) criterion for the selection of the tourist spots (ii) method of collecting data with respect to the demand and supply of tourist facilities of the selected spots (iii) the framework for analysing data and the appropriate tools of analysis.

3.2 SELECTION OF THE SPOTS

Since this research attempt is mainly a spot level study, the first step of the methodological procedure becomes the selection of the tourist spots for detailed investigation. For the same, we seek the help of data that are furnished in secondary source materials. A list of identified tourist spots of Kerala is given in Appendix I.

The tourist spots of natural attraction are mainly classified as beaches, backwaters, hill stations, wildlife sanctuaries and scenic beauty. Kovalam, Thekkady and Kumarakam are selected as typical spots representing beach, wildlife and backwaters respectively. The selection is made based on three conditions. Firstly, the spots are least influenced by infrastructural facilities of an industrial town or commercial centre or administrative headquarters. Secondly, the spots are known for tourist visits both by foreign and domestic travellers. And thirdly, the spots possess relatively moderate accommodation facility for serving tourist guests.

3.3 DATA SOURCE

The study conducted has relied upon both the categories of data; primary and secondary.

3.3.1 Secondary Source

Regarding secondary source of information, *Tourist Statistics*, published annually by the Department of Tourism, Government of Kerala gives the official data regarding the flow of foreign and domestic tourists to Kerala. They also supply information regarding the annual earnings from foreign tourists. Other publications of the department like *Guide to Investors* reveal the investment opportunities in tourism and the promotional activities undertaken by the Government of Kerala.

A Master Plan for the Development of Tourism in Kerala by the Asian Institute of Development and Entrepreneurship, Cochin, the *Tourist Handbook - Kerala* by Dee Bee INFO Publication, Kottayam, and the pamphlets on tour packages of Kerala Tourism Development Corporation Ltd., Triruvananthapuram, also form the basic source of secondary information. The District Tourism Promotion Councils are the recent agencies, which supply district level data on tourism business. *Economic Review* (State Planning Board, Kerala), the articles, comments and abstracts occasionally appearing in the magazines, journals and dailies in India, but specially in Kerala are the main source of information regarding the recent developments in the tourism industry of Kerala.

The numerical data with respect to tourism at national and international levels are examined mainly from the following sources: *Tourist statistics* (Ministry of Tourism, Government of India), *Know India* (the monthly newsletter of Department of tourism, Government of India), *Economic Survey, Monthly Abstract* and *World Development Indicators.*

3.3.2 Survey Data

Since the secondary information on the tourist activity of the selected spots is confined to the number of both foreign and domestic arrivals for a period between 1990 and 1997, the required data are collected through field survey[2]. The survey covered both service units of the spot's tourist industry and the tourist visitors.

The study seeks information from various types of service units operating in tourism business at selected spots. Such units are related to accommodation, food and beverages, shopping, entertainment, local transport and information.

3.3.2.1 Identification of Accommodation Units

Information has been gathered from all the accommodation units of the organised sector functioning during the period of survey. These units of the spot area have been identified mainly through the field survey; but they have been also cross matched with the information collected from Tourist Facilitation Centres, Hotel and Restaurant Associations and the records of local self-governments of respective spots. Since the accommodation units are very important in the creation of tourist facilities and form the source of basic data on tourist arrival to the spot, these units have been surveyed in detail, interviewing their proprietors / managers, using separate data sheets.

3.3.2.2 Categorisation of Accommodation Units

The units are broadly classified as belonging to organised sector (hotels, lodges, heritage homes, guesthouse, etc.) and unorganised sector (rented houses, paying guest system, stay with friends and relatives). The units of the organised category function under a given set of rules and conditions of tourist accommodation. But the unorganised units offer facilities based on separate negotiation between the host and the guest. The survey covers only establishments of organised sector. They include classified units (approved with Star facility) and ordinary units. For the purpose of analysis, these units are categorised into four classes of A (3 Star and above), B (1 & 2 Star facility), C (units with restaurant and room service) and D (without restaurant and room service facilities). The details of the units surveyed are given in Table 3.1.

The data collected from the service units are related to the nature of ownership, volume and pattern of facilities offered especially with respect to bed facility, room tariff, and pattern of room and bed occupancy, annual arrival of tourist guests and the extent and type of service personnel. The analysis based on the information collected from tourist establishments of selected spots is done taking a ten-year reference period from 1990-91 to 1999-2000. At the same time, the category-wise accommodation employment has been analysed only for the last year (1999-2000) of the ten-year reference period.

Table 3.1
Spot-wise Distribution of Surveyed Accommodation Units

Spot	Classified Units				Ordinary Units				Spot Total	
	Class A	Class B	Total Units	Total Beds	Class C	Class D	Total Units	Total Beds	Units	Beds
Kovalam	2	4	6	768	34	18	52	1724	58	2492
Thekkady	4	2	6	345	14	9	23	629	29	974
Kumarakam	1	4	5	244	2	0	2	36	7	280
All Spots	7	10	17	1357	50	27	77	2389	94	3746

3.3.2.3 Survey of Non-Accommodation Units

The survey has also covered the non-accommodation establishments of the spots like restaurants, snack bars, handicrafts and fancy shops, Ayurvedic centres, telephone booths, travel agents and recreation units. The Table 3.2 gives the details of the surveyed non-accommodation units, which belong to different service categories.

Table.3.2
Category-wise Distribution of Surveyed Non-accommodation Units

Service Category	Kovalam	Thekkady	Kumarakam	All Spots	
Food & Beverage	32	23	5	60	(32.3)
Tourist Shopping	43	19	3	65	(34.9)
Travel & Tour	4	3	0	7	(3.8)
Rejuvenation	12	4	2	18	(9.7)
Communication	9	11	2	22	(11.8)
Recreation	5	5	4	14	(7.5)
All categories	105	65	16	186	(100.0)

All non-accommodation units seen within the spot area may not be related to tourism because the main customers of a few units may be local residents and other non-tourists. Hence, the information is collected only from the non-accommodation units of tourist importance, situated near the main attraction sites and at the vicinity of accommodation units. The model questionnaires used independently for accommodation and non-accommodation establishments are given in Appendix II.

3.3.2.4Selection of the Tourists

Tourists being the important source of information regarding the acceptability of different facilities offered, they are interviewed for collecting such data. In this study, only the foreign tourists and tourists from different parts of India are considered because the objectives of the study require only the data regarding the tourists coming to Kerala. Both foreign and domestic tourists come in the picture. But the visitors at the selected spots, belonging to Kerala are excluded, since Kerala is their place of permanent residence. This was done to avoid confusion in the identification of tourist visitors from among the large number of same-day visitors. The tourists were approached and interviewed at the main attraction points of the selected spots with the help of structured questionnaire, which is given as Appendix III. The questionnaire was finally arranged considering the reactions of the tourists in the pilot survey conducted during the season months of the year 1998-99 at the selected spots. This was framed also by giving scheduled answers to majority of the enquiries, making it convenient to be filled in ten minutes' time using either a tick mark against the relevant items or scratching out the irrelevant ones.

Visitors who avail at least an over-night stay at the spot are treated as the population from whom the sample tourists are selected. Since the accommodation options are open also to unorganised sector and the tourists have only a temporary presence at the spot, the identification of definite population becomes difficult. But, the maximum size of per-day-tourist-population of a spot is equal to its bed capacity. Hence, we selected sample respondents in proportion to the identified bed capacity of the organised sector of accommodation during the period of survey. But equal proportions among the spots are not maintained for avoiding a sample size too large to be managed or too small to make effective analysis. Since the spots are known for domestic as well as foreign arrivals, samples are equally drawn from both categories of tourists.

The category-wise and spot-wise distributions of respondents are given in Table 3.3. The tourist survey has covered information regarding the demographic features of the tourist, such as age, income, education, occupation, sex, marital status, size of the family and place of residence. The data with respect to purpose of the visit, the most touching attraction experienced at the spot, the type of accommodation availed, consumption preferences and the attitude towards the tourism product offered are also collected for facilitating an analysis of factors behind the demand for selected spots.

Table 3.3
Sample Frame of Respondent Tourists

Spot	Foreign	Domestic	Total	Bed Capacity
Kovalam	125	125	250	2492
Thekkady	100	100	200	974
Kumarakam	30	30	60	280
Total	255	255	510	3746

3.3.2.5Period of Survey

The primary survey was conducted during the years 1999 and 2000. With respect to tourists, the tourist season covering the period of months between September 1999 and May 2000 was taken as the period of tourist arrival to the selected spots. The long period of arrival was split into three quarter-periods like September to November, December to February and March to May. Since the survey covers only tourists visiting the spots during the season months mentioned above, samples have been drawn on the two convenient consecutive days of each three-month period. On the survey days, both the foreign and domestic tourists were interviewed simultaneously looking into their relative presence at the attraction points of the spots.

Regarding the collection of information from the accommodation establishments, a two-stage plan has been adopted. During the season months of December 1999 and January 2000, the units were identified and the basic information regarding the number of rooms and beds, year of establishment, nature of ownership and the facility category to which they belong was collected. During the second stage, i.e., the off-season months (June, July and August) of the year 2000, other relevant details were gathered. This was done looking into the convenience of the respondents of accommodation establishments.

3.4 ANALYSIS OF DATA

The supply of tourist facilities of the spots over the period 1990-2000 is analysed in respect of growth in the class-wise number of accommodation units, bed capacity, average bed price and facility ratios. The trend in the demand for the spots has been analysed examining the class-wise arrival of tourists, tourist ratio (ratio of foreign to domestic), per unit arrivals, per bed arrivals, occupancy rates and the average number of bed nights demanded by the tourists over the period 1990-2000.

The preferences for the selected spots by the respondent tourist have been analysed mainly in terms of the planned days of stay at the spot in proportion to the total planned period of stay in the destination area of Kerala during the visit under survey. At the same time, per day per person planned expenditure of the respondents has also been simultaneously analysed in order to compare the pattern of category-wise consumption of tourist facilities offered at the spots under study.

To identify the influencing factors on the demand for tourist experiences of the spots, the demographic, economic and psychological features of the tourists have been examined. These factors as they decide the tourists' trip preferences and life style, have been independently analysed, relating them to the period of stay.

The employment generation in accommodation sector over the period has been analysed looking into the growth in the number of regularly employed persons, per unit and per bed employment. Category-wise employment (belonging to four categories as executive, clerical, worker and trainee), education and professional background and the average monthly pay of persons employed during the year of survey also have been examined to identify the type and nature of accommodation employment. The unit-wise growth in the number of employed persons is also examined to know the trend in the magnitude of non-accommodation employment due to the tourism activities of the spots.

3.5 TOOLS OF ANALYSIS

The collected data have been analysed using a set of relevant statistical tools and techniques. Looking into the nature of response, the association between the variables, their relative influences, growth over the years and the inter-class and inter- spot variations are tested with relevant statistical tests.

3.5.1 Trend analysis

The growth performance of the selected tourist spots with respect to average bed price, generated bed capacity, tourist arrival, demand for tourist nights, size of accommodation employment and tourist income has been studied by estimating compound growth rates and percentage growth rates. The simple percentage growth rate is measured by using the following formula.

$$Xi = \frac{X_1 - X_0}{X_0} \times 100$$

Where, Xi = percentage growth rate, X_1 = current year value of the variable and X_0 = base year value of the variable.

In order to estimate the compound growth rate, the following function is used.

$$Y = a\, b^t$$

The given model can be converted to a log linear model for estimating exponential growth rate by log transformation as

$$\log y = \log a + t \log b \quad \text{------} \ (1) \qquad \text{which can be written as}$$

$$Y = A + Bt \quad \text{-------} \ (2)$$

where Y = log y, A = log a, B = log b.

The annual compound growth rate (r) is given as

$$r = (b - 1)\, 100\,\%$$

3.5.2 Seasonal Index

In order to analyse the seasonal variation in the tourist arrival of Kerala, a Seasonal Index by moving average method has been computed using the procedure as given below.

This centred moving average for j^{th} month of i^{th} year has been computed as

$$Mij = \frac{X_{i-1\ j+6} + 2\left(\sum_{K=j+7}^{12} X_{i-1\ K} + \sum_{K=0}^{j+5} X_{i\ K} \right) + X_{i\ j+6}}{24} \qquad j = 1,2,3,4,5,6 \text{ (January - June)}$$

$$= \frac{X_{i\,j-6} + 2\left(\sum_{K=j-5}^{12} X_{i\,K} + \sum_{K=0}^{j-7} X_{i+1\,K}\right) + X_{i+1\,j-6}}{24} \quad j = 7,8,9,10,11,12 \text{ (July - December)}$$

Seasonal Index for j[th] month, $$SI_j = \frac{\overline{M}._j \times 1200}{\sum_{j=1}^{12} \overline{M}._j}$$

Where, $$\overline{M}._j = \frac{\sum_{i=1}^{\max(i)} Mi_j}{\max(i)}$$

Where, $X_{i0} = 0$, $X_{i13} = 0$ for all i

3.5.3 Chi-Squire Test

As a test of independence chi-squire test is applied to explain whether or not two variables are associated. In the present study the test is administered to identify the association between the category-wise (foreign and domestic) demand for selected tourist spots and the identified demographic and psychological features of the tourists.

Chi-squire, symbolically written as χ^2, is a statistical measure with the help of which it is possible to assess the significance of the difference between the observed frequencies and the expected frequencies obtained from hypothetical universe[3]. Chi-squire has been calculated with the help of the following formula.

$$\chi^2 = \sum\left\{\frac{(f_0 - f_e)^2}{f_e}\right\}$$

Where, f_0 = Observed frequency f_e = Expected frequency

If two distributions (observed and expected) are exactly alike, $\chi^2 = 0$; but generally due to sampling errors χ^2 is not equal to zero. And hence we should know the sampling distribution of chi-squire so that we may be able to find the probability of an observed χ^2 being given from a random sample from hypothetical universe. Whether or not a calculated value of chi-squire is significant, can be ascertained by looking at tabulated values of χ^2 for given degrees of freedom at a certain level of confidence. If the calculated value of chi-squire exceeds the table value, the difference between the observed and expected frequencies is taken as significant but if the table value is more than the calculated value of χ^2, then the difference between the observed and expected frequencies is considered as significant.

3.5.4 Test of Significance for Difference of Mean (Z Test)

Applying Normal Test we have attempted to examine whether there was any significant difference in the duration pattern of stay by tourist respondents at selected spots. The following test statistic has been applied[4].

$$|Z| = \frac{|\overline{X}_1 - \overline{X}_2|}{\sqrt{\frac{\sigma^2{}_1}{n_1} + \frac{\sigma^2{}_2}{n_2}}} \sim N(0,1)$$

Where, Since ≥ 30,

$\sigma^2{}_1 = s^2{}_1$ (Variance of sample 1), $\sigma^2{}_2 = s^2{}_2$ (Variance of sample 2)

In order to examine the nature of relationship between the variables like bed capacity, bed price, tourist arrival, tourist ratio, occupancy rate, average tourist nights demanded and accommodation employment, coefficient of correlation has been separately computed for each combination of variables.

3.5.5 Simple Linear Regression Model

In this study we have also estimated a two-variable linear regression model for finding out the influence of one on the other. The ordinary least squire method is used for the estimation of the model. In order to identify the dependence of the size of regular employment on the generated bed capacity under each class of accommodation, the model has been estimated using the following form.

$E = \alpha + \beta C + u$ Where E = Size of regular employment
C = Bed capacity generated

3.5.6 Facility Ratio

Since the selected spots possess accommodation units of varying tourist facility, a facility ratio as weighted average of facility, weighted with bed capacity has been independently worked out for each spot using the following formula.

$$\text{Facility Ratio,} \qquad \text{FR} = \frac{\sum_{i=A,B,C,D} F_i X_i}{\sum_i X_i}$$

Where, F_i = Facility index of i^{th} class, X_i = the number of beds in the i^{th} class.

3.5.7 Satisfaction Index

For making an inter-spot comparison of tourists' assessment of the important attributes of the selected tourist spots, Satisfaction Index for each attribute has been computed using the following formula.

$$\text{Index of Satisfaction,} \qquad \text{IS} = \frac{\sum_j s_j r_j}{R}$$

Where, S_j = Satisfaction value of j^{th} respondent in the attribute
r_j = Number of respondents of j^{th} satisfaction value of the attribute
$R = \sum_j r_j$ = Total no. of respondents of the attribute who did not commend on it

3.6 CONCEPTS AND DEFINITIONS

For facilitating a proper understanding of the observations made, here are introduced the important terms and definitions which appear in this study.

Tourist - World Tourism Organisation defines tourist as a "visitor who spends at least one night in the place that is outside his/her usual environment for a period not exceeding six months and whose main purpose of visit is other than the exercise of an activity remunerated from the place visited"[5].

Excursionist - Excursionist is a same-day-visitor or a visitor who leaves without spending a night in the place visited and hence not treated as a tourist.

Holiday-visitor - A tourist who remains in a place for more than a certain numbers of nights or days (normally a week or more).

Inbound Tourist - A non-resident tourist visitor to a country.

Outbound Tourist - Resident of a country visiting another country.

Foreign Tourist - As per the definition accepted by the Ministry of Tourism, Government of India, a foreign tourist is a person visiting India on a foreign passport, staying at least twenty four hours in the country, the purpose of whose journey can be classified under one of the following: recreation, holiday, health, study, religion, sport, business, family, mission and meeting[6].

Domestic Tourist - A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at accommodation establishments for a duration of not less than twenty four hours or one night and for not more than six months at a time for purposes other than remunerated from within the place of stay.

Tourist Destination - A place, region or country which possesses an array of attractions capable of offering non-home experience to the tourist visitor. A destination will have a broad enough base of activities and interests to provide primary motivation for tourism visits and to occupy tourists for several days[7]. In the present study Kerala is taken as the destination area for both foreign and domestic tourists.

Tourist Spot - A place or locality within the destination area, which possesses natural or human oriented attractions and support facilities for tourist accommodation.

Tourism Receipts or Tourism Earnings - These are receipts of the country as a result of consumption expenditure by foreign visitors in the economy out of foreign currency brought by them excluding international air fares.

Accommodation Establishments - Places in which rooms are provided to tourists for stay and classified variously as hotel, tourist bungalow, travellers' lodge, youth hostel, etc.

Classified or Approved Hotels - Hotels which conform to certain laid down standards on physical features, standards of facilities and other services are approved by the Tourism Department of Central and State Governments and are known as approved units of Star category, normally ranging from one to five[8].

Occupancy Rate - The occupancy rate refers to the ratio between available room or bed capacity and the extent to which both foreign and domestic tourists occupied it.

Bed Night - It is used as a unit of measurement of offered bed capacity. Bed night is the single bed space offered by an accommodation unit for tourist accommodation. A single bed space normally offers 365 bed nights in a year.

Tourist Nights or Tourist Days - Bed nights availed by tourists are treated as tourist nights. Since night-time accommodation is an essential condition for being a tourist, tourist nights availed are treated as synonymous with tourist days spent.

3.7 CONCLUSION

The methodological framework discussed above is used in subsequent chapters to analyse inter-spot variations in the demand and supply of tourist activities of the selected spots and its impact on the generation of employment over the period 1990-2000.

Notes and References

1 M Thea Siclair and Mike Stabler, *The Economics of Tourism,* London, Routledge, 1997, p.1.

2 Since the year 1998 Department of Tourism, Government of Kerala provides only district-wise data on tourist arrivals to Kerala.

3 Frederic E Croxton, Dudley J Cowden and Sidney Klein, *Applied General Statistics*, New Delhi, Prentice Hall, 1975, p. 586.

4 For details regarding the various situations and methods of computation, see. George W Snedecor and William G Cochran, *Statistical Methods*, Oxford, IBH Publishing Company, 1967, p. 61.

5 The International Conference on Travel and Tourism Statistics convened by WTO in Ottawa in 1991presented this updated definition to the term tourist. See. Robin A Chadwick, Concepts, Definitions and Measures used in Travel and Tourism research, *In* J R Brent Ritchie and Charles Goeldner, *Travel, Tourism and Hospitality Research*, New York, John Wiley & Sons, 1994, p.67.

6 Government of India, *Tourist Statistics*, New Delhi, Ministry of Tourism, 1998, p. 139.

7 Charles Kaiser Jr. and Larry E Helber, *Tourism: Planning and development,* Boston, CBI Publishing Company, 1978. p. 61.

8 The hotel industry is entitled to various benefits and priority considerations of its requirements. To be eligible for this a hotel or heritage unit has to be approved by the Department of Tourism. For details of the classification criteria, see. Government of India, *Tourist Statistics*, New Delhi, Ministry of Tourism, 1998, pp. 187-190.

DEVELOPMENT OF TOURISM IN KERALA

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter Four

Development of Tourism in Kerala

CHAPTER IV

DEVELOPMENT OF TOURISM IN KERALA

4.1 INTRODUCTION

In the previous chapter, we discussed the methodology of the study in detail. Here we are going to analyse the trend and pattern of tourism in Kerala within the framework of global and national tourism. The demand and supply of tourism products of the selected spots have dependence on the overall tourist activity of the destination area. Tourists who visit a destination area belong to different geographical and economic regions. They generally possess diversified character with respect to their political and cultural background. But the tourists may conform to certain patterns of their own, particularly with respect to economic and demographic aspects. These patterns may influence the tourist activity of a spot or region.

4.2 GLOBAL TOURISM

Recently, tourism has become an important economic activity of the entire world and emerged as the biggest industry of the new millennium. The trend in international tourism is observed as phenomenal since 1980s. The performance of international tourism during the years 1980 and 1998, both in respect of tourist arrival and receipts is indicated in Table 4.1. It is estimated that the world tourist arrival during the year 1998 was 634.7 million compared to that of 266.3 million in the year 1980, showing an increase of 138 per cent over the period. The receipts from global tourism showed a spectacular change with an increase of 334 per cent during the period between 1980 and 1998.

Table 4.1
International Sharing of Tourism Among Economic Regions

Economic Regions	Number of Tourists in Thousands		Receipts in Million US $		Percentage Change 1998/1980	
	1980	1998	1980	1998	Tourists	Receipts
Low-Income	8348 (3.14)	45439 (7.16)	3193 (3.16)	25731 (5.4)	444.3 (128.0)	705.8 (71.0)
Middle-Income	62781 (23.57)	198850 (31.33)	19673 (19.39)	107275 (24.38)	216.7 (33.0)	445.3 (25.7)
High-Income	195209 (73.29)	390370 (61.51)	78673 (77.55)	308963 (70.22)	99.9 (-16.0)	292.7 (-9.5)
World	266338 (100)	634659 (100)	101399 (100)	439969 (100)	138.3 -	333.6 -
India	1194 (0.45)	2359 (0.37)	1150 (1.13)	3124 (0.71)	97.6 (-17.8)	171.6 (-37.0)

Note: Figures in the parenthesis indicate the percentage to the world total
Source: World Bank (2000), *World Development Indicators*, Washington D.C.

Sharing of international tourist market among nations and regions, shown in Table 4.1, always recorded an uneven pattern. The World Tourism Organisation has estimated that out of the total arrival in the year 1998, 'Low-income' countries claimed only 7.2 per cent while 'High-income' group of countries claimed 61.5 per cent. During the same year, the 'Low-income' countries could enjoy only 5.4 per cent of the international tourism receipts. At the same time, 'High-income' economies could appropriate more than 70 per cent of the world receipts. It is visible from the table that the Indian share in the international tourist arrival was only 0.37 per cent of the total and with respect to the tourism receipts it was only 0.71 per cent during the year 1998. Although, majority of the tourist travellers still comes to 'High-income' countries, the most rapid growth has been among visitors to the poor countries. The number of tourists to these countries increased by 445 per cent during the period between 1980 and 1998. But surprisingly, the percentage share of India which belongs to the 'Low Income' economies showed a notable decrease both in respect of the number of tourists and tourism receipts during the same period.

The country-wise comparison of tourism expenditure and receipts during the years 1980 and 1996 is given in Table 4.2. Among the nations, which attract the largest number of tourists, United States, Italy, France, Spain and United Kingdom are important. With respect to tourism receipts, U.S.A and Germany received the largest share (12.73 per cent and 12.06 per cent respectively) of global tourism receipts in the year 1996. But India and China, the two largest populated countries of the world share only 0.73 per cent and 2.47 per cent respectively.

Table 4.2
Principal Tourist Generating and Receiving Countries (billion US$)

Countries	Expenditure				Receipts			
	1980	(%)	1996	(%)	1980	(%)	1996	(%)
United States	10.06	9.86	64.37	16.97	10.39	10.29	52.56	12.73
Italy	8.21	8.04	28.67	7.56	1.91	1.89	15.49	3.75
France	8.24	8.07	28.36	7.48	6.03	5.97	17.75	4.30
Spain	6.97	6.83	27.41	7.23	1.23	1.22	4.92	1.19
U K	6.93	6.79	19.30	5.09	6.89	6.82	25.45	6.17
Germany	6.57	6.44	16.50	4.35	20.60	20.39	49.79	12.06
Austria	6.44	6.31	14.00	3.69	2.85	2.82	15.49	3.75
Switzerland	3.15	3.09	8.89	2.34	2.36	2.34	7.48	1.81
World	102.07	100.00	379.25	100.00	101.02	100.00	412.78	100.00
India	0.11	0.11	0.42	0.11	1.15	1.14	3.03	0.73
China	0.07	0.07	4.00	1.05	0.62	0.61	10.20	2.47

Note: (%) = Percentage of the world.
Source: World Bank (1998), *World Development Indicators*, Washington D.C.

The tourist generating capacity of a country or a region is reflected in the volume of tourist expenditure. In the case of international tourist expenditure also, the sharing is much in favour of developed economies. As per the table, U.S.A alone claims 16.97 per cent of the world tourist expenditure during 1996, compared to the very low percentage share (0.11) of India. Europe and North America continued to be the principal generating and receiving areas of international tourism. The countries belonging to the regions of Africa, Asia and Latin America always claim a meagre share in world tourist expenditure and receipts. The World Tourism Organisation estimates that industrialised countries take nearly 80 per cent of the benefits from tourism whereas developing countries get only 20 per cent and African countries have just about 2.5 per cent of the total[1].

As a service based industry, tourism has been partly responsible for the growth of service sectors of many economies during the past few decades. The growth of tourism related services reveals the dependence of a country for employment and foreign exchange earnings on its tourism industry. The agency, Forecasts International, United States of America estimates that 7.4 per cent of the people in the world are engaged in the hospitality business[2]. As per the International Financial Statistics of IMF, a tourist country is defined as 'one whose tourist receipts relative to GDP is greater than 5 per cent or relative to merchandise export is greater than 10 per cent'[3]. Countries like Austria, Barbados, Jordan, Fiji, Hong Kong, Tunisia and Singapore claim the status of a tourist country in both respects. The estimated share of tourism receipts of the big tourist generating economies like United States, United Kingdom and Japan stood at less than 1.5 percent. But Indian tourism receipts was only 0.7 per cent of her GDP and its share in exports was 6.9 per cent during the year 1996[4].

4.3 Tourism in India

India, now projected as 'one nation, thousand worlds' due to the presence of heterogeneous attractions of both natural and human-oriented, hosted 23.59 million tourists (including nationals of Pakistan and Bangladesh) in 1998[5]. Though the country witnessed an over all per annum growth rate of 19.56 per cent during the period 1951-1990, India's performance in international tourism has never been satisfactory[6]. In the year 1980, India's share in terms of tourist traffic was 0.45 per cent but it decreased to 0.37 per cent in 1998 (See Table 4.1).

The flow of international tourist arrival to India (excluding nationals of Pakistan and Bangladesh) during the period between 1985 and 1999, given in Table 4.6 shows an increasing trend but with much inter-year variations. The total tourists to India during the year 1985 were just 8.37 lakhs. In the very next year, India received more than one million tourists. But it took thirteen more years to reach the two million mark in 1999. Tourist arrival in the country registered an increase of 2.6 per cent in 1999 compared to the low rate of increase (0.1 per cent) of the previous year. Since 1985 only two years (1990 and 1991) witnessed a negative growth in tourist arrival over the previous year. During the period 1985-1999, the foreign arrivals grew at a compound rate of 5.7 per cent. In spite of the deliberate efforts in the form of celebration of the year 1991 as 'Visit India Year' and the period 1990-2000 as 'Tourism Decade', Indian tourism fails to achieve a comparatively higher growth rate. The negative publicity to Indian tourism market in foreign media due to political disturbances, communal riots, natural calamities, epidemics, militancy killings, caste-massacres and kidnapping of political, administrative and even foreign tourists may be the reason for the above.

4.3.1 Spatial Concentration of Indian Tourism

Indian tourism industry also shows an unequal spatial pattern over the years. The tourists coming to India visit only certain regions and places, which are matching with their purpose of visit. Jaipur, Delhi and Agra always enjoyed a distinctive position in the itinerary of foreign visitors. The Survey of Foreign Tourists in India, conducted during 1982-83, revealed that Delhi and Maharashtra received the largest number of foreign tourists followed by Uttar Pradesh, Tamil Nadu, Rajasthan, West Bengal, Karnataka, Jammu and Kashmir and Goa. Delhi receiving 11.6 lakhs and Maharashtra 9.8 lakhs of foreign visitors, the same pattern is almost maintained even in 1998.

Table 4.3
Concentration of Foreign Tourism Among Important States of India

States	Tourists (in 10000)		Tourist Density		Percentage Change 1998/1995	Rank	
	1995	1998	1995	1998		1995	1998
Andra Pradesh	8.4	8.3	0.31	0.3	-3.2	12	13
Bihar	8.1	13.1	0.47	0.75	59.5	11	12
Goa	22.9	27.2	61.91	73.48	18.7	2	2
Delhi	100.8	116.2	679.68	783.82	15.3	1	1
Himachal Pradesh	4.8	6.3	0.86	1.13	31.4	10	11
Jammu& Kashmir	2.1	2.3	0.09	0.1	11.1	15	15
Karnataka	6.0	25.0	0.31	1.3	319.4	12	10
Kerala	14.3	18.4	3.68	4.75	28.8	5	5
Madhya Pradesh	9.2	10.3	0.21	0.23	9.5	14	14
Maharashtra	84.2	98.1	2.05	3.19	55.6	7	6
Meghalaya	0.1	0.8	0.05	0.04	-20	16	16
Pondichery	1.2	2.6	23.77	42.48	78.7	3	3
Rajastan	53.5	60.7	1.56	1.77	10.2	9	9
Tamil Nadu	58.6	64.6	4.5	4.96	10.2	4	4
Uttar Pradesh	61.7	71.9	2.1	2.44	16.2	6	7
West Bengal	18.1	19.4	2.04	2.19	7.4	8	8

Note: 'Tourist Density' is own estimation based on the state-wise area during 1995 & 1998.
Source: Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi

The attractiveness of a tourist region is not fully reflected in the absolute number of tourist arrival. A small region may be commanding relatively a large share of tourist traffic to India. 'Tourist Density' which is estimated as the average number of annual tourist arrival per sq.km of area of a region reveals the relative concentration of tourist attraction. As per Table 4.3, Delhi experienced the highest tourist (foreign) density of 783.8, during the year 1998, followed by Goa and

Pondichery. The highest increase in tourist density during 1998 over the year1995 was experienced in Karnataka. Only Andhra Pradesh and Meghalaya registered a negative change with respect to tourist density during the same period. With a comparatively poor endowment of man made attractions, compared to Delhi, Rajastan and Tamil Nadu; Kerala could maintain fifth position in state-wise ranking of tourist density during 1995 and 1998.

Table 4.4
Concentration of Domestic Tourism Among Important States of India.

States	Tourists (in Lakhs)		Tourist Density		Percentage Change 1998/1995	Rank	
	1995	1998	1995	1998		1995	1998
Andhra Pradesh	393.2	393.6	142.9	143.1	0.16	4	5
Bihar	60.5	90.4	34.8	52.0	49	9	11
Goa	8.8	9.6	273.3	259.5	9.4	3	3
Delhi	12.7	15.0	856.6	1009.41	18	1	1
Himachal Pradesh	15.6	39.1	28.1	70.2	150	10	8
Jammu & Kashmir	41.0	46.1	18.4	20.8	13	13	13
Karnataka	44.7	120.0	23.3	62.55	168	11	9
Kerala	38.6	53.0	99.3	136.4	37	7	6
Madhya Pradesh	65.8	76.8	14.8	17.3	17	15	15
Maharashtra	61.6	71.8	20	23.3	16.5	12	12
Meghalaya	1.5	1.4	6.4	6.1	-4.7	16	16
Pondichery	3.4	4.2	683.1	847.7	24	2	2
Rajastan	52.6	64.8	15.4	18.9	23	14	14
Tamil Nadu	172.1	199.2	132.4	153.2	16	5	4
Uttar Pradesh	307.0	389.0	104.3	132.2	27	6	7
West Bengal	43.8	46.4	49.3	52.2	5.9	8	10

Note: 'Tourist Density' is own estimation based on the state-wise area during 1995 & 1998.
Source: Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi

Domestic tourism also has grown substantially in recent years, because of the rise in the income levels of a sizeable section of people. As per the estimates of Department of Tourism, Government of India, the domestic tourist visits to all states and union territories were around 136.6 million in 1995 and 166.9 million in 1998[7]. Andhra Pradesh and Uttar Pradesh accommodated the largest number of domestic visitors since the year 1995. The Table 4.4 exhibits the state-wise concentration of domestic tourism during the years 1995 and 1998. It indicates that Delhi, Pondichery and Goa enjoy the first, second and third places respectively in the state-wise ranking of domestic tourist density as in the case of foreign tourism. The position of Kerala with respect to domestic tourist density improved to sixth place in 1998 compared to the seventh place in the year 1995.

4.3.2 Indian Tourism Receipts

The importance of tourism earnings can be evident from the fact that it constitutes a good share of the Indian foreign exchange reserves. Tourism earnings as percentage of Indian foreign exchange reserves as shown in Table 4.5 increased from 16.1 per cent in 1985-86 to 59.5 per cent at the end of the year 1990-91. As per the latest estimates, during 1998-99, foreign exchange earnings from this modern industry amounts to 12011.5 crores which is 9.58 per cent of our foreign exchange reserves at the end of the same year.

To give a general picture of the dimensions of tourism, a comparison with India's export trade would be helpful. The details given in Table 4.5 make such a comparison. Tourism continues to grow in importance as an item of India's foreign trade. International tourism accounts for nearly 6 per cent of world exports, whereas tourism receipts as percentage of Indian exports correspondingly stood at 12.9 per cent during 1986-87 and at present stands at 8.6 per cent. Indian tourism receipts continuously showed a positive growth over previous year but with ups and downs registering the highest percentage increase of 87.3 per cent in the year 1991-92.

Tourism has been recognised as a major industry as it contributes to about 4 per cent of India's Gross Domestic Product and employment about 135 lakhs persons during the year 1991-92 which accounted for 4.5 per cent of the total employable labour force in the country during the same period[8]. It is further estimated that receipts from foreign tourism accounted for 0.9 per cent of India's Gross National Product and tourism industry provided 21.4 million employment opportunities both directly and indirectly in the year 1995[9].

Table 4.5
India's Tourism Receipts as Percentage of Total Reserves and Exports (Rs. Crores)

Year	Foreign Exchange Reserves	Export Earnings	Tourism Receipts	Receipts as Percentage of		Increase of Receipts in Percentage
				Reserves	Exports	
1985-86	7384	10895	1189	16.10	10.91	-
1986-87	7645	12452	1607	21.01	12.90	35.1
1987-88	7287	15741	1856	25.47	11.79	15.5
1988-89	6605	20295	2054	31.10	10.12	10.7
1989-90	5787	27681	2386	41.23	8.62	16.2
1990-91	4388	32553	2613	59.54	8.03	9.5
1991-92	14578	44042	4892	33.56	11.11	87.3
1992-93	20140	53688	6060	30.09	11.29	23.9
1993-94	47287	69751	6970	14.74	9.99	15.0
1994-95	66006	82674	7424	11.25	8.98	6.5
1995-96	58447	106353	9150	15.66	8.60	23.3
1996-97	80369	118817	10232	12.73	8.61	11.8
1997-98	102507	130101	10880	10.61	8.36	6.3
1998-99	125412	139753	12012	9.58	8.59	10.4

Source : (i) Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi.
(ii) Government of India, *Economic Survey*, New Delhi, Issues. 1991-92 & 1999-2000

It has been argued that investment in tourism creates more jobs than in several other sectors. The estimated labour-capital ratio is far higher in the tourism sector which stands at 47.5 compared to 12.7 of manufacturing, 0.9 of railways, 13.8 of other transport sector and 2.6 of mining and quarrying[10]. Another important feature of tourism of India, which enjoys the status of industry since 1982, is its low import component and it is also argued that the import content of Indian tourism product does not exceed 7 per cent of the total earnings[11].

Even though Indian tourism industry enjoys immense growth potential, it fails to keep in pace with the international standard. The first ever tourism policy of the country could be framed as late as 1982, during the year which tourism was accorded the status of industry in India. It was during seventh plan period attempt for diversification of Indian tourism from the traditional sight seeing tours was undertaken. The Eighth Plan, under the impact of liberalisation programmes, undertook steps for encouraging greater privatisation of tourism related services. The percentage share of tourism allocation under the five-year plans remained between 0.07 and 0.23 till the end of eighth plan period[12]. Ninth Plan brings out the importance of people's participation at the grassroots level and the development of tourist facilities and for creating a tourist friendly atmosphere. The Planning Commission of India has approved an outlay of Rs. 511.32 crores as budgetary support during the period of Ninth Plan and the total outlays of the Ministry of Tourism in respect of various schemes during the same period amounts to Rs. 488.75 crores[13].

The tourist market of Kerala is only a sub sector of Indian tourism and hence the magnitude of tourist arrival to India and the policies and programmes of the national government affects the tourism industry of this state. After discussing such matters, now we turn to analyse the trend and pattern of tourist arrival to Kerala.

4.4 TRENDS IN TOURIST ARRIVAL TO KERALA

As per the latest estimates of the Department of Tourism, Kerala received 2.1 lakhs foreign tourists during the year 2000, showing a 3.85 per cent increase over the previous year[14]. The number of domestic arrival (5013221) crossed the five million mark in the same year with a percentage increase of 2.55 over the year 1999.

The category-wise arrival of tourists to Kerala, during the period 1985-1999 is shown in Table 4.6. The tourist traffic to Kerala shows an increasing trend over the years. Foreign tourist arrivals to the state increased at a compound rate of 12.8 per cent during the period. On the other hand, the domestic arrivals recorded a compound growth rate of 23.3 per cent during the same period.

Table 4.6
Trend and Pattern of Tourist Arrival to Kerala and India

Year	No of Tourists to Kerala					Tourists to India		Share of Kerala In (%)
	Foreign Tourists	Change in (%)	Domestic Tourists	Change In (%)	Tourist Ratio F/D	Foreign Tourists	Change In (%)	
1985	42347	-	338776	-	0.125	836908	-	5.06
1986	50841	20.06	423756	25.08	0.120	1080050	29.1	4.71
1987	51816	1.92	510619	20.50	0.101	1163774	7.8	4.45
1988	52083	0.52	582050	13.99	0.089	1239992	6.5	4.20
1989	62952	20.87	634248	8.97	0.099	1337232	7.8	4.71
1990	66139	5.06	866525	36.62	0.076	1329950	-0.5	4.97
1991	69309	4.79	948991	9.52	0.073	1236120	-7.1	5.61
1992	90635	30.77	994140	4.76	0.091	1434737	16.1	6.32
1993	95209	5.05	1027236	3.33	0.093	1442643	0.6	6.60
1994	104568	9.83	1284375	25.03	0.081	1562016	8.3	6.69
1995	142972	36.73	3915656	204.87	0.037	1762228	12.8	8.11
1996	176855	23.70	4403002	12.45	0.040	1923695	9.2	9.19
1997	182427	3.15	4953401	12.50	0.037	1973647	2.6	9.24
1998	189941	4.12	4481714	-9.52	0.042	1974815	0.1	9.62
1999	202173	6.44	4888287	9.07	0.041	2025310	2.6	9.98
CGR*	*12.8*	-	*23.3*	-	*-9.2*	*5.7*	-	*6.7*

Note: * = Compound Growth Rate for the period 1985-1999 is given in Italics

Source:(I) Government of Kerala (2000), *Economic Review* State Planning Board, Thiruvananthapuram.

(ii) Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi.

(iii) Government of India, *Monthly Abstract*, Central Statistical Organisation, New Delhi, Vol. 54, No. 4, April 2001

Regarding the percentage variation in the foreign tourist arrivals to Kerala it shows a wide range over the years. The year 1995 witnessed the highest percentage increase in tourist arrival over the previous year with respect to both foreign and domestic. But the domestic arrival showed a sharp decrease in 1998 and the increase in 1999 was not in pace with the rate of previous years. No other peculiar reason than the general recession in the country's economic situation can be noted for this slow down in domestic arrival. The table also shows that the percentage share of Kerala in the total foreign tourist arrivals to India exhibited a continuous increase since the year 1986. The share increased from the 5.06 per cent of the year 1985 to 9.98 per cent in 1999.

4.4.1 Category-wise Arrival of Tourists

The tourists coming to Kerala are broadly classified into foreign and domestic tourists. The domestic tourists including pilgrims contribute a major share to the tourism industry of Kerala. As per Table 4.6, the percentage of foreign tourists in the total tourist arrival to Kerala during the year 1985 was around 11 per cent. During the year 1991, it was only 6.8 per cent and it further came down to 4 per cent in 1999. During the period 1985-1999, tourist ratio exhibited a negative compound growth rate of 9.2 per cent. The continuous decline in the proportion of foreign tourists to domestic visitors is influenced by the comparatively higher growth in the domestic arrival. The high proportion of domestic tourists tempts us to think that it would be better for Kerala to cater to the needs of domestic tourists than foreign tourists would.

4.4.2 Country-wise Arrival

More than the number of tourists coming to Kerala, the factors deciding the type and volume of tourist product demanded will be the different aspects, which form the background of potential tourists. The survey conducted in 1988 by the Tata Economic Consultancy, Bombay, the largest share of tourists to Kerala came from Great Britain followed by West Germany and more than two thirds of the tourists came from European region[15]. The percentage share of tourists from Asian countries is found insignificant in the survey. The visitors from Pakistan and Bangladesh are often excepted in times the number of foreign tourists are projected, because they do not identify themselves as tourists for practical purposes. The Table 4.7 shows the number of foreign tourists visiting India and Kerala in terms of their country of origin during the years 1996, 1997 and 1998. The arrival of tourists to Kerala from the traditional markets of U.K and U.S.A. shows a negative growth in 1998 over 1996 while tourists from Germany and France continue their relative participation in Indian tourism. Tourists from Netherlands recorded the highest percentage increase of 140.4 in 1998 followed by Australia (66.8 per cent), Japan (62.6 per cent) and Canada (47.9 per cent).

Table 4.7
Percentage Share in the Foreign Market for Tourism of Kerala

Country	1996		1997		1998		Change(1998/1996) in Percentage	
	Kerala	India	Kerala	India	Kerala	India	Kerala	India
UK	21.9	18.7	17.25	18.8	18.17	19.3	-17.0	3.2
Maldives	14.25	1.3	10.32	0.9	9.98	0.9	-30.0	-30.8
Germany	8.15	5.2	8.22	5.4	9.26	4.8	13.6	-7.7
USA	8.45	11.9	8.25	12.4	8.06	12.4	-4.6	4.2
Sri Lanka	7.8	5.6	7.02	6.2	6.46	6.0	-17.2	7.1
France	5.58	4.9	5.84	4.6	6.2	5.0	11.1	2.0
Italy	3.42	2.6	3.82	2.7	4.08	2.7	19.3	3.8
Netherlands	1.61	2.1	2.48	2.3	3.87	2.7	140.4	28.6
Japan	2.19	5.1	3.17	5.0	3.56	4.5	62.6	-11.8
Australia	2.05	2.5	2.22	2.6	3.42	2.9	66.8	16.0
Switzerland	2.7	1.8	2.6	1.6	3.34	1.7	23.7	-5.6
Canada	1.4	3.8	2.07	4.0	2.07	4.1	47.9	7.9
Spain	1.22	1.3	1.92	1.2	1.38	1.3	13.1	0.0
Singapore	0.83	2.5	0.88	2.6	0.98	2.8	18.1	12.0
Others	18.45	30.7	23.94	29.7	19.17	28.9	3.9	-5.9
Total	100.00	100.0	100.00	100.0	100.00	100.0		

Source: (i) Government of Kerala (1997,1998), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram.
(ii) Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi.

Though, not directly related, the mode of transport used by the tourists arriving in Kerala will reflect the class of tourists to which they belong. Nearly 61 per cent of the foreign tourists reached Kerala by way of road, 36 per cent by rail and only 3 per cent by sea during the year 1997[16]. It is estimated that 29 charter flights brought 6670 foreign tourists to the tourist destinations of Kerala during the period between November 1995 and March 1996. No doubt, the presence of three international airports at Thiruvananthapuram, Kochi and Calicut representing the three regions will attract increased number of international flights to Kerala.

4.4.3 Tourist Season

Seasonality is a general feature of tourism industry. The factors like global economic situation, political stability, tourism facilities; tourist image, etc. introduce distortions to trend and produce short-term variations. There may be some centres with importance of pilgrimage or commercial activities as exception to it. Seasonal variation seems to prevail in tourism industry of Kerala showing its similarity with that of Indian tourism.

The peak season of tourist arrivals in India is in the month of November, December and January. At the same time, maximum arrivals from Sri Lanka, France and U.A.E during 1998 have been recorded in the month of July, which is the lean month for majority of the nations representing Indian tourism market. But compared to that of India, the month of February also commands a sizeable number of arrivals to Kerala. The average percentage of arrivals during these months is noticed higher in Kerala. The reason may be the ideal climatic conditions of this destination region. But the tourist arrivals touch the bottom most level during the season covering June, July and August.

Table 4.8
Seasonal Variation in Tourist Arrival: A Comparison (in Percentage)

Months	Kerala						India (Foreign)	
	Domestic			Foreign				
	1990	1998	1999	1990	1998	1999	1998	1999
January	7.65	7.91	9.28	13.82	14.59	15.6	10.9	10.68
February	6.45	6.97	8.24	11.53	12.15	12.67	9.04	9.84
March	8.32	6.88	8.59	9.24	10.46	10.3	9.14	8.41
Quarter 1	22.42	21.76	26.11	34.69	37.2	38.57	29.08	28.93
April	7.71	7.37	9.34	5.62	8.68	7.06	7.28	6.74
May	8.98	7.76	9.03	4.89	5.98	5.14	6.19	5.7
June	8.26	6.62	7.2	3.78	3.03	3.98	6.07	6.23
Quarter 2	24.95	21.75	25.57	14.49	17.69	16.18	19.54	18.67
July	8.41	6.43	7.3	4.90	2.91	5.27	7.44	7.61
August	8.05	6.21	7.52	6.77	5.28	7.17	7.34	7.52
September	8.52	9.86	7.83	6.48	6.52	5.84	6.8	6.88
Quarter 3	24.98	22.5	22.65	18.15	14.71	18.28	21.58	22.01
October	8.92	9.4	8.26	9.65	6.6	6.61	8.65	8.93
November	9.15	9.58	8.41	10.3	10.11	9.4	10.18	10.61
December	9.58	13.01	8.99	13.01	13.69	10.96	10.98	10.87
Quarter 4	27.65	31.99	25.66	32.96	30.4	26.97	29.81	30.41
Total	100	100	100	100	100	100	100	100
C V(monthly)	*9.91*	*22.58*	*9.02*	*40.64*	*47.03*	*41.94*	*20.84*	*21.99*

Note: Given in Italics is the coefficient of variation in monthly arrivals
Source: Government of Kerala (1997), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram

The high seasonal variation in foreign demand for tourism in Kerala compared to that of India is evident from the high value of the coefficient of monthly variation. Table 4.8 shows that the seasonal variation with respect to both foreign and domestic arrivals to Kerala has got reduced in 1999 compared to that of the year 1998. At the same time, the domestic demand for tourism in Kerala shows a relatively strong resistance against seasonality. This is well reflected in the much lower coefficient of variation in month-wise foreign arrivals than that of domestic arrival during the years 1990, 1998 and 1999. It shows that the promotion of domestic tourism, to a considerable extent will help to avoid the problem of the tourism industry of Kerala due to high seasonality.

Table 4.9

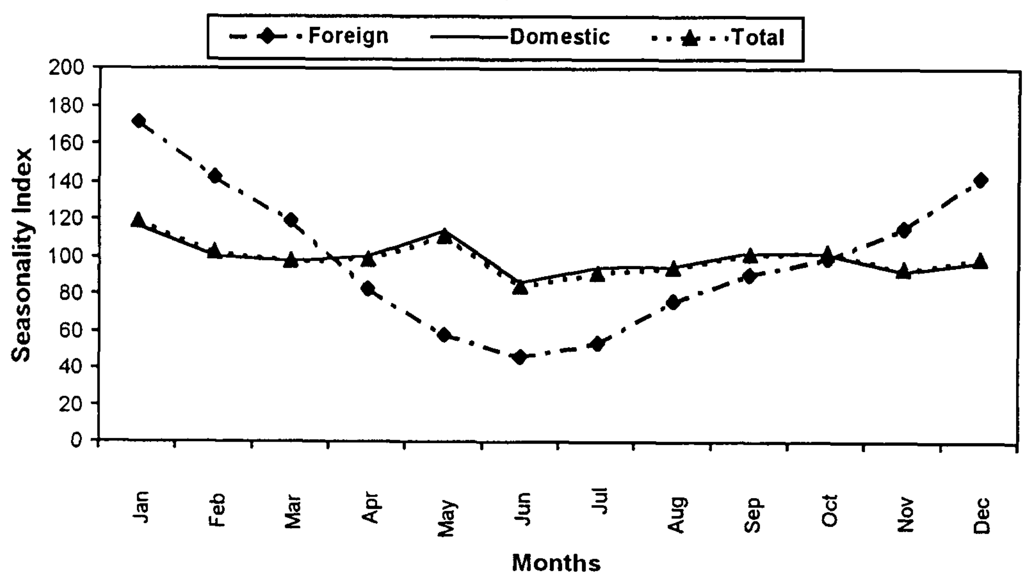
Seasonal Index for Tourist Arrival to Kerala Computed for the Period, 1988–1999

Months	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Foreign	171.6	142.8	119.6	82.6	58.1	46.5	54.1	76.2	91.0	99.3	115.3	142.9
Domestic	116.7	100.6	97.4	100.1	114.1	86.7	94.2	95.5	102.5	102.0	92.7	97.6
Total	119.6	102.9	98.3	99.0	111.0	84.3	92.0	94.8	101.9	102.3	93.9	100.0

Source: Computed from data given in Appendix IV

The seasonal character of tourist arrival to Kerala is made clearer from the seasonal indices computed for the period between 1988 and 1999. As per the Table 4.9, the indices of foreign arrivals vary between the least index 46.5 in the month of June and the highest index 171.6 in January. But in the case of domestic arrivals, the lowest and highest indices vary between 86.7 and 116.7, showing less difference among months. The Fig.1 is the graphical representation of the seasonal indices, showing differences in month-wise arrival between foreign and domestic categories of tourists to Kerala.

Fig.1: Seasonal Index for Tourist Arrival to Kerala Computed for the period 1988- 1999



4.4.4 District-wise Distribution of Tourists

The visit of tourists to Kerala is not evenly spread among different centres. The studies related to the visit pattern of tourists coming to this state show that most of the foreign visitors are concentrated in the traditional tourist centres like Kovalam, Kochi and Thekkady, forming a Golden Triangle of tourist centres in Kerala also. In the Malabar region, Calicut is the only centre, which attracts a sizeable number of tourists from abroad. The Department of Tourism was collecting the data regarding the tourist arrival to Kerala from 11 important centres till the year 1997. Thiruvananthapuram, Kovalam, Cochin, Thekkady and Alappuzha entertained the largest share of foreign arrivals to Kerala, altogether claiming 92.5 per cent of the total, during the year 1997. But in the case of domestic arrivals, Guruvayoor and Thiruvananthapuram shared 56.4 per cent of the total arrivals between them, during the same year[17].

Table 4.10
District-Wise Sharing of Foreign Tourist Arrivals to Kerala

Districts	1998		1999		(%) change 1999/1998
	Number	(%) share	Number	(%) share	
Thiruvananthapuram	86035	45.30	91946	45.48	6.87
Kollam	5068	2.67	7540	3.73	48.78
Pathanamthitta	45	0.02	144	0.07	220.00
Alapuzha	9878	5.20	10688	5.29	8.20
Kottayam	13006	6.85	12542	6.20	-3.57
Ernakulam	56199	29.59	58866	29.12	4.75
Idukki	13631	7.17	10839	5.36	-20.48
Thrissur	1507	0.79	1644	0.81	9.09
Palakkad	821	0.43	1516	0.75	84.65
Malappuram	251	0.13	859	0.42	242.23
Wayanad	98	0.05	452	0.22	361.20
Kozhikode	2994	1.58	3028	1.50	1.14
Kannur	257	0.14	1290	0.64	401.95
Kasaragod	151	0.08	819	0.41	442.38
Total	189941	100.00	202173	100.00	6.44

Source: Government of Kerala (1998,1999), *Tourist Statistics*, Department of Tourism, Thiruvananhapuram

The district-wise data on tourist arrival for the years 1998 and 1999 reveal the still continuing regional concentration of tourism activity in Kerala. The Table 4.10 indicates that Thiruvananthapuram, with the support of the renowned tourist spot Kovalam, received more than 45 per cent and together with Ernakulam more than three fourth of the total foreign tourist arrivals to Kerala, in both the years. At the same time, it is visible from Table 4.11 that Thrissur district tops in the domestic arrivals followed by Thiruvananthapuram and Ernakulam. The southern half of Kerala, with seven districts south to Thrissur claims 96.8 per cent of the foreign arrivals in 1998 and 95.3 per cent in 1999. But the picture is different in the case of domestic arrivals with the northern districts including Thrissur receive more than half of the arrivals in both the years.

Table 4.11
District-wise Sharing of Domestic Tourist Arrivals to Kerala

Districts	1998		1999		(%) Change
	Number	(%) Share	Number	(%) Share	1999/1998
Thiruvananthapuram	781477	17.5	755897	15.5	-3.25
Kollam	80279	1.8	110569	2.3	37.73
Pathanamthitta	25470	0.6	76311	1.6	199.6
Alapuzha	157573	3.5	111050	2.3	-29.52
Kottayam	166814	3.7	142143	2.9	-14.79
Ernakulam	802060	17.9	734837	15.0	-8.38
Idukki	117267	2.6	185579	3.8	58.25
Thrissur	1506424	33.6	1285029	26.3	-14.7
Palakkad	246576	5.5	301861	6.2	24.42
Malappuram	78072	1.7	250326	5.1	220.6
Wayanad	62974	1.4	190559	3.9	202.6
Kozhikode	325877	7.3	499062	10.2	53.14
Kannur	82160	1.8	96918	1.9	17.96
Kasaragod	48691	1.1	148146	3.0	204.3
Total	4481714	100.0	4888287	100.0	9.07

Source: Government of Kerala (1998,1999), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram.

The high inequality in regional pattern of tourist arrival may not be fully related to the regional concentration of tourist attractions. The concentration of tourist facilities in the south and the poor attention for the promotion of potential spots of the north may be the reason for the same. It is observed that the northern districts, viz., Kannur, Kasargod, Wayanad and Malappuram have achieved a notable increase in the arrival of both foreign and domestic tourists during 1999 compared to the previous year. The promotion of the beech spot Bekkal and the competitive efforts by the District Tourism Promotion Councils functioning in the northern districts have improved the situation.

The above analysis with respect to the category-wise arrival of tourists to Kerala endorses the fact that tourism in Kerala exhibits seasonal and regional patterns. The magnitude and variety of tourist attractions of Kerala influence these patterns and trends in the arrival of tourists to this destination region. Now we make a brief assessment of such attractions.

4.5 TOURIST ATTRACTIONS OF KERALA

In the tourist map of the world, Kerala is projected as the 'God's Own Country'. It is a fact that Kerala has been treated as a destination for inbound tourists on account of its tranquil seashore and exotic spices. But now it is a coveted target of the foreign as well as domestic visitors on account of its extended array of attractions. A global survey, conducted in 1985 by the Independent STA Travels of United Kingdom has ranked Kerala as the third, in a list of ten most preferred tourist destinations[18]. The magazine, National Geographic Traveller, in an assessment during 1999, identified this state as one among the 50 greatest destinations in the world to be visited in one's lifetime[19].

Tourist attractions of Kerala are in the form of natural, manmade or a mixture of both. But mere presence of natural attractions, Kerala is richly endowed with, does not assure the acceptance of a spot as a destination centre by the tourists. The human-oriented attractions in the form of infrastructure and other service facilities enjoy a good amount of influence on the development process of a tourist destination.

4.5.1 Natural Attractions

Kerala clings like a slim, green leaf to the base of western mountains of India. It is a narrow strip of land covering an area of 38,683 sq.km in the southwestern corner of the Indian subcontinent, with the Arabian Sea as the western boundary and Western Ghats as the eastern boundary. Kerala possesses a coastline of about 570 km in length and a mountain range of equal length. The forested high lands of Kerala account for 27.4 per cent of its whole area. Some of its forests are so dense that their flora and fauna, in places such as the mysterious Silent Valley have not been completely assessed and recorded. The mountain peaks at an average height of 900 meters and 44 rivers flowing down westward through the meandering midlands down to the beckoning coast of Kerala endows it with a lavish decoration of all things. The mountain regions of Kerala where wild animals like elephants, tigers, boars, wolves and bison cohabit in the midst of evergreen reserve forests are noted for scenic beauty. The Silent Valley National Park, the wildlife sanctuaries of Neyyar, Periyar, Parambikulam, the bird sanctuaries of Thattekkad and Kumarakam, the number of backwater lakes and lagoons of varying sizes and the beautiful beaches, spread throughout the coastal region are excellent examples for the nature-oriented attractions of Kerala. The agricultural setting of the rural areas of Kerala reveals the scope of rural tourism[20]. The plantations of the coastal, midland and mountain regions of Kerala offer a lot of attractions of observational nature. In the form of participatory attractions, Kerala has openings for mountaineering, trekking and water sports.

4.5.2 Human-oriented Attractions

The ethnicity and the complex cultural pattern of Kerala matter the chances for making the visit of tourists to Kerala a memorable experience. Kerala possesses archaeological excellence also but its competing capacity with other states has been doubted. The palaces, temples, churches and mosques possessing historical and archaeological importance are also capable of attracting tourists. The old palaces and houses in the form of *Nalukettu* and *Ettukettu* are the cherished means of accommodation by the tourists[21]. The unique crafts and cultural performances of Kerala are powerful attractions to make this state a distinctive destination for tourists. Handicraft items made up of coconut shells, metal and marine materials and woodcarvings add to the enrichment of the shopping experience of tourists coming to Kerala. A very special metal craft unique to Kerala is the Aranmula Metal Mirror, which can be seen in most of the handicraft shops. Some of Kerala's innumerable festivals stand out because of their uniqueness. The days long celebrations of *Onam*, the festival with an array of folk dances and other art performances attract a large number of tourists to Kerala. This state has, of course, become internationally famous for its unique and spectacular *Kathakali*, masked dance drama, and other equally stunning performances drawing engrossed audience[22]. The ancient healing science of *Ayurveda* is practised in Kerala for rejuvenation and as a means to retain health with medicine prepared by using the fresh herbs[23]. The settlement infrastructures of all types (transportation, banking and communication) are adding to the general attraction of Kerala as a destination. In short, Kerala has everything to develop a tourist industry on the strong base of natural attractions.

4.6 ECONOMIC IMPACT

The tourists coming to the destination area of Kerala, for experiencing the peculiar products offered to them spend a period of time and money. This necessarily brings in certain economic and non-economic reactions on the destination economy of Kerala. The economic impact of tourist traffic on the economy of the state can be viewed mainly from three angles. Firstly its effects on the income of the state, secondly its role in creating employment within the state and thirdly its contribution to the state's exchequer. The gross impact of tourism receipts on the state's income is examined with the expenditure incurred by the tourist visitors within the state of Kerala.

4.6.1 Tourism Earnings

In Kerala, the estimation of earnings both from domestic and foreign tourism is made out of three estimates like per day expenditure by the tourists, the average number of days spent and total number of tourists. On the basis of sample studies conducted time to time, the Department of Tourism estimates the earnings from foreign tourist in Kerala. The Table 4.12, representing the earnings from tourism during the period 1985-1999, shows increasing trends in tourism earnings over the years. But earnings from foreign tourism exhibits relatively wider variation in its annual increase compared to that of tourist arrival. The highest increase in earnings, recorded during 1993 over the previous year (76.94 per cent), does not match with the 5 per cent increase in the foreign tourist arrival during the same period. The years 1986, 1988, 1995 and 1996 of the period experienced an almost equal growth rates between earnings and foreign tourist arrival (See Table 4.6 also). The low correlation observed in other years between the arrival and earnings may be due to the variations in the average number of days of stay or the average daily expenditure by the tourists in Kerala.

Table 4.12
Trend in Tourism Earnings of Kerala (in Rs. Crores)

Year	Tourism Earnings	Change in (%)	Export Earnings	Change in (%)	Earnings as (%) of Exports	Index
1985	14.22		779.9		1.82	100
1986	17.07	20.04	967.0	24.00	1.77	97
1987	17.41	1.99	1029.7	6.48	1.69	93
1988	17.50	0.52	1069.1	3.82	1.64	90
1989	21.15	20.86	1183.4	10.70	1.79	98
1990	26.99	27.61	1290.3	9.03	2.09	115
1991	28.28	4.78	1564.9	21.28	1.81	99
1992	59.75	11.28	1730.4	10.58	3.45	190
1993	105.72	76.94	2300.6	32.95	4.60	253
1994	116.11	9.83	3230.6	40.42	3.59	197
1995	158.76	36.73	3936.2	21.84	4.03	221
1996	196.38	23.70	4348.3	10.47	4.52	248
1997	273.20	39.12	4782.3	9.98	5.71	314
1998	302.08	10.57	5479.4	14.58	5.51	303
1999	416.07	37.74	5453.9	-0.46	7.63	419
CGR*	*30.50*	-	*16.6*	-	*22.40*	-

Note: * Compound Growth Rate for the period 1985-1999 is given in italics.
Source: Government of Kerala (1991,1996,2000), *Economic Review*, State Planning Board, Thiruvananthapuram.

The earnings from foreign tourists may be treated as the receipts from the export of the invisible product of tourism. Tourism earnings have surpassed the annual growth of export earnings in 1990s compared to the years before. This is resembled in the increasing proportion of tourism earnings in the export earnings over the years. It is also noted from Table 4.12 that the average earnings from foreign tourists visiting Kerala has steadily increased over the previous years since 1985. The tourism earnings during the period1985-99 increased at a compound rate of 30.5 while the exports grew only by 16.6 per cent during the same period. Tourism earnings as percentage of exports increased from the 1.82 per cent in the year 1985 to 7.63 per cent in 1999. The estimated per tourist earnings recorded nearly a five fold increase over the same period. It increased from Rs. 3358 in the year 1985 to Rs. 11100 in 1993 and again to Rs. 15904 in the year 1999.

The deliberate efforts for the promotion of tourism industry of Kerala, particularly since the year 1991, have increased the percentage share of Kerala in the Indian tourism earnings considerably. The Table 4.13, which gives the tourism earnings of Kerala, India, and the World for a period 1990-98, is a clear indication of the same trend. Kerala's share in Indian earnings, which was only 0.58 percent in 1991, got raised to 2.51 per cent in the year 1997. The comparatively better performance of Kerala, in the sharing of tourism earnings of India, compared to the Indian sharing of global earnings is in clear matching with the steady increase in the percentage share of tourist arrival to India.

Table 4.13
Trend in Sharing of Tourism Receipts - A Comparison

Year	World (Billion US $)	India (Million US $)	India (Rs. Crores)	Kerala (Rs. Crores)	Share in Percentage	
					India	Kerala
1990	268.9	1512.7	2,612.5	26.99	0.56	1.03
1991	277.6	1756.9	4,892.0	28.28	0.63	0.58
1992	315.8	2119.8	6,060.0	59.75	0.67	0.99
1993	324.1	2104.4	6,970.3	105.72	0.65	1.52
1994	354.0	2320.6	7,423.8	116.11	0.66	1.56
1995	405.1	2609.2	9,150.3	158.76	0.64	1.74
1996	435.6	2832.3	10,231.8	196.38	0.65	1.92
1997	436.0	2913.5	10,879.6	273.20	0.67	2.51
1998	440.0	3124.0	12,011.5	302.08	0.71	2.51

Source: (i)Government of Kerala (2000), *Economic Review*, State Planning Board, Trivandrum.

(ii) Government of India (1998), *Tourist Statistics*, Ministry of Tourism, New Delhi.

The tourism industry of Kerala is emerging as a fast growing tertiary sector activity, recording a comparatively higher annual growth rate. As per the Table 4.14, the index of annual growth of the Net State Domestic Product increased by 770 points in 1998-99 compared to the year 1985-86. The earnings from foreign tourism jumped up by 2337 points while share of the sub sector trade, hotel and restaurants in Net SDP of Kerala increased only by 1227 points during the same period. The largest segment of the tourism industry is the hotel and restaurant sector, which provides food and accommodation to tourists. The growing importance of tourism well reflects in the estimated compound growth rates of 19.1 per cent, 23.8 per cent and 32.1 per cent respectively for State Domestic Product, trade, hotel and restaurant sector and tourism earnings.

Table 4.14
Income from Tourism in Kerala - A Comparison (Rs. in Lakhs)

Year	Net SDP of Kerala			Share of Trade, Hotel & Restaurant			Tourism Earnings		
	Amount	Change (%)	Index	Amount	Change (%)	Index	Amount	Change (%)	Index
1985-86	650341	-	100	89131	-	100	1707	-	100
1986-87	735437	13.08	113	107859	21.01	121	1741	1.99	102
1987-88	825756	12.28	127	125020	15.91	140	1750	0.52	103
1988-89	918172	11.19	141	129161	3.31	145	2115	20.85	124
1989-90	1066463	16.15	164	142853	10.60	160	2699	27.61	158
1990-91	1217349	14.15	187	164734	15.32	185	2828	4.78	166
1991-92	1510165	24.05	232	180437	9.53	202	5975	111.28	350
1992-93	1717520	13.73	264	230543	27.77	259	10572	76.94	619
1993-94	2340083	36.25	360	448431	94.51	503	11611	9.83	680
1994-95	2869722	22.63	441	566227	26.27	635	15876	36.73	930
1995-96	3508650	22.26	540	707354	24.92	794	19638	23.70	1150
1996-97	4081890	16.34	628	824432	16.55	925	27320	39.12	1600
1997-98	4792424	17.41	737	995502	20.75	1117	30208	10.57	1770
1998-99	5656282	18.03	870	1182457	18.78	1327	41607	37.74	2437
CGR*	*19.1*	-	-	*23.8*	-	-	*32.1*	-	-

Note: * Compound Growth Rate for the period 1985-86 to 1998-99 is given in italics
Source: Government of Kerala (1991,1996,2000), *Economic Review*, State Planning Board, Thiruvananthapuram

4.6.2 Accommodation Capacity

Accommodation is the tourist facility of vital importance needed at the destination. The offered bed capacity in various accommodation units during the years 1993 and 1998 is given in Table 4.15. As per the *Tourist Statistics 1993*, prepared by the Department of Tourism, Kerala, there are 50 tourist hotels of different types with a total bed capacity of 4208. During the year 1999, the number of classified hotels increased to 104 with a total bed capacity of 6794 compared to the 80 units and 6402 beds of the previous year. But the table shows that the percentage share of classified units in the total bed capacity of Kerala decreased from 13.89 per cent in 1993 to 11.8 per cent in 1998. Though the overall bed capacity increased by 80 per cent between 1993 and 1998, the capacity of 'Five Star' category of accommodation units recorded the highest increase of 132 per cent during the same period. Kerala Tourism Development Corporation (KTDC) arranges the largest single accommodation network of Kerala both in 1993 and 1998.

Table 4.15
Supply of Tourist Accommodation Facilities in Kerala.

Category	Capacity in 1993			Capacity in 1998			Increase of Beds in Percentage
	No. of Units	No. of Beds	Beds (%)	No. of Units	No. of Beds	Beds (%)	
One Star	15	930	3.07	20	1300	2.39	39.8
Two Star	24	1862	6.15	32	2000	3.68	7.4
Three Star	9	1070	3.53	15	1260	2.32	17.8
Four Star	0	0	0.00	6	800	1.47	-
Five Star	2	346	1.14	3	802	1.47	131.8
Heritage Units	0	0	0.00	4	240	0.44	-
Classified Total	50	4208	13.89	80	6402	11.77	52.1
Unclassified	571	26092	86.11	893	47990	88.23	83.9
Grant Total	621	30300	100.00	973	54392	100.00	79.5
(KTDC)	21	980	3.23	28	1050	1.93	7.1

Source: (i) Government of Kerala (1998), *Economic Review*, State Planning Board, Thiruvananthapuram.
(ii) Government of Kerala (1993), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram

Among the different types of accommodation facilities provided in Kerala, units like *Satrams* run by charitable institutions generally serve domestic tourists who travel for the purpose of pilgrimage. Accommodation in heritage homes and country houseboats is getting increased share recently. Paying guest system of tourist accommodation, though not in the organised form, claims its presence at least in centres like Kovalam and Thekkady.

The volume of the receipts from accommodation business depends upon the number of tourist guests and the average number of days of stay, which together determine the occupancy percentage of bed capacity. The Table 4.16 shows the trends in occupancy rates, per bed income and per tourist income of Kerala Tourism Development Corporation during the period between 1988-89 and 1999-2000.

Table 4.16
Income from Tourist Accommodation: Performance of K.T.D.C

Year	Total Bed Capacity	Occupancy in (%)	Income (Rs. Lakhs)	Per Bed Income	Total Tourists	Tourist Ratio (F/D)	Per Tourist Income
1988-89	265720	38.30	227.14	85.48	85533	0.217	265.6
1989-90	252215	47.46	272.92	108.21	85352	0.252	319.8
1990-91	316090	46.88	392.11	124.05	85686	0.137	457.6
1991-92	347480	43.95	598.21	172.16	98356	0.212	608.2
1992-93	366095	43.35	734.97	200.76	110813	0.147	663.3
1993-94	357700	45.41	956.00	267.26	110160	0.134	867.8
1994-95	344282	43.50	1148.08	333.47	117439	0.110	977.6
1995-96	335460	51.85	1591.17	474.32	140331	0.144	1133.9
1996-97	346201	47.54	1905.75	550.48	113737	0.196	1675.6
1997-98	378752	44.53	2013.95	531.73	141652	0.170	1421.8
1998-99	383132	48.73	1996.53	521.11	145357	0.167	1373.5
1999-00	383212	42.90	2019.64	527.00	161868	0.130	1247.7

Note: F – Foreign tourist, D - Domestic tourist
Source: Government of Kerala, *Economic Review*, State Planning Board, Thiruvananthapuram, Continuous issues from 1989 to 2000

The occupancy rate experienced by KTDC showed much variation over the year but not matching with the change in the number of tourist guests. The occupancy percentage throughout the years remained below 52 per cent. It is observed that per bed income and per tourist income showed a continuous increase till the year 1996-97. But the considerable fall in the average income from tourist guests since the year 1997-98 shows some relationship with the falling ratio of foreign to domestic tourist guests.

4.6.3 Impact on Employment

Analogous to the effects of tourist traffic on the income of the state, Kerala will be its impact on the generation of employment. In this sphere, the direct and the indirect impacts may be distinguished. In addition to direct employment, the employment impact of tourism is diffused widely over the economy, affecting almost all parts of the service and other sectors. The total impact of tourism on employment generation in the destination economy of Kerala will be related to the income generated in the first and subsequent rounds of spending of the tourist rupee on consumer goods industries.

A simple method of apportioning employment to the tourism sector of Jammu and Kashmir on the basis of the ratio of the aggregate income of the state and the income generated from tourism has been attempted by National Council for Applied Economic Research in 1975[24]. Since the total impact of tourism on employment is largely shaped by the income and employment generated at various stages subsequent to the initial spending stage in different sectors of the economy, the appropriate principle based on the overall income-employment ratio seems reasonable for the state of Kerala also. As an attempt for estimating employment due to foreign tourism in Kerala, the income-employment ratio for each year starting from 1985 is estimated by dividing the SDP of each year by the number of employment in organised sector of the respective years (See Table 4.17). The product per employed thus obtained is used to distribute the earnings from foreign tourism among the employed persons in the tourism sector under the assumption of equal productivity of labour among sectors. The estimation is made as given below.

$$\text{The number of employed in tourism} = \frac{\text{Total earnings from tourism}}{\text{Product per employed}}$$

$$\text{Product per employed} = \frac{\text{State Domestic Product (SDP)}}{\text{Total number of employed}}$$

Table 4.17
Estimated Employment Due to Foreign Tourism in Kerala

Year	SDP* In Rs. 10 lakhs	Total No. of Employed	Product Per Employed	Tourism Earnings Rs10 laks	Total No. of Tourists	Tourism Employment		
						Total Number	Index	Per 100 Tourists
1985	63058	1076008	58603	142.2	42347	2427	100	5.73
1986	69500	1095899	63418	170.7	50841	2692	111	5.29
1987	76795	1094308	70177	174.1	51816	2481	102	4.79
1988	88548	1104349	80181	175.0	52083	2183	90	4.19
1989	102965	1106608	93046	211.5	62952	2273	94	3.61
1990	117997	1146413	102927	269.9	66139	2622	108	3.96
1991	129053	1171738	110138	282.8	69309	2568	106	3.71
1992	156203	1180690	132298	597.5	90635	4516	186	4.98
1993	187315	1185679	157981	1057.2	95209	6692	276	7.03
1994	247250	1184087	208811	1161.1	104568	5561	229	5.32
1995	302945	1174408	257956	1587.6	142972	6155	254	4.31
1996	365200	1172542	311460	1963.8	176855	6305	260	3.57
1997	425950	1178626	361395	2732.0	182427	7560	311	4.14
1998	470838	1221446	385475	3020.8	189941	7837	323	4.13
1999	603060	1215945	495960	4160.7	202173	8389	346	4.15

Note: * SDP for each calendar year is estimated from monthly average SDP of respective Financial years.

Source: Government of Kerala (1991,1996,2000), *Economic Review*, State Planning Board, Thiruvananthapuram.

The estimated number of employed persons due to foreign tourism during the year 1985 stands at 2427 but it increased to 8389 in 1999 registering an increase of 246 per cent over the period. At the same time, the total employment in the organised sector in Kerala increased only by 11.5 per cent during the period between 1985 and 1999. The employment-tourist ratio has exhibited fluctuations over the period. The number of employed persons per 100 foreign tourists is estimated as 5.73 during the year 1985. This increased to 7.03 in the year 1993, the peak level of the period, due to the sharp rise in the tourism receipts more than proportionate to the increase in the foreign tourist arrivals. Since then, the employment tourist ratio has come down to a figure around four with the implication that the average expenditure by the continuously increasing foreign tourist visitors to Kerala has got reduced. A good amount of employment opportunities also has been generated in Kerala due to domestic tourist expenditure. The impact may be a little more because the domestic tourists including pilgrim tourists may be incorporating larger items of local production in their expenditures during their stay within the state. But no official data are available on the receipts from domestic tourists of this destination, Kerala.

4.7 Tourism Promotion

Since the inception of planning era in Kerala, the importance of tourism was recognised, but it could not get its proper share. Earlier, government and the public sector of Kerala were acting as the sole agents of tourism promotion in this state. Later, government shifted its emphasis to its promotion by way of marketing promotion through publicity, conduct of festivals and fairs, etc. and the development of infrastructure facilities. Appreciating the importance that tourism has come to occupy in the economy of the state and realising the need for development of tourism related activities on healthy lines, the Government of Kerala declared tourism in July 1986 as an Industry[25]. It was meant to promote private investment in tourism making all the benefits available to units in this field as that of other industrial activities. Investment subsidy to the extent of 10 per cent of the total investment, incentive for training local man power, augmenting availability of funds from State Financial Corporation, concession in electricity and water charges, allocation of land at concession rate and exemption from building tax levied by the Revenue Department are some of the concessions available to the tourism sector as a part of its industry status.

Since the year 1986, the role of private sector in the development of tourism in Kerala has been given much attention and the public sector continued the role of a promoter. Now tourism is one among the priority sectors of the Government of Kerala. The growing importance of tourism as a core competency sector of Kerala is visible from the Table 4.18. It shows a continuous increase in the percentage share of tourism in the total planned expenditure. The allocation to the tourism sector under the five year plans was only less than 0.5 per cent of the total outlay. Under the 8th Five Year Plan of Kerala, the allocation for tourism promotion was 29.2 crores (0.54 per cent of the total) while it got raised to140 crores (0.87 per cent) during the 9th Plan period. The Central Government provides financial assistance to State Governments for the improvement of tourism infrastructure in the respective states on the basis of specific project proposals. During 8th Plan, Kerala was sanctioned Rs.1014 lakhs under different schemes. The Central allocation for tourism in Kerala increased from a mere Rs. 2.1 crores in 1995-96 to Rs. 9.3 crores in 1999-2000.

Table 4.18
Tourism Promotion in Kerala Under Five Year Plans (Rs. 10 Lakhs)

Plans	Total Outlay	Share of Tourism			Expenditure (Actual)	
		Amount	Percentage	Index	Amount	Index
Second	870.1	1.3	0.15	100	1.2	100
Third	1700.0	3.0	0.18	120	2.1	175
Annual	1425.4	3.1	0.22	147	1.9	158
Fourth	2584.0	5.0	0.19	127	5.5	458
Fifth	5689.6	7.1	0.12	80	7.9	658
Sixth	15504.0	67.5	0.44	293	55.7	4642
Seventh	21000.0	90.0	0.43	287	81.7	6808
Eight	54600.0	292.2	0.54	360	568.3	47358
Ninth	161000.0	1400.0	0.87	580	-	-

Source: Government of Kerala, *Ninth Five year Plan and Annual Plan 1997-00*, Vol.1, State Planning Board, Thiruvananthapuram

The planned expenditure by the government, under different programmes for the promotion of tourism in Kerala, during the period between 1994-95 and 1999-2000 is given in Table 4.19. The 'Destination Kerala Scheme', aimed at the development of 24 identified tourist centres was allotted Rs. 136.45 lakhs during the year 1997-98. In recent years, promotion and publicity get priority in the programmes of the Department of Tourism. During 1999-2000 alone, the Department spent Rs. 450.2 lakhs for tourist publicity, which accounts for 12.6 per cent of the total expenditure.

The latest developments in information technology are being utilised in Kerala by developing a CD-ROM named 'Kerala- The Green Symphony' and a web site on Kerala Tourism. Kerala has been participating in the major international and domestic tourism trade fairs along with the private sector. Kerala Travel Mart 2000, Travel and Tourism Trade-meet organised in Kochi under public-private partnership commanded good response from international travel community. To reduce the seasonality in tourist arrivals, the Department of Tourism has launched campaigns on 'Monsoon and Ayurvedic Packages' especially in the Gulf regions.

Table 4.19
Item-wise Planned Expenditure by the Government for Tourism Promotion in Kerala (Rs. In Lakhs)

Expenditure Items	1994-95	1995-96	1996-97	1997-98	1998-99	1999-00
Development of Yathri Nivasses	6.00 (0.89)	5.89 (0.34)	22.00 (0.75)	100.00 (2.78)	0.00 (0.00)	0.00 (0.00)
Development Of Tourist Centres	85.56 (12.71)	121.31 (7.02)	875.00 (30.00)	136.45 (3.79)	153.23 (4.12)	144.88 (4.05)
Development of Tourist Transport	0.02 (0.00)	0.00 (0.00)	10.00 (0.34)	18.91 (0.53)	27.53 (0.74)	25.00 (0.70)
Training for Tourist Officials	2.50 (0.37)	2.78 (0.16)	5.00 (0.17)	5.00 (0.14)	5.00 (0.13)	4.73 (0.13)
For Tourist Publicity	173.65 (25.79)	199.81 (11.56)	250.00 (8.57)	360.47 (10.01)	315.00 (8.46)	450.22 (12.58)
Festivals and Fairs	18.79 (2.79)	0.90 (0.05)	1.95 (0.07)	3.28 (0.09)	8.83 (0.24)	25.00 (0.70)
Financial Aid to Private Sector	0.00 (0.00)	13.09 (0.76)	13.47 (0.46)	57.55 (1.60)	87.39 (2.35)	209.96 (5.87)
Promotion of Self-employment	0.00 (0.00)	81.05 (4.69)	0.00 (0.00)	0.00 (0.00)	0.75 (0.02)	0.11 (0.00)
District Tourism Promotion Councils	17.65 (2.62)	25.00 (1.45)	134.66 (4.62)	100.00 (2.78)	66.91 (1.80)	140.57 (3.93)
Construction of Guest Houses	20.49 (3.04)	23.83 (1.38)	50.00 (1.71)	50.00 (1.39)	140.00 (3.76)	300.00 (8.38)
Assistance to KTDC & TRKL	220.00 (32.67)	770.00 (44.55)	850.00 (29.14)	900.00 (25.00)	800.00 (21.49)	900.00 (25.15)
For Other Programmes	128.77 (19.12)	484.92 (28.05)	704.53 (24.16)	1868.32 (51.90)	2117.71 (56.89)	1378.26 (38.51)
Total Expenditure	673.43 (100)	1728.6 (100)	2916.61 (100)	3599.98 (100)	3722.35 (100)	3578.73 (100)
Index (Expenditure)	*100.00*	*256.68*	*433.10*	*534.57*	*552.74*	*531.42*
Tourism Earnings	11611	15876	19638	27320	30208	41607
Index (Earnings)	*100.00*	*136.73*	*169.13*	*235.29*	*260.17*	*358.34*

Note: Compiled and reclassified by the researcher. Percentage of the Total Expenditure is given in Parenthesis. Indices of Expenditure and Earnings, taking year 1994-95 = 100 are given in Italics.

Source: Government of Kerala, *Note Prepared for Subject Committee: 1999-2000 & 2000-2001*, Department of Tourism, Thiruvananthapuram

The development of unique tourism products of Kerala, viz., backwaters, Ayurvedic centres and eco-tourism get major concentration in the latest tourism policy of the government. A total provision of Rs. 2 crores has been made for the 'Thenmala Eco-tourism Project' under ninth five year plan[26]. A new scheme called

Grihastali has been introduced for the conservation of heritage buildings and to mould them as an important component of the tourism product offered in Kerala.

Recently, the policy of public-private participation for the development of tourism in the state has been incorporated in the tourism policy of the state. Assistance to private sector for various programmes got berth in the list of expenditure by the Department of Tourism since 1995-96 with an allocation of Rs. 13.09 lakhs. During the year 1999-2000, this amount got raised to Rs.210 with a percentage share of 5.87 of the total. The Department provided Rs. 81.05 lakhs during 1995-96 for undertaking programme for the promotion of self-employment in tourism. Training of tourist personnel was given attention in the official programmes since the establishment of Kerala Institute of Travel and Tourism Studies (KITTS) in 1988 at Thiruvananthapuram.

Kerala Tourism Development Corporation (KTDC) and Tourism Resorts Kerala Limited (TRKL), the two public sector agencies meant for the development of tourism in Kerala claimed the largest share of planned expenditure by the government over the years. Bekal Resorts Development Corporation (BRDC) was set up in 1995 to develop an integrated tourism project at Bekal with a total envisaged cost of Rs. 130 crores. The Project meant to exploit the hidden tourism potential of Malabar region is expected to attract good number of foreign tourists in coming years. District Tourism Promotion Councils (DTPC) were organised in many districts to reduce the inequality in the utilisation of tourism resource of Kerala during 1988 and set up in remaining districts too in 1989. DTPCs were allotted nearly 4 per cent (Rs.140.6) of the total planned expenditure by the Department of Tourism during the year 1999-2000.

The annual government expenditure on tourism increased from 673.4 lakhs to Rs. 3578.7 lakhs between 1994-95 and 1990-2000. The index of planned expenditure as shown in Table 4.19 increased by 431 points while the earnings from foreign tourism increased only by 258 points during the same period. This fact clearly indicates the priority given for the promotion of tourism in Kerala as a development alternative to the already stagnant sectors of agriculture and traditional industry.

4.8 CONCLUSION

The forgoing analysis reveals the scope of further promotion of tourism in Kerala, referring to its extent and pattern in India and the world. The trends in foreign tourism showed a steady rise in the percentage share in Indian market with respect to both arrivals and earnings during 1985-1999. The analysis has also revealed that the earnings from foreign tourism have grown a much faster rate than that of State Domestic Product. But the flow and the seasonal and regional patterns of foreign as well as domestic tourist arrivals to the destination area of Kerala are only the manifestation of the tourist activities which actually take place at particular spots of attraction. Hence, the analysis given in this chapter serves only the purpose of deriving certain clues in support of the perspective views on the tourist activities of such spots. Therefore, to have a clear understanding of tourism in Kerala, we proceed to examine the demand and supply of tourist activity at the selected spots and their impact on employment over the period between 1990 and 2000. We undertake such an exercise in subsequent chapters.

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SUPPLY OF TOURIST FACILITIES

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter Five

Supply of Tourist Facilities

19

CHAPTER V

SUPPLY OF TOURIST FACILITIES

5.1 INTRODUCTION

After discussing the trend and pattern of tourist activities in the destination area of Kerala in the previous chapter, we now attempt to make a brief description of the tourist background and analyse the trend and pattern of plant facilities of the selected spots. A tourist spot of a destination area possesses certain peculiar attractions and facilities as the basic supply factors to lure the visitors. This chapter is designed to cover the aspects related to location, accessibility, attraction, and tourist history of the spots, Kovalam, Thekkady and Kumarakam. The number of accommodation units, bed capacity, facilities attached to accommodation and the bed prices are also analysed simultaneously.

Researchers on the geography of tourism, in general, have identified five phases of tourism experience as planning, travel to the site, participation in recreation activities, the return trip and the recollection of total experience[1]. A place of tourism supply must provide some recreation-oriented goods or service that a tourist normally desires. Thus, the trip to a tourist attraction, engaging in recreation experiences and the return trip is identified as tourist consumption. Hence the examination of the location, size and shape of the spot area comes to be an important step in the analysis of tourist consumption.

5.2 LOCATION OF THE SPOTS

Kovalam beach is only 14 km away from Thiruvananthapuram, the capital city of Kerala. This world famous beach resort is spread over Vizhinjam, Thiruvallam and Vengannur village panchayats of Neyyattinkara Taluk[2]. But the important beach areas of this tourist spot belong to the southernmost village of Thiruvananthapuram District, Thiruvallam. This beach resort is located at Latitude 8.7^0 North and a Longitude 76.8^0 East.

Thekkady is on the border of Tamil Nadu and belongs to Idukki, the high range district of Kerala. The Periyar Wildlife Sanctuary at Thekkady is spread across 777 sq. km, of which 360 sq. km, is thick evergreen forest. The sanctuary area lies at an elevation of 900 to 2000 meters above sea level on the hills of Western Ghats with Latitude 9.4^0 North and Longitude 77.3^0 East. The picturesque village, Kumarakam is just 12 km from Kottayam and is situated on the banks of the Vembanad Lake, which is considered as the gateway to the backwaters of Kuttanadu. Appendix IV points out the specific location of the three spots.

5.3 ACCESSIBILITY

The entry point to the beach spot Kovalam is Kovalam Junction, which is on the bypass of National Highway leading to Kanyakumari. It takes hardly 20 minutes drive to reach this junction by road from the nearest airport and railway station located at Thiruvananthapuram. This city is well connected to all major cities in India by excellent air, rail and road networks. There are frequent buses from the two main bus stations of the city (Thanmbanur and East Fort) operated by Kerala State Road Transport Corporation. They are available from 6 AM to 9.30 PM within an interval of 15 minutes. Private tempo services also meet the travel requirements of the visitors to the main beach area. But the important accommodation units make their own arrangements for picking up and dropping the tourists at the main transport terminals in the city.

Thekkady is connected by regular bus services from Thiruvananthapuram (271 km), Kochi (200 km) and Kottayam (117 km). The nearest airport is Madurai, which is only 140 km away. The distance to the nearest railway station, Theni is only 60 km and to Kottayam 114 km. The main bus terminal leading to Thekkady is at Kumily, a plantation town situated on the outskirts of Periyar Sanctuary. A mini bus of the Forest Department operates between Kumiliy and Thekkady frequently to cover the 4 km distance in 15 minutes. Private truck services are also available to the visitors in between the scheduled trips of the service arranged by the Department of Forest. The sanctuary is open throughout the year, but the best season is from October to May. The entry into this sanctuary, which is one among the most fascinating natural reserves of the world, is allowed between 06 and 18 hours on all days.

The tourists can access Kumarakam, the fast developing backwater tourist spot either by road from Kottayam or by boat from different water transport terminals of Kottayam, Alappuzha and Ernakulam districts. It takes only half an hour from Kottayam, which is well connected with other major cities by rail and road. From Alappuzha, the tourists can reach Kumarakam with one and a half-hours cruise by a motor boat. The important accommodation units pick up their guests from Thanneermukkam, the nearest entry point to Kumarakam on National Highway 47 by speedboats.

5.4 ATTRACTION

Tourist attraction is a qualitative phenomenon, which eludes measurement in quantitative terms. Even then the attractions of a spot should be sufficiently high so as to outweigh the cost in terms of money and inconvenience arising from the travel.

Kovalam is India's most spectacular beach resort. It is a sheltered natural bay. The wonderful combination of sea, sun, sand and palm groves of Kerala makes this spot unique in the world. Internationally acclaimed as one of the best beach resorts, it has enough to offer for the enjoyment and relaxation of the visitor. This spot is much sought after by the tourists for sun bathing, water sports, shopping, catamaran cruising, yoga, meditation and rejuvenating Ayurvedic massage. The presence of a rich variety of accommodation establishments, aesthetically designed and decorated to serve the tourists for enjoying the moments of beach life, seems to be the fitting contribution of man complementary to the natural attractions of the spot.

Rolling hills, tea and cardamom plantations welcome the tourist to Thekkady, the holiday spot known for the rich endowment of flora and fauna. Periyar Wildlife Sanctuary is noted for its geomorphology, wildlife and scenic beauty and hence attracts travellers from all over the world. This is the only sanctuary in India where the elephants can be observed and photographed from close quarters from the safety of a boat. The sanctuary area is home to 1965 flowering plants including 171 species of grass and 143 species of orchids[3]. It is the natural habitat of a great variety of wildlife. The reserve has also attraction for bird watchers as varieties of birds are to be seen here. Observation towers are set about the reserve for the more enthusiastic of nature watchers. Trekking and elephant riding through the dense jungle offer an exhilarating experience to the nature-loving visitors. Accommodation facility inside the sanctuary seems to be the unique attraction of Thekkady as a tourist spot of ecological importance.

The backwaters refer to the large inland lakes of Kerala. The backwater spot Kumarakam provides facilities for boating, game fishing and sight seeing experiences to the tourists that are truly exhilarating. An exclusive attraction of this much sought after backwater resort is the Kumarakam Bird Sanctuary. This sanctuary is ornithologists' paradise and a favourite haunt of migratory birds. A cruise along the Vembanad Lake is the best way to view the bird life. Pathiramanal, an isolated peace of land nesting varieties of migratory birds, is close to Kumarakam. Luxuriously furnished houseboats known as *Kettuvallam* offer unique experience of a floating holiday home to the tourists.

5.5 TOURIST HISTORY

Kovalam beach resort has been a favourite haunt of tourists since the 1930`s. The link between Kovalam and foreign countries dates back to 1644 with the erection of a factory at Ruttera (Covalam) with the official consent of Unni Kerala Varma, the Raja of Travancore[4]. The construction of a small granite structure at Kovalam in the form of a rest house during the regime of Regent Maharani Sethu Lakshmi Bai marked the beginning of the tourist history of this resort. Later a two storied granite structure (The Halcyon Castle) as the summer retreat of the royal dignitaries was added but became a part of the Asoka Beach Resort in 1976.

As in the case of Goa, it was Eouropeans known as `hippies` who discovered this beautiful beach for the purpose of relaxation, leisure and recreation. They, as `allocentric` visitors laid the foundation of this beach resort spending days with exotic music and sun bathing[5]. A maiden attempt to convert Kovalam into a beach resort was undertaken by a French organisation called, 'Club Mediterranee' in 1959, but was unsuccessful due to its failure in negotiations with Indian Government.

In 1966, the Department of Tourism, Government of India decided to develop Kovalam as a major beach resort in South India. In 1972, the Kovalam Grove consisting of 40 *Kudils* was established and later in 1976 Asoka Beach Resort, the first and largest beach resort of Kerala with 100 rooms was inaugurated. The renowned architect, Charles Correa, designed the entire setting of the resort. Hotel Samudra was established in 1981 by Kerala Tourism Development Corporation (KTDC) in the middle of three palm-fringed coves near the hotel complex of Indian Tourism Development Corporation (ITDC).

The basic accommodation network by the public sector units simultaneously attracted a chain of private hotels of varying capacity and facility and raised this small seaside village as one among the most important international tourist spots of India.

The Periyar Tiger Reserve named after the Periyar river functions partly as a sanctuary and partly as a hill station. The splendid, artificial lake was formed with the construction of the Mullaperiar Dam in 1895 across the river. The forests around the lake were declared as Reserve Forest in 1899. Under the recommendation of Mr. S.C.H.Robinson, the first Game Warden of the Reserve Forests, Shri Chithira Thirunal, the Maharajah of former Travancore State in the year 1934 declared the forests as Nellikkampathy Sanctuary[6].

The sanctuary, which had been managed by a separate Game Department, was merged with the Forest Department of Kerala in 1966. It was enlarged later and declared as a reserve in 1978 under the famous scheme, Project Tiger[7]. The history of tourist accommodation at Thekkady dates back to 1954 but the establishment of a resort hotel by the Kerala Tourism Development Corporation in 1964 marked the real beginning.

An Englishman called Henry Baker built a bungalow at Kumarakam in the last century. In 1985, this came to be the first accommodation unit when Department of Tourism, Kerala established the Kumarakam Tourist Complex[8]. Since 1992 this bungalow has been functioning as a heritage hotel under private sector.

5.6 FACILITIES

The structure of the tourism industry of a tourist spot is composed of the segments like accommodation, food and beverage, local transport, travel services, recreation and entertainment and shopping.

5.6.1 Accommodation

Accommodation is an essential component of tourism, given that any definition involves a stay away from home. The products of units engaged in hospitality business are largely intangible. These products are also perishable. A bed night or bed space unsold is lost forever because it can not be stored. The products are also non-transferable and hence the movement of tourist customer to the place where the accommodation units are located becomes necessary. Accommodation, being the psychological basis for the tourist during their stay, its volume and pattern demonstrates the nature of the tourist market of a destination area. The intensity, diversity, seasonality and cost structures of tourist activity are well reflected in the accommodation network of a tourist spot. Accommodation industry takes a large part of the total revenue from tourist on account of room tariff and expenses on food related services.

Tourists coming to the spots Kovalam, Thekkady and Kumarakam naturally expect the atmosphere of a tourist resort. Hence, resort hotels share a major proportion of accommodation capacity of the selected spots. Resort hotels, generally located near the sea, mountain and other areas of natural beauty cater to the needs of the tourist who travels for rest, relaxation and entertainment. Tourists also prefer to stay in rented houses and avail 'Paying Guest' facilities.

Paying guest accommodation is a temporary household arrangement for accommodating tourist guests on payment of charges for stay and for food if provided. But these two alternatives to conventional accommodation are not common in Kerala. Recently, Department of Tourism, Kerala has undertaken schemes to make this system popular and formal. Motels, Youth Hostels, Camping Sites, Bread and Breakfast units and tourist villages provide supplementary accommodation facilities. But most of these facilities are not common means in the tourist accommodation at exclusive natural attraction spots of Kerala.

5.6.1.1 Types of Accommodation at Selected Spots

The number and variety of accommodation units of Kovalam is typical compared to other tourist spots of Kerala because it offers accommodation options to suit all budgets. The range of such units is so large that it includes a Five Star hotel with an exhaustive list of facilities designed for luxury customers and units providing ordinary accommodation facility even without an attached restaurant and room service. A moderately wide range of hospitality concerns consisting of ordinary lodges and units of Four Star facilities enrich the accommodation network of Thekkady. Classified hotel units including one belonging to 5 Star category meet ninety per cent of the accommodation requirements at Kumarakam. A considerable number of rented houses add to the accommodation options of the tourists coming to Kovalam. The travel agents point out the presence of a few paying guest units functioning without proper approval as an upcoming category in the accommodation network of Kovalam. But according to official sources, only 4 such units were functioning there during 1998 at this beach spot[9]. The latest publications of the Department of Tourism and Guide Books of private publishers attest the presence of a few paying guest units at Thekkady also. The tourists who seek freedom from formalities of conventional hotel accommodation prefer rented houses and paying guest accommodation. But the functioning by most of these informal units of accommodation is confined to the few months of tourist season at selected spots. The tourists, especially foreign tourists coming to the selected spots may have very rare chance for getting accommodated with friends and relatives within the spot area. In short, the accommodation facility of the spots is more or less confined to hotel units of different classes along with tourist lodges, which provide accommodation without facilities of restaurant and room service.

Accommodation units of organised sector, functioning under given rules and regulations, are generally classified into different categories or classes. These categories are identified with conventional signs (Star) in conformity with appropriate sets of standard. The information about the class of accommodation enables a tourist to identify the type of facilities required and also compare one with another. The criteria of classification is mainly related to the façade and architectural features of the building, location and environs, space and bed capacity, variety and quality of services offered and provision for security. But tourists of the the spots also seek accommodation in units other than approved or classified category. Here, accommodation units of organised sector are classified as belonging to four different classes of A, B, C and D, for the practical purpose of analysing their trends and patterns. Ordinary units are included in the Class C while the units of the same category but without restaurant and room service are included in Class D. The 1 Star and 2 Star hotels of classified category are given berth in Class B. All other units with status of 3 Star and above are treated as they belong to Class A.

5.6.1.2 Growth of Accommodation Units: Trend and Pattern

The magnitude and pattern of accommodation units show the volume of tourist activity at a tourist spot. Here is an analysis of the trend and pattern of organised accommodation units of the spots.

The Table 5.1 shows the class-wise trend and pattern of accommodation units at Kovalam. There were 58 accommodation units belonging to different classes at Kovalam during the year 1999-2000. With the highest representation of 34 units, Class C claimed 58.6 per cent of the total units. During the reference year, the total classified units belonging to classes A and B together claimed 10.1 per cent of the total units while the ordinary categories of C and D covered nearly 90 per cent of the total. The table also indicates that the index of the total number of accommodation units increased by 123 points during the period between 1990-91 and 1999-2000. The highest increase in the number of units as well as in percentage share of total units is recorded in Class C. The relative importance of Class C units which covered more than two thirds of the total units till 1994-95 showed a declining trend in subsequent years. It may be noted that nearly half of the total number of units (26) was established during the four-year period between 1994-95 and 1997-98. During the last two years, stagnation was experienced at Kovalam with respect to the growth of accommodation units.

Table 5.1
Class-wise Trend and Pattern of Accommodation Units at Kovalam

Year	Number of Units						Share in Percentage				
	A	B	C	D	Total	Index	A	B	C	D	Total
1990-91	1	1	16	8	26	100	3.8	3.8	61.5	30.8	100
1991-92	1	1	20	8	30	115	3.3	3.3	66.7	26.7	100
1992-93	1	1	21	8	31	119	3.2	3.2	67.7	25.8	100
1993-94	1	1	21	8	31	119	3.2	3.2	67.7	25.8	100
1994-95	1	2	24	9	36	138	2.8	5.6	66.7	25.0	100
1995-96	2	2	29	15	48	185	4.2	4.2	60.4	31.3	100
1996-97	2	3	33	15	53	204	3.8	5.7	62.3	28.3	100
1997-98	2	4	34	17	57	219	3.5	7.0	59.6	29.8	100
1998-99	2	4	34	17	57	219	3.5	7.0	59.6	29.8	100
1999-00	2	4	34	18	58	223	3.4	6.9	58.6	31.0	100

Source: Field Survey

The class-wise trend and pattern of accommodation units at Thekkady are given in Table 5.2. The total number of accommodation units at the spot increased from 11 units in the year 1990-91 to 26 units during 1999-2000 showing an increase of 164 per cent. With the highest number of 14 units, Class C claimed 48.3 per cent of the total units.

Table 5.2
Class-wise Trend and Pattern of Accommodation Units at Thekkady

Year	Number of Units						Share in Percentage				
	A	B	C	D	Total	Index	A	B	C	D	Total
1990-91	2	1	5	3	11	100	18.2	9.1	45.5	27.3	100
1991-92	2	1	5	3	11	100	18.2	9.1	45.5	27.3	100
1992-93	2	1	5	3	11	100	18.2	9.1	45.5	27.3	100
1993-94	3	1	6	3	13	118	23.1	7.7	46.2	23.1	100
1994-95	3	1	6	3	13	118	23.1	7.7	46.2	23.1	100
1995-96	3	1	8	4	16	145	18.8	6.3	50.0	25.0	100
1996-97	3	1	9	5	18	164	16.7	5.6	50.0	27.8	100
1997-98	3	2	10	8	23	209	13.0	8.7	43.5	34.8	100
1998-99	4	1	10	9	24	218	16.7	4.2	41.7	37.5	100
1999-00	4	2	14	9	29	264	13.8	6.9	48.3	31.0	100

Source: Field Survey

The distribution of units among classified category was in favour of accommodation Class A at Thekkady with 4 units as against the pattern of distribution at Kovalam. The classes of A and B together claimed more than 20 per cent of the total units compared to the low 10 per cent share of Kovalam. The annual increase in number of units at Thekkady was more rapid during the later half of the reference period than the initial years.

Even though Kumarakam has a long tourist history, it took many years to become a spot with moderate level of tourist activity. There were only two accommodation units, both belonging to Class B category of accommodation within its spot area during the year 1990-91. The Table 5.3 reveals that the number of units increased to 7 by the year 1999-2000 registering an increase of 250 per cent. Class B, which was the exclusive category of accommodation till 1992-93, remains the largest even at the end of reference period.

Table 5.3
Class-wise Trend and Pattern of Accommodation Units at Kumarakam

Year	Number of Units					Share in Percentage			
	A	B	C	Total	Index	A	B	C	Total
1990-91	0	2	0	2	100	0.0	100	0.0	100
1991-92	0	2	0	2	100	0.0	100	0.0	100
1992-93	0	2	0	2	100	0.0	100	0.0	100
1993-94	1	2	0	3	150	33.3	66.7	0.0	100
1994-95	1	2	0	3	150	33.3	66.7	0.0	100
1995-96	1	2	1	4	200	25.0	50.0	25.0	100
1996-97	1	2	1	4	200	25.0	50.0	25.0	100
1997-98	1	3	1	5	250	20.0	60.0	20.0	100
1998-99	1	4	1	6	300	16.7	66.6	16.7	100
1999-00	1	4	2	7	350	14.3	57.1	28.6	100

Source: Field Survey

The relative importance of classified units and the absence of ClassD category are distinctions noted at this developing spot compared to Kovalam and

Thekkady. During May 2000, a backwater resort with an initial provision of 45 beds with 5 Star facility was inaugurated. The commissioning of 20 double-bedded cottages built on pillars named 'Water Scapes' further add to the bed capacity of the tourist spot Kumarakam.

5.6.1.3 Growth of Bed Capacity

The accommodation units irrespective of the classes to which they belong vary in size. Hence, the total number of beds indicates the volume of tourist facilities offered to tourist visitors to the selected spots. Classified units belonging to accommodation classes of A and B provide complex varieties of air conditioned (AC) and non air conditioned (Non AC) rooms for double occupancy and suites for family. When the units of Class A make an exclusive provision of rooms with AC facility, the proportion of AC rooms to the total is relatively meagre among units of classes C and D.

The provisions for single rooms are very rare among units of selected spots and are confined to the single unit of Class A, operating under public sector at Kovalam. The consideration of enhanced per room earnings has become the reason for the conversion of single rooms into double occupancy rooms by old units and omission of such provisions by new establishments. The increasing suicide attempts by the inmates of the hotel units of Kerala, in general, have tempted the accommodation units at the spots to avoid the provision for single occupancy rooms. Private sector units at the spots rarely offer the rooms for multiple occupancy and dormitories. But a unit of ordinary category run by the Welfare Department of Kerala offers dormitory facility at Thekkady.

The class-wise trend and pattern of bed capacity at Kovalam is given in Table 5.4. The number of beds offered exclusively under AC facility by Class A increased from 216 to 514 during the period between 1990-91 and 1999-2000, showing an increase of 138 per cent. The percentage increase in bed capacity was comparatively higher among lower classes of B, C and D (154, 179 and 202 respectively) during the same period. The sharp increase in the bed capacity of Class A during 1994-95 was due to the expansion of the single existing unit and in the very next year, the increase was due to the shifting of a public sector unit from Class B to Class A. This caused a corresponding reduction in the bed capacity of Class B. The relative concentration of Non AC rooms in favour of lower classes is visible from the same table. During 1999-2000, only 31 per cent of total beds of the Class B units was in Non AC rooms whereas it was 79 per cent in Class C and 95 per cent in Class D.

Table 5.4
Class-wise Trend and Pattern of Bed Capacity at Kovalam

Year	A		B				C				D			
	AC	Index	NA	AC	Total	Index	NA	AC	Total	Index	NA	AC	Total	Index
1990-91	216	100	60	40	100	100	472	52	524	100	86	0	86	100
1991-92	216	100	60	40	100	100	488	68	556	106	86	0	86	100
1992-93	222	103	60	40	100	100	636	68	704	134	82	4	86	100
1993-94	222	103	60	40	100	100	636	68	704	134	94	4	98	114
1994-95	386	179	52	52	104	104	762	114	876	167	94	4	98	114
1995-96	510	236	12	76	88	88	944	156	1100	210	204	10	214	249
1996-97	510	236	16	114	130	130	1092	214	1306	249	204	10	214	249
1997-98	514	238	78	176	254	254	1126	276	1402	268	238	10	248	288
1998-99	514	238	78	176	254	254	1126	294	1420	271	238	10	248	288
1999-00	514	238	78	176	254	254	1160	304	1464	279	246	14	260	302

Note: AC = Number of beds in air-conditioned rooms, NA = Number of beds in non air-conditioned rooms.
Source: Field Survey

The Table 5.5 exhibits that the bed capacity of all the four classes of A, B, C and D of the tourist spot Thekkady has gone up substantially during the period from 1990-91 to 1999-2000. The highest growth in the number of beds was experienced in Class D in similarity with that of the same class at Kovalam. The number of beds in Class D increased by 229 per cent during the ten year period while it enhanced by 174 per cent, 97 per cent and 135 per cent respectively in classes A, B and C. The sharp decline in bed capacity experienced in Class B during 1995-96 was due to the partial withdrawal of room facility by the existing unit. During the year 1998-99, the fall in the number of beds was due to the temporary closure of the newly entered unit in connection with ownership dispute. The division between AC and Non-AC bed facility seemed to be irrelevant at Thekkady because tourists seldom seek air-conditioned rooms due to favourable climate. Only a few rooms of the unit belonging to Class A and situated in the sanctuary area makes provision for AC rooms. But most of the units of classified category provide room-heating facility on request.

Table 5.5
Class-wise Trend and Pattern of Bed Capacity at Kumarakam and Thekkady

Year	Kumarakam						Thekkady							
	A	B				C	A		B		C		D	
	AC	NA	AC	Total	Index	NA	Beds	Index	Bed	Index	Bed	Index	Bed	Index
1990-91	-	12	4	16	100	-	72	100	75	100	191	100	55	100
1991-92	-	12	4	16	100	-	72	100	96	128	193	101	55	100
1992-93	-	8	16	24	150	-	73	101	96	128	191	100	59	107
1993-94	40	8	24	32	200	-	134	186	97	129	212	111	62	113
1994-95	40	8	38	46	288	-	134	186	97	129	216	113	64	116
1995-96	64	8	44	52	325	10	149	207	67	89.3	274	143	80	145
1996-97	92	8	48	56	350	10	147	204	86	115	290	152	88	160
1997-98	92	8	90	98	613	10	165	229	114	152	330	173	154	280
1998-99	100	8	136	144	900	10	197	274	88	117	330	173	176	320
1999-00	100	8	136	144	900	36	197	274	148	197	448	235	181	329

Source: Field Survey

At Kumarakam, the total accommodation capacity of 16 beds, which belonged to Class B was the exclusive provision for tourist accommodation in the year 1990-91. As per Table 5.5, the bed capacity of Class B increased by eight times at the end of the period. The only one unit of Class A supplied 100 beds raising the total bed capacity of the spot to 280 beds during the year 1999-2000.

Facility for spending comfortable and enjoyable nights in houseboats is the common provision by accommodation units of backwater spots in Kerala. A houseboat is a furnished and decorated traditional country craft of over 60 ft. in length called *Kettuvallam*. Usually a houseboat has one or two bath-attached bedrooms, an open lounge, deck, kitchenette and a crew comprising boatmen, a cook and a guide. All the classified units at Kumarakam offer facilities for water cruise and spending nights in houseboats. During 1999-2000 there were 23 houseboats of which 16 were single apartments meant for double occupancy and 7 were of double apartments for occupying four tourists. Most of the tourists spend only a day or two in houseboats during their stay in the concerned accommodation unit.

5.6.1.4 Inter-spot Comparison of Bed Capacity

The Table 5.6 indicates that variation in the bed capacity among the three selected natural attraction spots has been reduced considerably by the end of the ten-year reference period. The total bed capacity at Kovalam was 2.4 times more than the bed capacity of Thekkady during 1990-91 whereas the total beds at Kumarakam was only 0.6 per cent of its total capacity.

By the year 1999-2000, the number of beds at Kumarakam as percentage of bed capacity at Kovalam increased to 11.2 whereas the number of beds at Thekkady as percentage of the total capacity at Kovalam slightly decreased from 42.4 per cent in 1990-91 to 39.1 per cent in 1999-2000. The total bed capacity of the spot Kovalam increased by 169 per cent during the same period. The percentage increase in bed capacity at Thekkady during the same period was 148 per cent whereas it was 1650 per cent at Kumarakam. The annual increase in bed capacity at Kovalam was comparatively high during the period between 1994-95 and 1997-98. But at Thekkady, the latter half of the reference period showed a high annual increase compared to the initial years. At Kumarakam, all the years since 1993-94 recorded very high increase in the total number of beds.

Table 5.6
Inter-spot Comparison of Bed Capacity

Year	Kovalam				Thekkady		Kumarakam			
	AC	NA	Total	Index	Total	Index	AC	NA	Beds	Index
1990-91	308	618	926	100	393	100	4	12	16	100
1991-92	324	634	958	103	416	106	4	12	16	100
1992-93	334	778	1112	120	419	107	16	8	24	150
1993-94	334	790	1124	121	485	123	64	8	72	450
1994-95	556	908	1464	158	491	125	78	8	86	538
1995-96	752	1160	1912	206	570	145	108	18	126	788
1996-97	848	1312	2160	233	611	155	140	18	158	988
1997-98	976	1442	2418	261	763	194	182	18	200	1250
1998-99	994	1442	2436	263	791	201	236	18	254	1588
1999-00	1008	1484	2492	269	974	248	236	44	280	1750

Source: Field Survey

The inter-spot differences in the growth of bed capacity among the spots are made more clear with the class-wise compound growth rates for the period from 1990-91 to 1999-2000, given in Table 5.7. With respect to the upper classes of classified category (A and B), the highest difference is noticed between the spots Thekkady and Kumarakam. In the case of ordinary classes of accommodation, Thekkady claims only a rate, which is 2.7 per cent less than that of Kovalam. When the aggregate bed capacity increased at a compound rate of 14 per cent at Kovalam and 10.4 per cent at Thekkady, the total number of beds at Kumarakam went up by 3 times more than the rate compared to Kovalam and 4 times than that of Thekkady.

Table 5.7
Inter-spot Comparison of Class-wise Compound Growth Rates of Bed Capacity for the Period 1990-91 – 1999-2000

Class	Compound Growth Rate			Inter-spot Variation		
	Kovalam (1)	Thekkady (2)	Kumarakam (3)	(1-2)	(1-3)	(2-3)
Classified (A+B)	13.4	8.7	40.7	4.7 (35.1)	-27.3 (203.7)	-32.0 (367.8)
Ordinary (C+D)	14.2	11.5	-	2.7 (19.0)	-	-
All Classes (Spot Total)	14.0	10.4	42.5	3.6 (25.7)	-28.5 (203.6)	-32.1 (308.7)

Note: Given in parenthesis is the difference in percentage.
Source: Computed from Survey Data.

5.6.1.5 Concentration of Bed Capacity: An Inter-class Comparison

The trend in the percentage sharing of bed capacity among different classes of accommodation at selected spots is revealed in Table 5.8. The units belonging to Class C supplied the largest number of beds at Kovalam and Thekkady throughout the period between 1990-91 and 1999-2000. At the same time, the percentage share of Class D in the total bed capacity of the spot has increased substantially over the same period.

Table 5.8
Inter-spot Comparison of Class-wise Sharing of Bed Capacity (in percentage)

Year	Kovalam					Thekkady					Kumarakam			
	A	B	C	D	Total	A	B	C	D	Total	A	B	C	Total
1990-91	23.3	10.8	56.6	9.3	100	18.3	19.1	48.6	14.0	100	0.0	100	0.0	100
1991-92	22.6	10.4	58.0	9.0	100	17.3	23.1	46.4	13.2	100	0.0	100	0.0	100
1992-93	20.0	9.0	63.3	7.7	100	17.4	22.9	45.6	14.1	100	0.0	100	0.0	100
1993-94	19.8	8.9	62.6	8.7	100	26.5	19.2	42.0	12.3	100	55.6	44.4	0.0	100
1994-95	26.4	7.1	59.8	6.7	100	26.2	19.0	42.3	12.5	100	46.5	53.5	0.0	100
1995-96	26.7	4.6	57.5	11.2	100	26.1	11.8	48.1	14.1	100	50.8	41.3	7.9	100
1996-97	23.6	6.0	60.5	9.9	100	24.1	14.1	47.5	14.4	100	58.2	35.5	6.3	100
1997-98	21.3	10.5	58.0	10.3	100	21.6	14.9	43.3	20.2	100	46.0	49.0	5.0	100
1998-99	21.1	10.4	58.3	10.2	100	24.9	11.1	41.7	22.3	100	39.4	56.7	3.9	100
1999-00	20.6	10.2	58.8	10.4	100	20.2	15.2	46.0	18.6	100	35.7	51.4	12.9	100

Source: Field Survey

In the percentage share, units of Class A enjoyed the maximum level at Kovalam and Thekkady during the middle years between 1993-94 and 1995-96. The classes A and B together met more than one third of the total bed facility at these two spots during 1990-91 but the proportion slightly turned in favour of ordinary classes of C and D by the end of the period. The concentration of bed facility in upper classes of accommodation at Kumarakam is visible from the same table that these two classes covered 85 per cent of the total capacity even at the end of the period.

5.6.1.6 Size Pattern of Accommodation Units

The number of rooms provided by the accommodation units, in common, reveals the size of the unit but in connection with the analysis of accommodation capacity, the number of beds made available will be more appropriate parameter. With respect to the size of the unit, the inter-unit variation is very high at all the three spots. At Kovalam, the range of unit-wise bed capacity varies between 12 to 414 whereas at Thekkady it was between 15 to 78 and at Kumarakam between 9 and 100 during the year 1999-2000. At all the three spots, the size pattern keeps clear conformity with the class pattern but with an exception, Class B units outnumber Class A units at Thekkady in the provision of average number of beds. During the year 1999-2000, the average size of units of four classes A, B, C and D at Kovalam was 257, 64, 43 and 14.4 respectively. At Thekkady, the average size was 49, 74, 32 and 20 respectively for four classes. The only one unit of Class A provided 100 beds while the four units of Class B at an average supplied 36 beds at Kumarakam.

5.6.1.7 Ownership Pattern

The ownership pattern of accommodation units at the spots with respect to division between public and private sector shows clear advantage towards the latter.

But at all the three spots, the pioneering enterprises were under public sector. The only two units of Class A category; the largest among units at Kovalam, belonged to public sector. At Thekkady, except the two units of Kerala Tourism Development Corporation located in the sanctuary area and one unit run by the Welfare Department of Kerala with ordinary facility, all other units come under private operation. One unit belonging to Class A at Thekkady functions as a joint venture of a private hotel group and Kerala Tourism Development Corporation (KTDC). With the handing over of Kumarakam Tourist Complex under KTDC to a private sector establishment on lease, almost all the beds offered at Kumarakam came under the private sector. More than 90 per cent of the private sector units belonging to classes of A and B at the spots were organised in the form of companies and all the ordinary units were operating under partnership or single proprietorship.

5.6.1.8 Facilities Attached to Accommodation

The absolute number of offered beds irrespective of the class to which the unit belongs does not reveal the magnitude of various facilities made available to the tourist guests. Over and above the minimum provision of bed and food, an array of facilities of different standards are offered to tourist guests. Luxury hotels at the spots in conformity with the Star category to which they belong provide following facilities. Air conditioned rooms with provision for telephone, television, refrigerator, channel music, etc., exclusive restaurants for Indian, Chinese and continental food, attached bar, conference and banquet halls, facilities for banking and exchange of currency, acceptance of credit cards are some of the common facilities offered by the A Class units at all the three spots. Swimming pool, laundry, beauty parlour, safety locker, health club, Ayurvedic massage centre, fax and telex facilities, tour programmes, indoor and outdoor games and special arrangements for entertainment items are other provisions by upper class accommodation units. Classified units at Kovalam invariably offer pool facilities but at Thekkady it is not a common attraction.

It is found that the inter-unit variation with respect to the absolute number of facilities among classes of A and B was very low compared to the variation with respect to the magnitude and quality of each and every service offered by them. Hence, for the practical purpose of comparison, the concentration of tourist facilities among classified units was assessed looking into the grade of units ranging from 5 Star to 1 Star. For comparing the relative concentration of facilities, we estimated the total bed facility of each unit from the bed capacity weighted with the number of Stars of respective units.

The ordinary accommodation units, which claim nearly two thirds of the total bed capacity at Thekkady and Kovalam also, provide some basic facilities to the guests with lower standards. Facilities like AC rooms, restaurant and room service, Telephone and TV for individual use and car parking are some common provisions of ordinary units belonging to Class C at Kovalam and Thekkady. Class D units though not having facilities of restaurant and room service provide facilities for telephone, television and water cooler for common use by tourist guests. Hence, for the purpose of comparing tourist facilities at the spots, the bed facility of classes C and D units are estimated giving facility weights of 0.5 and 0.25 respectively on bed capacity of both classes.

The Table 5.9 makes an inter-class comparison of the concentration of facilities at selected spots. During 1999-2000, Class A units at Kovalam supplied two thirds of the tourist-bed-facility provided by the organised accommodation units possessing only 20.6 per cent of the total bed capacity. The domination by the single unit of the 5 star category in the provision of facilities at Kovalam is also visible from the table. Fifty two ordinary units out of the total of 58 accommodation units at Kovalam altogether possessed 69.2 per cent of the spot's bed capacity but claimed only 23 per cent of the estimated bed facility during the reference year.

Table 5.9
Class-wise Sharing of Tourist Facility; An Inter-spot Comparison During the year 1999-2000

Spot	Category	Classified Units							Ordinary Units		Total of all classes
		Class A				Class B			C	D	
		5 Star	4 Star	3 Star	Total	2 Star	1 Star	Total	Class	Class	
Kovalam	Units	1	0	1	2	2	2	4	34	18	58
	Bed Capacity	414 (16.61)	0 (0.00)	100 (4.01)	514 (20.63)	158 (6.34)	96 (3.85)	254 (10.19)	1464 (58.75)	260 (10.43)	2492 (100)
	Bed Facility	2070 (57.84)	0 (0.00)	300 (8.38)	2370 (66.22)	316 (8.83)	96 (2.68)	412 (11.51)	732 (20.45)	65 (1.82)	3579 (100)
Thekkady	Units	0	0	4	4	1	1	2	14	9	29
	Bed Capacity	0 (0.00)	0 (0.00)	197 (20.23)	197 (20.23)	60 (6.16)	88 (9.03)	148 (15.20)	448 (46.00)	181 (18.58)	974 (100)
	Bed Facility	0 (0.00)	0 (0.00)	591 (55.34)	591 (55.34)	120 (11.24)	88 (8.24)	208 (19.48)	224 (20.97)	45 (4.21)	1068 (100)
Kumarakam	Units	1	0	0	1	2	2	4	2	0	7
	Bed Capacity	100 (35.71)	0 (0.00)	0 (0.00)	100 (35.71)	86 (30.71)	58 (20.71)	144 (51.43)	36 (12.86)	0 (0.00)	280 (100)
	Bed Facility	500 (66.84)	0 (0.00)	0 (0.00)	500 (66.84)	172 (22.99)	58 (7.75)	230 (30.75)	18 (2.41)	0 (0.00)	748 (100)

Source: Field Survey

The relative concentration of tourist facility in favour of upper classes is maintained at all the three spots. It is also noted from the table that the units belonging to Class B at Kumarakam in contrast with other spots command only lesser proportion of bed facility compared to the bed capacity. These units sharing 51.4 per cent of the total bed capacity of the spot in 1999-2000 could claim only 31 per cent of the total bed facility. This was due to the relative presence of a 5 Star unit with high proportion of bed capacity. The concentration of tourist bed facility in the upper classes of A and B was the highest at Kumarakam with 97.6 per cent of the total followed by Kovalam and Thekkady with 77.7 per cent and 74.8 per cent respectively.

5.6.1.9 Inter-spot Comparison of Tourist Facility

It has already been noted that most of the tourist facilities are made available to the tourists during their stay at the spot by accommodation establishments along with the stay in such units. It is also observed that a clear concentration of such facilities in favour of upper classes existed among the three spots. Now the attempt is to analyse the variations in the tourist facilities offered over the years.

Facility ratios for the three spots are estimated by dividing the total bed facility of each spot with the total number of beds of respective spots. The trend in the computed facility ratios for the period between 1990-91 and 1999-2000 is given in Table 5.10. As per the table, Kovalam enjoyed clear supremacy over other spots in the provision of tourist facilities during the initial years of the reference period. Since 1993-94 Kumarakam could maintain very high level of tourist facility compared to Kovalam and Thekkady. The facility ratio of the spot Kovalam reached the peak level of 1.76 during 1994-95 and showed a trend of continuous decline till the end of the period. The facility ratio of the spot Thekkady reached the highest level of 1.35 in the year 1995-96 and gradually declined to level of 1.1 at the end of the period. The table also indicates that the range of variations in the tourist facility ratio over the years was the least at Kovalam and the maximum at Kumarakam. The value of the coefficient of variation for Kovalam stood at 0.7 while in the case of Thekkady and Kumarakam it went up to 1.1 and 3.9 respectively. The facility ratios, in general, were kept at the higher level at all the three spots during the middle years between 1993-94 and 1996-97. This means that the trend during the period was in favour of the provision of upper class facilities and during the last years of the period, the trend has turned in favour of lower class facilities or ordinary type accommodation.

Table 5.10
Supply of Tourist Facility: An Inter-spot Comparison

Year	Kovalam				Thekkady				Kumarakam			
	Bed Facility	Bed Capacity	Facility Ratio	Index	Bed Facility	Bed Capacity	Facility Ratio	Index	Bed Facility	Bed Capacity	Facility Ratio	Index
1990-91	1564	926	1.689	100.0	401	393	1.020	100.0	16	16	1.000	100.0
1991-92	1580	958	1.649	97.6	423	416	1.017	99.7	16	16	1.000	100.0
1992-93	1689	1112	1.519	89.9	426	419	1.017	99.7	40	24	1.667	166.7
1993-94	1692	1124	1.505	89.1	621	505	1.230	120.6	256	72	3.556	355.6
1994-95	2577	1464	1.760	104.2	623	511	1.219	119.5	284	86	3.302	330.2
1995-96	3068	1912	1.605	95.0	771	570	1.353	132.6	421	126	3.341	334.1
1996-97	3229	2160	1.495	88.5	794	611	1.300	127.4	569	158	3.601	360.1
1997-98	3545	2418	1.466	86.8	841	763	1.102	108.1	627	200	3.135	313.5
1998-99	3554	2436	1.459	86.4	880	791	1.123	110.1	735	254	2.894	289.0
1999-00	3579	2492	1.436	85.0	1068	974	1.097	107.5	748	280	2.671	267.0

Source: Field Survey

5.6.1.10 Price of Accommodation

The supply of tourist accommodation over a period depends on the nature of facilities offered and its supply price. Tourist accommodation as a separate component of the tourism product is often bought in advance and also is intangible. Since the service product, accommodation is bought in advance; the tourist customer at the time of making purchase cannot inspect it. At the same time, he or she may compare it with the given standard of facilities as revealed by the class or category of the accommodation unit and the respective price.

The price of accommodation is normally reflected in the room tariff. By purchasing the room facility of an accommodation unit, a tourist actually consumes the bed night facility. It is due to the fact that a tourist, distinct from the day-visitor, spends night hours at the place visited. The tariff structure of tourist accommodation is made so complex with the provision of rooms of varying size and quality. They vary in capacity with respect to occupancy i.e. single, double or multiple occupancy. The room rent also differs between those with AC and Non-AC facilities. It is found that almost all the units at the spots make provision for double occupancy.

The accommodation sector is subjected to fixed capacity with all its attendant problems in the face of the periodicity, perishablility and seasonality. Allied to this, particularly in large units offering a wide range of services, high fixed costs drive operators to attain high occupancy rates through such devices as product differentiation and market segmentation. These characteristics tend to involve elements of both natural monopoly and oligopoly in the market for tourist accommodation.

Since the quality of accommodation is different among classes, the inter-class competition is not so strong at the three selected spots. But within the class, the accommodation units resort to price discrimination. The inter-unit competition among classified category is visible from the product differentiation practised by them by changing the product mix adding facilities like free telephone call, breakfast, travel from and to the nearest transport terminal or special entertainment programmes along with accommodation. These facilities are competitively offered to the tourists without a payment in addition to room rent in order to make the accommodation facility more attractive or competent.

The average bed price resembles the influences of demand trends, seasonality and market competition. The supply of bed nights being inelastic in the short period, the seasonal demand for tourist accommodation necessitates the off-season pricing of accommodation facility with subsidies or providing of bed nights in the form of attractive packages. The average seasonal double occupancy bed price of each class of accommodation separately for AC and non-AC categories is computed for comparing the trend and pattern of the supply price of accommodation at the spots.

The Table 5.11 presents the trend and pattern of average price of bed nights at Kovalam during the period between 1990-91 and 1999-2000. It is observed that the increase in the bed price over the period has exhibited much inter-class variation. The highest growth was experienced in the price of Non-AC category of Class D. It increased by 585 per cent over the ten year period followed by AC category of Class B and Non-AC category of Class C with percentage increase of 404 and 396 respectively.

Table 5.11
Class-wise Trend and Pattern of Average Bed Price at Kovalam

Year	Class A		Class B				Class C				Class D			
	AC	Index	NA	Index	AC	Index	NA	Index	AC	Index	NA	Index	AC	Index
90-91	1250	100	350	100	625	100	240	100	570	100	65	100	-	-
91-92	1450	116	390	111	710	114	265	110	685	120	90	138	-	-
92-93	2000	160	425	121	930	149	310	129	1040	182	135	208	900	100
93-94	2400	192	490	140	1275	204	385	160	1315	231	180	277	1200	133
94-95	2600	208	585	167	1540	246	470	196	1665	292	240	369	1350	150
95-96	2700	216	770	220	1950	312	655	273	1850	325	295	454	1570	174
96-97	3200	256	945	270	2545	407	865	360	2005	352	360	554	1730	192
97-98	3850	308	1190	340	3080	493	1080	450	2195	385	410	631	1890	210
98-99	3950	316	1425	407	3135	502	1135	473	2280	400	440	677	1940	216
99-00	4375	350	1610	460	3150	504	1190	496	2340	411	445	685	2050	228

Source: Field Survey

It is also noted that the growth rates of Non-AC category were comparatively higher than that of AC category. But as an exception, the average bed price of AC category maintained better growth rate over the Non-AC category in Class B at Kovalam. This may be attributed to the growing preference for the B Class accommodation with AC facility. The table also indicates that the differences in the class-wise growth rates of bed prices at Kovalam have resulted in a continuous decrease in the difference between upper and lower class prices with respect to both AC and Non-AC categories. This means that the factors of tourist demand for bed nights and market competition have played a relatively strong resistance against the enhancing of the bed price of upper classes. A cost oriented pricing of bed nights is thus found not appropriate. Aspects like seasonality of demand, psychological perception of the tourist on both the quality and status, the high price elasticity of demand exhibited by holiday and leisure markets, perishable nature of the service product of accommodation (an unoccupied bed night is lost for ever) and the extent of competition among units make the pricing of bed nights a complex exercise.

The annual growth rates of bed price of all classes with respect to both categories at Kovalam have shown a positive but uneven pattern over the reference period. It is also observed that the annual growth rates were higher among all classes except Class A during the middle years between 1993-94 and 1996-97 but showed a decreasing trend during the last years of the same period. Since 1995-96 bed prices of Class A showed very high uneven trend mainly because of the price differences between the existing 5 Star unit and the newly entered unit belonging to the 3 Star category. Again, these two units operating under public sector naturally experienced limited flexibility in pricing policies.

The Table 5.12 points to the inter-class variations in the trend of average bed price at Thekkady and Kumarakam. In similarity with that of the tourist spot Kovalam, the highest increase in the average bed price at Thekkady has been experienced in Class D. The price index of this class increased by 745 points by the end of the period. The least growth rate was experienced in Class A with an increase of 315 points over the ten-year period. With a slight difference both the accommodation units of classes B and C attained a four-fold increase in the respective bed prices. The comparatively high growth rates of accommodation classes B and D have become the reason for a considerable reduction in the price difference between the upper and lower classes of both classified and ordinary category. The table also indicates that the annual growth rates of all the classes exhibited an uneven pattern over the years but maintained relatively higher growth rates till 1996-1997. The last two years of the reference period experienced the least growth rates of average bed price irrespective of the class differences.

Table 5.12
Class-wise Trend and Pattern of Average Bed Price at Thekkady and Kumarakam

Year	Thekkady								Kumarakam					
	A		B		C		D		A	B				C
	Price	Index	Price	Index	Price	Index	Price	Index	AC	NA	Index	AC	Index	NA
90-91	975	100	430	100	315	100	55	100	-	325	100	700	100	-
91-92	1150	118	580	135	380	121	70	127	-	350	108	800	114	-
92-93	1375	141	710	165	455	144	95	173	-	380	117	1000	143	-
93-94	1650	169	950	221	575	183	125	227	4100	450	138	1300	186	-
94-95	1975	203	1200	279	730	232	170	309	4750	550	169	1750	250	-
95-96	2450	251	1475	343	935	297	210	382	5300	725	223	2200	314	450
96-97	2800	287	1700	395	1060	337	285	518	5480	1170	360	2750	393	700
97-98	3375	346	1900	442	1280	406	360	655	6100	1680	517	3400	486	1000
98-99	3700	379	2050	477	1430	454	420	764	6450	2035	626	4100	586	1250
99-00	4050	415	2200	512	1565	497	465	845	6900	2150	662	4350	621	1425

Source: Field Survey

The number of units, being limited, the possibility for competition between classes and units of the accommodation industry of the tourist spot Kumarakam seems to be relatively week. Hence, the demand and cost factors have influenced the pricing of accommodation facility by the few units of this spot. The table also shows that the average bed price of AC category of Class B increased by 562 per cent during the period between 1990-91 and 1999-2000 followed by the 521 per cent of the Non-AC category of the same class. The analysis of annual growth rates reveals that the bed prices of Class B showed an increasing trend up to the year 1996-97 and started to decline during the last two years. The annual growth rates of Non-AC and AC bed prices reached the lowest levels of 5.65 and 6.1 during the year 1999-2000 compared to the 61.4 and 25 of the year 1996-97 respectively. The lowest annual growth rates among classes, during the period, were experienced in Class A. The average bed price of both classes A and C experienced decreasing trend in respective bed prices especially during the last two years of the reference period. Compared to the other two spots, the annual bed prices of all accommodation classes at Kumarakam maintained a higher level of annual increase especially during the second half of the ten-year period. The class-wise compound growth rates of average bed price are given in Table 5.13. The rates, computed for the ten-year period, generally exhibit lesser amount of inter-spot variation in ordinary classes of accommodation compared to that of classes A and B. In the case of Class A units, Thekkady could attain a growth rate, which is 23.3 per cent higher than that of Kovalam. Whereas in Class B it maintained a rate 21.7 per cent less than that of Kovalam and 57.9 per cent less than that of the same class at Kumarakam.

Table 5.13
Inter-spot comparison of Class-wise Compound Growth Rates of Average Bed Price for the Period from 1990-91 to 1999-2000

Class	Compound Growth Rate			Inter-spot Variation		
	Kovalam (1)	Thekkady (2)	Kumarakam (3)	(1-2)	(1-3)	(2-3)
A	14.6	18.0	8.6*	-3.4 (23.3)	6.0 (41.1)	9.4 (52.2)
B	25.8	20.2	31.9	5.6(21.7)	-6.1 (23.6)	-11.7 (57.9)
C	22.8	20.7	-	2.1 (9.2)	-	-
D	26.0	28.3	-	-2.3 (8.8)	-	-

Note: Given in parenthesis is the difference in percentage.
* For the period from 1993-94 to 1999-2000
Source: Computed from Survey Data.

5.6.1.11 Seasonality and Pricing of Bed Nights

With respect to the seasonal demand, the supply of the accommodation component of the tourism product is perfectly inelastic. Since the temporary arrangements for tourist accommodation at selected spots are practically absent the wide seasonal variations in tourist arrival affect the occupancy rates of the accommodation units and the utilisation of the offered capacity.

To resist the seasonality the accommodation units offer bed nights at differentiated prices among normal season, peak season and lean season. The range of difference between the room tariff of normal and off-season at the three spots lies between 25 and 33 per cent. The relative fall in the peak season occupancy in recent years has discouraged the accommodation units from the practice of fixing higher rates during peak months.

5.6.1.12 Relationship Between Bed Price and Bed Supply

In economic theory supply is defined as a relationship between price and quantity. The idea of supply, in its simplified form, argues that the largest quantities are supplied at higher prices and lower quantities at lower prices. Hence, normally the quantity of supply keeps a positive relationship with price. Here we attempt to examine what kind of association is maintained between the average bed price and the number of beds offered by the units belonging to different accommodation classes.

Since all the accommodation classes of the spots especially at Thekkady do not claim a division in bed price between categories of AC and Non-AC, average of both prices weighted with respective bed capacity represents each accommodation class in further attempts of analysis. The class-wise average bed price of the spots for the period from 1990-91 to 1999-2000 is given in Appendix V. For identifying the nature of relationship between the price and number of beds supplied during the period, we have estimated the values of coefficient of correlation for all classes of accommodation at the three spots.

The Table 5.14 makes a comparison of the association between the two variables, price and number of beds among different classes. A high degree of positive correlation has been experienced in all classes except Class B at Thekkady and Class C at Kumarakam. This means that the supply of bed nights increased in relatively good association with the increase in price of bed nights at the spots.

Table 5.14
Correlation between Average Bed Price and Bed Capacity; An Inter-class Comparison

Spot	Kovalam				Thekkady				Kumarakam		
Class	A	B	C	D	A	B	C	D	A	B	C
(r)	0.87	0.82	0.99	0.94	0.95	0.47	0.94	0.96	0.92	0.98	0.65

Note: r = Coefficient of correlation
Source: Computed from Survey data

5.6.13 Price Elasticity of Supply of Bed Nights

The high positive correlation reveals the overall association between the price and bed capacity but fails to explain the annual variations in the responsiveness of bed supply to changes in price. Price elasticity is defined as the percent change in quantity supplied resulting from each percent change in price. The price elasticity of supply for each year for the period between 1990-91 and 1999-2000 is estimated for comparing annual variations with respect to the response of supply to price changes among all classes of accommodation at the spots. The formula used for computing elasticity is given below.

$$Es = \frac{\% \Delta Q}{\% \Delta P}$$

Where Es is price elasticity of supply and 'Δ' means change in respective variables, bed supply (Q) and bed price (P).

The Table 5.15 displays the computed values of elasticity for an inter-class comparison. It shows that at Kovalam, the bed supply of Class B responded negatively to price changes. This was due to the fall in bed capacity resulted from the shifting of the existing unit of the class to the upper Class A and the relatively less addition by new establishments of the same class in the year 1995-96. The negative elasticity experienced in classes A and C at Thekkady respectively during1992-93 and 1996-97 was due to the partial withdrawal of a few beds by existing units. But the high negative elasticity experienced in Class B at Thekkady during the year 1995-96 had resulted from the withdrawal of nearly one third of bed capacity by the single existing unit of the class. Again in 1998-99, the bed supply of Class B responded negatively because of the temporary closure of the newly entered unit in connection with dispute over ownership and management.

It is also visible from Table 5.15 that positive response of bed supply to price changes was highly uneven among almost all classes during the years under reference. The bed supplies of Class A responded positively only during the two middle years 1994-95 and 1995-96 but strongly. This class, comprised of two largest units at Kovalam belongs to public sector and was subjected to the comparatively rigid policy changes with respect to expansion. It may be again noted that only Class C has responded continuously in favour of expansion of bed capacity at Kovalam. The lower classes B and C, claiming the major proportion of the accommodation units of the spot Kovalam and functioning exclusively under private sector could keep up the degree of competition in the market for tourist accommodation. The upper classes A and B experienced inelastic supply during the initial and final years of the reference period. It is generally noted from the same table that the price elasticity of bed supply was significant during the period between 1994-95 and 1997-98.

Table 5.15
Price Elasticity of Bed Supply; An Inter-class and Inter-spot Comparison

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	-	-	-	-	-	-	-	-	-	-	-
1991-92	0.00	0.00	0.42	0.00	0.00	0.80	0.05	0.00	-	0.00	-
1992-93	0.07	0.00	1.29	0.00	0.07	0.00	-0.05	0.20	-	0.70	-
1993-94	0.00	0.00	0.00	0.47	4.18	0.03	0.42	0.16	-	0.90	-
1994-95	8.86	0.12	0.77	0.00	0.00	0.00	0.07	0.09	0.00	1.06	-
1995-96	8.35	-0.23	0.80	5.28	0.47	-1.35	0.96	1.06	5.18	0.46	-
1996-97	0.00	1.53	0.69	0.00	-0.09	1.86	0.44	0.28	12.88	0.28	0.00
1997-98	0.04	14.94	0.31	1.50	0.60	2.77	0.66	2.85	0.00	2.58	0.00
1998-99	0.00	0.00	0.22	0.00	2.01	-2.89	0.00	0.86	1.52	2.11	0.00
1999-00	0.00	0.00	0.77	0.81	0.00	9.32	3.79	0.27	0.00	0.00	18.57

Source: Computed from Survey Data

5.6.2 Facilities Other Than Accommodation

Over and above the facilities offered by the accommodation establishments non-accommodation establishments add many support facilities to shape the tourism product of the spot. They include units like restaurants, snack bars, handicraft and fancy shops, travel agents, health care and Ayurvedic centres, recreation establishments and telephone booths as belonging to different service categories.

5.6.2.1 Food and Beverage

A chain of restaurants along the beach offers Regional, Indian, Continental and Chinese food items capable of tempting the tourists to opt for a long holiday at Kovalam. The presence of a large number of exclusive seaside-restaurants offering international and regional dishes and snacks is a peculiarity of Kovalam compared to other tourist spots of Kerala. Rooftop food units facing the sea, in competition with other restaurants, differentiate the tourism product offered at this beach spot. By the month of January 2000, twenty one restaurant establishments with varying seat capacity ranging from 16 to 72 were functioning at Kovalam. They extend services to the tourists as well as day-time visitors even during the late hours of the day. Except the unit run by the Kerala Tourism Development Corporation all other units were under private sector. Ninety percent of the seaside restaurant units used to close during the off-season months of June and July. A number of cool bars and snack bars situated at the main attraction points also serve the tourist visitors. The tender coconuts as a natural and hygienic drink are supplied to the tourists at the entry points of the main beaches particularly during the season.

The restaurant run by the Employees Co-operative Society with the seat capacity of 48 is the only unit at boat landing, the main attraction point at Thekkady. The tourist visitors, in common, enjoy facilities of restaurant units at Kumily, the nearest transport terminal to Thekkady.

At Kumarakam, the restaurant and beer parlour of K T D C situated at the entrance of Kumarakam Bird Sanctuary is the only unit of this category to serve the tourist visitors outside the accommodation units. The houseboats offer ethnic varieties of food to the customers. Small restaurants on the banks of the backwaters supply delicious *kappa* (boiled Tapioca) and fried *karimean* (a kind of freshwater fish) to the tourists while they enjoy a boating along the canals. Women in little canoes sell tender coconuts as a natural and hygienic drink to the sight-seeing tourists. The delicious fried crab or *karimeen,* a fish that is special gift of the backwaters of this region, preferably with a glass of toddy (a natural exotic drink) make the holiday life at Kumarakam an everlasting experience.

5.6.2.2 Shopping

Twenty three handicraft shops of varying capacities situated at the main beech areas of Kovalam offer a range of items representing different regions of India. Traditional varieties of garments, souvenir items and packing materials are competitively supplied at Kovalam. There is moderate shopping facility at Thekkady with the presence of a number of units supplying handicraft items, forest products and spices. At Kumarakam, this facility is mainly confined to the shopping arcades of the classified accommodation units.

5.6.2.3 Recreation and Entertainment

At Kovalam, there are facilities for swimming and water sporting. Pedal boats and other equipment of water sporting are made available to the tourists at the Asoka Beach. Most of the accommodation units close to the main beaches make arrangements for riding local *catamarans* to attract the adventurous holiday visitors. The hotels of star category have arrangements for indoor games. The demonstration of the important cultural items of Kerala like *Kathakali, Mohiniyattam, Theyyam, Kalarippayattu*, etc. is included in the entertainment items occasionally arranged in major hotel establishments. Boating, bird watching and game fishing are the main facilities that force tourists to spend comparatively a long holiday at Kumarakam. A private hotel here offers facility for riding elephant too. Boating on the lake is the common enjoyment for all the tourist visitors to Thekkady. Facilities for trekking are the main attraction of Thekkady for adventure loving tourists. Accommodation and travel agencies arrange daytime trekking trips to the important points during the season. Night Trekking camps are also arranged by accommodation units at Thekkady with the help of the members of Tribal Co-operative Society.

5.6.2.4Health and Rejuvenation

The provision for learning and practising meditation seems to be a common item in the list of facilities offered to the tourists by all important hotels at Kovalam. There are some exclusive centres spread throughout the village for meeting these requirements of the tourists. The Ayurvedic health and beauty plan combine yoga, oil massage, special diets and herbal care in natural way. Rejuvenation programmes of Ayurveda include treatments (*Rasayana chikitsa, Kayakalpa chikitsa, Panchakarma,* etc.) meant for overall fitness and immunization of the body. Therapeutic items (*Dhara, Pizhichil, Nasyam, Navarakizhi, sirovasthi,* etc.) are for curing certain chronic ailments. A few of the centres are run by reputed agencies manned by qualified persons and applying approved medicines. But the mushroom growth of Ayurvedic parlours practising without scientific base and proper approval may endanger the marketability of this unique tourist attraction of Kerala. At Kumarakam almost all the accommodation units offer Ayurvedic packages to the tourists. Along with a few accommodation units of upper classes, independent Ayurvedic units also offer rejuvenation programmes to the visitors.

5.6.2.4Safety and Security

Almost all the natural attraction sites are not originally meant for tourists. They may be inaccessible and not safe in their natural wild form. Tourists who are adventurous foresee some amount of risk and are fond of facing such troubles as part of their trip in search of wonderful experience. But the common tourist visitors who belong to psychographic or sunlust category expect a good amount of comfort and safety at the spots. Now the important beaches at Kovalam are easily accessible with roads and concrete footpaths. Sign boards and indicators are erected at important points to help the visitors enjoy the moments on this beautiful beach.

5.6.2.5 Tourist Police

The Aid Post of the Tourist Police on the Light House beach sponsored by the District Tourism Promotion Council, Thiruvananthapuram provides necessary guidance and safety to the tourists. As in the case of major beach spots of India like Goa, Kovalam too is not free from the abuses of drug and illegal sex. But the presence of Tourist Police in the beach area helps in minimising many such evil practices. Protection of tourists from the cheating of the shop keepers and beach vendors and disturbances from unemployed youths both local and those on short day time visit, to an extent is assured by the services of Tourist Police. The services are available at the main attraction points and transport terminals at Thekkady. At Kumarakam, the Police Aid Post at the entry point to the Bird Sanctuary ensures the security of the tourist visitors coming to the spot.

5.2.2.6 Life Guards

The service of Life-Guards is a notable element with respect to the safety aspect of Kovalam beach. Department of Tourism, Kerala has appointed 12 trained lifeguards, recruited from experienced traditional fishermen to guide, warn and in times of emergency to rescue the tourists. Since the year 1989 they are posted by rotation at the five beach points of Light House, Neelakanta, Centre Rock, Guest House and Samudra. On Asoka beach the ITDC has entrusted their own security men to safe guard the life of their inmates who engage in bathing and water sporting. They serve the tourists from 6 AM to 7 PM.

5.6.2.7 Other Non-Accommodation Facilities

The Tourist Facilitation Centre of the Department of Tourism Kerala seems to be the most reliable source of information and guidance especially to the casual tourist visitors to this spot. A branch of the Kovalam post office functions with speed post facility inside the ITDC complex, which is very near to the local transport terminal. Telephone booths with STD, ISD and FAX facilities are functioning within a distance of fifty meters along the tourist beaches of Kovalam. Internet cafe is the recent attraction in the form of a facility among the accommodation units of luxury category.

Services of experienced guides are the common provisions of important accommodation establishments at selected spots. Travel and tour agencies make arrangements for extending the help of tourist guides. There are five established travel agencies engaged in the marketing of bed nights available at Kovalam. They in collaboration with international tour operators do competitive effort to sell the tourism product of the spot through attractive tour packages. Almost all the classified accommodation units of the first and second category have permanent arrangements for conducted tours to the near by places of tourist importance. A few of the big hotel establishments at Kovalam and Kumarakam have recently turned to the `Conference Business` as a means to maximise the utilisation of existing capacity.

5.7. CONCLUSION

The present chapter examined the growth of the number of accommodation units, bed capacity and services attached to accommodation, and facilities offered by non-accommodation units of the spots during the period between 1990-91 and 1999-2000. The growth in the accommodation capacity over the period has exhibited variations among different classes of accommodation within the spot and also among the selected spots. The analysis shows that there was considerable increase in the tourist facilities provided at the spots over the period. But, there appeared no clear relation between the supply price and the provision of bed-facilities offered among most of the accommodation classes over the period. This may be due to the lack of demand for the product or the seasonality of tourist demand. Therefore, in the succeeding chapter, we attempt to examine the trend and pattern of demand for the tourism-related facilities at the selected spots over the same period.

Notes and References

[1] M Chubb and H R Chubb, *One third of Our Time*, New York, John Wiley and Sons, 1981, p.132.

[2] Government of Kerala, *District Hand book*, Thiruvananthapuram, Department of Public Relations, 1988, p. 3.

[3] Government of Kerala, *Ecotourism in Kerala*, Thiruvananthapuram, Department of Public relations, 1999, p. 27.

[4] Government of Kerala, *The History of Freedom Movement in Kerala*, Thiruvananthapuram, Regional Records Committee, 1970, p. 6.

[5] The tourists on the basis of tour motivation are classified into allocentrics, midcentrics and psychocentrics. At first, a destination is discovered by allocentrics who are adventurous, curious and confident in nature. For details. See. Douglas Pearce, *Tourism Today: A Geographical Analysis,* London, Longman, 1987, pp. 21-25.

[6] Gillian Wright, *Hill Stations of India*, New Delhi, Penguin Books India, 1998, p. 267.

[7] Pran Seth, *India: A Travellers Companion*, New Delhi, Sterling Publishers, 1999, p. 453.

[8] Ajay Marar, *Tourist's Handbook - Kerala*, Kottayam, Dee Bee INFO Publications, 1993, p. 12.

[9] Government of India, *Tourist Statistics,* New Delhi, Ministry of Tourism, 1998, p. 67.

TRENDS IN DEMAND FOR TOURIST SPOTS

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Chapter Six

Trends in Demand for Tourist Spots

CHAPTER VI

TRENDS IN DEMAND FOR TOURIST SPOTS

6.1 INTRODUCTION

The nature of tourist attractions and the variety and magnitude of the tourist facilities of the selected spots have been discussed in the earlier chapter. The trend and pattern of tourist facilities, especially those attached to accommodation and non-accommodation units were examined as the supply side of the tourist product of the spots. Here, we attempt to analyse the trend and pattern of demand for the facilities of the spots Kovalam, Thekkady and Kumarakam. For analysing the trend, we mainly depend upon the survey data because the secondary information on the tourist activities of the spots is confined to the month-wise arrivals of both foreign and domestic tourists for a period between 1990 and 1997.

6.2 PROGRESS OF TOURIST ARRIVAL AT KOVALAM

The volume and frequency of tourist visits are the primary indication of the intensity of tourist activity at a tourist spot. The growth pattern of tourist arrival at Kovalam for the period 1990-1997 is presented in Table 6.1. From the table, it is observed that total foreign tourist arrivals during 1990 were 40674 but came down to 39384 in 1997 registering a loss in the index by 3 points. The arrival of foreign tourists to this beach spot showed negative annual growth rates during the period between 1990 and 1994 but with an exception of the year 1992, during which 45819 foreign visitors came to this spot, claiming 14 per cent increase over the previous year. Since 1995 the flow of foreign tourists showed positive annual growth but exhibited a decreasing trend.

The arrival of domestic tourists steadily increased up to the year 1993, raising the index by 28 points. The same up trend experienced in foreign arrivals, since the year 1995 is also observed in the case of domestic arrivals. The table also shows a sharp decline in the arrival of both foreign and domestic tourists to the spot Kovalam during 1994, in clear contrast with the 9.83 per cent increase in the foreign tourist arrivals and 25.03 per cent increase in domestic arrivals to Kerala over the previous year (See Table 4.6 also).

6.2.1 Tourist Ratio at Kovalam

The sharing of tourists between foreign and domestic category reveals the importance of the tourist spot with respect to foreign tourism or domestic tourism. As per the official statistics of Department of Tourism, Government of Kerala, Kovalam always maintained high intensity of foreign tourist activity in comparison with other spots[1]. The tourist ratio at Kovalam (foreign to domestic) was 0.53 during the year 1990 but declined steadily to 0.46 in 1993, the lowest during the period between 1990 and 1997. But in the very next year, the spot regained its importance as a foreign tourist spot because its foreign arrivals outnumbered the domestic arrivals. Tourist ratio showed a tendency to decline since the year 1995, during which the spot accommodated 125 foreign visitors in place of every 100 domestic tourists. The variation in tourist ratio over the period had resulted from the differences between the annual growth rates of the foreign and domestic arrivals.

Table 6.1
Trend and Pattern of Tourist Arrival at Kovalam

Year	Foreign Tourists (F)			Domestic Tourists (D)			Tourist Ratio	
	No	Change in (%)	Index	No	Change in (%)	Index	(F/D)	Index
1990	40674	-	100	76683	-	100	0.53	100
1991	40189	-1.19	99	83814	9.3	109	0.48	91
1992	45819	14.01	113	92092	9.88	120	0.50	94
1993	44850	-2.11	110	97787	6.18	128	0.46	87
1994	28184	-37.16	69	26044	-73.37	34	1.08	204
1995	35122	24.62	86	28111	7.94	37	1.25	236
1996	37274	6.13	92	37998	35.17	50	0.98	185
1997	39384	5.66	97	45407	19.5	59	0.87	164

Source: Government of Kerala (1993, 1996, 1997), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram

6.3 PROGRESS OF TOURIST ARRIVAL AT THEKKADY

The trend and pattern of tourist arrivals to the spot Thekkady exhibited in Table 6.2 show almost the same growth pattern compared to that of Kovalam. The percentage change in annual foreign arrivals suffered greater variations over the period between 1990 and 1997 in comparison with domestic arrivals.

Table 6.2
Trend and Pattern of Tourist Arrival at Thekkady

Year	Foreign Tourists (F)			Domestic Tourists (D)			Tourist Ratio	
	No	Change in (%)	Index	No	Change in (%)	Index	(F/D)	Index
1990	15877	-	100	117217	-	100	0.14	100
1991	15904	0.17	100	124273	6.02	106	0.13	93
1992	18160	14.19	114	125656	1.11	107	0.14	100
1993	16640	-8.37	105	133994	6.64	114	0.12	86
1994	7881	-52.64	50	72581	-45.83	62	0.11	79
1995	6429	-18.42	40	64912	-10.57	55	0.10	71
1996	11023	71.46	69	124200	91.34	106	0.09	64
1997	12054	9.35	76	179755	44.73	153	0.07	50

Source: Government of Kerala (1993, 1996, 1997), *Tourist Statistics*, Department of Tourism, Thiruvananthapuram

The year 1996 witnessed highest percentage increase in the annual arrival of both foreign and domestic tourist. The number of foreign and domestic tourist arrivals at Thekkady experienced a sharp decline as in the case of Kovalam during the year 1994. At the same time, moderate positive growth in the arrival of both categories of tourists to Kerala, during the same year is observed. No peculiar reason could be identified for this negative growth in the arrivals to the spots. The methodological changes in the collection of basic data on arrivals may be suspected as the reason for the same.

6.3.1 Tourist Ratio at Thekkady

With respect to the number of tourist arrival, the spot Thekkady has experienced a disproportionate pattern between foreign and domestic categories. The number of foreign visitors to Thekkady formed only 14 per cent of the domestic visitors during 1990 but it decreased to 13 per cent in the very next year. The proportion of foreign to domestic tourists declined continuously since the year 1992 to reach at the least ratio of the period (0.07) during the year 1997.

6.4 TOURIST ARRIVALS TO KUMARAKAM

Since the published data on tourist arrival to this growing tourist spot are not available, an analysis of the trend in the arrivals of tourist visitors becomes difficult. But as per the records of the Department of Tourism, Government of Kerala, 1841 foreign tourists visited Kumarakam during 1996. In the very next year foreign arrivals increased to 1926. The flow of domestic tourists was numbered 6133 during the same year, exhibiting a tourist ratio (foreign to domestic) of 0.31, much lower than the 0.87 at Kovalam but higher than the 0.07 at Thekkady.

6.5 SEASONAL ARRIVAL OF TOURISTS TO THE SPOTS

We have already observed the seasonal variation in the arrival of both foreign and domestic tourists to Kerala. The tourist flow to the spots is also not free from seasonal fluctuations. The degree of seasonal variation will have a direct impact on the capacity utilisation, particularly with respect to bed capacity and facilities attached to accommodation units, as they remain almost inelastic to seasonal differences in tourist arrival. Hence, we analyse the pattern of monthly and quarterly arrival of tourists to the spots during the year 1997 with the help of Table 6.3 given below.

Table 6.3
Seasonal Variation in Tourist Arrival (in Percentage) at Selected Spots During the Year 1997

Months	Foreign Tourists (F)			Domestic Tourists (D)			Tourist Ratio (D / F)		
	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kmkm
January	15.35	19.96	18.61	6.88	4.04	9.66	0.52	3.02	1.65
February	12.83	14.79	15.31	6.51	27.33	9.8	0.58	27.55	2.04
March	13.22	12.32	9.73	6.33	4.99	8.33	0.55	6.03	2.73
Quarter 1	*41.4*	*47.07*	*43.65*	*19.72*	*36.36*	*27.8*	*0.55*	*11.52*	*2.03*
April	5.43	6.01	5.51	33.36	9.47	8.26	7.08	24.71	4.77
May	3.91	1.95	3.52	12.07	28.81	7.85	3.56	220.4	7.09
Jun	3.09	2.34	2.85	11.66	4.52	7.22	4.36	28.81	8.05
Quarter 2	*12.43*	*10.3*	*11.88*	*57.09*	*42.8*	*23.3*	*5.31*	*62.66*	*6.25*
July	2.71	2.98	3.3	6.74	1.9	7.88	2.87	9.5	7.55
August	4.4	6.76	6.82	2.23	2.93	8.02	0.58	6.46	3.76
September	4.03	3.82	5.06	2.74	2.49	8.91	0.78	9.74	5.63
Quarter 3	*11.14*	*13.56*	*15.18*	*11.71*	*7.32*	*24.8*	*1.21*	*8.05*	*5.2*
October	5.59	5.98	5.86	4.96	4.57	8.76	1.02	11.4	4.75
November	13.97	9.37	10.73	3.6	4.4	9.03	0.3	7.01	2.68
December	15.49	13.71	12.69	2.94	4.05	6.27	0.22	4.4	1.58
Quarter 4	*35.05*	*29.06*	*29.28*	*11.5*	*13.02*	*24.1*	*0.38*	*6.68*	*2.62*
Total	100	100	100	100	100	100	-	-	-
Total Tourist	39384	12054	1926	45407	179755	6133	1.15	14.91	3.18
C V*	63.2	68.86	61.28	102	113.29	11.97	115	202.9	53.39

Note: (i) Kvlm – Kovalam, Tkdy – Thekkady, Kkm – Kumarakam
(ii) The data with respect to Kumarakam are collected from the records of Department of Tourism
(iii) * Coefficient of variation (in monthly arrivals)

Source: Government of Kerala (1997), *Tourist Statistics,* Department of Tourism, Thiruvananthapuram

6.5.1 Seasonal Arrival of Foreign Tourists

As per the table, the monthly and quarterly arrivals of foreign tourists to all the three spots were subjected to wide variation. The middle two quarter periods comprising six months starting from April to September commanded approximately 25 per cent of the total arrival to the spots while the other two quarter periods claimed three fourth of the annual foreign arrivals. The months of December, January and November received the highest percentage share of foreign tourist arrivals to Kovalam with 15.49, 15.35, and 13.97 respectively. But at Thekkady and Kumarakam, the maximum number of tourist arrival was during the month of January followed by February and December. The months of July, June and May experienced the least percentage arrivals of foreign tourists to Kovalam. The same was the order of lean months with respect to tourist arrival at Kumarakam too. But at Thekkady, the month of May witnessed the least arrival during the year 1997. The table also points out that the highest variation in foreign tourist arrivals was experienced at Thekkady followed by Kovalam and the least at Kumarakam. This is reflected in the values of coefficient of variation in month-wise arrivals at three spots 68.86, 63.2 and 61.28 respectively.

6.5.2 Seasonal Arrival of Domestic Tourists

As exhibited in Table 6.3, the month-wise arrival of domestic tourists showed a different pattern from that of foreign arrivals. During the year 1997 Kovalam received one third of the total domestic tourists in the month of April and the first quarter periods starting from January to June claimed 75 per cent of the total arrivals. Almost the same pattern was recorded at Thekkady also but the peak month of arrival of domestic tourists was May during the reference year with 28.8 per cent of the total arrivals. It is also noted that the domestic arrivals to Kovalam and

Thekkady experienced greater degree of seasonal variation in contrast with the pattern of arrivals to Kerala. But Kumarakam showed a distinctive pattern with almost equal percentage sharing of domestic arrivals in agreement with the arrival pattern of domestic visitors to Kerala (See Table 4.8).

A small number of tourists who still come to the selected spots during lean months may be choosing the time in connection with health or monsoon packages. The tourists who visit a tourist spot for the purposes of meditation, health and visiting friends and relatives may be staying more days even during the off-season months. A few tourists select the spots of Kerala because these months come to be convenient for them. Some foreign tourists especially those from France come to Kerala and the beach spot Kovalam during the month of June. During May and June the domestic tourists from North India, though not in large numbers come to visit the tourist spots of Kerala to avoid the extreme summer days.

6.5.3 Month-wise Variation in Tourist Ratio (domestic to foreign)

The month-wise variation in the proportion of domestic to foreign tourists at the spots in the year 1997 is also shown in Table 6.3. During the months of the 1st quarter period, Kovalam received domestic tourists five times more than the number of foreign tourists. During the months of 2nd quarter also, the proportion of domestic tourists outnumbered the foreign tourist guests. The 4th and 1st quarter periods witnessed comparatively better intensity in foreign tourist activity at Kovalam with the lowest ratios 0.38 and 0.55 respectively. But Thekkady experienced hectic tourist activity with the maximum proportion of domestic tourists during the months of February, May and June. During the month of May, Thekkady remained almost as an exclusive spot for domestic tourism with the highest ratio (220.4) of the year 1997.

From the above discussion it may be inferred that the spots known for natural attraction are gravely affected by acute seasonal fluctuations in both foreign and domestic arrivals. Foreign as well as domestic tourists preferred to keep off from both the spots Kovalam and Thekkady during the rainy months of June and July. But even during these months, Kumarakam could command tourist arrivals almost equal to its average monthly arrival in the year 1997.

The basic volume statistics consist of the number of tourists coming to a particular destination over a given period. But the mere number of tourist arrivals gives only a vague idea of the demand for a tourist spot because the tourists themselves show different pattern with respect to the length of stay[2]. The above discussion, based on the category-wise arrival of tourists to the spots over the period 1990-1997 fails to show how much and what type of tourist facilities of the spot are availed by the visitors. Again, the wide annual fluctuations in the arrival of tourists at Kovalam and Thekkady confront with the consistent annual increase in the bed capacity of these spots, irrespective of the class of accommodation. Hence, we proceed to examine the trend in the class-wise (accommodation) arrival of tourist guests during the period between 1990-91 and 1999-2000.

6.6 TOURIST ARRIVAL BY CLASS OF ACCOMMODATION

The tourist folk of a spot seek accommodation of the desired type capable of giving maximum benefit out of their stay at the spot. They demand for the facilities of the tourist spot along with their stay in an accommodation unit. Therefore, the pattern of class-wise accommodation may be indicating a much elaborate picture of the demand for plant facilities of the tourist industry of the spot.

6.6.1 Tourist Accommodation at Kovalam

Table 6.4 gives the growth pattern of tourist arrivals to the accommodation units belonging to the two classes of A and B for the period from 1990-91 to 1999-2000. The arrival of foreign tourists to the units of these classes was subjected to much fluctuation compared to the flow of domestic guests. As per the same table, the annual change in foreign arrivals between the classes showed negative growth rates during 1991-92, 1993-94 and 1998-99 while the domestic arrivals increased continuously throughout the period.

Table 6.4
Trend and Pattern of Tourist Accommodation in Classified Units at Kovalam

Year	Class A						Class B					
	F	(%)	D	(%)	F/D	(%)	F	(%)	D	(%)	F/D	(%)
1990-91	4437		5428		0.82		1213		3640		0.33	
1991-92	4265	-3.9	6014	10.8	0.71	-13.2	1324	9.2	3967	9.0	0.33	0.0
1992-93	4822	13.1	6418	6.7	0.75	5.9	2113	59.6	4188	5.6	0.50	51.2
1993-94	4776	-1.0	6590	2.7	0.72	-3.5	1715	-18.8	3548	-15.3	0.48	-4.2
1994-95	5060	5.9	6732	2.2	0.75	3.7	1807	5.4	3985	12.3	0.45	-6.2
1995-96	7684	51.9	7438	10.5	1.03	37.4	1693	-6.3	3826	-4.0	0.44	-2.4
1996-97	7810	1.6	8764	17.8	0.89	-13.7	2585	52.7	5108	33.5	0.51	14.4
1997-98	8067	3.3	8977	2.4	0.90	0.8	5745	122.2	8641	69.2	0.66	31.4
1998-99	7883	-2.3	9618	7.1	0.82	-8.8	5783	0.7	8156	-5.6	0.71	6.6
1999-00	7946	0.8	10127	5.3	0.78	-4.3	5827	0.8	8614	5.6	0.68	-4.6

Note: F = Number of foreign tourists, D = Number of domestic tourists
(%) = Shows percentage changes over the previous year.
Source: Field Survey

The highest annual growth rate of the foreign arrivals to the Class A units was experienced in the year 1995-96. The annual growth rate in the domestic arrival to the Class A unit was highest (17.8 per cent) during 1996-97. Throughout the period, the domestic annual arrivals to this class maintained positive growth rate. At the same time, Class B units experienced even negative growth rates in their domestic arrivals during the ten- year period. In the case of foreign arrivals also, units representing the accommodation Class B suffered from acute inter-year fluctuations. As per the table, it varied between a decrease of 18.8 per cent and an increase to the extent of 122.2 per cent. It may be noted that Class A units commanded the highest growth in annual foreign arrivals during 1995-96. Class B units suffered a negative annual growth rate of 6.3 per cent in domestic arrivals during the same year in contrast with the positive growth rate of 10.5 per cent of Class A. At the same time, during 1997-98, when Class A units achieved low annual growth rate around 3 per cent in both domestic and foreign arrivals, Class B units enjoyed the maximum growth rate of the reference period. In short, a clear pattern with respect to the annual growth rates of tourist arrivals is not observed between the two classes of classified category at Kovalam.

The trend and pattern of tourist accommodation in ordinary units at Kovalam are indicated in Table 6.5. Class C units maintained high annual growth rates up to 1997-98. During the last two years, the foreign arrivals to units of this class showed considerable decrease.

Table 6.5
Trend and Pattern of Tourist Accommodation in Ordinary Units at Kovalam

Year	Class C						Class D					
	F	(%)	D	(%)	F/D	(%)	F	(%)	D	(%)	F/D	(%)
1990-91	6365		6955		0.92		1012		412		2.46	
1991-92	6760	6.2	7114	2.3	0.95	3.8	1048	3.6	397	-3.5	2.64	-3.5
1992-93	9372	38.6	9215	29.5	1.02	7.0	1042	-0.6	382	14.4	2.73	-3.9
1993-94	9845	5.0	9759	5.9	1.01	-0.8	1211	16.2	480	10.4	2.52	25.8
1994-95	12810	30.1	12930	32.5	0.99	-1.8	1176	-2.9	430	-8.6	2.73	-10.4
1995-96	16995	32.7	15330	18.6	1.11	11.9	2662	126.3	896	49.6	2.97	108.2
1996-97	19783	16.4	18572	21.1	1.07	-3.9	2774	4.2	1062	18.5	2.61	18.5
1997-98	20903	5.7	20537	10.6	1.02	-4.5	3114	12.3	1219	17.6	2.55	14.8
1998-99	20617	-1.4	21265	3.5	0.97	-4.7	2813	-9.7	1005	-16.7	2.80	-17.6
1999-00	21167	2.7	23917	12.5	0.89	-8.7	2860	1.7	1151	9.3	2.48	14.5

Note: F = Number of foreign tourists, D = Number of domestic tourists
(%) = Shows percentage changes over the previous year
Source: Field Survey

As in the case of Class A, the units belonging to Class C achieved positive growth rates in spite of inter-year fluctuations. Units belonging to Class D at Kovalam could perform better in the annual increase of tourist arrivals between 1993-94 and 1997-98 but with an exemption of 1994-95. During this year, Class C units performed well whereas Class D experienced negative growth rates in both categories of tourists. The year 1998-99 witnessed a set back in tourist arrivals to ordinary units irrespective of tourist category.

6.6.2 Tourist Accommodation at Thekkady

The trend and pattern of tourist accommodation in classified units at Thekkady are given in Table 6.6. As per the table, both the accommodation classes A and B experienced fluctuation in the annual growth rate of tourist arrival. During the year 1993-94, accommodation class A achieved highest annual increase of 74.5 per cent and 100.5 per cent in foreign and domestic arrivals respectively. But this class suffered negative growth rate of 7.7 per cent in foreign arrivals during the year 1994-95.

Table 6.6
Trend and Pattern of Tourist Accommodation in Classified Units at Thekkady

Year	Class A						Class B					
	F	(%)	D	(%)	F/D	(%)	F	(%)	D	(%)	F/D	(%)
1990-91	868		1591		0.55		2464		8478		0.29	
1991-92	873	0.6	1643	3.3	0.53	-2.6	3211	30.3	13640	60.9	0.24	-19.0
1992-93	1019	16.7	1836	11.7	0.56	4.5	3507	9.2	10719	-21.4	0.33	39.0
1993-94	1778	74.5	3682	100.5	0.48	-13.0	2190	-37.6	7683	-28.3	0.29	-12.9
1994-95	1641	-7.7	3843	4.4	0.43	-11.6	2143	-2.1	7175	-6.6	0.30	4.8
1995-96	1706	4.0	3815	-0.7	0.45	4.7	2107	-1.7	7533	5.0	0.28	-6.4
1996-97	1942	13.8	4319	13.2	0.45	0.5	2674	26.9	9869	31.0	0.27	-3.1
1997-98	2151	10.8	5866	35.8	0.37	-18.4	3587	34.1	15104	53.0	0.24	-12.4
1998-99	2627	22.1	6089	3.8	0.43	17.7	2763	-23.0	10469	-30.7	0.26	11.1
1999-00	2733	4.0	7442	22.2	0.37	-14.9	4434	60.5	19162	83.0	0.23	-12.3

Note: F = Number of foreign tourists, D = Number of domestic tourists
(%) = Shows percentage changes over the previous year
Source: Field Survey

In the case of Class B, the set back in year-wise foreign tourist arrival was continuous for three years between 1993-94 and 1995-96. When this class suffered due to comparatively negative growth rate in both arrivals during 1998-99, it could achieve much higher growth during the last year of the period.

The trend and pattern of foreign and domestic arrivals to ordinary accommodation units at Thekkady are exhibited in Table 6.7. Units of the classes C and D experienced heavy inter-year variations in annual increase of tourist arrivals. In similarity with that of Class B, the year 1998-99 showed a decrease in the tourist arrivals to ordinary units but recorded a gain in the subsequent year with an exception of foreign arrivals to Class D units. In short, the tourist accommodation increased considerably in all the accommodation classes at Thekkady during the period. But grater degree of fluctuation in foreign arrivals than the domestic arrivals has been observed.

Table 6.7
Trend and Pattern of Tourist Accommodation in Ordinary Units at Thekkady

Year	Class C						Class D					
	F	(%)	D	(%)	F/D	(%)	F	(%)	D	(%)	F/D	(%)
1990-91	3862		17847		0.22		764		7762		0.10	
1991-92	3960	2.5	21616	21.1	0.18	-18.2	783	2.4	7590	-2.2	0.10	0.0
1992-93	4544	14.8	21050	-2.6	0.22	22.2	920	17.5	7594	0.1	0.12	20.0
1993-94	4879	7.4	23984	13.9	0.20	-9.1	944	2.6	9330	22.9	0.10	-16.7
1994-95	4635	-5.0	22546	-6.0	0.21	5.0	919	-2.6	8933	-4.3	0.10	0.0
1995-96	5788	24.9	30870	36.9	0.19	-9.5	1165	26.7	12336	38.1	0.09	-10.0
1996-97	7168	23.8	39240	27.1	0.18	-5.3	1400	20.2	17956	45.6	0.08	-11.1
1997-98	7926	10.6	47346	20.7	0.17	-5.6	2540	81.4	31966	78.0	0.08	0.0
1998-99	7298	-7.9	41964	-11.4	0.17	0.0	2740	7.9	33042	3.4	0.08	0.0
1999-00	10324	41.5	66480	58.4	0.16	-5.9	2825	3.1	39121	18.4	0.07	-12.5

Note: F = Number of foreign tourists, D = Number of domestic tourists
(%) = Shows percentage changes over the previous year
Source: Field Survey

6.6.3 Tourist Accommodation at Kumarakam

Tourist accommodation in the units of different classes at Kumarakam always experienced a positive annual growth rate during the period. Table 6.8 indicates that the percentage annual increases in tourist arrivals to A Class unit were highest during the middle years of 1995-96 and 1996-97. But in the case of Class B, the highest annual growth rate in the accommodation of foreign and domestic tourists was recorded during the year 1997-98. The last year of the period, i.e., 1999-2000 exhibited positive growth rates in tourist arrivals but at very low rate compared to the previous years. The Class C that exclusively represents the ordinary category of accommodation at Kumarakam experienced higher annual growth in domestic arrivals than that of foreign arrivals showing continuous decline in the ratio of foreign to domestic tourists over the years.

Table 6.8
Trend and Pattern of Class-wise Tourist Accommodation at Kumarakam

Year	Class A					Class B					Class C		
	F	(%)	D	(%)	F/D	F	(%)	D	(%)	F/D	F	D	F/D
1990-91	-	-	-	-	-	121		96		1.26	-	-	-
1991-92	-	-	-	-	-	143	18.2	114	18.8	1.25	-	-	-
1992-93	-	-	-	-	-	227	58.7	205	79.8	1.11	-	-	-
1993-94	403	-	286	-	1.41	304	33.9	328	60.0	0.93	-	-	-
1994-95	429	6.5	382	33.6	1.12	423	39.1	531	61.9	0.80	-	-	-
1995-96	617	43.8	804	110.5	0.77	489	15.6	612	15.3	0.80	48	393	0.12
1996-97	963	56.1	1482	84.3	0.65	564	15.3	818	33.7	0.69	54	517	0.10
1997-98	1045	8.5	1915	29.2	0.55	1109	96.6	1760	115.0	0.63	69	758	0.09
1998-99	1334	27.7	2186	14.2	0.61	1685	51.9	2546	44.7	0.66	73	824	0.09
1999-00	1417	6.2	2392	9.4	0.59	1723	2.3	2671	4.9	0.65	268	3472	0.08

Note: F = Number of foreign tourists, D = Number of domestic tourists
(%) = Shows percentage changes over the previous year
Source: Field Survey

6.7 INTER-SPOT COMPARISON OF FOREIGN TOURIST ACCOMMODATION

The Table 6.9 indicates the inter-spot variation in the indices of annual foreign tourist arrivals to accommodation units belonging to different classes.

Among all the three spots, Class B units at Kumarakam recorded highest increase in the number of foreign visitors. Their number got increased fourteen times by the end of the period between 1990-91 and 1999-2000. Class B units maintained the highest growth in the number of tourist guests over the period at Kovalam also. The index of foreign arrivals to B Class units at Kovalam increased by 380 points by the end of the period claiming the highest growth among the accommodation classes of the spot. But, the relative importance of this Class B was not felt at Thekkady where it could raise the index of foreign arrivals only 80 points by the end of the period.

Table 6.9
Trend in Foreign Tourist Accommodation; An Inter-spot Comparison of Indices

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	100	100	100	100	100	100	100	100	-	100	-
1991-92	96	109	106	104	101	130	103	102	-	118	-
1992-93	109	174	147	103	117	142	118	120	-	188	-
1993-94	108	141	155	120	205	89	126	124	100	251	-
1994-95	114	149	201	116	189	87	120	120	106	350	-
1995-96	173	140	267	263	197	86	150	152	153	404	100
1996-97	176	213	311	274	224	109	186	183	239	466	113
1997-98	182	474	328	308	248	146	205	332	259	917	144
1998-99	178	477	324	278	303	112	189	359	331	1393	152
1999-00	179	480	333	283	315	180	267	370	352	1424	558

Source: Field Survey

It is also observed from Table 6.9 that the units of Class D could achieve the highest increase in the foreign arrivals among all the classes of the spot, Thekkady. The number of tourists who avail accommodation in Class A units increased by 215 points at Thekkady compared to the increase by 79 points at Kovalam. The index of foreign tourist arrival to the Class A unit at Kumarakam got raised by 252 points compared to the basic number of arrivals in the year 1993-94 but at a lesser rate compared to the other classes of the spot. The ordinary classes of C and D could maintain second and third position in the overall growth of foreign tourist accommodation during the period at Kovalam while at Thekkady Class C units could raise its index only to 267, with a lose of 103 points compared to Class D units.

It is generally observed that the foreign tourist accommodation at Kovalam got comparative advantage since the year 1992-93 because all the four classes experienced considerable rise in the number of tourist guests. It is also noted that in contrast with the negative growth in the foreign arrivals to Kovalam, during the year 1994, the Class C accommodation units received larger number of tourist guests during the same period. At the same time, this better arrival to the accommodation units at Kovalam is in agreement with positive growth in foreign tourist arrivals to Kerala. But in the case of Thekkady, the inconsistency with the annual growth rates of tourist arrivals to accommodation units during the year 1994, compared to the arrival of foreign visitors to Kerala was not seriously felt. During 1994-95, all the classes of accommodation at Thekkady achieved lesser number of guests over the previous year.

6.8 Inter-spot Comparison of Domestic Tourist Accommodation

The indices of tourist accommodation given in Table 6.10 make a comparison of the trend in domestic tourist accommodation at selected spots. The table shows different trends in class-wise accommodation of domestic tourists from that of the foreign tourist accommodation. With respect to domestic tourist accommodation, Class C units recorded the maximum increase by raising the index to 344 while the units of Class B could raise the index only by 137 points at the end of the period. At Kumarakam, Class B units maintained the highest growth in the domestic tourist accommodation increasing its number of arrivals approximately by 28 times at the end of the ten-year period. The other two classes A and C also have experienced much higher growth in domestic accommodation over the period.

As against the case of foreign tourist accommodation, the Class D units enjoyed maximum growth in the number of guests during the period, compared to other classes of the spot Thekkady. The Table 6.10 also reveals that the domestic tourist accommodation achieved notable hike among all classes at Kovalam since the year 1995-96, but only Class A and C could maintain it as a continuing trend. With respect to Thekkady, the year 1996-97 experienced highest increase in the inflow of domestic tourists seeking accommodation. During this year, all the four indices of accommodation classes recorded substantial gains.

Table 6.10

Trend in Domestic Tourist Accommodation: An Inter-spot Comparison of Indices

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	100	100	100	100	100	100	100	100	-	100	-
1991-92	111	109	102	96	103	161	121	98	-	119	-
1992-93	118	115	132	93	115	126	118	98	-	214	-
1993-94	121	97	140	117	231	91	134	120	100	342	-
1994-95	124	109	186	104	242	85	126	115	134	553	-
1995-96	137	105	220	218	240	89	173	159	281	638	100
1996-97	161	140	267	258	271	116	220	231	518	852	132
1997-98	165	237	295	296	369	178	265	412	670	1833	193
1998-99	177	224	306	244	383	123	235	426	764	2652	210
1999-00	187	237	344	279	468	226	372	504	836	2782	883

Source: Field Survey

In conclusion, it may be inferred that the Class B units at Kumarakam and Kovalam and Class A at Thekkady commanded the maximum growth in the accommodation of foreign tourists during the period. But in the case of domestic tourists, ordinary units belonging to Class C enjoyed the highest growth at Kovalam while Class D took the first position at Thekkady. It is also noted that the growth in the domestic tourist accommodation kept at a higher level compared to foreign tourist accommodation in all classes at Thekkady and Kumarakam. But at Kovalam, units belonging to B and D could maintain higher rates of growth in favour of foreign tourist accommodation between 1990-91 and 1999-2000. The indices of class-wise tourist arrivals at the selected spots do not exhibit any uniform pattern in the overall growth rates of both foreign and domestic tourists either in favour of upper classes or lower classes.

6.9 TRENDS IN TOURIST RATIO BY CLASS OF ACCOMMODATION

The variations between the annual growth rates of domestic and foreign arrivals have resulted in changes in class-wise tourist ratio of accommodation at the spots. In the following section we examine the trends in the ratio of foreign to domestic tourists.

6.9.1 Class-wise Tourist Ratio at Kovalam

Tourist ratio in general, showed higher levels among lower classes at Kovalam. As per Tables 6.4 and 6.5, the highest tourist ratio at the spot Kovalam throughout the period was experienced in Class D. It varied between 2.46 of the beginning year and 2.97 in 1995-96. At an average Class C units experienced almost an equal proportion of foreign to domestic tourists. The number of foreign arrivals to Class A units at Kovalam was more than three fourth of the domestic arrivals throughout the period. In the year 1995-96, the number of foreign arrivals was higher than that of the domestic arrivals. The least tourist ratio was experienced in Class B accommodation but it showed an overall increasing trend till the year 1998-99. It may be noted that the tourist ratio was the highest among all classes at

Kovalam in 1995-96 except Class B that experienced a decrease in tourist ratio. During the last year of the period, all the four classes at Kovalam invariably suffered a set back in tourist ratio.

6.9.2 Class-wise Tourist Ratio at Thekkady

In contrast with that of Kovalam, the class-wise pattern showed higher tourist ratios in favour of upper classes. This means that the foreign tourists preferred upper classes of accommodation while the larger contingents of domestic tourists opted for units belonging to lower classes. During the first year, the tourist ratios of accommodation Class A, B, C and D were 0.55,0.29, 0.22 and 0.1 respectively (See Tables 6.6 & 6.7). But during the last year of the period the respective tourist ratios came down to 0.37, 0.23, 0.16 and 0.07 respectively.

6.9.3 Class-wise Tourist Ratio at Kumarakam

Table 6.8 reveals the pattern of tourist ratio among accommodation classes at Kumarakam. Class B enjoyed very high favourable position with tourist ratios, higher than a ratio equal to 1, till the year 1992-93. But the proportion of foreign to domestic tourists continually decreased to 0.65 in the year 1999-2000 compared to the 1.26 in the year 1990-91. Tourist ratio of Class A also showed continuos decrease in annual growth rate throughout the period. The proportion of foreign tourists was very low in accommodation category of Class C at Kumarakam. It was merely 8 per cent of domestic tourists during 1999-2000.

6.9.4 An Inter-spot Comparison of Class-wise Tourist Ratio

The periodical variation in the tourist ratio throws light upon the changes in the preferences between foreign and domestic tourists for the tourist facilities offered at the spot. As per Table 6.11, tourist accommodation in all the four classes at Kovalam could maintain a comparatively high tourist ratio compared to the spots Thekkady and Kumarakam. At Thekkady, all the accommodation classes suffered much reduction in the proportionate share of foreign tourist accommodation since the year 1994-95. During the year 1992-93, the ratio of foreign to domestic arrivals stood at the peak level among all the classes of accommodation at Thekkady. During the same year, the index of foreign tourist arrivals to units of classes A and D showed higher levels compared to that of Kovalam.

Table 6.11
Inter-spot and Inter-class Comparison of Indices of Tourist Ratio
(Foreign to Domestic)

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	100	100	100	100	100	100	100	100	-	100	-
1991-92	86	100	104	107	97	81	85	105	-	100	-
1992-93	92	151	111	111	102	113	100	123	-	88	-
1993-94	88	145	110	103	89	98	94	103	100	74	-
1994-95	92	136	108	111	78	103	95	104	80	63	-
1995-96	126	133	121	121	82	96	87	96	54	63	100
1996-97	109	152	116	106	82	93	84	79	46	55	86
1997-98	110	200	111	104	67	82	77	81	39	50	75
1998-99	100	213	106	114	79	91	80	84	43	53	73
1999-00	96	203	97	101	67	80	72	73	42	51	63

Source: Field Survey

The index of tourist ratio with respect to Class A and the ordinary classes C and D at Kovalam reached the peak level in the year 1995-96. But the index of tourist ratio of Class B continued to grow till the year 1998-99. At Kumarakam, both classes of A and B suffered much loss in the respective tourist ratios. In short, the Table 6.10 gives the idea that the spots Thekkady and Kumarakam have experienced a decreasing trend in tourist ratio of foreign to domestic, during the period. Even with the shortfall in the tourist ratio of Class A during the first half of the period, Kovalam could always maintain its importance as a spot for foreign tourism compared to the other spots. It is also observed from the table that the index of tourist ratio has suffered a loss of varying degree irrespective of class differences at all the spots by the end of the period.

6.10 TOURIST DENSITY BY CLASS OF ACCOMMODATION

It has been made clear from the earlier discussion in Chapter V that the bed capacity varies among different classes of accommodation at tourist spots. Hence, the trend and pattern of the absolute number of tourists availing bed facility fail to reveal the comparative strength of the class-wise tourist activity. The number of annual tourist arrivals per bed of each class makes such a comparison possible. The Table 6.12 indicates the trend in per bed tourist arrivals and the class-wise pattern of all the three selected spots.

Table 6.12
Inter-class Comparison of Per Bed Tourist Arrivals at Selected Spots

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	45.7	48.5	25.4	16.6	34.2	145.9	113.7	155.0	-	13.6	-
1991-92	47.6	52.9	25.0	16.8	34.9	175.5	132.5	152.2	-	16.1	-
1992-93	50.6	63.0	26.4	16.6	39.1	148.2	134.0	144.3	-	18.0	-
1993-94	51.2	52.6	27.9	17.3	40.8	128.2	136.2	165.7	17.2	19.8	-
1994-95	30.6	55.7	29.4	16.4	40.9	121.0	125.8	154.0	20.3	20.7	-
1995-96	29.7	62.7	29.4	16.6	37.1	143.9	133.8	168.8	22.2	21.2	44.1
1996-97	32.5	59.2	29.4	17.9	42.6	145.9	160.0	220.0	26.6	26.6	57.1
1997-98	33.2	56.6	29.6	17.5	48.6	164.0	167.5	224.1	32.2	29.3	82.7
1998-99	34.1	54.9	29.5	15.4	44.2	150.4	149.3	203.3	35.2	29.4	89.7
1999-00	35.2	56.9	30.8	15.4	51.7	159.4	171.4	231.7	38.1	30.5	103.9

Source: Field Survey

6.10.1 Per Bed tourist arrivals at Kovalam

At Kovalam Class B units received the maximum number of tourists in relation to bed capacity (48.5) during the year 1990-91 followed by Class A with a per bed tourist arrival of 45.7. Class C units claimed 25.4 while Class D units could manage up to 16.6 as per bed arrivals during the same year. This sequential order in per bed arrivals was maintained among the classes at Kovalam till the end of the period. All the classes of accommodation experienced annual variations but Class A suffered much while the Class D suffered the least during the ten-year period.

6.10.2 Per Bed Tourist Arrivals at Thekkady and Kumarakam

The number of tourist arrival per Bed at Thekkady exhibits a class-wise pattern distinct from that of Kovalam. As per Table 6.12 the number of total arrivals in relation to bed capacity was least in Class A at Thekkady whereas it was highest in Class D throughout the period. The ordinary classes received larger number of tourists in relation to their respective bed capacity at Thekkady in clear contrast with that of Kovalam. But per bed tourist arrivals of all classes showed an increasing trend in spite of the set back during the years 1993-94 and 1998-99. The tourist arrivals per bed at Kumarakam steadily increased during the period between 1990-91 and 1999-2000.

6.11 TOURIST RATIO AND PER BED TOURIST ARRIVAL

The year-wise arrivals of tourists per bed spaces of different classes of accommodation offered at the spots reflect, in general, a negative relationship with respective proportion of foreign to domestic arrivals. This means that the class of accommodation, which has recorded a substantial annual increase in per bed tourist arrivals, received larger proportion of domestic tourists over the previous period. As exhibited in Table 6.13, coefficient of correlation between tourist ratio and tourist bed ratio showed negative relationship among most of the accommodation classes at the spots. This means that the relative annual growth in foreign arrivals were coming down year after year compared to the annual increase in the flow of domestic tourists. But accommodation classes B and C at Kovalam with low but positive correlation claim that the units of these two classes could achieve higher levels of per bed tourist arrivals with increasing proportion of foreign tourists compared to other classes of the same spot and of Thekkady and Kumarakam.

Table 6.13
Correlation Between Tourist Ratio and Tourist Bed Ratio; An Inter-spot Comparison

Spot	Kovalam				Thekkady				Kumarakam		
Class	A	B	C	D	A	B	C	D	A	B	C
(r)	-0.66	0.27	0.21	-0.18	-0.86	-0.68	-0.84	-0.93	-0.84	-0.94	-0.98

Note: (r) = Coefficient of correlation
Source: Computed from Survey Data

The above discussions with respect to the category-wise arrival of tourists and the trends in their class-wise accommodation do not show the actual trends in the demand for offered facilities of the spots. It is because of the fact that the visitors seek different duration of stay at the spots. Now, we examine the trends in the average period of stay by the tourists over the period.

6.12 Demand for Tourist Days at Selected Spots

A tourist traveller does not derive utility from possessing or consuming travel destinations rather; the traveller derives utility from being in the particular destination for some period of time[3]. The demand for the invisible tourism product of a spot may be measured in terms of days or nights spent at the spot by the tourist. Tourist visitors coming to a spot avail different periods of stay to enjoy the plant facilities of the tourist spot during the period of visit. Hence, the number of tourist days at the selected spots will be more appropriate to indicate demand for a tourist spot. Since the tourists avail night time accommodation as a pre-condition for being a tourist, the number of bed nights or bed spaces of accommodation units occupied by the tourists reveals the actual magnitude of tourist activity in a spot rather than the number of tourist arrivals.

The total annual occupied bed nights of each class of accommodation depend upon the number of total bed nights of the year and the average rate of bed occupancy. Occupancy rate is the percentage of occupied bed nights to the total annual bed nights offered. Total bed nights of a class of accommodation is estimated by multiplying the total number of beds of the class with 365, the number of nights in a year. The occupancy rate of an accommodation class is computed as the simple average of the percentage of annual bed occupancy of each unit belonging to the class. The accommodation units generally reveal the details of room occupancy. But a single tourist may sometimes occupy a double-room. Again, the provision for extra beds temporarily converts a double room into a space for multiple occupancy. So for practical purposes of analysis, the rate of room occupancy is treated as the rate of bed occupancy.

6.13 CLASS-WISE COMPARISON OF OCCUPANCY RATES

The tourist's demand for the facilities of a spot in terms of number, length and timing of visit is highly volatile, fluctuating from one day to one month or more. But facilities and capacity of the accommodation industry of a spot are fixed at least in the short period. Hence, the level of occupancy in accommodation units shows how much of the accommodation capacity of a unit or class is utilised. Occupancy rates are an indicator of the health of the local tourism industry as well as a barometer for potential expansion of the accommodation sector[4]. The Table 6.14

given below examines the pattern of annual average rates of bed occupancy among accommodation classes of the spots during the years from 1990-91 to 1999-2000.

The annual average occupancy rates of accommodation classes have shown differences between classes within the spot. In general, the ordinary classes of accommodation at Kovalam and Thekkady enjoyed relatively higher levels than that of the classified categories. Class A units at Kovalam enjoyed the highest occupancy rates (75.5 per cent) during the year 1992-93 while the Class B units claimed 67.3 per cent of bed occupancy during 1997-98, the highest rate of the class during the ten-year period. But for Class C and D, the peak rates of occupancy were recorded during the years 1995-96 and 1996-97 respectively. It may be noted that the occupancy rates have exhibited a decreasing trend during the second half of the reference period, except in Class B units, which could maintain comparatively higher levels of occupancy. During the year 1999-2000, the highest occupancy was in Class C units with 72.4 per cent followed by 62.7 per cent in Class D units and 60.5 per cent and 46.2 per cent in Class B and Class A units respectively.

Table 6.14
Percentage of Occupied Bed Nights: An Inter-class Comparison

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	67.0	32.0	69.2	64.2	51.5	68.0	85.5	86.4		34.1	
1991-92	73.0	33.0	71.9	67.1	50.3	68.0	85.0	88.6		35.7	
1992-93	75.5	31.5	74.5	70.7	53.7	70.5	87.1	90.8		40.5	
1993-94	74.5	32.0	79.1	72.0	60.0	72.0	86.8	88.2	37.0	39.1	
1994-95	58.3	43.2	78.3	72.6	51.5	69.4	87.3	86.9	49.0	41.9	
1995-96	51.5	55.8	81.8	76.3	52.3	71.2	84.2	89.6	46.5	44.0	57.0
1996-97	52.4	65.5	79.1	76.8	53.3	71.5	84.7	92.1	48.5	47.5	58.0
1997-98	50.8	67.3	78.6	74.5	49.5	72.8	79.5	93.3	53.0	48.2	61.0
1998-99	49.5	62.1	75.2	68.9	48.9	70.2	80.4	90.5	55.0	51.3	60.0
1999-00	46.2	60.5	72.4	62.7	48.0	67.5	76.1	90.3	54.5	48.5	60.5

Source: Field Survey

At Thekkady, a clear pattern of occupancy rates in favour of lower classes has been noticed throughout the period. In the year 1990-91, the occupancy rates among classes A, B, C and D were in the order of 51.5 per cent, 68, 85.5 and 86.4 per cent. The same order has been maintained till the end of the ten-year period. At Kumarakam, the accommodation classes suffered from comparatively low occupancy during the initial years. But they could attain an average occupancy of around 50 per cent by the end of the period. Since the year 1994-95 Class B accommodation units which supply maximum number of beds could claim the least rates of occupancy among accommodation classes at Kumarakam.

6.13.1 Trend in Bed Occupancy: A Comparison

The accommodation classes of the selected spots have exhibited much inter-year fluctuation in occupancy rates. The Table 6.15 shows the overall trend in the levels of class-wise bed occupancy for the period between 1990-91 and 1999-2000.

Table 6.15
Trend in Class-wise Occupancy Rates: An Inter-class and Inter-spot Comparison of Indices

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	100	100	100	100	100	100	100	100	-	100	-
1991-92	109	103	104	105	98	100	99	103	-	106	-
1992-93	113	98	108	110	104	104	102	106	-	119	-
1993-94	111	100	114	113	117	106	101	102	100	115	-
1994-95	87	134	113	113	100	101	102	101	132	124	-
1995-96	77	175	119	119	101	104	98	104	126	129	100
1996-97	78	205	114	120	103	105	99	107	131	140	102
1997-98	76	211	114	116	96	107	93	108	143	141	107
1998-99	74	194	109	108	95	103	94	105	149	150	105
1999-00	69	189	105	98	93	99	89	105	147	143	106

Source: Field Survey

The table shows that at Kovalam Class B and C units could keep the index of occupancy rates higher than the base level at the end of the period. Class B units could keep the index at 189 and Class C units at 105. All other accommodation classes of both Kovalam and Thekkady have experienced almost continuous loss in their indices of occupancy rates. At Kovalam, the highest decline was in the case of the units of Class A, which lost 31 points at the end of the period compared to the year 1990-91. At Thekkady, inter-year variations in occupancy rates were low compared to that of Kovalam. But at Kumarakam the indices of occupancy rates of all the classes recorded a continuous gain till the end of the period.

6.13.2 Seasonal Occupancy at the Spots

The seasonal pattern of tourist arrival at the three spots has been discussed earlier and found that both foreign and domestic arrivals were subjected to much seasonal variation. But distinction has been noticed in the month-wise arrival at the spots between the two categories of tourists, foreign and domestic. The only agreement between these two groups in the month-wise arrival is during the rainy months of June and July. The tourists in general, irrespective of the category preferred to avoid the natural attraction spots of Kerala during peak days of monsoon.

At the spots, the busy season for foreign arrivals was felt as lean season for domestic arrivals. In common, the foreign tourists prefer to come during winter months while the flow of domestic tourists maintain a moderate number of arrivals during months of March April and May. Hence, the combined effect of the arrivals of both the categories of tourists may show a distinctive seasonal pattern with respect to the occupancy rate of bed capacity. Again, there may be variation in the duration of stay by the tourists among months of a year. In short, the occupancy rate of the accommodation units of tourist spots shows the real intensity of tourist activity at the spot.

6.13.2.1 Month-wise Occupancy at Kovalam

At the beach spot Kovalam, the seasonal occupancy shows a different pattern compared to that of Thekkady. Here, the months of November, December, January, February and March have assured peak levels of occupancy among the accommodation classes. This is clearly indicated in Table 6.16, which shows the month-wise details of occupied bed nights of accommodation units at Kovalam for the years 1988 and 1999. April and May also could maintain moderate levels of occupancy. The months of June, July, August and September have been felt as months of least occupancy. The month of October could not perform better at Kovalam compared to the spot Thekkady.

Table 6.16
Seasonal Occupancy of Bed Nights at Kovalam by Class of Accommodation
(in Percentage)

Months	Class A		Class B		Class D		Class D		All Classes*	
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
January	81.6	68.9	99.4	90.6	100.0	99.9	100.0	93.5	96.3	92.1
February	69.4	60.6	86.7	78.6	99.9	94.4	96.5	81.2	92.2	84.7
March	70.9	65.9	88.8	86.7	99.7	98.7	98.3	89.6	92.7	90.0
April	63.3	57.7	79.3	76.8	97.0	95.2	91.3	79.4	87.9	84.3
May	32.3	25.2	40.5	33.2	59.4	50.2	50.6	34.3	51.2	41.9
June	27.9	20.7	34.9	27.2	42.7	32.6	38.8	28.1	38.6	29.2
July	20.6	19.5	25.7	25.6	31.1	35.9	29.7	26.5	28.3	30.6
August	23.8	26.2	31.3	34.5	42.2	44.5	38.3	35.6	37.0	38.9
September	22.5	26.1	29.6	34.3	59.2	51.5	34.5	35.4	46.5	43.1
October	32.5	40.0	40.7	52.8	72.3	70.4	50.4	54.4	59.0	61.0
November	71.4	68.1	89.4	89.6	97.2	98.2	99.5	92.5	91.5	90.8
December	78.0	73.2	97.7	96.3	99.2	98.4	100.0	99.5	94.9	93.3
Whole Year	49.5	46.2	62.1	60.5	75.3	72.4	68.9	62.7	67.8	65.3

Note: * Average occupancy weighted with the proportion of total bed capacity of each class (2.1,1.1,5.8 and 1for the year 1998 and 2.1,1,5.9 and 1 for the year 1999 respectively for accommodation classes A B C and D)

Source: Field Survey

6.13.2.2 Month-wise Occupancy at Thekkady

Table 6.17 gives the month-wise average occupancy rates of each class of accommodation at Thekkady during the last two calendar years of the reference period 1998 and 1999. As per the table, the summer months of April and May and the month of October have experienced comparatively better rates of occupancy among all the classes of accommodation. This was mainly due to the arrival of domestic tourists in large numbers. The month of October is commanding higher rate of occupancy during the last years of the ten-year period because the tourists from North India especially from Rajasthan, Delhi, Uttar Pradesh and Gujarath come to the tourist spots of Kerala to spend the *Poojah* holidays. The months of June, July and September have been experienced as lean months of bed occupancy at the spot Thekkady.

Table 6.17
Seasonal Occupancy of Bed Nights at Thekkady by Class of Accommodation
(in Percentage)

Months	Class A		Class B		Class C		Class D		All Classes*	
	1998	1999	1998	1999	1998	1999	1998	1999	1998	1999
January	47.3	42.6	89.9	82.1	97.7	90.6	93.8	95.6	83.4	80.7
February	63.7	89.3	100.0	99.7	100.0	95.1	97.0	99.7	90.3	95.6
March	57.1	44.8	97.8	85.3	90.6	98.0	95.7	100.0	84.2	85.9
April	69.4	60.5	89.2	89.5	99.0	96.9	97.4	100.0	90.2	89.1
May	100.0	99.8	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
June	23.3	23.8	33.4	40.2	38.2	43.2	77.2	74.8	42.5	45.2
July	12.8	13.7	22.1	23.7	24.6	34.8	62.5	66.6	29.7	35.3
August	24.5	26.2	37.5	36.8	55.0	41.4	82.7	81.8	51.6	45.7
September	19.9	17.4	35.6	31.2	54.8	29.5	80.6	67.6	49.7	34.9
October	79.1	58.5	73.9	72.6	100	97.0	100	100	91.9	86.3
November	46.6	55.1	68.4	65.2	100	91.4	99.0	99.6	83.0	81.9
December	44.3	44.3	92.2	83.7	100	94.1	100	100.0	85.2	83.7
Whole Year	48.9	48.0	70.2	67.5	80.4	76.1	90.5	90.3	73.6	72.2

Note: * Average occupancy weighted with the proportion of total bed capacity of each class (2.5,1.1,4.2 and 2.2 for the year 1998 and 2,1.5,4.5 and 2 for the year 1999 Respectively for accommodation classes A B C and D)

Source: Field Survey

6.13.2.3 Month-wise Occupancy at Kumarakam

The month-wise variation in the bed occupancy of accommodation units at Kumarakam is exhibited in Table 6.18. As per the table, the months November, December, January and February have witnessed maximum rates of occupancy among the three classes of accommodation. The month of March has commanded moderate occupancy compared to other months of the year.

Table 6.18
Seasonal Occupancy of Bed Nights at Kumarakam by Class of Accommodation
(in Percentage)

Months	Class A		Class B		Class C		All Classes*	
	1998	1999	1998	1999	1998	1999	1998	1999
January	98.2	86.6	92.7	77.0	98.7	94.2	95.1	82.6
February	87.0	82.9	80.6	73.8	94.7	92.1	83.7	79.4
March	61.2	54.5	56.1	51.4	66.1	64.1	58.5	54.2
April	43.4	41.0	40.2	36.5	47.4	45.5	41.7	39.2
May	34.4	37.9	31.9	32.5	37.5	40.5	33.1	35.5
June	30.0	29.7	27.9	26.8	32.9	32.2	28.9	28.6
July	33.6	33.3	30.5	30.9	36.8	37.5	32.0	32.6
August	46.4	55.5	44.5	48.9	52.3	58.8	45.6	52.5
September	43.2	47.9	40.0	42.6	47.0	53.2	41.5	45.9
October	47.8	49.4	42.8	43.9	50.3	61.2	45.1	48.1
November	66.5	62.9	61.7	56.0	76.0	69.8	64.2	60.2
December	68.7	72.6	63.3	61.6	80.6	76.9	66.0	67.5
Whole Year	55.0	54.5	51.3	48.5	59.6	60.5	53.4	52.2

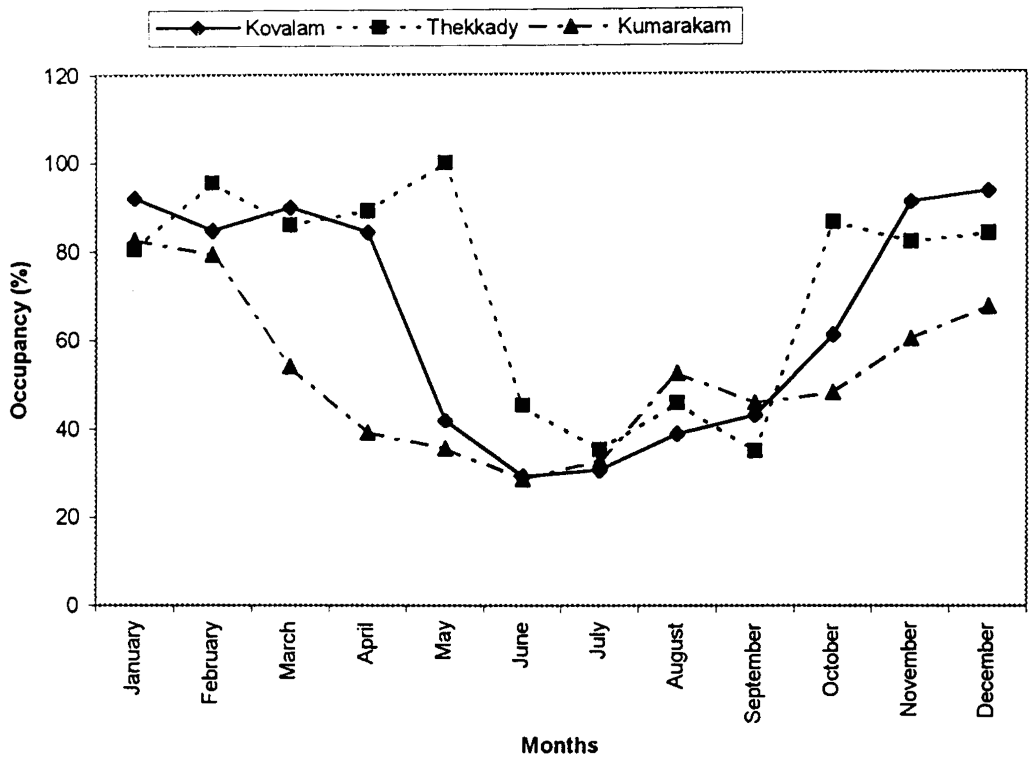
Note: * Average occupancy weighted with the proportion of total bed capacity of each class (4,5.8 and 0.2 for the year 1998 and 3.6,5.2 and 1.2 for the year 1999 respectively for Accommodation classes A B and C)

Source: Field Survey

Distinct from the other two spots the month-wise occupancy at Kumarakam shows least variation. The months of June, July, August and September have claimed better rates of occupancy at Kumarakam compared to the other two spots. The dates of Boat Races and *Onam* festival of Kerala fall within these months. Again, the inconvenience of the rainy months may be felt less seriously at this backwater spot compared to the beech spot Kovalam and the hill station Thekkady.

For facilitating an inter-spot comparison, The month-wise variation in category-wise tourist arrival among the selected spots is graphically presented in Fig.2.

Fig.2: Seasonal Occupancy at selected spots during the year 1999



6.14 Class-wise Comparison of Average Tourist Nights

Average number of tourist nights availed by the tourist show the average number of days demanded by the tourist visitors of the spot. Average tourist nights (bed nights) which otherwise reflect the duration of stay by the tourist guests of each class of accommodation is estimated as follows.

$$\text{Average number of tourist nights} = \frac{\text{Total bed nights occupied in a year}}{\text{Total tourist arrivals of the year}}$$

$$\text{Total bed nights occupied} = \frac{\text{Total bed nights} \times \text{Occupancy rate}}{100}$$

Total bed nights = Total number of beds × 365 (the number of days in a year)

The Table 6.19 shows the estimated average demand for tourist nights among accommodation classes of the spots. The number of nights demanded by an average tourist of accommodation Class D at Kovalam was the highest and it varied between 14.12 and 16.69 during the period between 1990-91 and 1999-2000. The number of nights per tourist of Class B remained at the lowest level compared to other classes at Kovalam. It is noted from the table that the average duration of stay by tourist guests of all the accommodation classes experienced inter year fluctuations and the tourists of ordinary classes stayed for longer period at the spot than tourist inmates of upper classes.

Table 6.19
Average Annual Demand for Tourist Nights at Selected Spots; An Inter-class Comparison

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	B	A	C
1990-91	5.35	2.41	9.91	14.12	5.50	1.70	2.75	2.02	-	9.15	-
1991-92	5.60	2.28	10.53	14.55	5.27	1.41	2.34	2.12	-	8.18	-
1992-93	5.44	1.82	10.30	15.54	4.99	1.74	2.37	2.30	-	8.21	-
1993-94	5.31	2.22	10.35	15.23	5.37	2.05	2.32	1.94	7.84	7.21	-
1994-95	6.93	2.82	9.69	16.14	4.59	2.08	2.52	2.06	8.82	7.39	-
1995-96	6.34	3.26	10.18	16.69	5.12	1.80	2.29	1.94	7.64	7.59	4.72
1996-97	5.84	4.04	9.82	15.68	4.54	1.79	1.93	1.53	6.66	6.52	3.71
1997-98	5.61	4.35	9.69	15.56	3.72	1.63	1.73	1.51	6.01	5.98	2.69
1998-99	5.31	4.12	9.28	16.36	4.04	1.70	1.96	1.62	5.70	6.34	2.44
1999-00	4.78	3.88	8.59	14.79	3.39	1.55	1.62	1.43	5.22	5.80	2.13

Source: Estimated from Survey Data

At Thekkady, tourists of Class A availed the maximum number of nights among the four classes of accommodation. Here, the tourists of ordinary classes stayed lesser days compared to the ordinary classes of Kovalam. The tourist visitors of Class B units at Thekkady at an average availed more than two nights only during the years 1993-94 and 1994-95. The nights per tourist among ordinary classes were less than 2 during the latter half of the reference period compared to the former period. The less number of average tourist nights demanded by the guests among the accommodation classes at Thekkady compared to that of Kovalam was due to the higher per bed tourist arrivals among accommodation classes of this spot.

Since 1993-94 the estimated nights per tourist were highest in accommodation Class A at Kumarakam. But during the last two years of the period, an average tourist of Class B units spent more days at the spot than that of Class A units.

6.14.1 Trend in Average Demand for Tourist Nights: A Comparison

Now we attempt to make an inter-spot comparison of the trend in the estimated duration of stay by an average tourist during the period. As per Table 6.20, only two classes of accommodation at Kovalam recorded a gain in the index by the end of the period to the extent of 61 points and 5 points respectively over the base index of the year 1990-91. The indices of all other classes irrespective of the spot suffered a loss over the period and exhibited a decreasing trend. The accommodation Class B at Thekkady could keep the index at a comparatively higher level than other classes over the years of the period.

The average duration of stay by the guests of an accommodation class is affected by both the occupancy rate and the per bed tourist arrivals. An increase in occupancy rate naturally results in a hike in the average number of nights availed by the tourists provided, the tourist arrivals per bed remain the same over the period. This means that in such a condition, a positive relationship is always maintained between occupancy rate and tourist nights availed. But a change in per bed arrivals of an accommodation class under constant rate of occupancy brings in a negative impact on the average number of nights or days demanded by the tourist of the class. Hence, the variation in the proportionate change in per bed tourist arrivals and occupancy rate together determine the average duration of stay by the tourists of a class of accommodation.

Table 6.20
Trend in Average Demand for Tourist Nights; An Inter-spot Comparison of Indices

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	B	A	C
1990-91	100	100	100	100	100	100	100	100	100	-	-
1991-92	105	94	106	103	96	83	85	105	89	-	-
1992-93	102	76	104	110	91	102	86	114	90	-	-
1993-94	99	92	104	108	98	121	84	96	79	100	-
1994-95	130	117	98	114	84	122	92	102	81	113	-
1995-96	118	135	103	118	93	106	83	96	83	98	100
1996-97	109	168	99	111	83	105	70	76	71	85	79
1997-98	105	180	98	110	68	96	63	75	65	77	57
1998-99	99	171	94	116	73	100	71	80	69	73	52
1999-00	89	161	87	105	62	91	59	71	63	67	45

Source: Computed from Table 6.20

If an accommodation unit can maintain high level of per tourist nights over the years with less number of tourists per bed, under condition of constant rate of occupancy, it means that the unit could receive tourists who comparatively stay for a longer period than those of the previous period. The enterprises engaged in hospitality business can attain higher occupancy and thereby higher levels of capacity utilisation either by accommodating larger contingents of tourists who stay for short period or by welcoming lesser number of long-staying tourists.

6.15 TOURIST RATIO AND DEMAND FOR TOURIST NIGHTS

It has been observed earlier that the duration of stay by foreign and domestic tourists maintained a wide gap in favour of foreign tourists. Hence, the decline in the proportion of foreign tourists to the total tourists of an accommodation unit will bring in a corresponding decrease in average duration of stay by the tourists of the same unit and vice versa.

Now we attempt to examine what kind of relationship is experienced between the average tourist nights availed by the tourists and the tourist ratio of each class of accommodation at the spots during the period between 1990-91 and 1999-2000. The Table 6.21 reveals such a relationship. As per the table, almost all accommodation classes have established a positive relationship between the tourist ratio and the average number of tourist nights demanded. This means that the changes in the proportion of foreign tourist arrivals to the total tourists of accommodation classes directly affect the demand for tourist nights. It may be inferred that the foreign tourists occupy bed night facilities of an accommodation class comparatively for a longer period than the domestic tourists do. Hence, in the utilisation of accommodation facilities of the spot, the relative strength of foreign arrivals compared to the domestic flow becomes a powerful factor. At the same time, the low correlation shown in the case of Class A at Kovalam indicates that the demand for the bed nights of the class was not influenced much by the fluctuations in tourist ratio. This means that the duration of stay by the domestic guests of these classes was kept comparatively in better matching with that of the foreign visitors.

Table 6.21
Correlation Between Tourist Ratio and Average Demand for Bed Nights - An Inter-class Comparison

Spot	Kovalam				Thekkady				Kumarakam		
Class	A	B	C	D	A	B	C	D	A	B	C
(r)	0.29	0.74	0.47	0.83	0.85	0.65	0.89	0.97	0.79	0.93	0.99

Note: (r) = coefficient of correlation
Source: Computed from Survey Data

6.16 BED PRICE AND DEMAND FOR TOURIST NIGHTS

The demand for the invisible tourism product of a tourist spot is measured in terms of nights or days spent at the spot. Demand for bed nights offered by the accommodation units of a class is affected by the bed price of the class, the bed prices of competing classes of accommodation and the level of income and life style of the tourists. Here we try to examine the influence of average bed price of a class on the average demand for bed nights of the same class. In line with the demand theory, the average demand for bed nights and the bed price of a class in a given period will reflect negative relationship.

Table 6.22
Correlation Between Average Bed Price and Average Demand for Bed Nights: An Inter-class Comparison

Spot	Kovalam				Thekkady				Kumarakam		
Class	A	B	C	D	A	B	C	D	A	B	C
(r)	-0.21	0.96	-0.80	0.52	-0.92	-0.09	-0.89	-0.90	-0.90	-0.91	-0.97

Note: (r) = coefficient of correlation
Source: Computed from Survey Data

Table 6.22 shows the coefficients of correlation between the average demand for bed nights and bed price of each class of accommodation at selected spots. In line with the theoretical relationship, majority of the accommodation classes reflects a negative relationship between the two variables, demand and price. But units of Class A at Kovalam and Class B at Thekkady fail to show any significant relationship between these two variables. At the same time, the lower classes of both classified (B) and ordinary category (D) at Kovalam show moderate positive correlation between average bed price and estimated average demand for bed nights. This means that these classes of accommodation could command higher levels of demand even at an increasing bed price. This phenomenon may be due to the influences of the factors other than bed price like location benefits, management techniques and the distinctive behavioural pattern of tourist guests of the units belonging to these classes of accommodation.

6.17 PRICE ELASTICITY OF DEMAND FOR BED NIGHTS

The coefficient of correlation reveals the overall association between the price and demand for bed nights but fails to explain the annual variations in the responsiveness of demand to changes in price. The concept of price elasticity of demand is useful for accommodation units to forecast the effects of price changes on total revenue received from selling bed nights[5]. Price elasticity is defined as the per cent change in quantity demanded resulting from each per cent change in price. The price elasticity of demand for the ten-year period between 1990-91 and 1999-2000 is estimated for comparing annual variations with respect to the response of demand to price changes among all classes of accommodation at the spots. The formula used for computing elasticity is given below.

$$Ed = \frac{\% \Delta Q}{\% \Delta P}$$

Where Ed is an abbreviation of price elasticity of demand and the symbol 'Δ' means change in respective variables, bed nights demanded (Q) and bed price (P).

The Table 6.23 displays the values of elasticity for an inter-class comparison. It has been observed earlier that the bed price of all the accommodation classes at the spots have shown positive change throughout the period. But from the table it is clear that the elasticity of demand with respect to price among almost all classes has exhibited inter-year fluctuation. It is also visible that demand has responded even positively to the increase in bed price among all classes during certain years of the ten-year period. This means that the changes in accommodation price have had comparatively week influence on the flow of tourists and the duration of stay by them. The class-wise response of average demand supports the argument that price alone does not balance the supply and demand forces for tourist accommodation within a destination area[6].

Table 6.23
Price Elasticity of Demand for Tourist Nights: An Inter-class Comparison

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	-	-	-	-	-	-	-	-	-	-	-
1991-92	0.29	-0.41	0.43	0.08	-0.23	-0.48	-0.71	0.18	-	-0.99	-
1992-93	-0.07	-0.94	-0.11	0.08	-0.27	1.02	0.06	0.24	-	0.01	-
1993-94	-0.12	0.78	0.02	-0.07	0.38	0.53	-0.08	-0.50	-	-0.33	-
1994-95	3.66	0.84	-0.20	0.19	-0.74	0.06	0.33	0.18	0.79	0.06	-
1995-96	-2.21	0.23	0.16	0.15	0.48	-0.59	-0.33	-0.26	-1.15	0.09	-
1996-97	-0.43	0.77	-0.13	-0.31	-0.79	-0.04	-1.19	-0.59	-3.79	-0.50	-0.4
1997-98	-0.19	1.20	-0.05	-0.07	-0.88	-0.78	-0.49	-0.03	-0.86	-0.28	-0.6
1998-99	-2.11	-1.18	-0.74	0.80	0.90	0.58	1.10	0.43	-0.90	0.26	-0.4
1999-00	-0.93	-2.17	-1.85	-1.60	-1.70	-1.24	-1.83	-1.15	-1.21	-1.37	-0.9

Source: Computed from Survey Data

6.18 CONCLUSION

It may be generally inferred from the above discussion that the flow of tourists and the average duration of stay by the tourist visitors to the selected spots have experienced differences in trends among accommodation classes within and among the spots. The annual variations in tourist ratio (foreign to domestic) of accommodation classes have directly affected the average demand for bed nights of each class. The average bed prices of each class have failed to explain a role in influencing the class-wise arrival of tourists and their average duration of stay at the spots. The consumer preferences influenced by the social, psychological and economic backgrounds of tourists would have played a decisive role in determining the demand for tourist nights (days) at spots. The analysis of such factors naturally gets priority in the forthcoming chapter.

Notes and References

[1] Throughout the period 1990-1997 for which the spot-wise (11 spots) data on arrivals are available, shows that the share of foreign tourists in the total arrivals at Kovalam was around 50 per cent, much higher than that of other spots. See. Government of Kerala, *Tourist Statistics*, Thiruvananthapuram, Department of Tourism, Issues. 1994, pp.27-29 and 1997, pp.29-31.

[2] According to the 'Survey of Foreign Tourists', conducted by the Ministry of Tourism, Government of India, the average days of stay by foreign nationals in India during 1998 varied between 5 and 38.9. See Government of India, *Tourist Statistics*, New Delhi, Ministry of Tourism, 1998, p.70.

[3] Muzaffir Uysal, The Determinants of Tourism Demand: A Theoretical Perspective, *In* Loannides D and Debbage K G (Eds), *The Economic Geography of the Tourist Industry-A Supply Side Analysis*, London, Routledge, 1998, p.82.

[4] Tyrrell Marris, Research Needs of Small Tourism Enterprises, *In* J R Brent Ritchie and Charles R Goeldner, *Travel, Tourism and Hospitality Research*, New York, John Wiley, 1994, p. 349.

[5] John Tribe, *The Economics of Leisure and Tourism*, Oxford, Butterworth Heinemann, 1995, p.53.

[6] Pushpinder S Gill, *Dynamics of Tourism*, New Delhi, Anmol Publications, 1996, Vol. IV, p. 84.

FACTORS INFLUENCING TOURIST DEMAND

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Chapter Seven

Factors Influencing Tourist Demand

24

CHAPTER VII

FACTORS INFLUENCING TOURIST DEMAND

7.1 INTRODUCTION

In the preceding chapters, we have examined the growth and development of the three natural attraction spots, based on the supply and demand for tourism product during the period 1990-91 and 1999-2000. But the analysis of the same aspects does not reveal the factors influencing the individual preferences of the tourists who demand for the facilities, irrespective of the spot. Therefore, the present chapter is confined to make an analysis of the factors determining the tourist demand such as demographic and economic characteristics of the tourists, their psychological perceptions related to the trip preferences and life style.

A complex set of personal, social and opportunity factors influences the participation in leisure-related activities at a tourist spot by an individual consumer[1]. Under the given conditions of location and structure of the tourist spot, a study of socio-economic factors and personality profiles can result in better comprehension of tourist needs and wants. If the basic motives and values of tourists are discovered, it is possible to develop methods to inform and lure them to a place of tourist attraction. The social and economic background and skill abilities of the tourist to a large extent determine the kind of goods and services that are demanded and the types of consumption that will take place at a tourist spot[2].

7.2 DEMAND FOR THE SPOTS IN TERMS OF THE DAYS OF STAY

The tourist demand for the facilities of a destination area is commonly measured either in terms of the number of tourist arrivals or the length of stay (the nights spent at the area) or the volume of expenditure by the tourists[3]. The selection of measures for demand is generally constrained by the availability of data. In the present study, the number of tourist days or nights spent at the spot is considered for representing demand for the selected spots as an improvement over the measurement in terms of the mere number of tourist arrivals.

Visitors who seek tourist experience at the spots are treated as belonging to two broad categories of domestic and foreign tourists based on the place of origin. The tourists spend different time periods at the place of visit, conditioned by their preferences. Planning being the initial phase in the total tourist experience, most of the visitors will be spending a time at a spot as planned before. Hence, we attempt to analyse the number of days of stay at the spots by the tourists for understanding the relative influence of tourists' personal profile on their preferences for the spots. The results of the sample survey of tourists comprising 250 respondents at Kovalam, 200 at Thekkady and 60 at Kumarakam are independently examined for the purpose.

7.2.1 Period of Stay by Foreign Tourists

The foreign demand for the natural attraction spots in terms of the number of days of stay is given in Table 7.1. The variation in the duration of stay is noticed with a wide range, among foreign visitors to all the three spots.

As per the table, the 125 foreign tourists together planned 1475 days of stay at the beach spot, Kovalam. The tourists at an average spent 11.8 days. Only 9 tourists (7.2 per cent) preferred to stay for a period exceeding one month. But they together availed a period nearly one fourth of the total days of stay by the total respondents. Among these, 33 tourists who constitute 26.4 per cent of the total, planned to spend days up to 5 while 49 tourists comprising 39.2 per cent of the total preferred to stay for a period of 6 to 10 days at Kovalam.

Table 7.1
Days of stay by Foreign Tourists: A Comparison

Days	Number of Tourists						Tourist Days					
	Kovalam		Thekkady		Kumarakam		Kovalam		Thekkady		Kumarakam	
	No	(%)	No	(%)	No	(%)	No	(%)	No	(%)	No	(%)
01 – 05	33	26.4	55	55.0	18	60.0	99	6.7	165	25.6	54	30.9
06 – 10	49	39.2	29	29.0	9	30.0	392	26.6	232	36.0	72	41.1
11 – 15	14	11.2	11	11.0	2	6.7	182	12.3	143	22.2	26	14.9
16 – 20	8	6.4	3	3.0	0	0.0	144	9.8	54	8.4	0	0.0
21 – 25	7	5.6	1	1.0	1	3.3	161	10.9	23	3.6	23	13.1
26 – 30	5	4.0	1	1.0	0	0.0	140	9.5	28	4.3	0	0.0
31 – 60	9	7.2	0	0.0	0	0.0	357	24.2	0	0.0	0	0.0
Total	125	100	100	100	30	100	1475	100	645	100	175	100

Source: Field Survey

At the wildlife spot Thekkady, maximum number of tourists (55 per cent) preferred to stay less than 6 days. Another 29 per cent of the foreign respondents preferred tourist accommodation for a period between 6 to 10 days. Only five percent of the tourists spent more than 15 days at the spot Thekkady. Among the 100 foreign tourists approached, nobody had planned for a period of stay exceeding one month.

Of the 30 foreign tourists, a clear majority (60 per cent) opted for the duration of stay less than six days at the backwater spot, Kumarakam. Only one tourist found it worthy to stay for more than three weeks time for enjoying attractions and facilities of this backwater spot. All the respondents together spent 175 days and out of it, the maximum number of days (72 per cent) were availed by the tourists who spent 6 to 10 days within this spot area.

7.2.2 Inter-Spot Comparison of Foreign Tourist Days

It is also visible from Table 7.1 that the proportion of long halt tourists is found maximum at Kovalam. The average duration of stay by foreign tourists at this spot is estimated as 11.8 days followed by 6.5 days and 5.8 days respectively at Thekkady and Kumarakam. This means that the foreign tourist visitors to the natural attraction spots of Kerala at an average find the beach spot, Kovalam as the most attractive one. A few of them prefer to spend even weeks long holidays at this spot.

The variation in the duration of stay by foreign tourists among the three spots is made more clear in Table 7.2, which gives the distribution of the days of stay in detail. As per the table, the highest percentage of foreign tourists who preferred a single day visit is noticed at Thekkady with 4 per cent of the total, whereas it is only 1.6 per cent at Kovalam. The number of foreign respondents who planned to spend more than 10 days at Kovalam is more than one third of the total. At the same time, it was only 16 per cent of the total at Thekkady and 10 per cent at Kumarakam. Among the foreign tourists who visit a period of stay up to 10 days at the spot, maximum number of visitors (30 per cent) at Kumarakam went for a 3 days long stay, while the highest percentage of tourists (19 per cent) preferred only two days long accommodation at Thekkady. At the same time, 14.4 percent of the foreign respondents, the highest among those who spend up to 10 days, opted for a weeklong holiday at Kovalam.

Table 7.2
Percentage of Foreign Tourists Who Stay up to 10 Days

Spot	Days of stay in percentage											
	1	2	3	4	5	6	7	8	9	10	> 10	Total
Kovalam	1.6	8.8	5.6	4.8	5.6	4.0	14.4	8.0	3.2	9.6	34.4	100
Thekkady	4.0	19.0	15.0	7.0	10.0	5.0	11.0	4.0	3.0	6.0	16.0	100
Kumarakam	0.0	13.3	30.0	6.7	10.0	0.0	20.0	3.3	0.0	6.7	10.0	100

Source: Field Survey

7.2.3 Duration of Stay by Domestic Tourists

The period of stay by domestic tourists exhibited in Table 7.3 shows a distinctive pattern compared to that of foreign tourists at all the three spots under study. All the 125 domestic tourists together spend 247 days at Kovalam. Out of this, 56 tourists with a preference for two days long stay at this beach spot enjoy 112 days, which constitute 45.3 per cent of the total. When 35.2 per cent of the tourists comes to the spot for a single day visit, only 2.4 per cent of the total tourists goes for a period of stay of more than 5 days.

Table 7.3
Days of Stay by Domestic Tourists: A Comparison

Days	Kovalam				Thekkady				Kumarakam			
	Tourist	(%)	Days	(%)	Tourist	(%)	Days	(%)	Tourist	(%)	Days	(%)
1	44	35.2	44	17.8	25	25	25	11.2	6	20.0	6	7.2
2	56	44.8	112	45.3	54	54	108	48.4	13	43.3	26	31.3
3	19	15.2	57	23.1	11	11	33	14.8	5	16.7	15	18.1
4	0	0	0	0.0	4	4	16	7.2	1	3.3	4	4.8
5	3	2.4	15	6.1	2	2	10	4.5	3	10.0	15	18.1
> 5	3	2.4	19	7.7	4	4	31	13.9	2	6.7	17	20.5
Total	125	100	247	100	100	100	223	100	30	100	83	100

Source: Field Survey

At Thekkady, 108 days out of the total of 223 were availed by 54 per cent of the total domestic respondents who planned for two days of stay. One fourth of the total tourists preferred for a single day visit to the spot while only 4 per cent of the tourists found the need for enjoying a stay for more than 5 days at Thekkady.

A slightly distinct pattern compared to that of other two spots is noticed in the case of the duration of stay by domestic tourists at the spot, Kumarakam. When 13 tourists out of the total of 30 domestic respondents (43.3 per cent) availed a stay of two days long duration at the spot, the number of single day visitors was only 6, forming 20 per cent of the total.

7.2.4 Inter Spot Comparison of Domestic Tourist Days

It is also observed that the highest percentage of tourists who plan for longer periods of stay prefer the backwater spot, Kumarakam. The tourists of the three spots Kovalam, Thekkady and Kumarakam stay at an average 1.98, 2.23 and 2.77 days respectively. Again, only 4.8 per cent of the tourists planned for a stay of more than 3 days at Kovalam whereas it was 10 per cent at Thekkady and 20 per cent at Kumarakam.

7.2.5 Category-wise Differences in Duration of Stay

The domestic tourists, irrespective of the spot demanded very short periods of stay compared to the foreign visitors. The percentage of domestic tourists who enjoy a stay up to three days is more than 95 per cent at Kovalam, 90 per cent at Thekkady and 80 per cent at Kumarakam. In the case of foreign tourists, it is only 16 per cent, 18 per cent and 43.3 per cent respectively. Again, in clear contrast with the pattern of the period of stay of foreign respondents, the number of domestic tourists who found the need for spending seven or more days at the spot was only one each at Kovalam and Kumarakam and two tourists at Thekkady.

From the above discussion with respect to the duration of stay, it may be inferred that the domestic tourists sought longer duration at backwater and wildlife spots compared to the beach spot for experiencing tourist attraction of the spot. At the same time, the beach spot Kovalam is preferred by the foreign tourists for spending moderately a long period compared to other spots.

The inter-spot differences in the pattern of tourist visit in terms of the length of stay can be noticed in Table 7.4, which shows its mean and standard deviation, separately for the three spots. We proceed with the hypothesis that foreign as well as domestic tourists have no particular preference for the natural attraction spots of Kerala, viz., Kovalam, Thekkady and Kumarakam.

Table 7.4
Important Statistical Measures of Samples of Tourists

Spots	Foreign			Domestic		
	No. of Observations	Mean	Standard Deviation	No. of Observations	Mean	Standard Deviation
Kovalam (1)	125	11.80	10.4596	125	1.98	1.3743
Thekkady (2)	100	6.45	8.8784	100	2.23	1.5841
Kumarakam (3)	30	5.83	4.5492	30	2.77	1.9772

Source: Field Survey

The results of the test conducted for identifying the differences of two sample means, as shown in Table 7.5, reject this hypothesis with the differences of foreign category between the beach spot Kovalam and Thekkady and between Kovalam and Kumarakam at one per cent level of significance. This means that with respect to the duration of stay, the foreign tourists to the beach spot Kovalam maintained a pattern distinct from that of other two spots. On the other hand, it is quiet evident from the results of the test given in the lower part of the table that the domestic tourists have no particular preference for the natural attraction spots of Kerala.

Table 7.5
Test of Significance for Difference of Mean (Z test)

Category	Sample Spots	Mean Difference	Standard Error	Z Value	Inference
Foreign	Kovalam & Thekkady	5.35	1.289801	4.14793	Reject at 1% level
	Kovalam & Kumarakam	5.97	1.251727	4.76941	Reject at 1% level
	Thekkady & Kumarakam	0.62	1.222387	0.50720	Accept at 5% level
Domestic	Kovalam & Thekkady	0.25	0.197354	1.26676	Accept at 5% level
	Kovalam & Kumarakam	0.79	0.381012	2.07342	Accept at 4% level
	Thekkady & Kumarakam	0.54	0.396656	1.36138	Accept at 5% level

Source: Field Survey

7.3 TOURIST'S PREFERENCE FOR THE SPOTS

We have already mentioned that the tourists to the three spots are considered as they come to enjoy tourist days in the destination area of Kerala. Naturally, they may be coming to visit a single or a group of spots offering distinctive tourism experience. Now our attempt is to identify the relative preferences for the spots by the tourists in their itinerary. This may be well reflected in the proportion of days planned to be spent at the selected spots out of the total days in the destination area of Kerala.

7.3.1 Foreign Preference for the Spots

As per Table 7.6, only less than ten per cent of the foreign tourists at Kovalam preferred to spend at the beach spot less than one fourth of their total days of stay in Kerala. Whereas 23 tourists out of the total of 125 foreign respondents opt for spending more than three fourth of the total duration of their stay in Kerala at this spot itself. When the foreign tourists visiting this spot at an average spend 18.7 days in Kerala, 11.8 days are spent to enjoy tourist facilities of the spot itself.

Table 7.6
Percentage Share of the Spots in the Duration of Foreign Visit to Kerala

Spot's Share in Percentage	Kovalam				Thekkady				Kumarakam			
	Tourists		Days of Stay		Tourists		Days of stay		Tourists		Days of Stay	
	No	(%)	Spot	Kerala	No	(%)	Spot	Kerala	No	(%)	Spot	Kerala
< 25	12	9.6	77	311	28	28	134	563	7	23.3	32	163
25 – 50	38	30.4	371	778	39	39	229	489	13	43.3	79	201
50 – 75	52	41.6	493	683	24	24	193	283	8	26.7	51	78
75 – 100	23	18.4	534	571	9	9	89	94	2	6.7	13	16
Total	125	100	1475	2343	100	100	645	1429	30	100	175	458
Average Days			11.8	18.7			6.5	14.3			5.8	15.3

Source: Field Survey

Different from the preference pattern of Kovalam, 28 per cent of the foreign tourists at Thekkady spends less than 25 per cent of their duration of stay in Kerala to enjoy the facilities of the wildlife spot. The largest number of tourists (39 per cent of the total) prefers to spend 25 to 50 percent of their total days in Kerala at this spot. The foreign respondents of the spot at an average spend 14.3 days in Kerala but prefer to be at Thekkady only for 6.5 days.

The foreign tourists of the backwater spot Kumarakam, numbering 30, together availed 458 days in Kerala but found the requirement of only 175 days for having tourist experience at this spot. When the foreign tourists, at an average, remain in Kerala for a period of 15.3 days, they spend only 5.8 days at Kumarakam.

The foreign tourists of the beach spot Kovalam, compared to the other spots preferred to spend a longer proportion of days of their stay in Kerala, within the spot area itself. They together spent 63 per cent of the total duration of their stay (2343 days) in Kerala. At the same time, the tourists at Thekkady expressed lesser preference by spending only 45.1 per cent of the total days (1429) in Kerala, at this wildlife spot. But in the case of Kumarakam, all the 30 foreign tourists taken together spent only 38.2 per cent of the total days of their stay in Kerala at this backwater spot. In short, among foreign visitors to the three spots, the largest proportion of tourists who are motivated by the exclusive attraction of the spot are found at Kovalam followed by Thekkady and Kumarakam respectively.

7.3.2 Domestic Preference for the Spots

The Table 7.7 shows the relative importance of selected spots in the tourist trip to Kerala by domestic visitors. The home tourists at an average spend only 1.98 days at Kovalam when they remain for a period of 6.5 days in Kerala. A share of 47.2 per cent of the domestic respondents of this beach spot prefers to be at the spot only a period less than 25 per cent of their total duration of stay in Kerala. At the same time, the number of tourists who come to this spot for spending more than half of their period of stay in Kerala is noticed as less than 15 per cent.

When the hundred domestic tourists planned for a total days of stay of 776 in Kerala, they kept apart only 223 days for the spot, Thekkady. Out of the total visitors, 61 tourists came to Thekkady with a plan for spending less than one fourth of their days of stay in Kerala. Ninety four per cent of the total domestic tourists of this spot preferred for a period of stay that come up to 50 per cent of their total duration of stay in Kerala.

Table 7.7
Percentage Share of the Spots in the Duration of Domestic Visit to Kerala

Spot's Share in Percentage	Kovalam				Thekkady				Kumarakam			
	Tourists		Days of Stay		Tourists		Days of stay		Tourists		Days of Stay	
	No	(%)	Spot	Kerala	No	(%)	Spot	Kerala	No	(%)	Spot	Kerala
< 25	59	47.2	84	397	61	61	72	407	14	46.7	27	143
25 – 50	48	38.4	128	366	33	33	121	324	11	36.7	39	97
50 – 75	16	12.8	31	44	5	5	26	41	3	10.0	7	11
75 – 100	2	1.6	4	5	1	1	4	4	2	6.7	10	12
Total	125	100	247	812	100	100	223	776	30	100	83	263
Average Days			1.98	6.49			2.23	7.76			2.77	8.8

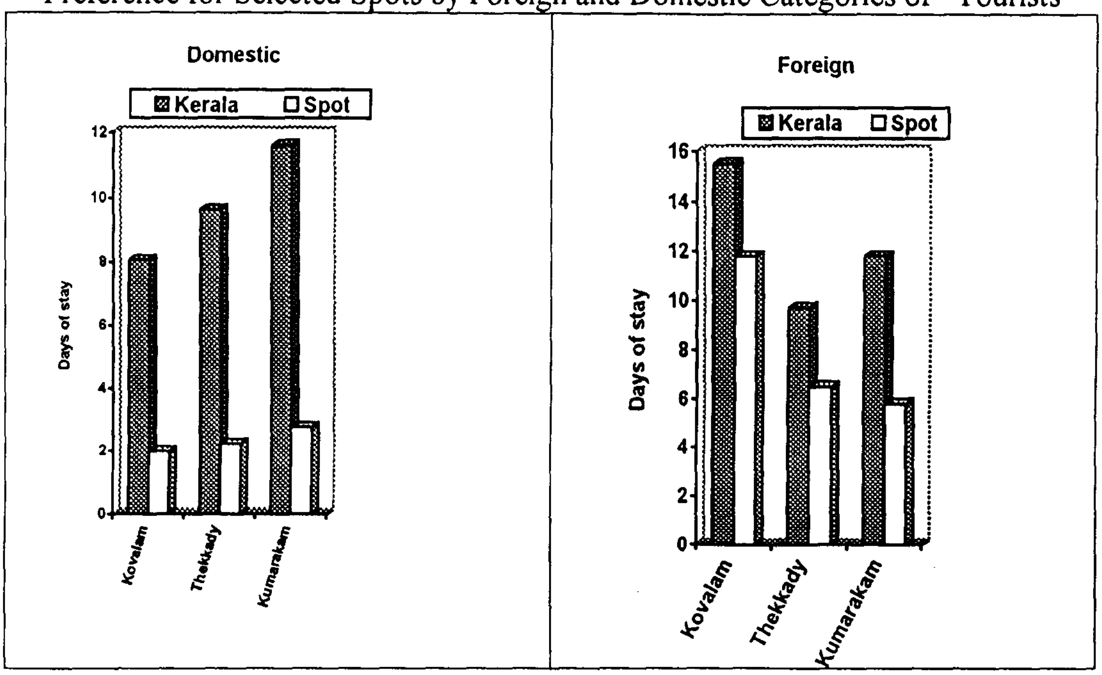
Source: Field Survey

The domestic tourist respondents at Kumarakam together spent 263 days in Kerala but availed only 83 days at this backwater spot. Distinct from the preference pattern of other two spots, 6.7 per cent of the domestic tourists wished to be at Kumarakam availing more than 75 per cent of their period of stay in Kerala. Again, the percentage of domestic tourists who spend 25 per cent of their leisure time in Kerala is least at Kumarakam (46.7 per cent) compared to the 47.2 per cent of tourists at Kovalam and 61 percent at Thekkady. The Fig.3 graphically represents the category-wise preferences of tourists in terms of duration of stay for the spots during their visit to Kerala.

With respect to the relative preference for the spots, the domestic tourists opted for longer duration at backwater spot. All the 30 domestic tourists of this spot, at an average spent 31.6 percent of their total days in Kerala, at the spot itself. On the other hand, it was only 30.4 per cent and 28.7 per cent by the tourists of beach and wildlife spots respectively. Now it is clear that domestic visitors to the spots have incorporated a few other spots than the spot under consideration in their tour programme. The relative differences in the proportion of days of stay at the spots between foreign and domestic tourists show that the percentage of tourists who select the spot, as the main attraction place of tourist consumption is high among foreign tourists compared to domestic tourists. Among the total tourists of both categories, irrespective of the spot, the proportion of those who come for a single spot of natural attraction is observed negligible. Only two foreign visitors at the spot Kovalam and one each from domestic category of tourists at Kovalam and Thekkady were found staying the whole nights in Kerala at the spot itself.

Fig.3

Preference for Selected Spots by Foreign and Domestic Categories of Tourists



7.4 Tourist Demand for the Spots: Important Factors

The discussion on the category-wise preferences of the tourists for the spots, which is reflected in the length of stay, has been influenced by various demographic and psychological features of the tourists. We now examine such factors. The tourists coming to the spots for consuming the tourism product offered can be viewed from three different angles. Firstly they can be considered as tourist visitors to the destination area, Kerala and secondly as visitors to the selected spots. With respect to the foreign tourists, primarily they are coming to the destination region of India. Under these considerations, some of the determinants of demand like economic growth and stability that are exogenous to tourism and the economic determinants like exchange rate are common for all spots within the destination country, India.

The present attempt, with the objective of analysing the factors influencing the demand for the spots under study, aims to concentrate only on a relevant set of variables in relation to the preferences for visit and the spot attributes, which reinforce the motivation factors of tourists. The Table 7.8 exhibits a set of such important factors.

Table 7.8
Major Influences on Tourist Participation at Selected Spots

Demographic features	Trip preference	Tourist's life style
Age	Purpose of visit	Mode of transport
Gender	Time of visit	Length of stay
Marital status	Accompaniment	Type of accommodation
Education	Organisation of trip	Activities involved
Occupation	Attitudes & motivation	Expenditure pattern
Income	Tourist experience	
Nationality		

7.4.1 Demographic Features of the Tourists

Basic information on the market for tourist attractions and facilities of the spots is related to the demographic characteristics of the traveller such as age, sex, marital status, family size, education, occupation, income and place of residence[4].

7.4.1.1Age Structure

The age group of tourists and their family status have great influence in determining their propensity to travel and their pattern of preferences and expenditures. This aspect may vary among young, middle-aged and old tourists and between a bachelor and a tourist accompanied by the family.

The Table 7.9 gives the age structure of the tourists and the demand for tourist days at the spots. With regard to the foreign tourists, the highest percentage of foreign tourists (59.2 per cent) at Kovalam belongs to the age group of 22-39. This group availed at an average 12.2 days of stay. At the same time, this group formed 61 per cent of the foreign tourists at Thekkady. But the average tourist days enjoyed by these groups stood at 5.52, compared to the highest average (8.4 days) of the age group 40-64. At Kumarakam, a distinctive pattern is shown that the age group of 40-64 commands the largest number of foreign tourists, claiming 53.3 per cent of the total. But the age group of 64 and above enjoyed the maximum number of average days of stay (6.7) at Kumarakam. During the year 1998, the tourists in the age group of 35-44 dominated the foreign arrivals to India amongst top tourist generating countries with percentage share of 26 tourists.

With respect to domestic tourists, irrespective of the spot, the age group of 22-39 formed the largest contingent with a percentage share of 53.6, 58 and 63.3 at Kovalam, Thekkady and Kumarakam respectively. It is also noted from the table that the age group of 40-64 availed maximum days per tourist at Kovalam and Kumarakam. At the same time, the age group 12-21 and the age group of 65 and above stayed for a longer period at Thekkady compared to other age groups. In general, it is also observed from the table that the two middle groups (22-39 and 40-64) together claimed more than eighty percent of the respondent tourists and total tourist days demanded.

Table 7.9
Age Structure and Tourist Demand for the Selected Spots

Tourist	Age Group (Years)	Kovalam				Thekkady				Kumarakam			
		Tourists		Total Days	Ave-rage	Tourists		Total Days	Ave-rage	Tourists		Total Days	Ave-rage
		No	(%)			No	(%)			No	(%)		
Foreign	12 to 21	7	5.6	59	8.43	3	3.0	19	6.33	0	0	0	0.00
	22 to 39	74	59.2	904	12.22	61	61.0	337	5.52	11	36.7	57	5.18
	40 to 64	36	28.8	434	12.06	34	34.0	284	8.35	16	53.3	95	5.94
	65 & above	8	6.4	78	9.75	2	2.0	5	2.50	3	10	23	7.67
	All Groups	125	100	1475	11.80	100	100	645	6.45	30	100	175	5.83
Domestic	12 to 21	4	3.2	7	1.75	2	2.0	7	3.50	1	3.3	2	2.00
	22 to 39	67	53.6	135	2.01	58	58.0	137	2.36	19	63.3	43	2.26
	40 to 64	44	35.2	91	2.07	36	36.0	66	1.83	10	33.3	38	3.80
	65 & above	10	8.0	14	1.40	4	4.0	13	3.25	0	0.0	0	0.00
	All Groups	125	100	247	1.98	100	100	223	2.23	30	100	83	2.77

Source: Field Survey

7.4.1.2Gender Pattern of Tourists

The tourist consumption with respect to the duration of stay, the type of tourism preferred and the facilities availed may exhibit a distinctive pattern between male and female tourists. The sex-wise distribution of visitors also reveals the proportion of family groups visiting a tourist spot. The Table 7.10 makes visible the sex-wise distribution of tourists at the spots.

As per the table, male respondents outnumbered females at all the three spots both in number of arrivals and days of stay. This difference is well reflected in the average duration of stay by both categories of tourists at the spots under study. Foreign male tourists exceeded females at Kovalam and accounted for 52.8 per cent of the total respondents. But it was 53.3 per cent at Kumarakam and much more (57 per cent) at Thekkady. At the same time, in comparison with the percentage share of male tourists to India (65 per cent) during the year 1998, the tourist spots of Kerala claim better presence of female tourists[5]. Compared to the pattern of foreign tourists, the female proportion of domestic visitors was found still low at Kovalam and Thekkady. On the other hand, the percentage of female domestic tourists at Kumarakam stood at 43.3 compared to the 33.6 per cent and 39 per cent at Kovalam and Thekkady respectively. This means that the spot Kumarakam enjoys the relative advantage of visits by family groups. The tourist visits to the natural attraction spots of Kerala, alone or even with friends, seem to be rare especially among domestic tourists.

Table 7.10
Gender Pattern and Tourist Demand for the Selected Spots

Tourist	Category	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Ave-
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	rage
Foreign	Male	66	52.8	811	12.29	57	57	383	6.72	16	53.3	96	6.00
	Female	59	47.2	664	11.25	43	43	262	6.09	14	46.7	79	5.64
	Total	125	100	1475	11.80	100	100	645	6.45	30	100	175	5.83
Domestic	Male	83	66.4	171	2.06	61	61	157	2.57	17	56.7	49	2.88
	Female	42	33.6	76	1.81	39	39	66	1.69	13	43.3	34	2.62
	Total	125	100	247	1.98	100	100	223	2.23	30	100	83	2.77

Source: Field Survey

Here we test the hypothesis that sex-wise preferences between foreign and domestic categories of tourists are quiet independent factors. The Table 7.11 shows that the calculated chi-squire value of 3.918 is greater than the critical value at 5 per cent level of significance for one degree of freedom. With this, we reject the above hypothesis and assert that the male-female participation between foreign and domestic categories is significantly different.

Table 7.11
Chi-Squire Test for Sex-wise and Category-wise Preferences

Sex	Foreign	Domestic	Total
Male	139 (150)	161 (150)	300
Female	116 (105)	94 (105)	210
Total	225	255	510
$\chi^2 = 3.918$	Degrees of Freedom = 1	Reject at 5 % level of significance	

Note: Given in Parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.1.3 Marital Status and Demand for Tourist Days

The tourist respondents with different marital status enjoyed varying duration of stay at the spots as it is exhibited in Table 7.12. The tourist visitors are broadly classified into six groups 'Single', 'Married', 'Divorcee', 'Widow', 'Widower' and a special category of 'living together' which is found incorporated in recent foreign tourist surveys. As per the table, the percentage of tourists belonging to the group 'Single' enjoyed the largest number of tourist days (659 out of 1475) at Kovalam. This group, keeping a place only second to the group 'Married' but spent the highest average days (14 days) at Kovalam followed by the group of 'Living together' with 12.9 days. But at Thekkady, the group 'Married' alone formed 52 per cent of the total respondents consuming the maximum number of tourist days (358 days) compared to the other groups.

In the case of domestic tourists, the visitors with a life partner, representing the group 'Married' dominated at all the three spots. The unmarried home tourists representing the group 'Single' formed 31 per cent at Thekkady followed by 22.4

per cent and 13.3 per cent at Kovalam and Kumarakam respectively. Only around 3 per cent of the total domestic tourists belonged to the remaining four categories at each spot under study.

Table 7. 12
Marital Status of the Tourists and Demand for Selected Spots

Tourist	Category	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Average
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	
Foreign	Single	47	37.6	659	14.0	41	41.0	228	5.6	9	30.0	62	6.9
	Married	53	42.4	535	10.1	52	52.0	358	6.9	18	60.0	97	5.4
	Divorcee	11	8.8	132	12.0	3	3.0	22	7.3	1	3.3	14	14.0
	Widow	1	0.8	4	4.0	0	0.0	0	0.0	0	0.0	0	0.0
	Widower	5	4.0	42	8.4	1	1.0	12	12.0	0	0.0	0	0.0
	Living together	8	6.4	103	12.9	3	3.0	25	8.3	2	6.7	2	1.0
	All Groups	125	100	1475	11.8	100	100	645	6.5	30	100	175	5.8
Domestic	Single	28	22.4	63	2.3	31	31.0	58	1.9	4	13.3	9	2.3
	Married	93	74.4	171	1.8	66	66.0	142	2.2	25	83.3	69	2.8
	Divorcee	2	1.6	7	3.5	1	1.0	8	8.0	0	0.0	0	0.0
	Widow	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0
	Widower	0	0.0	0	0.0	2	2.0	15	7.5	1	3.3	5	5.0
	Living together	2	1.6	6	3.0	0	0.0	0	0.0	0	0.0	0	0.0
	All Groups	125	100	247	2.0	100	100	223	2.2	30	100	83	2.8

Source: Field Survey

The results of the chi-squire test given in Table 7.13 expose that the calculated χ^2 value of 36.555 with 3 degrees of freedom is substantially larger than the corresponding chi-squire value at respective degrees of freedom. Hence, the test rejects the hypothesis at 1 per cent level of significance that the marital status of tourists and the preferences for the spots between domestic and foreign categories of tourists are quiet independent factors. The test endorses the view that the marital status of the tourists and the category-wise preferences for the natural attraction spots keep significant relationship.

Table 7.13
Chi-Squire Test for Marital Status of Tourists and Category-wise Preferences

Marital Status	Foreign	Domestic	Total
Single	97 (80)	63 (80)	160
Married	123 (153.5)	184 (153.5)	307
Living Together	13 (7.5)	2 (7.5)	15
Others	22 (14)	6 (14)	28
Total	255	255	510
$\chi^2 = 36.555$	Degrees of Freedom = 3	Reject at 1 % level of significance	

Note: Given in Parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.1.4Educational Background of the Tourist

The tourist visitors to a destination area possess varying levels of education. Due to heterogeneity of the respondent folk of tourists, a very broad approach is undertaken to enquire about their educational background. With respect to the question whether they possess lower or higher level of education 82.5 per cent, 89 per cent and 86.7 per cent of the foreign tourists of Kovalam, Thekkady and Kumarakam respectively claimed higher standards of education (See Table 7.14). Among the domestic respondents also, highly educated tourists dominated with highest percentage share of 85.4 at Kovalam. But the maximum proportion of tourists with lower levels of education (23 per cent) is noticed at Thekkady.

Table 7.14
Distribution of Tourists on the Basis of the Level of Education

Education Levels	Kovalam				Thekkady				Kumarakam			
	Foreign		Domestic		Foreign		Domestic		Foreign		Domestic	
	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)
Lower	22	17.6	16	12.8	11	11.0	23	23.0	4	13.3	5	16.7
Higher	103	82.4	109	87.2	89	89.0	77	77.0	26	86.7	25	83.3
Total	125	100	125	100	100	100	100	100	30	100	30	100
General	36	28.8	61	48.8	31	31.0	54	54.0	2	6.7	13	43.3
Tech/Special	89	71.2	64	51.2	69	69.0	46	46.0	28	93.3	17	56.7
Total	125	100	125	100	100	100	100	100	30	100	30	100

Source: Field Survey

To the supplementary question for knowing about the type of education, a clear majority of foreign tourists responded in favour of 'technical / special' education. Among the total foreign tourists at Kumarakam, 93.3 per cent of the tourists possessed technical education followed by the 71.2 per cent of tourists at Kovalam and 69 per cent of tourists at Thekkady. In the case of domestic respondents, the visitors with general education dominated only at Thekkady with 54 per cent of the total. In contrast with the pattern of foreign tourists, the division of home tourists between the two categories of 'general' and 'technical' showed little difference.

7.4.1.5Occupational Background of Tourists

The tourists visiting a destination area belong to different occupation groups. The time of visit to any destination away from the home community is constrained by the resources of tourists in terms of money and leisure time. This constraint leads to the barrier against tourism, in the form of seasonality[6]. In reference to the profession-wise distribution of tourists at the spots, the group representing 'professionals' have formed the largest single category. The Table 7.15 clearly indicates the domination of professionals both in the number of arrivals and the group-wise demand for tourist days.

At Kovalam, professionals among foreign tourists alone demanded 62 per cent of the total tourist days compared to the 42.3 per cent and 51 per cent respectively at Thekkady and Kumarakam. The foreign tourists belonging to the occupation groups of 'businessmen' and 'self employed' found sizeable proportions at the selected spots. The number of 'officials' is noticed nominal among the foreign visitors at the three spots. At the same time, the 'student' tourists formed 15 per cent and 13 per cent of the total respondents respectively at Kovalam and Thekkady. The 'retired' community enjoyed at an average 12 days at Kovalam and 6.1 days at Thekkady. From the table, it is also visible that the 'self employed' foreign tourists consumed maximum average days at Kovalam and Kumarakam. But the highest average duration of stay by student tourists of foreign category among the spots is observed at wildlife spot Thekkady.

Table 7.15
Demand for the Tourists of Different Occupation Categories

Tourist	Category	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Ave-
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	rage
Foreign	Professional	65	52.0	920	14.2	46	46	273	5.9	19	63.3	89	4.7
	Business	13	10.4	99	7.6	14	14	77	5.5	3	10.0	19	6.3
	Retired	10	8.0	120	12.0	8	8	49	6.1	2	6.7	11	5.5
	Officials	4	3.2	32	8.0	5	5	27	5.4	0	0.0	0	0.0
	Self employed	11	8.8	172	15.6	10	10	61	6.1	4	13.3	50	12.5
	Student	15	12.0	100	6.7	13	13	139	10.7	1	3.3	3	3.0
	Others	7	5.6	32	4.6	4	4	19	4.8	1	3.3	3	3.0
	Total	125	100.0	1475	11.8	100	100	645	6.5	30	100	175	5.8
Domestic	Professional	55	44.0	111	2.02	62	62	139	2.2	15	50.0	47	3.1
	Business	34	27.2	59	1.74	16	16	31	1.9	6	20.0	11	1.8
	Retired	12	9.6	25	2.08	5	5	11	2.2	4	13.3	10	2.5
	Officials	8	6.4	14	1.75	8	8	14	1.8	2	6.7	3	0.0
	Self employed	10	8.0	28	2.80	5	5	21	4.2	2	6.7	9	4.5
	Student	2	1.6	5	2.50	2	2	4	2.0	0	0.0	0	0.0
	Others	4	3.2	5	1.25	2	2	3	1.5	1	3.3	3	3.0
	Total	125	100	247	1.98	100	100	223	2.2	30	100	83	2.8

Source: Field Survey

With reference to the profession-wise distribution of domestic tourists, the 'professionals' recorded the maximum frequency compared to the other occupation groups at all the three spots. This group formed 62 per cent of the total respondents at Thekkady. The 'businessmen' irrespective of the spots claimed the second largest group both in respect of the number of tourist arrivals and in the proportion of tourist days. At the same time, the group of 'self-employed' stands at the top in respect of the average duration of stay by domestic tourists when the businessmen opt for the least average duration among all the three spots. The maximum concentration of 'officials' is noticed among home tourists (14 per cent of the total) at Thekkady followed by Kovalam with 6.4 per cent. The group 'retired' showed the maximum presence at Kovalam forming 9.6 per cent of the total home visitors enjoying an average duration of stay of 2.1 days. The tourists belonging to the 'student' community are found negligible among domestic tourists at all the three spots. The group of 'others' mainly represented by 'house-wife' and 'unemployed' enjoys only nominal representation of domestic category. But nobody represents the group of unemployed among home visitors at the selected spots.

The occupation-wise distribution of tourists and the pattern of average days of stay by both categories of tourists apparently support the association between the occupational background of the tourist and the preferences for the spots between the domestic and foreign tourists. The results of the chi-squire test, given in Table 7.16, showing a calculated χ^2 value of 12.733 with 3 degrees of freedom reject the hypothesis that the occupational background and the preferences of foreign and domestic categories of tourists are independent factors at 1 per cent level of significance. The test endorses the view that the occupational background significantly influences the category-wise preferences of foreign and domestic tourists.

Table 7.16

Chi-Squire Test for Occupational Background and Category-wise Preferences

Occupation	Foreign		Domestic		Total
Professional	130	(131)	132	(131)	262
Business	30	(43)	56	(43)	86
Self employed	25	(21)	17	(21)	42
Others	70	(60)	50	(60)	120
Total	255		255		510
χ^2 = 12.733	Degrees of Freedom = 3		Reject at 1 % level of significance		

Note: Given in Parenthesis are expected frequencies

Source: Computed from Survey Data

7.4.1.6Income Structure

The economic background of the tourist visitors claims good amount of determination on the propensity for undertaking travel for non-home experience. The size of the budget of a tourist depends upon the number of hours that he or she spends in paid work. Some people prefer more income resulting from paid work, while others prefer to have more unpaid time for leisure-related travel[7]. The level of the disposable income of the tourists keeps a direct relationship with the life style that is normally resembled in the pattern of tourist preferences particularly for accommodation and related facilities. For identifying such relationships, the respondent tourists were requested to reveal their approximate average monthly income of the family. The Table 7.17 exhibits the demand for tourist days at the spots by the different income groups of tourists.

Table 7.17
Demand for the Spots by Different Income Groups of Tourists

Tourist	Income Groups	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Average
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	
Foreign	Below 50	19	15.2	227	11.9	12	12.0	54	4.5	1	3.3	3	3.00
	50 100	33	26.4	434	13.2	16	16.0	78	4.88	3	10.0	12	4.00
	100 200	25	20.0	290	11.6	21	21.0	124	5.91	3	10.0	14	4.67
	200 300	20	16.0	190	9.5	19	19.0	126	6.63	4	13.3	24	6.00
	300 500	18	14.4	224	12.4	16	16.0	133	8.31	8	26.7	52	6.50
	Above 500	10	8.0	110	11.0	15	15.0	130	8.67	11	36.7	70	6.36
	All Groups	125	100	1475	11.8	100	100	645	6.45	30	100	175	5.83
Domestic	Below 10	9	7.2	27	3.00	26	26.0	63	2.42	1	3.3	2	2.00
	10 20	22	17.6	45	2.05	29	29.0	72	2.48	4	13.3	9	2.25
	20 30	27	21.6	60	2.22	15	15.0	33	2.20	3	10.0	7	2.33
	30 40	25	20.0	43	1.72	18	18.0	38	2.11	6	20.0	11	1.83
	40 50	27	21.6	44	1.63	9	9.0	12	1.33	10	33.3	23	2.30
	Above 50	15	12.0	28	1.87	3	3.0	5	1.67	6	20.0	31	5.17
	All Groups	125	100	247	1.98	100	100	223	2.23	30	100	83	2.77

Source: Field Survey.

Since the levels of income suffer from wide variation between foreign and domestic tourists, the respondents are classified separately into six groups for the purpose of analysis. As per the table, lower income groups of foreign tourists consume comparatively longer duration of stay at Kovalam. The tourists with average monthly income up to Rs.1 lakh, numbering 52, formed 41.6 per cent of the total respondents at this beach spot. They together enjoyed 45 per cent of the total days of stay by all the respondents. These low-income tourists spend at an average 12.7 days, higher than that of the higher income groups. This means that a good number of budget tourists or backpacker[8] tourists visit the spot Kovalam for spending relatively long holiday.

But in contrast with this pattern, the low-income groups of foreign tourists consumed relatively lesser days of stay compared to the higher income groups at Thekkady and Kumarakam. The table also shows that the demand for tourist days could maintain a comparatively strong and direct relationship with the level of income only in the case of foreign tourists at Thekkady and in both foreign and domestic categories at Kumarakam. When the tourists with income more than Rs.100 thousands at an average consume less than 5 days at Thekkady and 4 days at Kumarakam, the high-income groups with income of rupees 3 lakhs and above avail an average tourist days of 8.5 and 6.4 respectively. The high-income tourists representing 31 per cent of respondents at Thekkady claimed 40.7 per cent of the total days of stay while 63 per cent of the respondents at Kumarakam avail 70 per cent of the total days of stay by foreign tourists. This shows the relative concentration of high-income tourists at these spots. But at the same time, the tourists belonging to the same group at Kovalam formed only 14.5 per cent of the total tourists and together consumed 334 days accounting for 22.6 percent of the total foreign tourist days.

The bottom portion of the Table 7.17 demonstrates the distribution of domestic tourists of the selected spots and the number of days of stay by each class. Against the pattern of foreign tourists, a relatively high concentration of high-income tourists among home visitors is noticed at Kovalam. But, at Thekkady, low-income tourists dominated the domestic category of tourists. As per the table, the tourists with income of 30 thousand and above formed 73 per cent of the total tourists and consumed 83 per cent of the total domestic tourist days at Kumarakam. The group with income above 50 thousand rupees enjoyed the largest average duration of stay (5.2 days) among different groups at this backwater spot.

The tourists with income below Rs.30 thousand, representing the first three groups formed only 46.6 per cent of the total domestic visitors at Kovalam compared to the 70 per cent of tourists at Thekkady. The high-income tourists with the monthly family income of Rs.30 thousand and above together availed 46.6 per cent of the total domestic days at Kovalam whereas it was a low percentage share of 24.7 per cent at Thekkady. But it is observed that the average duration of stay stood at higher levels among low-income tourists of domestic category both at Kovalam and Thekkady.

7.4.1.7Family Size of Tourists

The size of the family indicates the number of dependants of the visiting tourist. The tourists of the spots represented family units of varying size with respect to the number of members. Here the family means persons ordinarily living together and sharing expenses from a common pool. The details regarding the size pattern of respondent's family are exhibited in Table 7.18. Among the foreign visitors, a clear majority belonged to small families. The family units with less than three members were noticed among 60.8 per cent of the foreign tourists at Kovalam and 58 per cent of the foreign visitors at Thekkady. But at Kumarakam, the middle size family with three to five members accounted for 56.7 per cent.

Table 7.18
Distribution of Tourists Based on the Size of the Family

Number of Members	Kovalam				Thekkady				Kumarakam			
	Foreign		Domestic		Foreign		Domestic		Foreign		Domestic	
	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)
Less than 3	76	60.8	11	8.8	58	58.0	6	6.0	13	43.3	1	3.3
3 to 5	42	33.6	83	66.4	39	39.0	57	57.0	17	56.7	23	76.7
More than 5	7	5.6	31	24.8	3	3.0	37	37.0	0	0.0	6	20.0
All Groups	125	100	125	100	100	100	100	100	30	100	30	100

Source: Field Survey

In the case of domestic tourists, the size pattern of the family units showed a clear deviation with relatively larger proportion of respondents belonging to bigger families. It is visible from the table that at Kovalam two thirds of the domestic respondents belonged to a family unit with members 3 to 5 and one third of the total tourists represented large families with more than five members. At Thekkady and Kumarakam almost a similar pattern is observed with large families of 5 or more members sending 37 per cent and 20 per cent of tourist respondents respectively.

Table 7.19
Chi-Squire Test for Family Size and Category-wise Preferences of Respondents for the Spots

Family size (Nos.)	Foreign		Domestic		Total
Below 3	147	(82.5)	18	(82.5)	165
3 - 5	98	(130.5)	163	(130.5)	261
Above 5	10	(42)	74	(42)	84
Total	255		255		510
$\chi^2 = 165.804$	Degrees of Freedom = 2		Reject at 1 % level of significance		

Note: Given in parenthesis are expected frequencies.
Source: Computed from Survey Data

The pattern of category-wise arrival of tourists to the selected spots reveals the differences in the preference pattern with respect to the size of the family of respondent tourist. As shown in Table 7.19, the large χ^2 value of 165.804 with 2 degrees of freedom rejects the hypothesis at 1 per cent level of significance that the family size of tourists and the preferences of foreign and domestic visitors are independent factors. It is thus inferred that category-wise preferences of tourists are significantly affected by the size of the family of respective tourists.

7.4.1.8Tourist Demand and Place of Residence

Tourists as they belong to different places of origin are subjected to distinctive life style, purpose of visit and preference for tourist facilities offered at the spots of tourist attraction. Such distinctions are reflected in the time and money spent for availing facilities of the spots by tourists belonging to different economic and political regions. The affluent economies have ever remained as the major tourist generating countries in the world tourism scenario.

7.4.1.8.1 Foreign Market for the Spots

Here we analyse the country-wise demand for the spots by tourist visitors in terms of tourist days. The relative importance of the major foreign markets in the marketing of tourist attractions of the spots is indicated in Table 7.20. As in the case of foreign arrivals to the destination area of Kerala, visitors from almost all parts of the world come to the selected spots also. The table reveals that out of the 125 foreign respondents, the largest number of tourists (26), represented U.K., altogether availing 419 days which formed 28.4 per cent of the total days spent at Kovalam by all tourists. Germans with an average period of stay of 14.7 days and a total duration of 279 days, claim the second largest market for the spot Kovalam. Tourists from Switzerland, Sweden, Netherlands, Italy, Canada and U.S.A enjoyed comparatively higher proportions of tourist facilities at Kovalam consuming larger duration of stay. With respect to the average period of stay, the tourists from United Kingdom availed 16.1 days at Kovalam followed by Sweden and Germany with 15 days and 14.7 days respectively. The tourist from Japan and Maldives at an average spent only 4.3 and 4.7 days respectively.

Table 7.20
Country-wise Demand for the Spots: A Comparison

Country	No of Tourists			Total Days			Days in (%)			Average Days		
	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm
Australia	3	3	1	19	24	3	1.3	3.7	1.7	6.3	8.0	3.0
Belgium	2	3	0	16	14	0	1.1	2.2	0.0	8.0	4.7	0.0
Canada	4	1	0	47	8	0	3.2	1.2	0.0	11.8	8.0	0.0
Denmark	2	0	2	11	0	6	0.7	0.0	3.4	5.5	0.0	3.0
France	1	3	0	13	29	0	0.9	4.5	0.0	13.0	9.7	0.0
Germany	19	12	5	279	96	40	18.9	14.9	22.9	14.7	8.0	8.0
Italy	5	4	3	50	22	14	3.4	3.4	8.0	10.0	5.5	4.7
Japan	4	0	0	17	0	0	1.2	0.0	0.0	4.3	0.0	0.0
Maldives	3	1	0	14	3	0	0.9	0.5	0.0	4.7	3.0	0.0
Netherlands	7	5	1	66	30	8	4.5	4.7	4.6	9.4	6.0	8.0
Spain	3	4	3	24	17	29	1.6	2.6	16.6	8.0	4.3	9.7
Sweden	5	9	1	75	52	8	5.1	8.1	4.6	15.0	5.8	8.0
Switzerland	6	8	1	78	34	8	5.3	5.3	4.6	13.0	4.3	8.0
Sri Lanka	1	0	0	8	0	0	0.5	0.0	0.0	8.0	0.0	0.0
U K	26	23	8	419	189	39	28.4	29.3	22.3	16.1	8.2	4.9
U S A	5	6	3	45	23	9	3.1	3.6	5.1	9.0	3.8	3.0
Others	29	18	2	294	104	11	19.9	16.1	6.3	10.1	5.8	5.5
Total	125	100	30	1475	645	175	100	100	100	11.8	6.5	5.8

Source: Field Survey

Out of the total foreign tourists interviewed at Thekkady, the largest group was from U.K. who formed 29.3 per cent of the total and they together availed 189 days. The second largest group was Germans. Other major groups were 9 tourists from Sweden and 8 visitors from Switzerland. When all the foreign tourists at an average spent 6.5 days at Thekkady, tourists from France, U.K, Germany, Canada and Australia sought accommodation at the spot for a period more than this average.

The largest average consumption of tourist days was by French tourists with 9.7 days followed by the British with 8.2 days.

Among thirty foreign tourists interviewed, tourists from prominent countries figure in the country-wise distribution at Kumarakam. Out of these tourists, more than one fourth was from United Kingdom. But the Germans who formed 17 per cent of the total tourists, together enjoyed a stay at the spot for duration of 40 days, claiming the largest share (22.9 per cent) of total days.

Tourists from Western Europe constitute more than 50 per cent of the total tourist respondents at all the three spots. Britain and Germany together claimed more than one third of the total tourist days demanded by foreign tourists at the spots. In the regional distribution of foreign tourists, North Americans formed a sizeable number represented by U.S.A. and Canada. The share of Africa was confined to a few visitors from South Africa, Mauritius and Kenya. Oman and U.A.E. nominally represented tourists from West Asia with two tourists each at Kovalam and Thekkady. Tourists from Sri Lanka, Maldives, Japan and Singapore availed only a few of tourist days at Kovalam representing South Asia and Southeast Asia. The representation of Australia in the total tourist days at Thekkady was 3.7 per cent followed by 1.7 per cent at Kumarakam and 1.3 per cent at Kovalam. In short, it may be noted that a good proportion of tourist days at the three selected spots was availed by the tourists belonging to the developed regions and the representation of the third world countries was mainly confined to a few African and Asian countries.

7.4.1.8.2 Region-wise Demand by Domestic Tourists

The domestic tourist arrivals to the selected spots also show an uneven distribution among different regions of India. This uneven pattern is observed from

Table 7.21. The tourists representing Western and North-western regions of India formed the major group of tourists to the three spots. Visitors from Maharashtra and Goa formed more than one third of the total domestic tourists to Kovalam. New Delhi alone claimed 17 per cent of the total domestic tourist days at this beach spot. Tourists from Gujarat, Rajasthan, Panjab and Haryana sought accommodation comparatively in large numbers at Kovalam. The tourists from the neighboring states, Karnataka, Tamilnadu and Pondichery altogether claimed 12.6 per cent of the total days of stay at Kovalam. The visitors from East India were less at Kovalam compared to the other regions.

At Thekkady also, the largest contingent of tourists (31) come from Maharashtra and Goa consuming 68 tourist days out of the total of 223. The tourist visitors from neighbouring states enjoyed 14 per cent of the total tourist days at Thekkady sending 18 per cent of the total domestic visitors. Here also, visitors from New Delhi, Gujarat and Rajasthan formed sizeable numbers.

Table 7.21
Region-wise Demand for the Spots by Domestic Tourists

Region	No of Tourists			Total Days			Days in (%)			Average Days		
	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm
Tamil Nadu & Pondychery	8	11	3	15	20	7	6.1	9.0	8.4	1.88	1.82	2.33
Karnataka	10	7	2	16	11	3	6.5	4.9	3.6	1.60	1.57	1.50
Andhra Pradesh	4	6	2	5	13	7	2.0	5.8	8.4	1.25	2.17	3.50
Maharashtra & Goa	34	31	4	65	68	16	26.3	30.5	19.3	1.91	2.19	4.00
Gujarat & Rajasthan	13	14	7	30	39	20	12.1	17.5	24.1	2.31	2.79	2.86
Panchab & Haryana	10	5	1	17	13	2	6.9	5.8	2.4	1.70	2.60	2.00
New Delhi	17	13	5	42	30	12	17.0	13.5	14.5	2.47	2.31	2.40
Uttar Pradesh & Bihar	9	3	2	22	8	9	8.9	3.6	10.8	2.44	2.67	4.50
West Bengal & Orissa	7	4	0	14	10	0	5.7	4.5	0.0	2.00	2.50	0.00
Others	13	6	4	21	11	7	8.5	4.9	8.4	1.62	1.83	1.75
Total	125	100	30	247	223	83	100	100	100	1.98	2.23	2.77

Source: Field Survey.

The flow of domestic tourists to the backwater spot Kumarakam was mainly shared among the regions of Gujarat, Rajasthan, New Delhi and Maharashtra. These regions altogether claimed around 60 per cent of the total tourist days enjoyed by the domestic respondents at Kumarakam. One sixth of the domestic tourists came from the nearby states of Karnataka, Tamilnadu and Pondichery.

The longest period of stay at Kovalam was by tourists from New Delhi with 4.27 days as average duration of stay. At Thekkady, tourists from Gujarat and Rajasthan preferred at an average 2.79 days. Visitors from Maharashtra, Rajasthan, Gujarat and U.P. availed a period of stay more than the average duration of stay at all the three spots.

7.4.2 Trip Preferences and Life Style of Tourists

Over and above the demographic features, the personal profile of tourists that are significant in the information about the traveller who demand for the products of the spots include purpose of visit, organisation of the tour and types of accommodation and non-accommodation facilities availed.

7.4.2.1 Purpose of Visit

Other than a pleasure trip, tourists travel for purposes of health, education, business and pilgrimage. Cultural and ethnic reasons are also noticed as important aims. The traditional European tourism is based heavily on cultural ties and propensity of U.S. citizens to travel to the lands of their roots[9].

The selected spots being natural attraction sites, relatively free from non-tourist activities do not open avenues for fulfilling a wide range of objectives. Hence, treating the tourists to the selected spots as they have come to the destination area of Kerala was requested to reveal their main purpose of visit to Kerala. Concerning the reason for visit to the spots, it is not easy to classify them into groups because somehow or other some tourists have more than a single purpose. Again in the case of domestic tourists, the number of supplementary objectives of the trips to the destination area of Kerala may be more than that of foreign tourists.

For generalisation, seven categories of tourists have been formed emphasising the purpose of visit to Kerala. The number of days of stay at selected spots planned by the groups of tourists in relation to the main purpose of visit is given in Table 7.22. As per the table, 'pleasure' is most important reason for visit among foreign tourists at all the three spots. At Kovalam, 71 per cent of the foreign tourists who came to Kerala on a pleasure trip together availed 61 per cent of the total tourist days. But the tourist visitors on the purpose of 'health and rejuvenation' spent 396 days forming 26.8 per cent of the total tourist days at Kovalam. The average duration of stay on health purpose was the highest among different categories at Kovalam and Kumarakam but the tourists on education purpose spent the longest period of stay at Thekkady. The purpose of pilgrimage, visiting friends and relatives and cultural exchange have shown limited influence on foreign tourist arrival to the spots.

With regard to the domestic tourists, the purposes of pilgrimage and visiting friends and relatives have positively affected the tourist demand irrespective of the spots. But the number of days spent for these purposes at the spots was much low compared to the purposes of 'pleasure trip' and official visit. The aims of 'business and shopping' and 'official' claimed relatively better role in the demand for tourist days at all the three spots. At Kovalam, the longest average duration of stay was by tourists on pleasure trip and on official visit but at Thekkady the average duration of stay was highest among those on educational purpose. At the same time, the home tourists for the purpose of 'health and rejuvenation' at an average spent 5.5 days followed by pleasure tourists spending 2.6 days at Kumarakam.

Table 7.22
Purpose of Visit to Kerala and Demand for the Selected Spots

Tourist	Purpose	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourist		Total	Ave-
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	rage
Foreign	Business & Shopping	8	6.4	44	5.5	2	2	6	3.0	2	6.7	9	4.5
	Cultural Exchange	3	2.4	43	14.3	1	1	8	8.0	0	0.0	0	0.0
	Education	5	4	68	13.6	7	7	71	10.1	1	3.3	2	0.0
	Health & Rejuvenation	17	14	396	23.3	11	11	98	8.9	5	16.7	54	10.8
	Pleasure Trip	89	71	902	10.1	78	78	459	5.9	21	70.0	107	5.1
	Pilgrimage	1	0.8	7	7.0	0	0	0	0.0	0	0.0	0	0.0
	Visit Friends & Relatives	2	1.6	15	7.5	1	1	3	3.0	1	3.3	3	3.0
	Total	125	100	1475	11.8	100	100	645	6.5	30	100	175	5.8
Domestic	Business & Shopping	18	14	31	1.72	5	5	7	1.40	3	10.0	5	1.67
	Education	2	1.6	3	1.50	4	4	15	3.75	0	0.0	0	0.00
	Health & Rejuvenation	2	1.6	3	1.50	8	8	14	1.75	4	13.3	22	5.50
	Official	18	14	38	2.11	6	6	11	1.83	6	20.0	13	2.17
	Pleasure Trip	64	51	135	2.11	54	54	135	2.50	14	46.7	36	2.57
	Pilgrimage	12	9.6	22	1.83	16	16	25	1.56	1	3.3	2	2.00
	Visit Friends & Relatives	9	7.2	15	1.67	7	7	16	2.29	2	6.7	5	2.50
	Total	125	100	247	1.98	100	100	223	2.23	30	100	83	2.77

Source: Field Survey

The Table 7.23 presents the results of the chi-squire test for ascertaining the association between the category-wise preferences for the spots and the purpose of visit to the destination area of Kerala. The larger χ^2 value of 58.077 with 3 degrees of freedom than the corresponding table value of chi-squire, clearly rejects the hypothesis that the purpose of visit and category-wise preferences of foreign and domestic tourists are independent factors, at 1 per cent level of significance. The test thus endorses the view that the purpose of visit and the preferences of domestic and foreign categories of tourists are significantly related.

Table 7.23
Chi-Squire Test for Purpose of Visit and the Category-wise Preference of Tourists

Purpose of Visit	Foreign	Domestic	Total
Business & Shopping	12 (19)	26 (19)	38
Health & Rejuvenation	23 (23.5)	14 (23.5)	47
Pleasure Trip	188 (160)	132 (160)	320
Others	22 (52.5)	83 (52.5)	105
Total	255	255	510
$\chi^2 = 58.077$	Degrees of Freedom = 3	Reject at 1 % level of significance	

Note: Given in parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.2.2Frequency of Visit to the Spots

As per Table 7.24, a clear majority of foreign tourists is visiting the spot for the first time. The percentage of such first time visitors at Kovalam is 62.4 per cent followed by 69 per cent at Thekkady and 73.3 per cent at Kumarakam. At the same time, more than three fourths of the domestic visitors at all the three spots are pioneers forming more than 75 per cent of the total tourists. The percentage of visitors who have already experienced a stay at the spot more than twice in addition to the visit under survey is highest among foreign tourists at Kovalam (16.8 per cent) and among domestic tourists at Thekkady with a percentage share of seven. This means that the spot Kovalam commands more repeated visits by foreign tourists compared to the other spots. At the same time, Thekkady is preferred for frequent tourist experience by domestic category of tourists. The officials and businessmen coming to the destination area of Kerala are the group of frequent visitors among domestic tourists. Foreign tourists who have a special interest on beach life may be repeatedly coming to Kerala for spending their annual holidays.

Table 7.24
Frequency of Visit by the Tourists at the Selected Spots

Number of Visits	Kovalam				Thekkady				Kumarakam			
	Foreign		Domestic		Foreign		Domestic		Foreign		Domestic	
	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)
First	78	62.4	96	76.8	69	69.0	78	78.0	22	73.3	25	83.3
Second	26	20.8	23	18.4	24	24.0	15	15.0	7	23.3	5	16.7
Third	11	8.8	3	2.4	5	5.0	2	2.0	0	0.0	0	0.0
Fourth	5	4.0	0	0.0	1	1.0	1	1.0	1	3.3	0	0.0
5^{th} & above	5	4.0	3	2.4	1	1.0	4	4.0	0	0.0	0	0.0
All Groups	125	100	125	100	100	100	100	100	30	100	30	100

Source: Field Survey

The results of the chi-squire test, given in Table 7.25, explain whether any substantially significant relationship exists between the frequency of visit and the category-wise preferences for the spots by the respondent tourists. The calculated value of χ^2 10.501 with 2 degrees of freedom rejects the hypothesis that the preferences of foreign and domestic tourists are independent of the frequency of visit, at 1 per cent level of significance. The test thereby attests the view that the frequency of visits influences the preference pattern of domestic and foreign categories of tourists to the selected spots.

Table 7.25
Chi-Squire Test for Frequency of Visit and Category-wise Preferences of Tourists

Visit	Foreign	Domestic	Total
First	169 (184)	199 (184)	368
Second	57 (50)	43 (50)	100
Third	29 (21)	13 (21)	42
Total	255	255	510
$\chi^2 = 10.501$	Degrees of Freedom = 2	Reject at 1 % level of significance	

Note: Given in parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.2.3Organisation of Tourist Trip

The tourist respondents classified into the two groups based on the nature of organisation of the trip (either on Individual plan or on Package tour) are shown in

Table 7.26. Package tour means a tour arranged by tour operators, which covers all facilities and arrangements connected with tourist travel, charging a consolidated amount. Among the 125 foreign tourists interviewed at Kovalam, 98 tourists individually planned the trip to the spot. This class formed 78.4 per cent of the total tourists and claimed an average duration of 13.9 days of stay compared to the 4.2 days of stay by the tourists on package tour. At Thekkady, the percentage of package tourists was only 18 and the number of average tourist days availed by them stood at 1.5, much lower than the 7.5 days of the foreign tourists under individual plan. The distribution of tourist arrival to the spot Kumarakam showed almost the same pattern compared to that of Thekkady. But in comparison with other two spots, the foreign package tourists at Kumarakam demanded larger duration of stay.

Table 7.26
Pattern of Organisation of Tourist Trip to the Spots

Tourist	Category	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Average
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	
Foreign	Individual Plan	98	78.4	1361	13.9	82	82	618	7.54	26	86.7	158	6.1
	Package Tour	27	21.6	114	4.22	18	18	27	1.5	4	13.3	17	4.3
	Total	125	100	1475	11.8	100	100	645	6.45	30	100	175	5.8
Domestic	Individual Plan	117	93.6	236	2.02	97	97	219	2.26	29	96.7	81	2.8
	Package Tour	8	6.4	11	1.38	3	3	4	1.33	1	3.3	2	2
	Total	125	100	247	1.98	100	100	223	2.23	30	100	83	2.8

Source: Field Survey

The domination of domestic tourists under individual plan is unquestioned at all the three spots. The practice of visiting the natural attraction spots of Kerala under package tour programme seems to be insignificant among domestic tourists. This may be due to the fact that the home tourists incorporate different types of tourist spots in their itinerary forming odd combinations or they may be experiencing least difficulty in organising trips individually even for short duration. It may be observed in general that the period of stay by package tourists at a particular spot is much less compared to that of tourists under individual plan.

The percentage distribution of respondents with respect to the organisation of tourist trip to the spots gives the impression that the category-wise preferences of tourists for the selected spots have association with the nature of organisation of the trip. As observed from Table 7.27, the calculated value of χ^2 25.492 with 1 degrees of freedom is much higher than the corresponding table value of chi-squire. The test rejects the hypothesis that the preferences of foreign and domestic tourists are independent of their organisation of trip to the spots, at 1 per cent level of significance and confirms a significant relationship between the two.

Table 7.27
Chi-Squire Test for Organisation of Tour and Preference Pattern of Tourists

Organisation	Foreign	Domestic	Total
Individual Plan	206 (224.5)	243 (224.5)	449
Package Tour	49 (30.5)	12 (30.5)	61
Total	255	255	510
$\chi^2 = 25.492$	Degrees of Freedom = 1	Reject at 1 % level of significance	

Note: Given in parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.2.4Mode of Travel

The distance to the destination place, the available time for travel, the budget and the life-style of the tourist visitor mainly influence the mode of transport used by them. The relative distance to the competing locations and the availability of easy and efficient transportation has been noticed to strongly affect tourism demand[10]. The following Table 7.28 indicates the mode of transport used by the respondent tourists. As given in the left half of the table, more than half of the foreign tourists used air transport to come to Kerala. But at Thekkady, 44 per cent of the foreign tourists reached Kerala by rail. The maximum number of arrivals by road to Kerala (25 per cent) is noticed among tourists at Thekkady.

In the case of domestic tourists, rail as mode of tourist transportation dominated at all the three spots. The percentage of domestic arrivals by air to Kerala was the highest among tourist at Thekkady followed by Kovalam and Kumarakam with 29 5 per cent, 24.8 per cent and 23.3 per cent respectively.

Table 7.28
Mode of Transport or Conveyance Used by Tourists (in Percentage)

To reach Kerala							To reach the Spots						
Mode	Foreign			Domestic			Conveyance	Foreign			Domestic		
	Kvlm	Tdy	Kkm	Kvlm	Tdy	Kkm		Kvlm	Tdy	Kkm	Kvlm	Tdy	Kkm
Air	54.4	30	53	24.8	29	23.3	Bus	11.2	37	0	4.8	46	3.3
Rail	31.2	44	37	44.8	43	63.3	Taxi Car	44	44	57	38	32	47
Road	14.4	25	10	30.4	28	13.3	Auto Rickshaw	26.4	0	3.3	33	0	6.7
Ship	0	1	0	0	0	0	Boat	0	0	20	0	0	13
							Own Vehicle	1.6	0	0	5.2	9	6.7
							Special	16.8	19	20	19	13	23
Total	100	100	100	100	100	100	Total	100	100	100	100	100	100

Source: Field Survey

7.4.2.4.1 Conveyance Used to Reach the Spots

Due to the distinctive location, the means of transport to the spots vary among them. The pattern of means of conveyance used by the tourists to the spots is given in the right half of Table 7.28. With respect to the foreign tourists, the majority of visitors used conveyance by taxi car to reach the spot Kovalam. At Thekkady, more than one third of the foreign tourists availed bus service to reach the hill-station spot. The nearness of beach spot Kovalam to the rail and road transport terminals at Thiruvananthapuram is noticed as the reason for availing conveyance by auto rickshaw to reach the spot by more than one fourth of the foreign tourists.

A moderately good percentage of domestic tourists came to the spots by using their own vehicle. But the category 'special' which stands for conveyance arranged by accommodation units have been utilised by a good proportion of both foreign and domestic tourists.

7.4.2.5Pattern of Tourist Accompaniment

Table 7.29 depicts in detail whether the tourists came alone or accompanied by family members or friends to the spots. At all the three spots, the number of foreign tourists accompanied by friends dominated with 46.4 per cent, 49 per cent and 50 per cent at Kovalam, Thekkady and Kumarakam respectively. The foreign visit with family is noted as the highest at Kumarakam with 37 per cent of the total tourists. The tourists who came alone dominated at Kovalam forming 25.6 per cent of the total tourists availing at an average 14.4 days of stay, the highest average duration among the three groups. But at Thekkady, family groups at an average enjoyed the maximum number of days of stay (8.1).

Table 7.29
Pattern of Tourist Accompaniment During the Visit to the Spots

Tourist	Category	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Ave-	Tourists		Total	Ave-	Tourists		Total	Ave-
		No	(%)	Days	rage	No	(%)	Days	rage	No	(%)	Days	rage
Foreign	Alone	32	25.6	461	14.4	18	18	123	6.83	4	13	34	8.5
	With Family	35	28.0	322	9.2	33	33	267	8.09	11	37	78	7.1
	With friends	58	46.4	692	11.9	49	49	255	5.2	15	50	63	4.2
	Total	125	100	1475	11.8	100	100	645	6.45	30	100	175	5.8
Domestic	Alone	12	9.6	23	1.92	20	20	52	2.6	2	6.7	10	5
	With Family	69	55.2	148	2.14	63	63	138	2.19	16	53.3	47	2.9
	With friends	44	35.2	76	1.73	17	17	33	1.94	12	40.0	26	2.2
	Total	125	100	247	1.98	100	100	223	2.23	30	100	83	2.8

Source: Field Survey

The family groups in the domestic category of tourists dominated both in the number of arrivals as well as the number of tourist days spent among the three spots.

The percentage share of visitors with friends was noticed highest at Kumarakam compared to the other two spots. Domestic tourists who travel alone were found maximum at Thekkady forming one fifth of the total tourists at the spot followed by 9.6 per cent at Kovalam and 6.7 per cent at Kumarakam.

The trip preferences of the tourists, with respect to the tourist accompaniment exhibit significant differences. As given in Table 7.30, the calculated χ^2 value of 37.832 with 2 degrees of freedom rejects the hypothesis that there is no particular preference for the spots to visit alone or with family or with friends and relatives by foreign and domestic categories of tourists. The association between the preferences of foreign and domestic tourists and the tourist accompaniment is thus endorsed by the test.

Table 7.30

Chi-Squire Test for Tourist Accompaniment at Selected Spots

Accompaniment	Foreign	Domestic	Total
Alone	54 (44)	34 (44)	88
With Family	79 (113.5)	148 (113.5)	227
With Friends	122 (97.5)	73 (97.5)	195
Total	255	255	510
χ^2 = 37.832	Degrees of Freedom = 2	Reject at 1 % level of significance	

Note: Given in parenthesis are expected frequencies.

Source: Computed from Survey Data

7.4.2.6Type of Accommodation

The tourist visitors to the spots undertake a stay for a temporary period and they confront with given price for accommodation during the time of visit. Hence, the tourists can select a time for visit either bearing a season-price or off-season price. But the time of visit has greater dependence on the availability of leisure time and convenience of the travelling individual or the team of tourists. Naturally, the tourist visitors during a particular period can choose from among the bed price of different accommodation classes. While discussing the average bed price of accommodation classes in Chapter V, we have already noticed the wide difference in prices between classified and ordinary categories and the classes of accommodation within these categories. Here, the tourist can select a lower or higher bed price by making a selection with respect to the standard of tourist facilities. But the life style of the tourists and other socio-economic and demographic features of the tourists that we have already analysed earlier may affect this selection. At the same time, the tourists can adjust the length of stay at the given price, i.e., lesser number of days under higher bed price and vice versa. But the length of stay has much allegiance to the purpose of visit and the nature of tourist experience at the spot. The Table 7.31 gives the distribution of tourists of both categories of foreign and domestic, based on the class of accommodation availed and desired.

Table 7.31

Class-wise Preference for Accommodation Facility of the Spots

Tourist	Class	Kovalam				Thekkady				Kumarakam			
		Availed		Preferred		Availed		Preferred		Availed		Preferred	
		Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)	Tourist	(%)
Foreign	A	23	18.4	21	16.8	17	17.0	16	16.0	11	36.7	11	36.7
	B	17	13.6	14	11.2	36	36.0	36	36.0	15	50.0	10	33.3
	C	64	51.2	55	44.0	28	28.0	25	25.0	3	10.0	3	10.0
	D	13	10.4	8	6.4	15	15.0	7	7.0	0	0.0	0	0.0
	E	8	6.4	27	21.6	4	4.0	16	16.0	1	3.3	6	20.0
	Total	125	100	125	100	100	100	100	100	30	100	30	100
Domestic	A	43	34.4	42	33.6	13	13.0	9	9.0	5	16.7	5	16.7
	B	51	40.8	42	33.6	32	32.0	29	29.0	18	60.0	14	46.7
	C	29	23.2	36	28.8	37	37.0	39	39.0	6	20.0	8	26.7
	D	2	1.6	1	0.8	15	15.0	13	13.0	0	0.0	0	0.0
	E	0	0.0	4	3.2	3	3.0	10	10.0	1	3.3	3	10.0
	Total	125	100	125	100	100	100	100	100	30	100	30	100

Source: Field Survey

Among the 125 foreign tourists at Kovalam more than half of the tourists availed accommodation in ordinary units belonging to Class C category. Nearly one third of the foreign visitors at Kovalam went for accommodation of classified category. When 18.4 per cent got accommodated in luxury units of three star facilities and above one tenth of the foreign visitors spent their holidays in ordinary units coming under Class D. The tourists who availed paying guest facilities or accommodation in rented houses form 6.4 per cent of the total.

At Thekkady, the largest proportion of foreign tourists availed accommodation in Class B units with either one star or two star facilities. The percentage of foreign visitors who went for ordinary accommodation units at Thekkady is only 43 compared to the 61.6 per cent of foreign respondents at Kovalam. At Kumarakam, B Class units accommodated half of the foreign visitors and the classified units represented by accommodation classes of A and B together hosted 87 per cent of the tourist of foreign category.

Regarding the domestic tourist accommodation, the spot Kovalam showed a picture distinct from that of foreign. Here the classified accommodation units hosted majority of the domestic respondents. The proportion of domestic visitors, who sought accommodation in luxury units of classes A and B, dominated with a percentage share of 75.2 per cent of the total domestic tourists. But, nearly 45 per cent of the home tourists went for accommodation in ordinary units with restaurant and room service, representing Class C at Thekkady.

7.4.2.6.1 Preference for Accommodation Units

The attractiveness of tourism centres, conditioned by the supply of tourist facilities in the form of accommodation stimulates demand and partly explains demand for tourism[11]. To know whether the tourist respondents are accommodated in desired type of units, the tourists were asked to make the preferred type of accommodation simultaneously with the type of units availed. At Kovalam, a clear preference for the Class E representing the alternative accommodation in 'rented houses' and 'paying guest' is observed. The same aspect is noticed at other spots also. The general tendency visible from the above table is that with respect to the facility, the tourists of both categories seek lower classes or the special class (E) compared to the already availed type of accommodation. At the same time, the degree of difference between availed and preferred varied among classes at different spots. This variation is found relevant between the foreign and domestic accommodation groups also.

From the data on the class-wise preferences of domestic as well as foreign categories of tourists for accommodation facilities, it is noticed that respondents do differ considerably. The Table 7.32 reveals that the calculated χ^2 value of 17.554 with 3 degrees of freedom reject the hypothesis at 1 per cent level of significance that there is no association between class-wise accommodation options and the preferences of the domestic and foreign categories of tourists. The test thereby upholds the argument that the preferences of foreign and domestic tourists and their availing of accommodation facilities are mutually related factors.

Table 7.32
Chi-Squire Test for Class-wise Accommodation and Preferences of Respondent Categories

Accommodation	Foreign		Domestic		Total
Classified (Class A)	51	(56)	61	(56)	112
(Class B)	68	(84.5)	101	(84.5)	169
Ordinary (C & D)	123	(106)	89	(106)	212
Other class (E)	13	(8.5)	4	(8.5)	17
Total	255		255		510
χ^2 = 17.554 Degrees of Freedom = 3			Reject at 1 % level of significance		

Note: Given in parenthesis are expected frequencies.
Source: Computed from Survey Data

7.4.2.6.2 Accommodation by Income Groups of Tourists.

Higher income groups normally enjoy accommodation in units of higher levels of facilities. But some contradictions may be noticed as a few tourists seek for relatively costlier accommodation during short period of stay. During particular occasions, for example connected with honeymoon trips, tourist visitors may look for units of higher standards. The tourists on official visit also may demand costlier accommodation facilities provided through official means. The Table 7.33 examines in detail the pattern of distribution of tourist days enjoyed by respondents among different classes of accommodation at the spots.

Table 7.33
Class wise Demand for Accommodation by Different Income Groups

Tourist	Rs. (1000)	Kovalam						Thekkady						Kumarakam				
		A	B	C	D	E	Total	A	B	C	D	E	Total	A	B	C	E	Total
Foreign	Below 50	0	0	117	110	0	227	0	2	15	37	0	54	0	0	3	0	3
	50 -100	0	3	255	158	18	434	0	14	39	17	8	78	0	0	12	0	12
	100-200	3	22	138	0	127	290	3	21	68	11	21	124	0	14	0	0	14
	200-300	57	37	50	13	33	190	32	70	24	0	0	126	3	13	0	8	24
	300-500	46	45	39	8	86	224	40	67	3	0	23	133	19	33	0	0	52
	> 500	63	39	8	0	0	110	66	64	0	0	0	130	31	39	0	0	70
	All	169	146	607	289	264	1475	141	238	149	65	52	645	53	99	15	8	175
Domestic	Below 10	0	0	17	10	0	27	0	0	35	28	0	63	0	0	2	0	2
	10-20	0	9	34	2	0	45	0	15	30	15	12	72	0	0	5	4	9
	20-30	12	35	13	0	0	60	0	24	9	0	0	33	0	4	3	0	7
	30-40	19	24	0	0	0	43	5	25	3	0	5	38	0	11	0	0	11
	40-50	28	16	0	0	0	44	7	5	0	0	0	12	8	15	0	0	23
	> 50	12	16	0	0	0	28	5	0	0	0	0	5	14	17	0	0	31
	All	71	100	64	12	0	247	17	69	77	43	17	223	22	47	10	4	83

Source: Field Survey

From the above table, it is observed that the high-income tourists seek accommodation in costlier units belonging to classified categories of A and B. Low-income groups prefer the ordinary units. The only class, which does not agree with the direct relationship between level of income and availed class of accommodation is the Class E. The alternative means of accommodation like 'rented houses', 'paying guest' and 'friends and relatives' have been opted by tourist respondents but in general fail to reflect a pattern either in favour of low-income or high-income groups among foreign and domestic categories. But at Kovalam, even higher proportion of high-income tourists have sought accommodation in ordinary classes because they stay for longer duration at the spot itself.

7.4.2.7Tourist Expenditure

The magnitude of tourist days gives a better information about the demand pattern of a tourist spot rather than the mere number of tourist arrival. But the volume of tourist expenditure portrays a more detailed and elaborate picture of the tourist demand for the facilities offered at a spot. The volume of expenditure by the tourists during their stay at the spots is influenced by different factors like the level of income, the purpose of visit, the life style and the professional background of the tourist. The questions related to whether travel on individual plan or on package tour and travel alone or accompanied by family, also matter. The distribution of tourists according to the amount of approximate average daily expenditure per tourist, during the stay at the selected spots is exhibited in Table 7.34.

7.4.2.7.1 Foreign Tourist Expenditure

As per the table, about one in four of the foreign tourists at Kovalam spend an amount only up to one thousand rupees daily during the stay at the spot. But they plan for longest period of stay (20.3 days) among different expenditure groups. At Thekkady, 70 per cent of the foreign respondents who plan to be at the spot for an average duration of 6.9 days approximately spend an amount between Rs.1000 and 5000 per day. The proportion of high spending tourists belonging to the expenditure groups of Rs.3000-5000 and above 5 thousand constituted 80 per cent of the total respondents. The tourists included in low expenditure classes avail longer proportions of foreign tourist days at Kovalam whereas the proportion of high spending tourists showed domination at Thekkady and still more concentration at Kumarakam. With respect to the average duration of stay, the high spending tourists plan for longer period at Thekkady and Kumarakam in contrast with the pattern at Kovalam where the low expenditure groups opt for larger number of days of stay.

Table 7.34
Demand for the Spots by Different Expenditure Groups

Tourist	Expenditure (Rs.)	Kovalam				Thekkady				Kumarakam			
		Tourists		Total	Average	Tourists		Total	Ave-rage	Tourists		Total	Average
		No	(%)	Days		No	(%)	Days		No	(%)	Days	
Foreign	Below 500	13	10.4	309	23.8	7	7.0	31	4.50	0	0.0	0	0.00
	500 1000	19	15.2	342	18.0	11	11.0	58	4.88	1	3.3	8	8.00
	1000 2000	36	28.8	373	10.4	19	19.0	122	5.91	3	10.0	14	4.67
	2000 3000	31	24.8	283	9.1	31	31.0	208	6.63	2	6.7	31	15.50
	3000 5000	17	13.6	116	6.8	20	20.0	155	8.31	13	43.3	79	6.08
	Above 5000	9	7.2	52	5.8	12	12.0	71	8.67	11	36.7	43	3.91
	All Groups	125	100	1475	11.8	100	100	645	6.45	30	100	175	5.83
Domestic	Below 500	8	6.4	19	2.38	10	10.0	32	3.20	1	3.3	2	2.00
	500 1000	20	16.0	43	2.15	14	14.0	23	1.64	3	10.0	7	2.33
	1000 1500	47	37.6	85	1.81	27	27.0	60	2.22	3	10.0	5	1.67
	1500 2000	34	27.2	71	2.09	28	28.0	58	2.07	7	23.3	17	2.43
	2000 3000	13	10.4	25	1.92	19	19.0	46	2.42	11	36.7	27	2.45
	Above 3000	3	2.4	4	1.33	2	2.0	4	2.00	5	16.7	25	5.00
	All Groups	125	100	247	1.98	100	100	223	2.23	30	100	83	2.77

Source: Field Survey

Inter-spot differences have been noticed in the case of average per day planned expenditure by the tourists. The foreign tourists at an average spend Rs.2245 at the beach spot Kovalam. But at Thekkady, the same category of tourists planned an expenditure of Rs.2814, which is 25 per cent more than that of Kovalam. At Kumarakam, foreign tourists spend Rs.4642 that is more than double the average daily planned expenditure at Kovalam. In consideration with the average duration of stay of 11.8 days, it is estimated that a foreign tourist at Kovalam at an average incurs an expenditure of Rs.26493 during the visit under survey. But at Thekkady, an average foreign visit lasting for 6.5 days claims only 18287 rupees compared to the planned expenditure of Rs.26922 for 5.8 days long visit at Kumarakam. The wide differences in the average daily expenditure between the spots Kovalam and Kumarakam are in agreement with the relative concentration of low-budget and ordinary accommodation facilities at Kovalam.

7.4.2.7.2 Domestic Tourist Expenditure

With regard to domestic tourists the middle expenditure groups command the major proportions of total domestic tourist days at Kovalam and Thekkady. Nearly two thirds of domestic tourists per day spend an approximate amount between Rs.1000 and 2000 at Kovalam. At Thekkady, 55 per cent of the domestic respondents prefers to spend an amount between one thousand and two thousand rupees on each day of visit to the spot. But at Kumarakam, exhibiting a clear domination, the high expenditure groups represented by '2000-3000' and 'above 3000' formed 53.4 per cent of the total domestic tourists. In general, it is observed from Table 7.34 that the proportion of high spending domestic tourists is relatively low at Kovalam compared to the proportion at Thekkady. The spot Kumarakam hosts two out of three tourists who are ready to spend moderately large amount for enjoying offered tourist facilities of the spot.

In the case of domestic tourist expenditure, the average daily expenditure amounts to Rs.1434, Rs.1509 and rupees 2175 respectively at Kovalam, Thekkady and Kumarakam. It is further estimated that an average domestic tourist visit under survey costs Rs.2840, Rs.3366 and rupees 6025 at the beach, wildlife and backwater spots respectively. The inter-spot variation in domestic tourist expenditure is in conformity with the differences in the average duration of stay (1.98 days at Kovalam, 2.23 days at Thekkady and 2.77 days at Kumarakam) and the standards of various tourist facilities.

Out of the 35 family visitors of foreign category at Kovalam, more than three fourths spend above Rs.1000 every day per member of the family. The family visitors at other two spots belonging to both categories are also noticed as spending relatively more compared to tourists visit alone or with friends. The relative concentration of package tourists among low expenditure groups is observed at Kovalam. But at Thekkady and Kumarakam, two thirds of the tourists on package tour incur a per day expenditure exceeding rupees one thousand.

The long-staying tourists at Kovalam found spending lesser amounts for the purchase of tourist facilities during their days of stay. Forty four per cent of the foreign tourists who stay for more than 20 days planned to spend only less than one thousand rupees on each day. But the Table 7.34 indicates that at Thekkady and Kumarakam, the long-staying foreign tourists belonged to high-spending groups. The average duration of stay being short among domestic tourists, a clear pattern is not noticed at Kovalam and Thekkady. But Kumarakam hosts comparatively larger proportion of long-staying and high-spending domestic tourists.

7.4.2.7.3 Spending Pattern of Tourists

As per tourism literature, the different tourist expenditure categories are accommodation or lodging, food, transportation, entertainment and recreation and incidental purchase. Almost all the studies with respect to the above, conducted in India, draw our attention to the fact that the main items of expenditure are accommodation and food. After conducting a study during 1994, Department of Tourism, Kerala estimated that foreign tourists spend at an average around 60 per cent of their total expenditure on items like accommodation and food [12].

In an effort for identifying the pattern of item-wise expenditure, the respondents were requested to reveal the amounts of expenditure on the identified alternative items. Unfortunately, a limited number of foreign and domestic tourists could reveal the shared amounts of total expenditure on given items. A good number of respondents could mention only approximate proportions of total expenditure on various items. The survey, not being at the completion of the stay at the spot, the tourists who had planned for a long holiday found it difficult to make an item-wise sharing of per day expenditure. The general impression from the response of foreign tourists is that those who spend more than two thirds of their per day budget at the spot Kovalam incur on items of food and accommodation. These items claimed a still more proportion of total per day expenditure of domestic tourists.

The items of shopping and local transport are found relatively important among tourist respondents at Thekkady. It is also observed in general that the tourists could set apart only nominal amounts on items of recreation and entertainment at Kovalam but slightly higher proportions at Kumarakam and Thekkady. The percentage share of the expenditure item 'Food' in the total domestic expenditure was found less compared to that of foreign tourists at all the three spots.

The factors based on the personal profile of tourists that we have discussed so far have applied substantial influence on the demand for selected tourist spots. The source of information about the attractiveness of the spots and the overall experience of the tourists during the visit also can have impact on tourists' selection of the spots, duration of stay and motivation for further visits. We examine such factors in the forthcoming sections.

7.5 Source of Information

The Table 7.35 shows how the tourists belonging to different generating countries and regions came to know about the selected spots. Before taking the decision for travel, the tourists make a pre-assessment of the destination attractions.

The range of publicity as part of the tourism promotion and the reliability of information are treated as important determinants of demand for tourism[13]. Among the foreign tourists at Kovalam, previous experience of the tourists persuaded them to avail the stay at the spot during the survey period. This group formed more than one third of the total tourists followed by 28 per cent of the tourists who knew about the spot from friends and relatives. Guidebooks and magazines influenced one fifth of the total tourists. This was almost the same pattern with respect to the source of information for foreign tourists among the spots Thekkady and Kumarakam.

Table 7.35
Source of Information and Preference for the Selected Spots

Source	Kovalam				Thekkady				Kumarakam			
	Foreign		Domestic		Foreign		Domestic		Foreign		Domestic	
	No	(%)	No	(%)	No	(%)	No	(%)	No	(%)	No	(%)
Friends & Relatives	35	28.0	54	43.2	27	27	55	55	9	30.0	13	43.3
Guide Books & Magazine	25	20.0	4	3.2	19	19	3	3	9	30.0	1	3.3
Mass Media	6	4.8	11	8.8	4	4	6	6	3	10.0	5	16.7
Officials	2	1.6	5	4.0	3	3	7	7	0	0.0	1	3.3
Own Experience	47	37.6	29	23.2	31	31	23	23	7	23.3	5	16.7
Travel Agents &Operator	8	6.4	9	7.2	16	16	4	4	1	3.3	3	10.0
Exhibitions & Trade Fairs	2	1.6	13	10.4	0	0	2	2	1	3.3	2	6.7
Total	125	100	125	100	100	100	100	100	30	100	30	100

Source: Field Survey

In the case of domestic tourists, the information from friends and relatives showed domination influencing 43.2 percent, 55 per cent and 43.3 per cent of tourists at Kovalam, Thekkady and Kumarakam respectively. The category of guidebooks and magazines has played relatively limited role in luring domestic tourists to these spots. One's own experience has reasoned more than 23 per cent of the domestic arrivals at Kovalam and Thekkady whereas it was only 16.7 per cent at Kumarakam. The information from the officials showed better influence among home tourists at Thekkady. While exhibitions and trade fairs claimed a positive impact on 10.4 percent of the domestic tourists at Kovalam. Mass media, travel agents and tour operators have influenced about one tenth of the tourists of the selected spots belonging to both foreign and domestic categories.

7.6 TOURISTS' ASSESSMENT OF THE SPOT

The attitude of the tourists and their satisfaction from a product are prime concerns for any marketer in the field of tourism. Consumer sovereignty is the order of the day because satisfaction of the consumer is a priority in most businesses. Thus, customer satisfaction leading to profit is the central goal of any type of marketing activity and tourism is not an exception. As competition becomes intense, service providers of the tourism industry of tourist spot will be forced to focus more attention to their customers and their satisfaction[14]. This is particularly true in the case of tourism, because tourism product is essentially an experience by the tourist and this depends on so many factors. The experience of purchasing a holiday for example will be very different from the experience of purchasing an item from a super-market.

The tourist attraction assessment is useful in making changes and modifications in the tourism programmes and facilities of a given destination. Tourists constitute the customer segment of the tourism industry. The tastes and preferences of repeated tourist visitors change over time. Again, every day, new visitors bearing complex features come to experience a holiday at the tourist spot. If the marketer fails to notice these changes and revamp their product, it will affect them in the long run. If a tourist is satisfied with the experience at a spot, then it can result in repeated purchase of the facilities offered and can also result in creating a better image of the spot through mouth publicity.

For the purpose of making a comparative analysis of the acceptance of the three spots, the tourists were requested to rank their opinion with regard to the chosen attributes, using the scaling of satisfaction factors[15] such as 'very good', 'good', 'satisfactory' and 'not satisfactory'. An analysis is made on the basis of satisfaction indices computed independently for all the 11 attributes of the selected spot considering separately the domestic and foreign categories of respondents. The Table 7.36 exhibits the distribution of satisfaction indices of all the component attributes of acceptance assessment of the spots.

Table 7.36
Distribution of Satisfaction Indices to Show Acceptance of the Spots

Attributes	Kovalam		Thekkady		Kumarakam	
	Foreign	Domestic	Foreign	Domestic	Foreign	Domestic
Accessibility	3.42	3.36	2.19	2.90	3.39	3.04
Natural Attraction	3.86	2.94	3.65	4.32	3.47	4.29
Accommodation	3.09	3.31	2.81	2.97	3.25	3.38
Variety & Quality of Food	2.73	3.11	2.96	2.43	2.92	3.20
Tariff rates & Price level	2.52	2.27	2.04	2.57	2.40	2.65
Cleanliness & Hygiene	2.71	3.02	3.18	3.66	2.87	3.29
Experience in Shopping	2.16	2.58	1.92	2.82	2.37	2.34
Security	3.44	4.13	3.40	3.21	3.79	3.89
Information & Guidance	3.60	3.22	3.29	3.74	3.41	3.95
Public Utility Services	2.85	2.14	2.51	2.39	2.50	3.08
Attitude of Host People	4.07	3.20	3.55	3.05	3.64	4.39

Note: Details of computation of satisfaction index are given in Chapter III.
Source: Computed from Survey Data

An analysis of the calculated indices reveals that the tourists belonging to both the categories of domestic and foreign have expressed not too much distress or heavy delight over the tourist trip to selected spots based on their attitude on the spot attributes. With respect to foreign respondents, the highest ranking in majority of items is observed at Kumarakam and the least at Thekkady. At the same time, the home visitors experienced slightly higher satisfaction at Thekkady compared to the domestic respondents at Kovalam and Kumarakam.

A separate analysis of the individual components in the form of attributes of the selected spots further reveals much variation. A comparatively high order of satisfaction with respect to 'accessibility' has been recorded among tourists at Kovalam and Kumarakam but low at Thekkady. With an exception of the domestic respondents at Kovalam all tourists irrespective of the spots have revealed their appreciation of the 'natural attraction' of the spots under study. A moderate order of dissatisfaction over the accommodation facilities at Thekkady is noticed with a satisfaction index below 3 with respect to both foreign and domestic visitors. The overall acceptance of the spot with respect to the attributes 'security', 'information and guidance' and 'attitude of the host people' is reflected in the low order of dissatisfaction because these factors have shown an index much above the value of 3 among the visitors of all the three spots. At the same time, the tourists of the spots have not expressed reluctance to reveal their dislike over 'experience in shopping', 'public utility services' and 'tariff rate and price level' of different tourist facilities and products.

In addition to the above, the respondents were also requested to indicate their assessment of the spot with respect to their intention to recommend the spot as a holiday destination and to visit the spot in next five years. To the first inquiry, more than three forth of the foreign tourists responded in the affirmative while nominal number reacted negatively. But a sizeable number of visitors of both categories opted for the alternative answer, 'undecided'. To the second question, whether they intended to return to the spot within a period of 5 years, the maximum number of foreign tourists gave positive answer in favour of Kovalam followed by

Kumarakam. But nearly one third of the respondents was yet to take a decision. The highest number of home tourists with a decision for a repeat visit was noticed at Kumarakam with 37 per cent of the total tourists followed by 32.6 percent at Thekkady. It is also observed that the percentages of tourists who say a long goodbye to the spots are almost double among home tourists.

7.7 CONCLUSION

The foregoing analysis shows that the two distinct categories of tourists, foreign and domestic, prefer different periods of stay at the spots they visit for consuming the tourist facilities. It is observed that the demographic, economic and psychological features of the tourists themselves significantly influence their preferences for the duration of stay at the spot visited. The demand for the spot's facilities in terms of the days of stay, affected by the above factors, has substantial impact on the volume and pattern of tourist expenditure by categories of tourists. This expenditure results in certain economic benefits to the local economy of the spot as well as to the destination economy of Kerala. Hence, in the forthcoming chapter we examine the economic impact of tourist activities of the spots under study.

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TOURISM AND EMPLOYMENT

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Chapter Eight

Tourism and Employment

CHAPTER VIII

TOURISM AND EMPLOYMENT

8.1 INTRODUCTION

The flow of tourists to a destination area and the spending of time and money necessarily bring in certain economic and social impact upon the destination economy. We have discussed so far in detail about the trend and pattern of tourist arrival to Kerala and the selected spots along with their duration of stay and preference for tourist facilities. Now we turn to examine the economic impact of tourism in terms of employment in the light of the tourist activity at the spots.

The employment opportunities arising with the expansion of tourism at a spot can be either direct or indirect employment associated with activities related to it. The product offered in tourism being a composite of different services involved in it, income and employment originate in service sectors like hotels and restaurants, transport services, entertainment and recreation units, travel agencies and tour operators and tourist shopping. In addition, tourism brings in opportunities related to construction activities. Agricultural and industrial sectors, which supply various goods, needed for the production and supply of tourism product would be in a position to open avenues of employment.

8.2 EMPLOYMENT IN ACCOMMODATION SECTOR

From the discussion in the last chapter, it has been made clear that the items, food and accommodation claim the major share of tourist expenditure during the period of stay in a destination area. Naturally, the units supplying these two components of the tourism product are the major direct beneficiaries of tourist expenditure and resultantly, the most important avenues of employment due to tourism. The economic impact of accommodation industry, particularly in terms of employment generation and income distribution, is widely appreciated in tourism literature. Considering the importance of this sector in promoting tourism in India, the central government has been consistently emphasising the development of hotels in its tourism policy[1]. Here we attempt to examine the trend and pattern of regular employment in the accommodation sector of the tourist industry of the three spots.

8.2.1 Employment in Classified Accommodation Units

Accommodation units belonging to classified category claim the distinction from ordinary category with respect to the concentration of tourist facilities. Since the variety and quality of tourist services are highly concentrated among these units, the production of such an array of service products naturally necessitates the employment of a large workforce. The trend in the aggregate employment among accommodation units belonging to classes A and B during the period between 1990-91 and 1999-2000 is examined as an attempt for making a comparative analysis.

8.2.1.1 Employment in A Class Units

The accommodation units coming under the category of Class A provide range of facilities fit to accommodate high-spending tourists. But the number of such units is a few at the selected spots. These luxury units of accommodation employ workforce of different type to mould the overall service product of the` accommodation sector of the tourist industry of the spot. The Table 8.1 shows the trend in employment in A Class units of the three spots during the period from 1990-91 to 1999-2000. During the initial year of the period, the only public sector unit of

'5 Star' category, functioning at Kovalam employed 198 persons at an average on regular basis. This number increased to 377 during the year 1994-95. The increase in the number of regular employment till 1994-95 was due to expansion of the existing unit of the class, raising the bed capacity to 386 from the 216 beds in the year 1990-91. The sharp increase in the total employment of the class to 483 compared to the 377 of the previous year was simultaneously due to the entry of a new unit with an additional bed capacity of 100 beds and the expansion of the existing unit. But in the latter years of the period, the number of regular employment in A Class accommodation unit fails to exhibit a positive change.

Table 8.1

Trends in Employment in A Class Accommodation Units - An Inter-spot Comparison

Year	Kovalam					Thekkady					Kumarakam		
	Total Units	Total Beds	No of Employed			Total Units	Total Beds	No of Employed			Total Beds*	No of Employed	
			Total	Per Unit	Per Bed			Total	Per Unit	Per Bed		Total	Per Bed
1990-91	1	216	198	198	0.92	2	72	60	30.0	0.83	-	-	-
1991-92	1	216	203	203	0.94	2	72	64	32.0	0.89	-	-	-
1992-93	1	222	218	218	0.98	2	73	64	32.0	0.88	-	-	-
1993-94	1	222	226	226	1.02	3	134	89	29.7	0.66	40	48	1.20
1994-95	1	386	377	377	0.98	3	134	97	32.3	0.72	40	48	1.20
1995-96	2	510	483	242	0.95	3	149	101	33.7	0.68	64	55	0.86
1996-97	2	510	483	242	0.95	3	147	103	34.3	0.70	92	76	0.83
1997-98	2	514	484	242	0.94	3	165	118	39.3	0.72	92	76	0.83
1998-99	2	514	479	240	0.93	4	197	131	32.8	0.66	100	85	0.85
1999-00	2	514	479	240	0.93	4	197	136	34.0	0.69	100	88	0.88

Note: *Only one unit belonged to this class throughout the reference period
Source: Field Survey

At the wildlife spot Thekkady, the existing two units of this class together employed only 60 persons during the year 1990-91. But by the end of the period, the total number of employment increased to 136. This increase in the number of employment was mainly due to the increase in the number of units rather than the expansion of the existing units. During the year 1997-98, per unit employment at

Thekkady stood at the maximum level of 39.3. This was due to the expansion of bed capacity of existing units. At the backwater spot Kumarakam, the single existing unit provided, per day employment to 48 persons with a bed capacity of 40 during the year 1993-94. Its employment capacity increased to a total provision for 88 employees by the end of the reference period (1999-2000), matching with the expansion of accommodation capacity to 100 beds.

Table 8.1 also reveals that throughout the period, the units of Class A at the beach spot Kovalam enjoyed highest employment capacity among the three spots. During the year 1999-2000, per unit employment at Kovalam stood at 240 persons compared to the 88 employees at Kumarakam and the lowest per unit employment of 34 employees at Thekkady. The inter-spot differences in the employment per unit are because of the high variation in the size of units among the spots, which we have discussed earlier.

The intensity of employment matching with the concentration of tourist facilities of an accommodation unit is well reflected in per bed employment. During the year 1993-94, per bed employment in A Class accommodation units at Kovalam was 1.02, the highest of the reference period. But during the same year, employment-bed ratio at Kumarakam stood at a higher level of 1.2. During the last year of the period, the employment-bed ratio was 0.93, 0.88 and 0.69 at Kovalam, Kumarakam and Thekkady respectively. It is also noted that per bed employment at Kovalam showed continuos increase till the year 1993-94 and since then it showed a continuos decline. At Kumarakam, the employment per bed exhibited a tendency to decline till the year 1997-98. But during the last years of the period, employment-bed ratio increased slightly. At Thekkady, per bed employment over the years showed a decreasing trend compared to the peak employment-bed ratio of 0.89, recorded during the year 1991-92. The employment per bed in Class A units is noticed as comparatively larger at Kovalam, especially during the second half of the reference period. It is due to the extended variety of facilities provided to the tourists of the spot. At the same time, per bed employment, during the period showed a declining trend both at Kovalam and Thekkady.

8.2.1.2 Employment in B Class Units

Regular employment in accommodation units belonging to Class B category at all the three spots exhibited much increase during the ten-year period. As per Table 8.2, this increase was mainly due to the increase in the number of units. But at Kumarakam, the expansion of bed capacity of existing units also has become reason for the same. The employment per unit at Kovalam showed a sharp decline in the year 1994-95 compared to the previous year, i.e., from 84 to 45 persons. This was due to the shifting of the existing unit to the class, A and the relatively small size of the units added to the class in subsequent years. But the per bed employment stood at 0.87 during the same year, the maximum within the reference period.

Table 8.2
Trend of Employment in B Class Accommodation Units: An Inter-spot Comparison

Year	Kovalam				Thekkady				Kumarakam			
	Total Units	Total Beds	No. of Employed		Total Units	Total Beds	No. of Employed		Total Units	Total Beds	No. of Employed	
			Total	Per Bed			Total	Per Bed			Total	Per Bed
1990-91	1	100	79	0.79	1	75	49	0.65	2	16	15	0.94
1991-92	1	100	80	0.80	1	96	52	0.54	2	16	15	0.94
1992-93	1	100	84	0.84	1	96	53	0.55	2	24	18	0.75
1993-94	1	100	84	0.84	1	97	53	0.55	2	32	21	0.66
1994-95	2	104	90	0.87	1	97	56	0.58	2	46	33	0.72
1995-96	2	88	75	0.85	1	67	53	0.79	2	52	36	0.69
1996-97	3	130	104	0.80	1	86	54	0.63	2	56	40	0.71
1997-98	4	254	197	0.78	2	114	66	0.58	3	98	69	0.70
1998-99	4	254	201	0.79	1	88	62	0.70	4	144	103	0.72
1999-00	4	254	198	0.78	2	148	84	0.57	4	144	109	0.76

Source: Field Survey

The employment-bed ratio in common, exhibits a declining trend both at Kovalam and Thekkady. At the spot Kovalam, the employment-bed ratio was 0.78 during the year 1999-2000 compared to 0.76 at Kumarakam and the 0.57 at Thekkady. This inter-spot variation with respect to the employment-bed ratio again reveals the variations in the magnitude of workforce employed for arranging tourist services in B Class accommodation units at these three spots. At Thekkady, during the years between 1995-96 and 1998-99, the variation was due to the substantial decline in bed capacity, as discussed in Chapter V.

8.2.2 Employment in Ordinary Accommodation Units

The average number of regular employees in the ordinary units is generally low because these units employ lesser workforce for maintaining the limited number of services compared to the classified units. Again, the average size of the ordinary units is small and hence, the per unit employment as well as the per bed employment keeps at a much lower level compared to that of the units belonging to classified category.

8.2.2.1 Employment in C Class Units

Table 8.3 reveals the trend of employment in C Class accommodation units of the spots, Kovalam and Thekkady. With respect to the absolute number of regular employment, C Class accommodation units provide the maximum, both at Kovalam and Thekkady compared to the other classes. During the last years of the period, the units of accommodation Class C employed 745 persons at Kovalam while the same type of the units at Thekkady utilised the workforce equivalent to 221 persons. It is observed from the table that the increase in the employment among these units was exclusively due to the increase in the number of units. It is also observed from the table that the per unit employment showed continuous increase at Kovalam but a decreasing trend at Thekkady. The index of per unit employment gained 23 points in the year 1999-2000 compared to the base year at Kovalam while the index of per unit employment at Thekkady lost 15 points during the same period. At the same time, the index of per bed employment displayed a declining trend at Kovalam whereas the index at Thekkady maintained almost the same level throughout the period.

Table 8.3
Trend of Employment in C Class Accommodation Units: An Inter-spot Comparison

Year	Kovalam						Thekkady					
	Total Units	Total Beds	No of Employed				Total Units	Total Beds	No of Employed			
			Total	Per Unit	Per Bed	Index			Total	Per Unit	Per Bed	Index
1990-91	16	524	285	17.8	0.54	100	5	191	93	18.6	0.49	100
1991-92	20	556	303	15.2	0.54	100	5	193	93	18.6	0.48	99
1992-93	21	704	375	17.9	0.53	98	5	191	95	19.0	0.50	102
1993-94	21	704	376	17.9	0.53	98	6	212	102	17.0	0.48	99
1994-95	24	876	470	19.6	0.54	99	6	216	106	17.7	0.49	101
1995-96	29	1100	568	19.6	0.52	95	8	274	127	15.9	0.46	95
1996-97	33	1306	661	20.0	0.51	93	9	290	142	15.8	0.49	101
1997-98	34	1402	742	21.8	0.53	97	10	330	158	15.8	0.48	98
1998-99	34	1420	743	21.9	0.52	96	10	330	158	15.8	0.48	98
1999-00	34	1464	745	21.9	0.51	94	14	448	221	15.9	0.49	100

Source: Field Survey

8.2.2.2 Employment in D Class Units

The range of tourist facilities over and above the bed facility being too low, the regular requirement of manpower in ordinary accommodation units representing Class D also is limited. The Table 8.4 brings out the trend of regular employment in these types of units at the spots, Kovalam and Thekkady during the period. In the initial year, 8 such units together employed only 24 persons at Kovalam with a total capacity of 86 beds. By the end of the period, the total number of units increased to 18 raising the total employment to 57. The employment capacity of D Class units is very low compared to other classes of organised accommodation. This is reflected in the low per unit employment ranging between 3 and 3.47, during the ten-year period. Per unit employment in D Class units exhibited a trend of continuous decline at Kovalam since the year 1996-97. When the number of total beds recorded a three-fold increase over the period, the total employment failed to attain an equivalent growth rate. The employment-bed ratio, showing a tendency to decline from the peak level of 0.29 during the year 1994-95 came to rest at 0.21, the lowest of the reference period in 1999-2000. The index of per bed employment lost 26 points by the end of the period.

Table 8.4
Trend in Employment in D Class Accommodation Units: An Inter-spot Comparison

Year	Kovalam						Thekkady					
	Total Units	Total Beds	No.of Employed				Total Units	Total Beds	No.of Employed			
			Total	Per Unit	Per Bed	Index			Total	Per Unit	Per Bed	Index
1990-91	8	86	24	3.00	0.28	100	3	55	9	3.00	0.16	100
1991-92	8	86	25	3.13	0.29	104	3	55	10	3.33	0.18	111
1992-93	8	86	25	3.13	0.29	104	3	59	12	4.00	0.20	124
1993-94	8	98	27	3.38	0.28	100	3	62	12	4.00	0.19	118
1994-95	9	98	28	3.11	0.29	104	3	64	13	4.33	0.20	124
1995-96	15	214	49	3.27	0.23	82	4	80	17	4.25	0.21	130
1996-97	15	214	52	3.47	0.24	87	5	88	19	3.80	0.22	132
1997-98	17	248	56	3.29	0.23	82	8	154	34	4.25	0.22	135
1998-99	17	248	54	3.18	0.22	78	9	176	38	4.22	0.22	132
1999-00	18	260	57	3.17	0.21	74	9	181	39	4.33	0.22	132

Source: Field Survey

The employment capacity of D Class accommodation units at Thekkady is found slightly better than that of Kovalam. During the year 1999-2000, nine units of this category with a total accommodation capacity of 181 beds employed 39 persons. Per unit employment at the spot Thekkady recorded the highest level of 4.33, during the year 1999-2000, marking a gain of 44 points in the index over the ten-year period. At the same time, the index of per bed employment increased only by 32 per cent over the same period. It is also observed that the employment-bed ratio of D class units, which was very low (0.16) during the initial year of the period, got raised to the level of 0.22 by the last year of the period. This was nominally higher than the employment-bed ratio recorded among the units of the same category at Kovalam in the same year.

8.2.3 Trends in Employment: An Inter-spot Comparison

An inter-spot comparison of the trends in the accommodation employment is given in Table 8.5. The total number of employment in the organised accommodation units of Kovalam during the year 1991 was 586 persons much higher (211 persons) than that of the units at Thekkady. The total number of employed persons in the same sector increased to 1479 at Kovalam claiming an increase of 152 per cent by the end of the period. At the same time, the total provision for the employment of manpower in the organised accommodation units at Thekkady increased only by 127 per cent during the same period. The employment capacity of the developing tourist spot, Kumarakam recorded a manifold increase over the same period but it is observed that this increase was not matching with the expansion of bed capacity. This is reflected in the low employment-bed ratio of the last year of the period (0.74) compared to the per bed employment (0.96) of the year 1993-94. The employment-bed ratio also has exhibited a receding trend among accommodation units of both Kovalam and Kumarakam. The employment per unit was recorded the highest level (26.8) of the period during the year 1994-95 at Kovalam and could maintain a higher level, till the end of the period compared to the per unit employment of the initial year 1990-91. Per unit employment at Thekkady also showed a decreasing trend and the accommodation units could maintain only 16.6 persons as the average number of employment at the end of the period compared to the 19.2 persons of the initial year. The notable increase in the average employment among accommodation units at Kumarakam is matching with the fact that the additional units were comparatively large in size with respect to bed capacity and of high standards in respect of tourist facilities.

Table 8.5
Trends in Employment in Accommodation Units: An Inter-spot Comparison

Year	Kovalam				Thekkady				Kumarakam			
	Total Beds	No. of Employed			Total Beds	No. of Employed			Total Beds	No. of Employed		
		Total	Per Unit	Per Bed		Total	Per Unit	Per Bed		Total	Per Unit	Per Bed
1990-91	926	586	22.5	0.63	393	211	19.2	0.54	16	15	7.5	0.94
1991-92	958	611	20.4	0.64	416	219	19.9	0.53	16	15	7.5	0.94
1992-93	1112	702	22.6	0.63	419	224	20.4	0.53	24	18	9.0	0.75
1993-94	1124	713	23.0	0.63	485	256	19.7	0.53	72	69	23.0	0.96
1994-95	1464	965	26.8	0.66	491	272	19.4	0.55	86	81	27.0	0.94
1995-96	1912	1175	24.5	0.61	570	298	18.6	0.52	126	94	23.5	0.75
1996-97	2160	1300	24.5	0.60	611	318	17.7	0.52	158	119	29.8	0.75
1997-98	2418	1479	25.9	0.61	763	376	16.3	0.49	200	148	29.6	0.74
1998-99	2436	1477	25.9	0.61	791	389	16.2	0.49	254	191	31.8	0.75
1999-00	2492	1479	25.5	0.59	974	480	16.6	0.49	280	206	29.4	0.74

Source: Field Survey

The inter-spot variation in the employment generation over the period is made clear with the comparison of the rates of growth, exhibited in Table 8.6. The employment in tourist accommodation at Kovalam shows more or less equal growth rates among classes. The compound growth rates of different classes are around 13.2 per cent, the rate of the spot taking all the classes together. But at Thekkady and Kumarakam, the compound growth rates exhibit much inter-class variation. The highest growth rate is experienced at Kumarakam (38.5 per cent), which is nearly two times of the rate of the spot, Kovalam (13.2 per cent) and more than three times of the rate of Thekkady (9.3 per cent). Among the accommodation classes, the highest compound growth rate is computed in Class B at Kumarakam (27.5 per cent) whereas the least is noticed in the same class at Thekkady with 4.4 per cent.

Table 8.6
Inter-spot Comparison of Class-wise Compound Growth Rates of Employment for the Period from 1990-91 to 1999-2000

Class	Compound Growth Rate			Inter-spot Variation		
	Kovalam (1)	Thekkady (2)	Kumarakam (3)	(1-2)	(1-3)	(2-3)
A	13.3	10.0	13.4*	3.3 (24.81)	-0.1 (0.75)	-3.4 (34.0)
B	12.5	4.4	27.5	8.1 (64.80)	-15 (120.0)	-23.1 (525)
C	13.1	9.6	--	3.5 (26.72)	--	--
D	12.7	19.5	--	-6.8 (53.54)	--	--
All	13.2	9.3	38.5	3.9 (29.55)	-25.3 (191.7)	-29.2 (314)

Note: Given in parenthesis is the difference in percentage.
* For the period from 1993-94 to 1999-2000
Source: Computed from Survey Data.

All the accommodation classes at Kovalam except Class D performed much better compared to that of Thekkady where the ordinary Class D recorded a rate (19.5 per cent) one and a half time more than that of the similar class at this beach spot. It is also discernible from the table that the size of employment in accommodation classes at Kumarakam exhibited reasonable rate of growth as a growing spot.

8.2.4 Per Unit Employment

The employment potential of accommodation units varies among different classes throughout the years of the period. During the last year, the average number of employment among the four classes of accommodation units A, B, C and D was 240, 49.5, 21.9 and 3.13 respectively. At Thekkady, the average number of persons employed in the accommodation units among the classes A, B, C and D during the same year was in the order of 34, 42, 15.9 and 4.33 respectively. At Kumarakam when the unit of Class A provided employment for 88 persons, 4 units of Class B category at an average employed 27.3 persons. Taking all the units together, the average number of persons employed during the year 1999-2000 was 25.5 at Kovalam, 16.6 at Thekkady and 29.4 persons at Kumarakam. But during the initial year 1990-91, the average employment in accommodation units at Kovalam was 22.5 persons compared to 19.2 persons at Thekkady and 7.5 persons at Kumarakam.

8.2.5 Per Bed Employment

The requirement of staff per room of a hotel unit varies from area to area depending upon the location, scale and type of facilities offered and the extent of mechanisation. The world average approximately comes to 1.02 employees per room[2]. In India, on an average, one hotel room should expect to provide employment for 2.5 persons while the connected industries and services would offer employment of nine times the number of persons who are employed directly by the hotels[3].

Throughout the period, employment-bed ratio maintained the highest level at Kumarakam and the lowest at Thekkady. Taking all the units together, per bed employment during the year 1990-91 was 0.94, 0.63 and 0.54 at the three spots Kumarakam, Kovalam and Thekkady respectively. At the same time, the employment-bed ratio recording a substantial decrease came down to 0.74, 0.59 and 0.49 respectively during the last year of the period.

With respect to the employment-bed ratio much variation was experienced among accommodation classes. During the year 1999-2000, per bed employment in Class A units of Kovalam was 0.93 persons whereas it was 0.78, 0.51 and 0.21 respectively in the units of lower classes B, C and D. At Thekkady, showing a distorted order, the employment per bed was recorded the highest level of 0.76 in accommodation Class B compared to the other classes. At the same time, the per bed employment in units of Class A was 0.69 and 0.49 and 0.22 respectively in units of C and D classes during the same year. When A Class unit at Kumarakam employed 0.88 persons, B Class units employed at an average 0.76 persons for each bed.

The above analysis shows clear inter-class variation with respect to the capacity of accommodation units in the generation of employment. For an effective class-wise comparison of trends in accommodation-employment, we attempt an aggregate analysis, taking all the three spots together. Table 8.7 presents the class-wise employment and bed capacity generated at the spots.

Table 8.7
Class-wise Trend in Accommodation Employment at Selected Spots of Kerala

Year	Class A			Class B			Class C			Class D		
	No of Units	Total Beds	Total Employed	No of Units	Total Beds	Total Employed	No of Units	Total Beds	Total Employed	No of Units	Total Beds	Total Employed
1990-91	3	288	258	4	191	143	21	715	378	11	141	33
1991-92	3	288	267	4	212	147	25	749	396	11	141	35
1992-93	3	295	282	4	220	155	26	895	470	11	145	37
1993-94	5	396	363	4	229	158	27	916	478	11	160	39
1994-95	5	560	522	5	247	179	30	1092	576	12	162	41
1995-96	6	723	639	5	207	164	37	1374	695	19	294	66
1996-97	6	749	662	6	272	198	42	1596	803	20	302	71
1997-98	6	771	678	9	466	332	44	1732	900	25	402	90
1998-99	7	811	695	9	486	366	44	1750	901	26	424	92
1999-00	7	811	703	10	546	391	48	1912	966	27	441	96
C G R*		*11.53*	*11.27*		*11.24*	*11.28*		*11.29*	*11.23*		*11.68*	*11.49*

Note: * Compound Growth Rate for the period between 1990-91 and 1999-2000
Source: Field Survey

It is observed that the bed capacity as well as regular employment in Class D units recorded highest growth (11.68 and 11.49 per cent respectively) over the period at the natural attraction spots of Kerala. Among classes, the least rate of growth in bed capacity is noticed in Class B (11.24 per cent) but in the case of employment it is experienced in Class C units. The growth rates in employment among accommodation classes remained below that of bed capacity except in Class B, the units of which preferred to offer enhanced facilities to the tourists demanding more manpower in relation to bed capacity.

8.2.6 Gender Pattern of Employment in Tourist Accommodation

The employment pattern with respect to the female participation is examined below. The Tables 8.8 and 8.9 show the trends in the proportion of female employment among different accommodation classes of the tourist spots during the period between 1990-91 and 1999-2000.

8.2.6.1 Female Participation at Kovalam

During the initial year of the period, the total number of females in units of Class A was only 7 but it increased to 48 by the year 1999-2000, approximately recording a seven fold increase. The percentage share of female employees in the A Class units was only 3.6 per cent of total males during the year 1990-91, but this share increased to 11.1 per cent by the end of the period showing a three-fold increase in the female participation. The trend of female participation revealed a different experience in Class B units. It is also visible from Table 8.8 that Class B maintained a comparatively high proportion of females (6.8 per cent) to the total male workers, during the initial year of the period, 1990-91. This proportion decreased to 3.1 per cent in 1999-2000, showing a corresponding loss in the index by 54 points over the ten-year period. The shifting of a public sector unit to Class A resulted in a continuous decline in the female-male ratio of employment since the year 1995-96.

Table 8.8
Trends in Sex-wise Employment in Accommodation Units at Kovalam

Year	Class A				Class B				Class C			
	M	F	(F/M)	Index	M	F	(F/M)	Index	M	F	(F/M)	Index
1990-91	191	7	0.036	100	74	5	0.068	100	281	4	0.014	100
1991-92	196	7	0.036	99	76	4	0.053	78	296	7	0.024	168
1992-93	212	6	0.029	80	80	4	0.050	74	368	7	0.019	135
1993-94	217	9	0.041	114	78	6	0.077	114	366	10	0.028	195
1994-95	359	18	0.051	141	82	8	0.098	144	453	17	0.037	254
1995-96	446	37	0.083	230	71	4	0.056	83	541	27	0.049	342
1996-97	451	32	0.072	199	102	2	0.020	29	627	34	0.054	372
1997-98	446	38	0.086	240	193	4	0.021	31	709	33	0.047	323
1998-99	433	46	0.107	298	196	5	0.026	38	713	30	0.042	291
1999-00	431	48	0.111	308	192	6	0.031	46	716	29	0.041	282

Note: 'M' and 'F' represent the number of male and female employees respectively.
Source: Field Survey

The number of female employees in Class C units at Kovalam increased by seven times during the period. Its number got raised from 4 persons to 28 persons by the last year of the period, 1999-2000. Accommodation units of Class D at Kovalam, throughout the period found keeping the female workers away, but a few of them employed female sweepers for a short span of an hour or two during day time. The work participation ratio between the male and female employees in the Class A accommodation units at Kovalam, during the year 1999-2000 was 90:10 whereas in Class B it was 97:3 and in Class C it was 94:6.

8.2.6.2 Female Participation at Thekkady and Kumarakam

It is observed that the female employees enjoyed only a nominal representation in the accommodation units of the tourist spots, Thekkady and Kumarakam. As it is given in Table 8.9, the percentage of female workers in the total male employees was only 5.3 in the units belonging to Class A during the year 1990-91. At the end of the period (1999-2000), it increased to 11.8 per cent, showing an increase of 125 per cent over the ten-year period. The female participation among B Class units at Thekkady showed an increasing trend till the year 1995-96, but since then it began to decline continuously and the percentage share of female employees came down to 4.8 per cent in the year 1999-2000. This decline is associated with the lesser proportion of female workers in the newly entered private sector units, during the latter years of the period.

Table 8.9
Trends in Sex-wise Employment in Accommodation Units at Thekkady and Kumarakam

Year	Thekkady												Kumarakam			
	Class A				Class B				Class C				Class B			
	M	F	(F/M)	Index	M	F	(F/M)	Index	M	F	(F/M)	Index	M	F	F/M	Index
1990-91	57	3	0.056	100	47	2	0.045	100	88	5	0.060	100	12	3	0.25	100
1991-92	61	3	0.052	93	50	2	0.043	96	89	4	0.047	78	12	3	0.25	100
1992-93	61	3	0.052	93	51	2	0.043	96	91	4	0.046	77	15	3	0.20	80
1993-94	84	5	0.066	118	49	4	0.075	165	92	10	0.107	179	17	4	0.24	94
1994-95	87	10	0.111	200	52	4	0.072	159	96	10	0.102	170	28	5	0.18	71
1995-96	88	13	0.149	268	49	4	0.089	195	116	11	0.093	156	32	4	0.13	50
1996-97	88	15	0.167	300	50	4	0.089	195	128	14	0.112	187	36	4	0.11	44
1997-98	104	14	0.139	250	62	4	0.072	158	143	15	0.108	179	64	5	0.08	31
1998-99	116	15	0.131	236	57	5	0.094	206	143	15	0.108	179	93	10	0.11	43
1999-00	120	16	0.134	241	80	4	0.050	110	202	19	0.094	157	98	11	0.11	45

Note: 'M' and 'F' represent the number of male and female employees respectively
Source: Field Survey

The number of female employees in Class C units of Thekkady increased from 5 to 18 during the ten-year period. Distinct from the pattern exhibited in units of similar class at Kovalam, the Class C units of the spot witnessed a positive change in female participation with the entry of additional private sector units during the subsequent years of the period. Hence, these units of the class could maintain a higher female proportion since the year 1993-94. The work participation ratio between the male and female employees in the Class A units at Thekkady, during the year 1999-2000 was 89: 11 whereas in Class B, it was 95: 5 and in Class C, it was observed as 92: 8.

Only the accommodation units, belonging to Class B provided at least nominal representation to female employees at Kumarakam. During the initial years of the period, one fifth of the total regular workers of this class belonged to female category. But during the last years, the domination of private sector resulted in the substantial decrease in the female participation. The percentage of females to males decreased from 2.5 per cent to mere 1 per cent by the end of the period. The work participation ratio between the male and female employees in the Class B accommodation units at Kumarakam, during the year 1999-2000 is noticed as 91: 9.

The sex-wise analysis of regular employees in the accommodation units of selected spots shows that the proportion of female employees to the total, at an average got maintained around or below 10 per cent level by the units of classified category. The male-female distribution of workforce in hotel sector of India during the year 1993-94 shows that the number of women workers were only 6 per cent of the total[4]. The basic reasons for the nominal proportion of female workers are social conditions and reservations of accommodation units that, with women workers around, there may be sexual abuses. The female participation in accommodation employment at the spots displayed a distinctive pattern between public and private sector units. The private sector units irrespective of the class to which they belong expressed dislike to employ female workers. But the public sector units at all the three spots found providing comparatively higher proportion of berths to female workers. The policy of the public sector units with respect to the recruitment of service personnel and the more secured working condition may be the reason for this. The public sector units being comparatively large in size and belonging to upper class facility can comfortably accommodate female employees in daytime shifts.

8.2.7 Nature of Employment in Accommodation Units

The distribution of employees in the accommodation units of selected spots with respect to the nature of employment is analysed to highlight the variations in the quality of manpower requirement among different classes of accommodation. The identified units of hospitality industry of all the three spots arrange facilities for tourist visitors to rest, to relax and enjoy. But the range of such facilities varies among the units belonging to different facility classes. Hence, distinctive structures and pattern of manpower employment are noticed among such units. The resort hotels of the natural attraction spots coming under the classes A and B maintain separate departments for ensuring facilities of desired type to the tourist guests. Front-office departments of these units are connected with services like reception, reservation and information. Housekeeping department maintains floor and public area of the hotel. The department of 'Food and Beverages' is related to the preparation of food and drink varieties and room & restaurant services. Accounts, Store, Engineering and Maintenance and Administration are other departments in luxury class units of accommodation. The units of classified category, in varying standards maintain other special services like swimming pool, laundry, bookshop, health club, dance and music, beauty parlour, etc. But such a complex pattern of organisation is absent and irrelevant in ordinary units. This makes the categorisation of employees by nature of work, taking all the categories of accommodation units into account, a difficult exercise.

For practical purpose of analysis, the employees of the accommodation establishments of each class are classified into four categories as 'Executive', 'Clerical', 'Worker' and 'Trainee' irrespective of the section or department to which they belong. The first category 'Executive' is represented by supervisors and managers who take decisions independently for the accommodation units. The second category 'Clerical' broadly includes receptionists, storekeepers, cashiers and other office assistants. Room boys, bar and restaurant attendants and all other sub-staff come under the category of 'Worker'. The last category includes all the trainee personnel irrespective of the department.

8.2.7.1 Employment Categories at Kovalam

The Table 8.10 makes an inter-class comparison of the employees of accommodation establishments at Kovalam by type of employment during the last year of the period 1999-2000. Employees represented by the category of 'Executive' showed the maximum presence in units of Class A with 97 persons. When the total number of managerial and supervisory staff belonging to 'Executive' category form 20.3 per cent in Class A, the percentage share in lower classes of B, C and D stood at 10.6, 12.6 and 15.8 respectively. Likewise, the maximum concentration of trainees also is noticed among Class A units. A total of 64 persons out of 479, claiming 13.4 per cent of the total served these units as trainees. But this group formed only10.1 per cent in units of Class B, and 7.9 per cent in ordinary units of Class C. The category of 'worker' dominated the other groups in the accommodation units of Kovalam irrespective of the class. It is observed that 52.1 per cent of the total regular employees of all the units taken together at the beach spot Kovalam belongs to this category. This category claimed the largest percentage share both in the groups of male (52.3 per cent) and female (49.4 per cent) employees of the spot. The broad category of 'Clerical' staff formed nearly 30 per cent of the total work force in the enterprises of different accommodation classes.

Regarding the female participation, the categories, 'Clerical' and 'Worker' claim the highest proportion. The representation of females in the category of 'Executive' at Kovalam is found confined to units of Class A with the percentage share of 6.3. In the case of 'Trainee' category also, the female representation is relevant only in Class A with 13.4 per cent of the total female employees. Taking all the units together, the female employees in categories of 'Executive' and 'Trainee' together form 10.8 per cent of the total female workforce. At the same time, nearly half of the female employees (49.4 per cent) serve as 'Worker'.

Table 8.10
An Inter-class Comparison of Employees of Accommodation Units at Kovalam by Type of Employment During 1999-2000

Class	Executive			Clerical			Worker			Trainee			All Categories		
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
A	94	3	97	115	22	137	164	17	181	58	6	64	431	48	479
	21.8	*6.3*	*20.3*	*26.7*	*45.8*	*28.6*	*38.1*	*35.4*	*37.8*	*13.5*	*12.5*	*13.4*	*100*	*100*	*100*
B	21	0	21	57	2	59	94	4	98	20	0	20	192	6	198
	10.9	*0.0*	*10.6*	*29.7*	*33.3*	*29.8*	*49.0*	*66.7*	*49.5*	*10.4*	*0.0*	*10.1*	*100*	*100*	*100*
C	94	0	94	122	9	131	441	20	461	59	0	59	716	29	745
	13.1	*0.0*	*12.6*	*17.0*	*31.0*	*17.6*	*61.6*	*69.0*	*61.9*	*8.2*	*0.0*	*7.9*	*100*	*100*	*100*
D	9	0	9	17	0	17	31	0	31	0	0	0	57	0	57
	15.8	*0.0*	*15.8*	*29.8*	*0.0*	*29.8*	*54.4*	*0.0*	*54.4*	*0.0*	*0.0*	*0.0*	*100*	*0*	*100*
All	218	3	221	311	33	344	730	41	771	137	6	143	1396	83	1479
	15.6	3.6	14.9	22.3	39.8	23.3	52.3	49.4	52.1	9.8	7.2	9.7	100	100	100

Note: Given in Italics are the percentages of the total of all categories
M = Number of male employees, F= number of female employees
Source: Field Survey

8.2.7.2 Employment Categories at Thekkady

The distribution of employees by category of employment at Thekkady is given in Table 8.11. The total number of employees belonging to the category of 'Executive' in units of Class A at Thekkady is only 24. But this number forms 17.6 per cent of the total employees of the class, the highest among the accommodation classes of the spot compared to the average representation to the extent of 12.9 per cent. Slightly distinct from the pattern exhibited at Kovalam, the 'Worker' category at an average showed a still more concentration (57.7 per cent) among the accommodation units of Thekkady. Here, the percentage share of 'Executive' and

'Trainee' together formed 21 per cent of the total employees of all the accommodation units during the year 1999-2000. The female participation is noticed as totally absent in the category of 'Executive' irrespective of the accommodation class at Thekkady. With respect to the category of 'Trainee', the female participation is observed only among the units of Class A. It is also observed that except those belonging to Class A, the accommodation units at Thekkady preferred females to serve as 'Worker'.

Table 8.11
An Inter-class Comparison of Employees of Accommodation Units at Thekkady by Type of Employment During 1999-2000

Class	Executive			Clerical			Worker			Trainee			All Categories		
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
A	24	0	24	33	4	37	52	7	59	11	5	16	120	16	136
	20.0	*0.0*	*17.6*	*27.5*	*25.0*	*27.2*	*43.3*	*43.8*	*43.4*	*9.2*	*31.3*	*11.8*	*100*	*100*	*100*
B	7	0	7	23	1	24	43	3	46	7	0	7	80	4	84
	8.8	*0.0*	*8.3*	*28.8*	*25.0*	*28.6*	*53.8*	*75.0*	*54.8*	*8.8*	*0.0*	*8.3*	*100*	*100*	*100*
C	22	0	22	34	0	34	130	19	149	16	0	16	202	19	221
	10.9	*0.0*	*10.0*	*16.8*	*0.0*	*15.4*	*64.4*	*100.*	*67.4*	*7.9*	*0.0*	*7.2*	*100*	*100*	*100*
D	9	0	9	7	0	7	23	0	23	0	0	0	39	0	39
	23.1	*0.0*	*23.1*	*17.9*	*0.0*	*17.9*	*59.0*	*0.0*	*59.0*	*0.0*	*0.0*	*0.0*	*100*	*0*	*100*
All	62	0	62	97	5	102	248	29	277	34	5	39	441	39	480
	14.1	0.0	12.9	22.0	12.8	21.3	56.2	74.4	57.7	7.7	12.8	8.1	*100*	*100*	*100*

Note: Given in Italics are the percentages of the total of all categories
Source: Field Survey

8.2.7.3 Employment Categories at Kumarakam

The distribution of employees by the nature of employment among accommodation classes at Kumarakam also exhibited more or less a similar pattern compared to that of the other spots. But as shown in Table 8.12, the percentage share of employees belonging to the 'Worker' category is found least (47.6 per cent) at Kumarakam compared to the other two spots. At the same time, the female participation is noticed as the highest in the same category with 71.4 per cent of the total employees of the spot. At Kumarakam, more than half of the employees of 'Executive' category served A Class units and this category formed 19.3 per cent of the total employees of the class. The percentage share of employed persons belonging to the group 'Clerical' is noticed highest (35 per cent) among units of Class B at this backwater spot.

Table 8.12
An Inter-class Comparison of Employees of Accommodation Units at Kumarakam by Type of Employment During 1999-2000

Category	Class A			Class B			Class C			All Classes		
	M	F	Total	M	F	Total	M	F	Total	M	F	Total
Executive	17	0	17	12	0	12	3	0	3	32	0	32
	19.8	*0.0*	*19.3*	*12.2*	*0.0*	*11.0*	*37.5*	*0.0*	*33.3*	*16.7*	*0.0*	*15.5*
Clerical	24	0	24	34	4	38	0	0	0	58	4	62
	27.9	*0.0*	*27.3*	*34.7*	*36.4*	*34.9*	*0.0*	*0.0*	*0.0*	*30.2*	*28.6*	*30.1*
Worker	36	2	38	47	7	54	5	1	6	88	10	98
	41.9	*100*	*43.2*	*48.0*	*63.6*	*49.5*	*62.5*	*100.*	*66.7*	*45.8*	*71.4*	*47.6*
Trainee	9	0	9	5	0	5	0	0	0	14	0	14
	10.5	*0.0*	*10.2*	*5.1*	*0.0*	*4.6*	*0.0*	*0.0*	*0.0*	*7.3*	*0.0*	*6.8*
All	86	2	88	98	11	109	8	1	9	192	14	206
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

Note: Given in Italics is percentage of the total of all categories
Source: Field Survey

8.2.8 Educational Background of Employees

The relative importance of human involvement in the hospitality industry mentioned earlier necessitates a discussion on the professional and educational qualification of employees engaged in tourist accommodation. The increasing trend of mechanisation of various service sections of accommodation units has changed the personnel requirement of accommodation enterprises. These units to make their service products more competent seek persons with appropriate professional qualification. This necessitates the supply of such professionally equipped persons and the establishment of the required number of institutions desirably within the destination area of Kerala.

8.2.8.1 Professional Background of Employees in Class A Units

The category-wise distribution of employees based on qualification in A Class accommodation units of the spots in the year 1999-2000 is demonstrated in Table 8.13. The top, middle and bottom portions of the table respectively represent the spot Kovalam, Thekkady and Kumarakam. At Kovalam, the largest proportion of employees with educational qualification below the level of graduation is noticed among the category of 'Worker'. Out of the 181 employees belonging to this category, 143 persons were undergraduates forming 79 per cent of the total. At the same time, 79.1 per cent of the total trainees posses qualification to the level of 'Graduation and above'. More than three-fourths of the employees of 'Executive' category is found graduates or possessors of higher qualifications. The percentage of professionally qualified employees is noticed highest in 'Trainee' category (96.9 per cent) followed by the group 'Executive' with 78.4 per cent of the total. All the trainees with educational qualification below the graduation level is found professionally qualified at Kovalam. But among the 50 trainees with a qualification level of 'Graduation and above' in the Class A units of Kovalam, only two persons are lacking professional qualification. The division between professionally qualified and not qualified is found equal among the employees belonging to the category of 'Clerical' with the level of education below graduation. Nearly two-thirds of the employees of this category possessed higher educational qualification and majority claimed professional background.

At the wildlife spot Thekkady, around four-fifths of the total employees of 'Executive' category are graduates. The least proportion of undergraduate employees at this spot is noticed among 'Trainees' (12.5 per cent of the total trainees) while the group of 'Worker' claimed the highest share of undergraduates with 61 per cent of the total persons of the group. The maximum proportion of professionally qualified employees at Thekkady is observed among 'Trainee' category followed by 'Executive' respectively with 81.3 per cent and 70.8 per cent of the total persons of the respective category. The least proportion of professionally qualified employees at Thekkady is noticed in the category of 'Clerical', satisfied with just more than one third of the total employees of the same category.

Table 8.13
Category-wise Qualification of Employees of A Class Accommodation Units During 1999-2000

Spot	Category	Under Graduation				Graduation & Above				Both Groups				
		P Q	N Q	Total	(%)	P Q	N Q	Total	(%)	P Q	(%)	N Q	(%)	Total
Kovalam	Executive	21	2	23	*23.7*	55	19	74	*76.3*	76	*78.4*	21	*21.6*	97
	Clerical	22	24	46	*33.6*	52	39	91	*66.4*	74	*54.0*	63	*46.0*	137
	Worker	64	79	143	*79.0*	23	15	38	*21.0*	87	*48.1*	94	*51.9*	181
	Trainee	14	0	14	*21.9*	48	2	50	*78.1*	62	*96.9*	2	*3.1*	64
	Total	121	105	226	*47.2*	178	75	253	*52.8*	299	*62.4*	180	*37.6*	479
Thekkady	Executive	3	2	5	*20.8*	14	5	19	*79.2*	17	*70.8*	7	*29.2*	24
	Clerical	5	10	15	*40.5*	8	14	22	*59.5*	13	*35.1*	24	*64.9*	37
	Worker	21	15	36	*61.0*	8	15	23	*39.0*	29	*49.2*	30	*50.8*	59
	Trainee	2	0	2	*12.5*	11	3	14	*87.5*	13	*81.3*	3	*18.8*	16
	Total	31	27	58	*42.6*	41	37	78	*57.4*	72	*52.9*	64	*47.1*	136
Kumarakam	Executive	2	0	2	*11.8*	14	1	15	*88.2*	16	*94.1*	1	*5.9*	17
	Clerical	3	0	3	*12.5*	19	2	21	*87.5*	22	*91.7*	2	*8.3*	24
	Worker	17	6	23	*60.5*	4	11	15	*39.5*	21	*55.3*	17	*44.7*	38
	Trainee	0	0	0	*0*	9	0	9	*100*	9	*100*	0	*0.0*	9
	Total	22	6	28	*31.8*	46	14	60	*68.2*	68	*77.3*	20	*22.7*	88

Note: Given in italics are the percentage of the total of both groups
PQ = Professionally Qualified NQ = Not Professionally Qualified
Source: Field Survey

With regard to the qualification of accommodation employees at Kumarakam, all the nine trainees in units of Class A are found possessing higher educational qualification and equipped with professional expertise. Among the executives also, the groups of better educated and professionals enjoy a clear domination over the other. With regard to the 'Clerical' group of employees, 87.5 per cent of them is educationally qualified with the level of 'Graduation and above' and all the three undergraduates observed in this group during the year 1999-2000 claimed professional background. Even the employees of 'Worker' category in the units of Class A at Kumarakam are found moderately equipped with professional qualification.

When we make an inter-spot comparison of the educational background of the Class A accommodation employees, it is observed that the proportion of workforce possessing qualification to the level of 'Graduation and above' is the maximum at Kumarakam with 68.2 per cent of the total of the spot. This proportion at Thekkady and Kovalam is 57.4 per cent and 52.4 per cent respectively. Among the three spots, the highest proportion of professionals is invariably noticed among 'Trainees' followed by 'Executives'. The 'Worker' category exhibited the least proportion of professionals both at Kovalam and Kumarakam but at Thekkady, this group claims better proportion compared to the category of 'Clerical'.

8.2.8.2 Professional Background of Employees in Class B Units

Out of the 21 employees of the 'Executive' category serving Class B units at Kovalam, 15 persons possessed higher educational qualification and 71.4 per cent of the total 'Executives' are found equipped with special qualification suited to the profession (See Table 8.14). In the case of employees of Class B as in the case of Class A, the highest proportion of professionals and highly educated is noticed among the 'Trainee' category at Kovalam. At the same time, it may be noted that the proportion of 'Undergraduates' among 'Clerical' grade employees is higher than that of the category of 'Executive'.

Table 8.14
Category-wise Qualification of Employees of B Class Accommodation Units During 1999-2000

Spot	Category	Under Graduation				Graduation & Above				Both Groups				
		P Q	N Q	Total	(%)	P Q	N Q	Total	(%)	P Q	(%)	N Q	(%)	Total
Kovalam	Executive	4	2	6	*28.6*	11	4	15	*71.4*	15	*71.4*	6	*28.6*	21
	Clerical	10	4	14	*23.7*	21	24	45	*76.3*	31	*52.5*	28	*47.5*	59
	Worker	41	39	80	*81.6*	7	11	18	*18.4*	48	*49.0*	50	*51.0*	98
	Trainee	3	0	3	*15.0*	16	1	17	*85.0*	19	*95.0*	1	*5.0*	20
	Total	58	45	103	*52.0*	55	40	95	*48.0*	113	*57.1*	85	*42.9*	198
Thekkady	Executive	0	0	0	*0*	5	2	7	*100*	5	*71.4*	2	*28.6*	7
	Clerical	5	3	8	*33.3*	7	9	16	*66.7*	12	*50.0*	12	*50.0*	24
	Worker	34	9	43	*93.5*	2	1	3	*6.5*	36	*78.3*	10	*21.7*	46
	Trainee	0	0	0	*0*	6	1	7	*100*	6	*85.7*	1	*14.3*	7
	Total	39	12	51	*60.7*	20	13	33	*39.3*	59	*70.2*	25	*29.8*	84
Kumarakam	Executive	4	1	5	*41.7*	4	3	7	*58.3*	8	*66.7*	4	*33.3*	12
	Clerical	4	8	12	*31.6*	11	15	26	*68.4*	15	*39.5*	23	*60.5*	38
	Worker	19	15	34	*63.0*	13	7	20	*37.0*	32	*59.3*	22	*40.7*	54
	Trainee	1	0	1	*20.0*	4	0	4	*80.0*	5	*100*	0	*0.0*	5
	Total	28	24	52	*47.7*	32	25	57	*52.3*	60	*55.0*	49	*45.0*	109

Note: Given in italics are the percentages of the total of both groups
Source: Field Survey

Distinct from the pattern exhibited at Kovalam, all the seven employees of Executive category in Class B units at Thekkady are professionally qualified with comparatively better level of education. With respect to the level of education, the same pattern is observed among 'Trainees' also. At the same time, a clear domination of 'Undergraduates' with a proportion of 93.5 per cent of the total is noticed among the category of 'Worker'. The highest proportion of professionally equipped employees is observed among 'Trainees' followed by 'Executives'. The least proportion of professionals in Class B units at Thekkady is observed among employees of 'Worker' category showing a pattern distinct from that of the Class A units of the same spot.

It is generally observed from the table that the employees of Class B accommodation units at Kumarakam possessed comparatively better educational background with 52.3 per cent of the total, claiming a level of education to the extent of 'Graduation and above'. Showing clear disagreement with the pattern exhibited in units of Class A, the employees of the 'Worker' category experienced better concentration of professions with 59.3 per cent of the total of the category itself. At the same time, more than 60 per cent of the employees belonging to the broad group of 'Clerical' are found without any professional qualification.

The highest proportion of educated employees to the level of 'Graduation and above' in Class B units among the three spots is noticed at Kumarakam as similar as in the case of Class A units. But the least proportion is observed at Thekkady. The proportion of the same are computed as 52.3 per cent, 48 per cent and 39.3 per cent respectively among the spots Kumarakam, Kovalam and Thekkady. Among the three spots, the accommodation employees at Thekkady, belonging to the class under discussion, claim better professional background compared to that of other two spots. This is associated with the comparatively high intensity of professionals in the category of 'worker'. It is also discernible from the table that 70.2 per cent of the total employees of the spot, Thekkady is professionally equipped while this group form only 57.1 per cent and 55 per cent respectively at Kovalam and Kumarakam.

8.2.8.3 Professional Background of Employees in Classes C & D

The educational background of the employees of the ordinary accommodation units of the classes C and D irrespective of the spot shows a strikingly different pattern compared to the upper classes of A and B. The quality of services and the range of remuneration among these units being low, the natural requirement of highly educated and professionally qualified persons need not be matching with that of the establishments of classified category. The distribution of workforce with respect to the acquired qualification in the ordinary units of accommodation at the spots for the reference year 1999-2000 is given in Table 8.15.

Table 8.15
Category-wise Qualification of Employees of C & D Class Units of Accommodation During 1999-2000

Spot	Category	Under Graduation				Graduation & Above				Both Groups				
		P Q	N Q	Total	(%)	P Q	N Q	Total	(%)	P Q	(%)	N Q	(%)	Total
Kovalam	Executive	12	52	64	*62.1*	10	29	39	*37.9*	22	*21.4*	81	*78.6*	103
	Clerical	14	56	70	*47.3*	16	62	78	*52.7*	30	*20.3*	118	*79.7*	148
	Worker	92	304	396	*80.5*	17	79	96	*19.5*	109	*22.2*	383	*77.8*	492
	Trainee	7	9	16	*27.1*	19	24	43	*72.9*	26	*44.1*	33	*55.9*	59
	Total	125	421	546	*68.1*	62	194	256	*31.9*	187	*23.3*	615	*76.7*	802
Thekkady	Executive	3	12	15	*48.4*	5	11	16	*51.6*	8	*25.8*	23	*74.2*	31
	Clerical	7	17	24	*58.5*	3	14	17	*41.5*	10	*24.4*	31	*75.6*	41
	Worker	19	122	141	*82.0*	3	28	31	*18.0*	22	*12.8*	150	*87.2*	172
	Trainee	2	0	2	*12.5*	8	6	14	*87.5*	10	*62.5*	6	*37.5*	16
	Total	31	151	182	*70.0*	19	59	78	*30.0*	50	*19.2*	210	*80.8*	260

Note: Given in italics are the percentages of the total of both groups
Source: Field Survey

At the beach spot Kovalam, more than sixty per cent of the employees of the decision-making category represented by 'Executive' are found undergraduates. This group can claim only a low percentage share of 21.4 in the total employed persons of this group with professional capability. The largest proportion of employees with qualification to the level of 'Graduation and above' is noticed among the category of 'Clerical' while nearly four-fifths of the employees of 'Worker' category belong to the group of 'Undergraduates'. The relative sharing of professionals with higher education is found low even among trainees in the ordinary classes of accommodation compared to the upper classes of A and B at Kovalam.

The distribution of workforce of the ordinary accommodation units with respect to the education background at Thekkady shows a pattern almost similar to that of Kovalam. But the employees of 'Executive' and 'Trainee' categories at this wildlife spot seem that they are possessing better standards compared to that of the similar categories at Kovalam both in respect of the level of education and professional qualification. When we notice that 68.1 per cent of the total employees of ordinary classes at Kovalam belongs to the group of 'Undergraduates', the number of employees of the same class at Thekkady constitutes 70 per cent of the total. At the same time, with respect to the professional ability of employees, the spot Kovalam takes advantage over Thekkady. The percentage of professionals in this class is noticed as 23.3 per cent and 19.2 per cent respectively at Kovalam and Thekkady. When the share of professionals keep around one-fifth of the total in ordinary units, the intensity of professionally equipped employees among the units of classified category at the spots is found within the range of 50 to 80 per cent.

8.2.9 Emoluments to Employees of Tourist Accommodation

While discussing the educational and professional background of the employees of tourist accommodation units of the spots, it has been observed that the employees of classified units possess moderately high level of education compared to that of ordinary units. Even the employed persons with lower levels of education are found equipped with technical qualification matching with the field of service. The variety of services connected with accommodation, food, entertainment, security, etc. being large, the variety of manpower requirement of the accommodation enterprises may be naturally high compared to the other service sector establishments. Likewise, the pattern of payments in the form of wages and salaries to the employees also exhibits a complicated structure. Again, the class distinction with respect to the scale and the nature of operation among the units further complicate the pattern of payments to the employees of the accommodation industry.

It is distinctively observed that the monthly emoluments to the employees of accommodation sector is high because along with the wages or salaries they receive other benefits like free food, free accommodation, and tips from the guests. Most of the accommodation units of the selected spots provide free food facility to the employees but with varying quality matching with the category of employment. The large units arrange separate mess for workers. The ordinary units provide free accommodation to the lower grade employees or workers within the premises itself but a few units even arrange accommodation outside. The accommodation units of classified category extend free accommodation to the selected category of employees and even family accommodation for those employees whose presence is always essential within the locality of the unit.

The units engaged in hospitality industry of the spots but belonging to the public sector are reported to have a definite pay scale designed for employees at different levels with the practice of giving annual increments. But the private sector units responded with the mentioning of their practice of giving a consolidated amount to a few categories of workforce like cooks, for a pre-designed period. It is also observed that a few employees of the 'Worker' category of ordinary units are hired on payment of daily or weekly wages. The monthly payment to such categories of workers is estimated only from wages given to them, for the purpose of analysis. The Table 8.16 shows the category-wise distribution of the employees of the accommodation units of the selected spots during the reference year 1999-2000 on the basis of the range of monthly pay.

8.2.9.1 Pattern of Monthly Pay

It is discernible from Table 8.16 that the largest proportion of employees of `Executive' category availing a monthly remuneration above Rs. 10000, exclusively in the form of wages or salaries, is noticed among the units at Kumarakam with 53.1 per cent of the total. When only 30 per cent of the employees of the same category enjoys this highest range of pay at Kovalam, the least proportion of Executives (19.4 per cent) is found as beneficiaries of the said level of emoluments at Thekkady. Both at Kovalam and Thekkady, the largest proportion of the 'Executive' category of employees (46.6 per cent and 50 per cent respectively) is paid monthly, a lower amount ranging between Rs. 5000 and 8000. This is because of the relative concentration of ordinary units that pay relatively fewer amounts to the employees at both the spots. On the other hand, the classified units enjoy a clear domination in the same category at the spot, Kumarakam.

Among the 'Clerical' staff, the largest proportion irrespective of the spot falls within the pay range of Rs. 5000-8000. Here also, the advantage is observed among the 'Clerical' staff at Kumarakam with 77.4 per cent of the total compared to the 55.8 per cent and 42.2 per cent of the spots Kovalam and Thekkady respectively. But, the relatively high concentration of 'Clerical' staff members belonging to the remuneration class below Rs. 5000 is noticed both at Kovalam and Thekkady respectively with 37.5 per cent and 40.2 per cent of the total of the category. At both the spots, this is associated with the domination of ordinary units. The 'Clerical' staff of ordinary accommodation units claims 43 per cent of the total employees of the spot at Kovalam and 42.2 per cent at Thekkady whereas at Kumarakam, the employees of this group among classified units enjoy a clear domination over other categories.

Table 8.16
Category-wise Distribution of Employees of Accommodation Units Based on Monthly Pay During 1999-2000

Pay In Rs.	Executive			Clerical			Worker			Trainee			Total		
	Kvm	Tdy	Kkm	Kvm	Tdy	Kkm	Kvm	Tdy	Kkm	Kvm	Tdy	Kkm	Kvm	Tdy	Kkm
Below 3000	-	-	-	-	-	-	292	118	12	97	22	3	389	140	15
	-	-	-	-	-	-	*37.9*	*42.6*	*12.2*	*67.8*	*56.4*	*21.4*	*26.3*	*29.2*	*7.3*
3000 - 5000	-	-	-	129	41	5	443	132	74	39	16	11	611	189	90
	-	-	-	*37.5*	*40.2*	*9.1*	*57.5*	*47.7*	*75.6*	*27.3*	*41.0*	*78.6*	*41.3*	*39.4*	*43.7*
5000 - 8000	103	31	3	192	43	48	36	27	12	4	1	-	335	102	63
	46.6	*50.0*	*9.4*	*55.8*	*42.2*	*77.4*	*4.6*	*9.7*	*12.2*	*2.8*	*2.6*	-	*22.7*	*21.3*	*30.5*
8000 – 10000	45	19	12	23	18	9	-	-	-	3	-	-	71	37	21
	20.4	*30.6*	*37.5*	*2.3*	*17.6*	*14.5*	-	-	-	*2.1*	-	-	*4.8*	*7.6*	*10.2*
Above 10000	73	12	17	-	-	-	-	-	-	-	-	-	73	12	17
	30.0	*19.4*	*53.1*	-	-	-	-	-	-	-	-	-	*4.9*	*2.5*	*8.3*
All Groups	221	62	32	344	102	62	771	277	98	143	39	14	1479	480	206
	100	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*	*100*

Note: Given in Italics are the percentages of the total of all Groups
Kvm = Kovalam, Tdy = Thekkady, Kkm = Kumarakam
Source: Field Survey

As regards the employees of 'Worker' category, the largest proportions of employees belong to the remuneration range Rs. 3000-5000. When three-fourths of the total staff of the category at Kumarakam fall in this range, only less than half of the total 'Workers' at Thekkady come within the same range of pay. Even though the maximum number of the 'Worker' employees (36) at the spots is observed within the range of Rs.5000-8000, but at Kovalam they form only 4.6 per cent of the total 'Workers' of the spot. The largest proportion of the lowest paid 'Worker' staff is noticed at Thekkady with 42.6 per cent of the same category drawing less than Rs. 3000 per month.

The monetary remuneration given to the 'Trainee' staff of accommodation units of the three spots, mainly belonging to the classified category and coming under Class A, exhibited a distinctive pattern. The student trainees are paid stipend varying up to Rs. 3500. On-the-job trainees are paid almost equivalent to the pay of the respective designation to which they belong[5]. But in most of the private sector units they are paid a consolidated amount normally much less than the pay of respective categories. At Kovalam, more than two-thirds and at Thekkady more than half of the 'Trainee' staff are offered a monetary remuneration below Rs. 3000. Only a proportion of less than 5 per cent of the total 'Trainees' of the spots Kovalam and Thekkady avails remuneration within the range of Rs. 8000-10000. This proportion of employees forms the exclusive category of on-the-job trainees.

It is discernible from Table 8.16 that the largest number of employees who receive monthly pay of Rs. 8000 and above is noticed at Kovalam. But 144 employees having this much of pay at Kovalam form only a low share of 9.7 per cent of the total compared to the 10.1 per cent and 18.5 per cent of the spots Thekkady and Kumarakam respectively. At the same time, only half of the total accommodation employees at the spot Kumarakam avail monthly remuneration less than Rs. 5000. On the other hand, more than two-thirds of the total staff of accommodation units at Kovalam (67.6 per cent) and Thekkady (68.6 per cent) fall within the lower range of pay, less than rupees five thousand.

It is observed from the above analysis that in absolute terms, the spot Kovalam enjoys relative advantage over other spots on the concentration of highly paid staff. But in the proportion of the same, the backwater spot Kumarakam is placed at the most favourable position while the beach spot is satisfied with the least. This contrast, in general, is associated with the relative concentration of ordinary units at Kovalam and the domination of classified accommodation units at Kumarakam.

8.2.10 Determinants of Accommodation Employment

The volume and pattern of manpower employment due to tourist accommodation at a tourist spot are influenced by the demand and supply factors of the tourist activity of the spot. The number, size and facility standard of units, the requirement of investment capital, the cost of each facility-products related to tourist accommodation and the rate of return on investment are the important considerations from the supply side of the accommodation industry. The facilities of tourist accommodation being demanded by the tourist guests, the manpower requirement of the accommodation sector of a tourist spot results from the arrival of tourist visitors to the spot. The tourists avail varying periods of stay and spend different amounts on the purchase of tourist facilities. This variation has been vividly noticed between the two categories of tourists (foreign and domestic) and among the tourist guests of different accommodation classes. Hence, the volume and pattern of tourist arrival, duration of stay and expenditure by them have influences on the magnitude and pattern of accommodation employment.

8.2.10.1 Tourist Arrival and Employment

The number of tourist guests experiences different levels of determination of employment among accommodation classes of the spots. The per tourist employment in terms of man-days estimated for each class, given in Table 8.17, makes a comparison of the employment generated due to the flow of tourists to the selected spots. The total annual man-days employed in each class are estimated by multiplying the respective number of employed with 365 and per tourist employment is calculated by dividing the same by the total number of tourist of the respective classes.

Table 8.17
An Inter-class and Inter-spot Comparison of Per Tourist Man-days Generated During Years 1990-91, 1995-96 and 1999-2000

Class	Year 1990-91			Year 1995-96			Year 1999-2000		
	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm	Kvlm	Tkdy	Kkm
A	7.33	8.91	-	11.66	6.68	12.13	9.67	4.88	8.43
B	5.94	1.63	25.23	4.96	2.01	11.93	5.01	1.31	9.05
C	16.18	3.64	-	17.95	3.07	-	17.91	2.67	-
D	12.60	0.54	-	13.45	0.90	-	14.05	0.93	-

Source: Estimated from Survey Data

During the year 1999-2000, an average tourist visitor of Class A directly employs 9.67 man-days at Kovalam followed by 8.43 at Kumarakam and 4.88 man-days at Thekkady, the least among the three spots. With regard to the Class B units, the spot Kumarakam employs 9.05 man-days, the highest among the selected spots, while Kovalam rallies behind with 5.01 days and Thekkady satisfies with 1.31 man-days. At Kovalam, the maximum number of man-days per tourist guest is estimated in ordinary classes of C and D as 17.91 and 14.05 respectively during the year 1999-2000. At the same time, the ordinary classes claim only less than 3 man-days at Thekkady.

As per the table, the average number of man-days employed by accommodation units exhibits wide inter-class and inter-spot variations. These variations are consistent with the differences in the average duration of stay by the tourists of respective classes, which we have discussed in Chapter VI with the details given in Table 6.21. The period of stay by foreign visitors being much longer compared to domestic guests, the differences in tourist ratio (foreign to domestic) also become a reason for such variation in per tourist man-days. At Thekkady, during the last year of the period, the per tourist man-days among accommodation classes ranged between 0.93 and 4.88 but at Kovalam it varied between 5.01 and 17.91. This inter-spot difference is justified with the differences in the ratio of foreign to domestic tourist arrivals to the respective classes of accommodation at the two spots. The percentage share of foreign tourists to the total guests varied between 6.7 and 26.9 among accommodation classes at Thekkady while at Kovalam it varied between 40.4 per cent and 71.3 per cent during the same reference year.

From the above analysis, it may be inferred that the foreign tourist arrival to the natural attraction spots of Kerala has greater impact on employment in tourist accommodation. The decreasing trend in the tourist ratio noticed among most of the accommodation classes at the spots thus affects the tourism employment but is compensated to a considerable extent with the more than proportionate increase in the arrival of domestic visitors.

Employment multipliers generally are based on tourist-employee ratios that are differentiated by categories of tourists and these values provide a useful source of information about the secondary effects of tourism. Here, we examine the relationship between the size of employment and a few identified but related variables of each accommodation classes of the three spots.

The number of tourist guests and the volume of regular employment during the period exhibits a high correlation among all the accommodation classes irrespective of the spots (See Table 8.18). The correlation coefficient of more than 0.9 has been observed among all the classes except the Class B at Thekkady where the tourist arrivals to this class were affected during certain years due to the partial withdrawal of bed capacity by two of its units.

Table 8.18
Correlation Between Employment (Y) and a Set of Related Variables (X)

Year	Kovalam				Thekkady				Kumarakam	
	A	B	C	D	A	B	C	D	A	B
X_1	0.93	0.99	0.99	0.98	0.99	0.81	0.92	0.97	0.99	0.98
X_2	0.66	0.92	0.13	0.12	-0.93	-0.63	-0.81	-0.83	-0.85	-0.77
X_3	0.87	0.82	0.99	0.94	0.98	0.77	0.94	0.97	0.93	0.96
X_4	-0.96	0.72	0.36	0.23	-0.42	-0.19	-0.94	0.62	0.79	0.85
X_5	0.998	0.999	0.998	0.996	0.991	0.879	0.997	0.997	0.977	0.97

Note: X_1 = Total Tourist Guests, X_2 = Tourist Ratio (Foreign to Domestic)
X_3 = Average Bed Price, X_4 = Occupancy Rate, X_5 = Total Bed Capacity
Source: Computed from Survey Data

8.2.10.2 *Tourist Ratio and Employment*

Since the average duration of stay by a foreign tourist is much more than that of a domestic visitor, the per tourist employment generated by the former may be naturally high. But the correlation between tourist ratio (foreign to domestic) and the number of employed in each accommodation class during the period does not show a common pattern. When the ordinary classes of accommodation fail to show any correlation, a high positive correlation (0.92) is noticed in Class B at Kovalam. At the same time, most of the accommodation classes exhibit a high or moderate negative correlation between the two at Thekkady and Kumarakam. This means that the decreases in the proportion of foreign tourists have not resulted in the corresponding decrease in employment among the accommodation classes at Thekkady and Kumarakam. This is due to the fact that the fall in the foreign tourist days of these classes during the subsequent years of the reference period has been compensated by the substantial increase in the number of domestic visitors.

8.2.10.3 Average Bed Price and Employment

The basic component of tourist consumption at a spot is the bed-night facility. The capital investment required for arranging this facility may vary among classes of ordinary and luxury accommodation. Resultantly, the cost of different tourist facilities attached to accommodation also shows inter-class variations. The average bed price of each class normally reflects the cost of bed-night facility and the relative requirements of capital. With regard to the relation between the average bed price and employment, a high correlation has been noticed among all classes of accommodation as it appears in Table 8.18.

Tourism is generally treated as an industry, which needs relatively less capital and much labour. The direct employment in restaurant sector, tourist shopping, entertainment and local transport and the indirect employment generated due to tourist expenditure make tourism a labour intensive activity. But the literature reveals that the capital requirements in tourist expenditure components like international travel and upper class accommodation is very high. The high capital intensity that is observed in the hotel sector of Kerala attests this argument[6].

The response of the accommodation units to the inquiry about the fixed capital was not satisfactory. Huge amount has been invested on land and building by classified units. The investment on interior decorations and provision for top class facilities seem to be surprising. The informal estimation revealed by the sources close to the Tourist Facilitation Centre and the Hotel and Restaurant Association at Kovalam shows that the capital investment per room during the year 2000 ranged between 4.5 and 5 lakhs among 1 and 2 star units. An appropriate per room investment of Rs. 7 to 8 lakhs was estimated among units belonging to 3 star and 5 star category with centralised air condition facility. A minimum investment of Rs. 2 lakhs was estimated as required capital investment per room in ordinary units. When compare this investment pattern with the per bed employment of different accommodation classes we get the impression that organised tourist accommodation is relatively capital intensive.

8.2.10.4 Occupancy Rate and Employment

The proceeds from the sale of bed-nights constitute the major proportion of the total receipts of the accommodation units. The average bed price and the percentage of sold or occupied bed-nights in the total bed-nights offered, together determine the level of earnings from the accommodation business. The variation in the level of room occupancy thus may have an influence on the size of the employment generated. But the correlation between these two, among the accommodation classes at Kovalam and Thekkady, shows a distorted pattern. The accommodation classes of these spots, fully or partly represented by public sector, exhibit a negative correlation, which means that in spite of falling occupancy, employment has been increased due to the expansion of bed capacity by the existing or new units. But, at Kumarakam, both classes A and B experienced a moderately high positive correlation (0.79 and 0.85 respectively) between the two variables.

8.2.10.5 Accommodation Capacity and Employment

The units of upper classes of accommodation are normally large in size and offers relatively large number of tourist facilities. Resultantly, employment per unit of upper classes is distinctively large. Per bed employment of a class shows the relationship between the accommodation capacity and the generated employment by the units of the class. The relationship between the dependant variable, employment and the related variable, bed capacity has been noticed as the most powerful and consistent compared to the relationship with other independent variables like number of enterprises, arrival of tourist guests, tourist ratio, occupancy rate and average bed price. An almost perfect positive correlation has been consistently identified between these two, among accommodation classes, irrespective of the spot.

Now we attempt to analyse the relative dependence of employment on the generated bed capacity among the four accommodation classes of natural attraction spots of Kerala. The purpose of this analysis is to predict the effect of manipulating the bed capacity of tourist accommodation on its regular employment. The following linear regression model has been applied to estimate the class-wise response of employment to changes in respective bed capacity.

$E = \alpha + \beta C + u$ Where E = Size of regular employment
C = Bed capacity generated

The results of the regression analysis as appear in Table 8.19 indicate the high predictive power of the regression equations because the coefficient of determination (R^2) and the statistics (t) for all the four equations are very high and significant at 5 per cent level of significance. Thus, at 5 per cent level of significance, it may be inferred that a unit per cent increase in bed capacity brings in percentage increase of employment to the extend of 0.84 per cent in Class A, the highest rate among the four classes of accommodation. On the other hand, the least rate of 0.2 per cent is estimated in Class D. It is also estimated that to a hundred per cent increase in bed capacity, the size of employment responds with an increase of 72.5 per cent and 49.6 per cent in accommodation classes of B and C respectively. The above analysis shows that the capacity of employment generation under different classes of accommodation keeps clear consistency with the relative concentration of tourist facilities attached to accommodation.

Table 8.19
Results of the Simple Linear Regression Model of Accommodation Employment

Class	R^2	F value	α	β	Df	T value
A	0.997	2607	30.19	0.8375	9	51.06
B	0.993	1185	1.17	0.7254	9	34.42
C	0.998	4656	24.55	0.4961	9	68.23
D	0.997	2466	6.47	0.2049	9	49.65

Source: Computed from Table 8.7.

8.3 Non Accommodation Employment

The accommodation sector of the tourist industry of a natural attraction spot normally offers the largest chunk of direct employment generated by tourism. But, tourist activities at a spot bring in an array of employment opportunities through the provision of facilities other than those attached to accommodation. The providers of such facilities constitute the non-accommodation sector of the industry. The employment dependent on tourist activities based on non-accommodation facilities belongs to occupation categories of heterogeneous nature. They include owners and managers of such establishments, cooks and waiters, salesmen, petty shop keepers, supply contractors, drivers and mechanics, travel bureau employees, hawkers and peddlers, information officers, tourist police, life-guards, etc. But these categories exhibit different patterns among tourist spots based on the nature of attraction and the variety of facilities offered. Among the three spots, Kovalam claims multiplicity of occupation categories much more than that of the other two spots. Dozens of hawkers and street-vendors who sell cheap varieties of handicrafts and fancy goods (sunglasses, hats, peanuts, marine products, *lungis,* etc.) take advantage of the tourist activities at this beach spot. It is because the tourists to the spot stay for a longer duration and spend many hours per day outside the premises of accommodation unit, demanding comprehensive set of facilities for experiencing the beach life. When at

Thekkady, a few are found employed as peddlers of spices and forest products, nobody is seen employed in similar way at the backwater spot.

Since the occupation categories of this sector are large and heterogeneous in nature, a more generalised approach is adopted for analysing the trend and pattern of employment in this sector. The number of persons regularly employed in non-accommodation units is treated as employment opportunities generated in different sub sectors based on the type of tourist facility. They are broadly classified into the following categories.

(i) Food and Beverage (Restaurants, Cool bars and Snack bars)

(ii) Tourist shops (Handicrafts, Textiles, Fancy goods, Bookstalls, Packing materials and Souvenir shops)

(iii) Travel and Tour (Travel agents and Tour operators)

(iv) Rejuvenation (Health and rejuvenation units practising Ayurvedic massage, Yoga and Meditation)

(v) Communication (Telephone booths, Internet café and Courier service)

(vi) Recreation Units (Boating, Trekking, Sporting and Water sporting)

Only the units functioning with premises during the survey period are considered in the assessment of employment in this sector. The non-accommodation employment at the spots shows some specific features. The most important one is related to the seasonal functioning of this sector. During the off-season, the units of this sector either remain closed or function nominally. Very few units, which have location benefits and least dependence on hired labour operate throughout the year. Hence, the magnitude of employment in this sector is more sensitive to seasonal demand compared to that of the accommodation sector[7]. Non-accommodation units are influenced by non-tourist demand also. The customers of the service units at the spot, especially restaurants, beverage shops and recreation establishments include non-tourists like excursionists, other daytime visitors and residents of the area. Again, most of the units of this sector, compared to that of accommodation sector are small-scale units with limited capital investment.

8.3.1 Facility Categories and Employment

The distribution of persons employed in the non-accommodation units belonging to different categories of tourist facilities during the year 1999-2000 is given in Table 8.20. The provision for regular employment of 309 persons is observed at the beach spot in the service units of all the six categories of the non-accommodation sector. Among the 105 units of this sector, the largest facility category in terms of number of units is tourist shops forming 41 per cent of the total. But the category of food and beverage units employs the largest number of persons claiming 39.2 per cent of the total employment in this sector. At the same time, the maximum number of persons employed per unit is noticed among establishments, which offer health and rejuvenation services to the tourists who seek beach life at Kovalam.

At the wildlife spot Thekkady, food and beverage units form the largest category (35.4 per cent of the total units) and employ 44.8 per cent of the total persons employed in this sector. It is also visible from the table that tourist shops and units serving communication facilities respectively claim 21 per cent and 12.2 per cent of the total employment in non-accommodation sector at Thekkady. Distinct from other two spots, the largest number of persons employed (39.7 per cent of the total) is noticed among units offering recreation facilities while the category of tourist shops claim only very less share of total employment (11.6 per cent) at Kumarakam.

Table 8.20

Employment in Non-accommodation Units at the Spots by Category of Business and Capital Investment During 1999-2000

Facility Category		Investment Groups (Amount in Rs. 10000)													
		Upto 5		5 to 10		10 to 20		20 to 50		Above 50		All Groups			
		Est	Emp	Est	Emp	Est	Emp	Est	Emp	Est	Emp	Est	(%)	Emp	(%)
KOVALAM	Food & Beverage	7	18	4	11	13	56	6	19	2	17	32	30.5	121	39.2
	Tourist Shops	5	8	12	21	19	42	4	11	3	13	43	41.0	95	30.7
	Travel & Tour	0	0	0	0	0	0	1	2	3	10	4	3.8	12	3.9
	Rejuvenation	0	0	0	0	3	9	1	4	8	37	12	11.4	50	16.2
	Communication	2	2	1	2	4	7	0	0	2	6	9	8.6	17	5.5
	Recreation Units	2	3	0	0	0	0	0	0	3	11	5	4.8	14	4.5
	All categories	16	31	17	34	39	114	12	36	21	94	105	100	309	100
THEKKADY	Food & Beverage	4	8	1	3	7	22	6	21	5	27	23	35.4	81	44.8
	Tourist Shops	8	11	3	8	1	3	0	0	7	16	19	29.2	38	21.0
	Travel & Tour	0	0	0	0	0	0	2	5	1	4	3	4.6	9	5.0
	Rejuvenation	0	0	0	0	0	0	3	10	1	5	4	6.2	15	8.3
	Communication	5	9	2	4	4	9	0	0	0	0	11	16.9	22	12.2
	Recreation Units	0	0	0	0	2	5	0	0	3	11	5	7.7	16	8.8
	All categories	17	28	6	15	14	39	11	36	17	63	65	100	181	100
KUMARAKAM	Food & Beverage	0	0	2	5	2	3	0	0	1	4	5	31.3	12	27.9
	Tourist Shops	0	0	1	1	0	0	2	4	0	0	3	18.8	5	11.6
	Travel & Tour	0	0	0	0	0	0	0	0	0	0	0	0.0	0	0.0
	Rejuvenation	0	0	0	0	1	2	0	0	1	4	2	12.5	6	14.0
	Communication	1	1	1	2	0	0	0	0	0	0	2	12.5	3	7.0
	Recreation Units	0	0	0	0	0	0	2	7	2	10	4	25.0	17	39.5
	All categories	1	1	4	8	3	5	4	11	4	18	16	100	43	100

Note: Est – Number of Establishments, Emp – Number of persons employed, (%) – Percentage of all categories.

Source: Field Survey

With respect to the category-wise employment based on non accommodation facilities, both the categories of food and beverage units and tourist shops together claim more than 70 per cent and 66 per cent of the total, respectively at Kovalam and Thekkady. But at Kumarakam, these categories together claim only 39.5 per cent of the total non-accommodation employment. Here, the largest single category with respect to the employment capacity is of recreation units. Among the three spots, the highest proportion of employment in rejuvenation category is noticed at the beach spot, Kovalam.

8.3.2 Investment pattern and Employment

The non-accommodation sector of the tourist industry of the spots, in general, exhibits low capital intensity compared to the accommodation sector. The employment generation in units belonging to different investment categories ranging from Rs, 50000 to above 5 lakhs is also given in Table 8.20. It is observed that nearly one third of the units, irrespective of the spots belong to the category of units with a capital investment up to Rs. 1 lakh. The largest proportion of service units with a capital investment of more than 5 lakhs is noticed at Thekkady (26.2 Per cent) whereas at Kovalam only one fifth of the total units belong to the investment category of above 5 lakhs. At the same time, the largest proportion of persons employed (42 per cent of the total) at the backwater spot, Kumarakam comes under this investment category. At Thekkady, this category employs only 34.8 per cent of the total and at Kovalam its share is only 30.4 per cent. The comparative advantage of the spot, Kumarakam is because of the relatively high capital investment and the per unit employment in the recreation units at this backwater spot. In contrast to this, the highest share of employment under the low investment category of up to Rs. 1 lakh is noticed at Thekkady (23.8 per cent) while the lowest is observed at Kovalam with only 20.7 per cent of the total persons employed at the spot.

As noticed in the case of accommodation establishments, the female participation in the non-accommodation employment is also very low. The highest level of female participation among the spots is noticed at Kovalam during 1999-2000. At this beach spot, female employment forms 13.4 per cent of the total. But the female representation at Thekkady is only 9.3 per cent of the total persons employed in this sector. With lowest share of 7 per cent of the total, females get only a nominal representation at the backwater spot, Kumarakam. It is also observed that tourist shops and telephone booths offer major avenues for female employment in beach and wild life tourist spots. But rejuvenation units also employ females especially at Kovalam.

8.3.3 Trends in Employment – A Comparison

The trends in the growth of the non-accommodation employment during the period 1990-91 and 1999-2000 are given in Table 8.21. The middle years of the period, 1994-95 and 1995-96 recorded the highest annual growth of the period at Kovalam. But at Thekkady, the period, which experienced significant increase in non-accommodation employment, is noticed during the years between 1993-94 and 1996-97. The spot, which represents backwater tourism, shows a growth performance distinct from other two spots especially during the second half of the ten-year period. During these years, both the numbers of units and employment recorded substantial annual increase. But with respect to the same, only nominal increases are noticed at the spot known for beach tourism during the last years of the period. The falling trend in the average duration of stay by foreign tourists and the increasing proportion of package tourists to the total arrivals have caused the slow growth of this sector at Kovalam. Package tourists are often dissuaded by the travel agents to have a deal with tourist shops, restaurants and beverage shops on grounds of hygiene and unfair trade practices.

The inter-spot differences in the growth of tourism employment are visible from the compound growth rates estimated separately for the number of units and persons employed in non-accommodation sector. The number of units increased at a compound rate of 8.5 per cent at Kovalam compared to the 30.7 per cent at the backwater spot Kumarakam. When the highest rate of growth in employment is estimated as 39.2 per cent in the case of backwater tourism, it is only 10.5 per cent in non-accommodation employment in beach tourism. At wildlife spot Thekkady, non-accommodation employment increased at a compound rate of 14 per cent compared to the 10.5 per cent of growth in the number of units during the period from 1990-91 to 1999-2000.

Table 8.21
Trends in Employment in Non-accommodation Establishments at the Spots During 1990-91 – 1999-2000

Year	Kovalam				Thekkady				Kumarakam			
	Establishments		Employment		Establishments		Employment		Establishments		Employment	
	No.	Change in (%)	No.	Change In (%)	No.	Change in (%)	No.	Change in (%)	No.	Change in (%)	No.	Change In (%)
1990-91	53	-	137	-	27	-	64	-	1	-	2	-
1991-92	59	11.3	148	8.0	29	7.4	67	4.7	2	100.0	3	50.0
1992-93	66	11.9	161	8.8	36	24.1	73	9.0	4	100.0	10	233.3
1993-94	73	10.6	180	11.8	39	8.3	89	21.9	5	25.0	13	30.0
1994-95	82	12.3	212	17.8	44	12.8	106	19.1	5	0.0	14	7.7
1995-96	94	14.6	241	13.7	47	6.8	122	15.1	6	20.0	19	35.7
1996-97	99	5.3	266	10.4	55	10.6	148	21.3	8	33.3	27	42.1
1997-98	103	4.0	288	8.3	62	13.5	166	12.2	9	12.5	34	25.9
1998-99	104	1.0	301	4.5	63	3.4	171	3.0	14	55.6	41	20.6
1999-00	105	1.0	309	2.7	65	6.6	181	5.8	16	14.3	43	4.9
*CGR**	*8.5*		*10.5*		*10.51*		*14.0*		*30.7*		*39.2*	

Note: * Compound Growth Rate computed for the period between 1990-91 and 1999-00.
Source: Field Survey

8.4 CONCLUSION

The analysis with respect to the employment impact of tourism reveals that the accommodation sector of the tourist industry generates the major proportion of direct employment at the tourist spots. The employment generation in its magnitude and variety depends upon the quality and intensity of tourist facilities attached to accommodation units. The inter-class analysis clearly indicates that both per unit and per bed employment are high among upper classes, keeping consistency with the variety and standards of facilities of respective classes of accommodation. With the highest intensity of tourist facilities, the tourist accommodation in backwater tourism claims an employment-bed ratio of 0.74 during the year 1999-2000. In beach tourism and wildlife tourism, the ratios are estimated as 0.59 and 0.49 respectively.

The employment in tourism has exhibited substantial growth among the three spots during the ten-year period. But the highest growth in employment is observed in backwater tourism both in respect of accommodation and non-accommodation sector. The least rate of growth in the case of accommodation employment is noticed at wildlife spot, Thekkady while in the case of non-accommodation employment it is recorded at the beach spot, Kovalam. The analysis also shows that the maximum number of occupation categories of non-accommodation employment (including unorganised categories like hawkers, peddlers, brokers and street-vendors) is observed in beach tourism and the least in backwater tourism.

Notes and References

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5. An employee of a firm starts at the entry-level job offered and progresses through different training programmes for better jobs, which offer higher pay and more security. For details. See. Randyl D Elkin and Randall S Roberts, Evaluating the human resource (employment) requirements and impacts of tourism developments, *In* J R.Brent Ritchie and Charles Goeldner (Eds.), *Travel Tourism and Hospitality Research*, New York, John Wiley, 1994, pp.403-412.

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CONCLUSION

C. D. Johny "Economics of tourism in Kerala a study of selected tourist spots" Thesis. Department of Economics , Dr. John Mathai Centre Thrissur, University of Calicut, 2002

Chapter Nine

Conclusion

23

CHAPTER IX

CONCLUSION

In the foregoing chapters, we have discussed various aspects related to the economics of tourism in Kerala. It lays emphasis on the inter-spot variations with respect to the trend and pattern of the demand and supply of the tourist facilities at the selected spots. The analysis has covered the employment impact of tourist activity and the important factors influencing the tourist demand for the spots. Now we draw the attention to bring all the threads of thoughts together in a brief summary.

Kerala, in comparison with any other tourist centres in the world, is a potentially important one, which possesses the attributes of a strong tourist destination. It is a unique land of scenic beauty and moderate climate with a lengthy seacoast, a considerable number of backwaters, rivers and mountain ranges of thick forests and consequently falls under the category of a 'tourist market' attracting people from distant lands. The tourist attractions of Kerala are specifically noted in the form of beaches, backwaters and wildlife and hence the tourist activities in this destination region are naturally concentrated at spots of such attractions. Improvement in the tourist activities at these spots of attraction is a necessary condition for the development of the tourist industry of the region. Therefore, the present study examined the trend, pattern and factors influencing the demand and supply of tourist activity and its impact on the generation of employment at three natural attraction spots, namely, Kovalam (beach), Thekkady (wildlife) and Kumarakam (backwater) during the period 1990-2000.

The required data for the study were collected both from secondary and primary sources. The secondary data regarding the trends in tourist arrivals and earnings in Kerala were collected from the Department of Tourism, Government of Kerala and analysed for the period 1985-1999 based on the availability of data. Primary information with respect to demand and supply of tourist facilities and the employment generated in tourism was collected from all the specially identified service units (94 accommodation units and 186 non-accommodation units) that function at the three spots during 1999-2000. To identify the factors determining the demand for tourist products, information was also collected from 510 tourists (255 each from domestic and foreign categories) selected in proportion to the identified bed capacity of the spots. The significant findings of this research are summed up, as follows.

Growth of the tourist spots in a region generally depends on the trends in tourist arrival over a period of time. The trend in foreign tourist arrival in Kerala shows a steady rise in the percentage share in Indian market with respect to both arrivals and earnings. Foreign tourist arrivals to Kerala increased at a compound rate of 12.8 per cent while domestic arrivals grew at a rate of 23.3 per cent during the period1985-1999.

The regional imbalance in foreign tourism is evident from the fact that the southern half of Kerala with seven districts south of Thrissur claims more than 95 per cent of foreign arrivals. But in the case of domestic arrivals northern districts including Thrissur receive more than half of the total arrivals. The seasonal indices indicate a wide range of variation in foreign arrivals while the domestic arrivals exhibit a relatively strong resistance against seasonality. Hence, a special care in the promotion of domestic tourism will help to avoid the problem of tourism industry of Kerala due to seasonality.

The average earnings from foreign tourists visiting Kerala during the period 1985-1999 exhibited a five-fold increase, recording a much faster growth in total earnings than that of the State Domestic Product during the period. The estimated number of employment due to foreign tourists' visit registered an increase of 246 per cent, while the total employment in the organised sector in Kerala increased only by 11.5 per cent during the same period.

The aggregate analysis of the trends in tourist arrival, earnings and estimated employment does not explain the real trends in the demand and supply of tourism and its impact on income and employment, because tourism in Kerala actually depends on the tourist activities that take place at the spots of natural attraction. The spot-level analysis points out the relative importance of such spots and its contribution to the overall development of the destination, Kerala.

The analysis of the trend and pattern of tourist facilities of selected spots reveals much inter-class and inter-spot variations. During the period 1990-2000, the bed capacity of the spots grew at a compound rate of 14 per cent, 10.4 per cent and 42.5 per cent at beach, wildlife and backwater spots respectively. Among the three, beach spot enjoyed a clear supremacy over other spots in the magnitude of tourist facilities attached to accommodation units. But backwater spot provides highest proportion of beds with top-class tourist facilities.

The distribution of accommodation units between classified and ordinary categories exposed a wide imbalance both at beach and wildlife spots. With the highest representation of units, ordinary accommodation establishments claim around half of the total units at both the spots. But at the backwater spot, classified units dominated with 90 per cent of the spot's bed capacity exhibiting a dearth of accommodation facility for low-income tourists.

The annual growth rates of bed price among accommodation classes exhibited an uneven pattern over the years but maintained relatively higher growth rates till 1996-1997 at beach and wildlife spots. The last two years of the period showed the least growth rates of average bed price in all the classes because of the variations in occupancy rates, increasing proportion of budget tourists and the extent of competition among accommodation units. The relative fall in the peak-season occupancy in the last two years of the period has discouraged the accommodation units from the practice of fixing higher rates during peak months. High positive correlation ranging from 0.82 to 0.99 between average bed price and number of beds has been noticed among accommodation classes irrespective of the spots.

Growth in the supply of tourist facilities and its price in turn depend upon the demand for these facilities over a period of time. The trend analysis of the demand for tourist accommodation displayed notable variation among classes within the spot and also between spots. It is observed that classified units commanded maximum growth in foreign tourists' demand for accommodation, whereas in the case of domestic tourists, ordinary units maintained the highest growth at beach and wildlife spots.

Among the three, the beach spot maintained a high intensity of foreign tourist activity with a ratio of 1:1 between foreign and domestic tourists. But the ratio revealed a tendency to increase at this spot while at wildlife and backwater spots it exhibited a declining trend. The category-wise arrival of tourists in beach tourism showed higher tourist ratio (foreign to domestic) among lower classes of accommodation. But, in contrast with this, the class-wise pattern showed higher ratios in favour of upper classes at wildlife and backwater spots. The analysis exposed a negative relationship between tourist ratio and tourist-bed ratio among most of the accommodation classes at the spots. This means that the relative annual growth in foreign arrivals was coming down year after year compared to that of domestic arrivals.

The annual average occupancy rates of accommodation classes of the spots have brought out differences between classes within the spot. In general, the ordinary classes of accommodation at beach and wildlife spots enjoyed relatively higher levels of occupancy than that of classified categories. All classes of these two spots have experienced almost continuous loss in their indices of occupancy rates. But, at the backwater spot, occupancy rates of all classes recorded a continuous gain till the end of the period.

Seasonality in class-wise tourist accommodation has been noticed in the month-wise variation in occupancy rates. At the three spots, the busy season for foreign arrivals was felt as lean season for domestic arrivals. Hence, the combined effect of the arrivals of both the categories unfolds a distinctive pattern with respect to the occupancy rate of bed capacity. Distinct from the other two spots, the month-wise occupancy rates in backwater tourism show least variation.

The indices of the average nights of stay by the tourists irrespective of the spot exhibited a decreasing trend among accommodation classes. But the index of the same in ordinary classes at beach spot recorded a gain by the end of the period. Almost all accommodation classes have displayed a positive relationship between the tourist ratio and the average number of tourist nights demanded. This means that the changes in the proportion of foreign tourist arrivals to the total tourists of accommodation classes directly affect the demand for tourist nights.

In line with the theoretical relationship, majority of the accommodation classes shows a negative relationship with correlation ranging from –0.80 to –0.97 between average demand for bed nights and bed price. But the lower classes of classified and ordinary accommodation (B and D classes) at beach spot exhibit moderate positive correlation (0.96 and 0.52 respectively), which means that these classes could command higher demand even at an increasing bed price. This phenomenon may be due to the influences of the factors other than bed price like location benefits, management techniques and the distinctive behavioural pattern of tourist guests of the units belonging to these classes, an examination of which falls outside the immediate scope and range of the present study. It is also noted that the price elasticity of demand for bed nights among almost all classes has exhibited inter-year fluctuations.

The development of tourist activity at the spots has brought in economic benefits especially in the form of employment. Similar to the inter-spot differences in demand and supply of tourist activities, variations among spots have been noticed also in the generation of employment. The analysis makes visible that the accommodation sector of the tourist industry generates the major proportion of direct employment at the tourist spots. Employment in the organised accommodation units at beach spot is noticed as increased at a compound growth rate of 13.2 per cent during 1990-2000. At backwater spot, it is seen as grown at a compound rate of 38.5 per cent, while at wildlife spot the rate of growth is only 9.3 per cent. Throughout the period, the employment-bed ratio maintained the higher level at backwater spot and the lower at wildlife spot compared to that of beach spot.

With regard to the relation between the average bed price and size of employment, a high correlation, ranging between 0.88 and 0.99, has been noticed among all classes of accommodation. But the correlation between the room occupancy and size of employment among the accommodation classes at beach and wildlife spots shows a distorted pattern. The upper classes of these spots fully or partly represented by public sector exhibit a negative correlation, which means that in spite of falling occupancy, employment has been increased due to the expansion of bed capacity by the existing or new units of these classes. But at backwater spot, both classes (A & B) of classified category experienced a moderately high positive correlation (0.79 and 0.85 respectively) between the two variables.

An almost perfect positive correlation has been consistently identified between the size of regular employment and bed capacity among accommodation classes irrespective of the spot. The employment generation in its magnitude and variety depends on the quality and intensity of tourist facilities attached to accommodation units. It is estimated that a hundred per cent increase in bed capacity brings in percentage increase of employment to the extent of 84.0, 72.5, 49.5 and 20.5 in accommodation classes A, B, C and D respectively.

The analysis also makes visible that the maximum number of occupation categories of employment in non-accommodation sector, which is composed of restaurants, snack bars, tourist shops, rejuvenation centres, travel agents, recreation and sporting units and telephone booths (including unorganised categories like hawkers, peddlers, brokers and street vendors), is observed in beach tourism and the minimum at backwater spot. In beach tourism, tourists enjoy longer duration of stay and spend many hours, daily outside the premises of accommodation units having a good time at the facilities unattached to accommodation.

The relatively better provision for employment to the educated and professionally qualified persons is noticed in tourism especially in the field of classified accommodation where nearly 62 per cent of the employed possesses professional qualification of respective category. But the female participation, both in accommodation and non-accommodation sector of the tourist industry of the spots, is very low with the proportion of around 10 per cent of the total employment.

The primary survey of tourists of each spot has revealed different preferences among spots for tourism products of the respective spots. These inter-spot differences are reflected in the duration of stay, magnitude and variety of tourist facilities availed and the expenditure incurred by the tourists.

The average duration of stay by foreign tourists at Kovalam is estimated as 11.8 days when the same category of tourist stays for 6.5 days and 5.8 days at wildlife and backwater spots respectively. But domestic tourists spend only 1.98 days for experiencing beach life and 2.23 and 2.77 days for enjoying attractions of wildlife and backwater respectively.

The study reveals that the duration of stay generally depends on the personal profile of tourists with respect to socio-economic and demographic features, their trip preferences and life style. The chi-squire tests conducted have endorsed significant association between such factors and preferences for the spots between foreign and domestic categories of tourists.

The tourists' lifestyle is mainly reflected in the volume of expenditure by the tourist and the quality of facilities availed. Inter-spot differences have been noticed also in the case of average per day planned expenditure by the tourists. The foreign tourist respondents at an average spend Rs. 2245 at the beach spot while the respondents at wildlife and backwater spots spend Rs. 2814 and Rs. 4642 respectively. The wide difference in the average daily expenditure between the beach and backwater spots is in agreement with the relative concentration of low-budget and ordinary accommodation facilities at the beach spot. In the case of domestic tourists, the average daily expenditure amounts to Rs. 1434, Rs. 1509 and Rs. 2175 at spots of beach, wildlife and backwater tourism respectively. The amount of daily expenditure by foreign tourists, in relation to the days of stay at the spot and the duration of stay within the destination region, clearly indicates the great importance of tourism industry not only in Kerala region but in the whole nation, in terms of foreign exchange earnings.

In the case of the average duration of stay by foreign tourists, the high spending tourists stay for longer period at wildlife and backwater spots in contrast with the pattern of beach spot where the low expenditure groups opt for larger number of days. The average duration of stay being short among domestic tourists, a clear pattern is not noticed at beach and wildlife spots. But the backwater spot hosts comparatively larger proportion of long-staying and high-spending domestic tourists.

The family visitors belonging to both foreign and domestic categories, irrespective of the spot, incur relatively more per-person expenditure compared to tourists who visit alone or with friends. The relative concentration of package tourists among low expenditure groups is noticed in beach tourism. But in wildlife and backwater tourism, two thirds of the tourists on package tour incur per day expenditure exceeding one thousand rupees.

The demand for tourist days maintains a comparatively strong and direct relationship with the level of income only in the case of foreign tourists at wildlife spot and in the case of both foreign and domestic categories at backwater spot. A good number of backpacker tourists visits the beach spot for spending relatively a long holiday. Except in beach tourism high-income tourists seek costlier accommodation units. But at beach spot, even higher income groups opt for ordinary classes because they stay comparatively longer days at the spot. A few tourists especially of foreign category prefer accommodation in 'rented houses' or stay as 'paying guests' irrespective of the income-class to which they belong.

Demographic factors such as age, gender, marital status and occupation influence the duration of stay by tourists at the spots. Gender difference in favour of males is well reflected in the average duration of stay by both the categories of tourists. At the same time, the percentage of females at backwater spot stood at higher level compared to that of other spots, during the period. This means that the spot Kumarakam enjoys the relative advantage of visits by family groups.

The preferences for the spots and period of stay by tourists are different among different age groups of tourists. The highest percentages of foreign tourists belong to the age group of 22-39 at beach (59.2 per cent) and wildlife (61 per cent) spots. At backwater spot, a distinctive pattern is shown that the age group 40-64 commands the largest number of foreign tourists claiming 53.3 per cent of the total. With respect to domestic tourists, the age group of 22-39, irrespective of the spots formed the largest contingent of visitors.

Inter-spot variations and differences with respect to the preferences for the spots are also noticed among tourists who claim different marital status. The category of 'Married' formed the largest group among both categories of tourists at all the spots. But in terms of the average days of stay, foreign tourists of the group 'Single' enjoyed longer duration (14 days and 6.9 days respectively) than the former group at beach and backwater spots. Among the foreign visitors, a clear majority belongs to small families whereas major portion of domestic tourists comes from bigger families.

The tourists belonging to various occupational groups are found demanding different duration of stay at the spots. The group of 'professionals' demands the highest number of total tourist days in both the categories of tourists at the spots. The occupation groups of 'businessmen' and 'self employed' form a sizeable portion in foreign and domestic tourists at the spots.

The tourists' preferences with respect to the organisation of their trip are observed as factors significantly influencing their demand for the spots. While tourists accompanied by friends dominated the foreign category, family groups dominate the domestic category both in the number of arrivals as well as tourist days spent at the three spots. The tourists who visit the spots under individual plan dominate over those on package tour at the three spots. It is observed that the period of stay by package tourists at a particular spot is much low compared to that of tourists under individual plan.

More than 70 per cent of the foreign tourists come to these spots in Kerala on a pleasure trip. The average duration of stay on 'health purpose' is the highest among different categories at beach and backwater spots but the tourists on education purpose spend the longest period of stay at wildlife spot. Most of the foreign tourists incorporate two or more spots of Kerala during their visit to this region and usually undertake day-time visit to nearby spots of attraction apart from the stay at these spots. Domestic tourists seem to be interconnecting more spots on purposes of pilgrimage and of visiting friends and relatives. This necessitates an increased expenditure by tourists on travel within the region bringing in economic benefits to the transport sector of Kerala. Based on the findings of the study, the following recommendations are made.

In spite of the flow of tourists in increasing numbers, the falling trend in their average days of stay necessitates the inclusion of more and more diversified facilities in the form of entertainment, participatory games, sporting events and other recreation items fit for persuading them to avail a longer holiday at the spot.

Due to the decreasing trend in the average duration of stay by tourists, the accommodation enterprises experience a set back in occupancy. Now it is recommended that a good part of peak-season demand for accommodation shall be met with the non-conventional arrangements in the form of camping sites, rented houses, facility for paying guest and temporary cottages as a solution to the problems of seasonal occupancy and under utilisation of capacity.

Recently there is a tendency among foreign tourists to opt for 'package tour', which lasts for a limited period of stay and a proportionate limited expenditure at the spot. There should be a concerted effort by related agencies to make them confident by the fair and friendly dealings of the host people and overall safety and hygiene at the destination area for persuading them to visit the spots on 'individual plan' with comparatively larger expenditure budget as well as longer leisure time.

Since the flow of domestic tourists is less sensitive to international disturbances on economic and political grounds and exhibits a steady seasonal pattern far different from that of foreign tourists, the promotion of domestic tourism can tackle the problems of seasonality in the tourist activity of Kerala. Again the units may turn to convention and conference business particularly during the off-season for maximising the utilisation of offered facilities of the tourist spots.

To sum up, the degree of involvement of local resources in the tourist facilities offered determines the overall development of the destination economy of Kerala by way of tourism. To ensure the highest possible impact of tourism, the import component of our tourism product should be minimised and maximum indigenous elements should be included in it. These aspects, from the point of view of economic benefits of tourism in Kerala, leave quarters for further research.

APPENDICES

Appendix I: TOURIST RESORTS OF KERALA

I Southern Circuit

Name of the Resort	Gradation	Attractions
1.Trivandrum City	A	State Capital, Zoo, Museum, Padmanabhaswamy Temple, Beach
2.Veli	A	Lagoon
3.Kovalam	A	Beach Resort
4.Neyyar Dam	C	Dam, Reservoir, Boating, Wild life
5.Ponmudi	B	Hill Station
6.Anjengo	--	Historical Background
7.Varkala	B	Ancient Temple, Pilgrim Centre, Beach
8.Quilon	B	Industrial Centre and backwater
9.Thirumullavaram	C	Beach Resort

II Central Circuit

Name of the Resort	Gradation	Attractions
1.Cochin City	A	Industrial Centre, Historical importance, Scenic attractions
2.Alleppy	C	Trading Centre
3.Kuttanad	C	Backwater
4.Pathiramanal	A	Island resort in Vembanad lake
5.Kumarakom	A	Scenic beauty, Bird Sanctuary
6.Kottayam	C	Leading commercial Centre
7.Aranmula	C	Famous Temple, Snake boat race
8.Sabarimala	B	Pilgrimage Centre, Mountain Region
9.Peermade	C	Hill resort, Centre of tea and rubber plantations
10.Thekkady	A	Wildlife sanctuary, island lake, scenic beauty
11.Devikulam	B	Hill station, Centre of tea plantation
12.Munnar	C	Hill resort, Centre of tea Plantations
13.Idukki	B	Famous Arch dam
14.Alwaye	C	Health resort
15.Angamally	C	Town of historical importance
16.Kalady	B	Temple complex Birth place of Adi Sankara
17.Malayattoor	B	Pilgrimage Centre of Syrian Christian
18.Vazhachal	C	Waterfall
19.Peechi	C	Dam and reservoir
20.Trichur	B	Cultural capital of Kerala
21.Guruvayoor	B	Pilgrimage Centre
22.Palghat	C	Buisness Centre
23.Cheruthuruthy	C	Seat of Kerala Kalamandalam
24.Malampuzha	A	Dam and beautiful garden
25.Nelliampathy	B	Centre of tea estate, scenic beauty
26.Parambikulam	A	Dam and lake, wild life
27.Cranganore	--	Ancient Capital of Kerala

III Northern Circuit

Name of the Resort	Gradation	Attractions
1.Calicut	A	Business Centre, Ancient capital of Zamorin
2.Kottakal	C	Internationally known Centre of Ayurvedic system of medicine
3.Silent Vally	C	Great Scenic beauty, National park
4.Sultan's Battery	C	Historical importance
5.Mananthavadi	C	Scenic beauty
6.Kappad	A	Beach Resort
7.Tellichery & Mahe	C	Ancient trading centre
8.Cannanore	C	Industrial centre
9.Kasargod	C	District Head Quarters
10.Muzhappilangadi	B	Island tourist resort
11.Bekal fort	B	Beach resort Historical importance

Source: Government of Kerala (1986), *A Master Plan*, The Asian Institute of Development of Enterpreneurship, Cochin.

Appendix II: Questionnaire

SURVEY OF TOURIST ESTABLISHMENTS

Interview Schedule – 1 (Accommodation units)

Sl.No:______________ Code:____________

1. Name of the unit:_____________________________________
2. Year of establishment:____________

3. Category: ☐ Classified hotels ☐ Ordinary hotels ☐ Motels ☐ Lodges ☐ Heritage houses ☐ Resorts (Specify)

4. Ownership pattern:

☐ Single ☐ Partnership ☐ Public Ltd. Co.

☐ Private Ltd. Co. ☐ Co-operatives ☐ Govt. undertaking

5. Annual tourist arrivals:

Tourists	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
Foreign										
Domestic										
Total										

6. Number of rooms and beds:

Year	Single	Double	Family Room		Multi Bedded		Total Rooms	Total Beds
			R	B	R	B		
90-91								
91-92								
92-93								
93-94								
94-95								
95-96								
96-97								
97-98								
98-99								
99-00								

1. Level of utilisation of bed capacity. During months in a year in serial order of 1,2,3 ….. from January to March.

Bed utilisation range in %e	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
Below 25										
25-50										
50-75										
75-100										

2. Whether off-season discount is given : Yes / No.

If Yes, at what percentage: ☐ For which period (in months): ☐

3. Investment pattern a) Initial capital investment in Rs. [ ]

b) Increments in subsequent years:

Years	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
Investment in Rupees										

4. Total annual income:

Years	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
Income (Rs.)										

5. Total number of persons employed in non days. Duration of seasonal employees in months and part time in hours

Category	90-91		91-92		92-93		93-94		94-95		95-96		96-97		97-98		98-99		99-00	
	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F	M	F
Regular																				
Seasonal																				
Part-time																				

6. Number of allied facilities in addition to accommodation. Put] mark in relevant columns.

Sl.No.	Facilities	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
1	Restaurant										
2	Attached bar										
3	Information services										
4	Entertainment & recreation										
5	Swimming pool										
6	Shopping										
7	Conference facility										
8	Banking & credit card										
9	Travel & tour										
10	Beauty saloon										
11	Laundry										
12	Health & massage										
13	Others (specify)										

7. Whether you consider the following elements are either lacking or hindering further development of the spot.

Sl.No.	Aspects	Yes	No	No Comment
1.	Availability and cost of land			
2.	Cheap and easy credit			
3.	Availability of qualified personnel			
4.	Infrastructure facilities at the spot			
5.	Co-operation of the promotion activities of the spot			
6.	Interference by the officials			
7.	Environmental restrictions			
8.	Attitudes of local people			
9.	Others (suggested by the respondent)			

Interview Schedule – II (Non accommodation units)

Sl.No:____________ Code: ___________

1. Name of the establishment:______________________________________

2. Category: ☐ Restaurant ☐ Cool bar & Snack Bar ☐ Travel & Tour

   ☐ Entertainment & recreation a) Type ____ b) Number of Equipments ______

   ☐ Health & Rejuvenation (Specify nature of the programme) _____________

   ☐ Tourist shops (specify item) ____________

3. Nature of ownership: ☐ Sole ownership ☐ Partnership ☐ Company

   ☐ Co-operative Society ☐ Govt. units ☐ Others (specify)

4. Year of commencement of operation:______________
5. Whether a women enterprise: Yes/No
6. Whether a self-employment unit: Yes/No
7. Initial capital investment in Rs.________________
8. Total capital investment during 1999-2000 (in Rs. Lakhs)

   ☐ < 1 ☐ 1-2 ☐ 2-5 ☐ 5-10 ☐ 10-50

   ☐ 50-100 ☐ >100

9. Whether receive any benefits like:

   ☐ Preference for benefit loan ☐ Loan from Govt/Dept. of Tourism

   ☐ Taxi concessions ☐ Tax exemption

   ☐ Preference or special rate for telephone, water, electricity

   ☐ Interest subsidy or investment subsidy ☐ Others (specify)

10. Average per day receipts in Rs.: _____________
11. Whether operating throughout the year: Yes/No

    If No., the period of operation in months:___________

12. The total number of persons employed

Category	90-91	91-92	92-93	93-94	94-95	95-96	96-97	97-98	98-99	99-00
Regular										
Seasonal (months)										
Part-time (in hours)										

13. Average per day customers: _____________

Whether you consider the following elements are either lacking or hindering further development of the spot.

Sl. No.	Aspects	Yes	No	No Comment
1.	Availability and cost of land			
2.	Cheap and easy credit			
3.	Availability of qualified personnel			
4.	Infrastructure facilities at the spot			
5.	Co-operation of the promotion activities of the spot			
6.	Interference by the officials			
7.	Environmental restrictions			
8.	Attitudes of local people			
9.	Others (suggested by the respondent)			

Appendix III: SURVEY OF TOURISTS: QUESTIONNAIRE

Sl.No Date:

(Please use ✓ mark in relevant boxes or scratch the irrelevant items)

Name of the spot: **Kovalam / Thekkady / Kumarakam**
Main Attraction: **Beach / Wildlife / Backwater**

1. How did you come to know about the spot: Friends ☐ Relatives ☐ Officials ☐ Travel agents ☐ Tour operators ☐ Mass media ☐ Others ☐

2. You decided to visit the spot **before / after** reaching Kerala.

3. Your visit to the spot is alone / with family / with friends.

4. Your trip to the spot is as per individual plan / package tour / casual visit.

5. Mode of transport used to reach: a) Kerala: Air / Rail / Road b) the spot: Bus / Taxi car / Autorikshaw / Boat / Own Vehicle / Others

6. Your purpose of visit to Kerala, in order of preference of 1, 2, 3, ... Business or shopping ☐ Cultural exchange ☐ Education ☐ Health & rejuvenation ☐ Pleasure trip ☐ Pilgrimage ☐ Visit friends & Relatives ☐ Others ☐

7. Number of days planned to be spent in Kerala ☐ ☐ in the spot ☐ ☐

8. Now you are on which day of your visit to the spot: 1^{st} / 2^{nd} / 3^{rd} / 4^{th} / 5^{th} / 6+

9. Frequency of your visit to the spot: 1^{st} / 2^{nd} / 3^{rd} /4^{th} / 5^{th} / 6+

10. Please name other spots visited or plan to be visited in Kerala: 1............... 2.................. 3................. 4.................

11. Supplementary attractions felt in the spot over and above the main attraction in order of preference of 1, 2, 3, ...: Ayurvedic or Health ☐ Commercial ☐ Cultural ☐ Climate ☐ Entertainment ☐ Recreation ☐ Plantations ☐ Sanctuary ☐ Others ☐

12. Do you feel that the main attractions for which the spot is known is unique in India: **Strongly agree / Agree / Strongly disagree / Disagree / No comment**

13. Do you intend to visit the spot again: **Yes / No / Undecided**

14. (i) Accommodation facility in the spot; a) availed (A) or preferred (P). Please mark alphabets A & P in relevant boxes.

Hotels☐ ☐ Health Resorts☐ ☐ Heritage homes☐ ☐ Lodges☐ ☐ House boats☐ ☐ Paying guest☐ ☐ Others☐ ☐

(ii) (a) Whether classified units: 1 star/ 2 star / 3 star/ 4 star / 5 star
(b) Ordinary units with / without restaurant and room service

15. (a)Your planned per day per person expenditure in $ ☐ ☐ or Rs ☐ ☐
(b) Distribution among major items in $ or Rs. Accommodation ☐ ☐
Food and Beverages☐ ☐ Shopping☐ ☐ Recreation & Entertainment ☐
Local Transport☐ ☐ Miscellaneous☐ ☐

16. Whether your trip has been influenced by:
Travel concessions ☐ Tax benefits☐ Pocket money☐ Others☐

17. Your nationality:........................... If Indian State/Territory.................

18. Age group: 12-21 / 22-39 / 40-64 / 65+Sex: **Male / Female**

19. Marital status: **Single / Married / Divorcee / Widow / Widower / Living together**

20. Level and type of education: **(a) Lower/Higher (b) General/Technical or Special**

21. Dominant occupation: Professional☐ Student☐ Retired☐ Business☐ Self employed☐ Housewife☐ Official☐ Unemployed☐ Others☐

22. Approximate average monthly income of the family: in $...... or in Rs.........

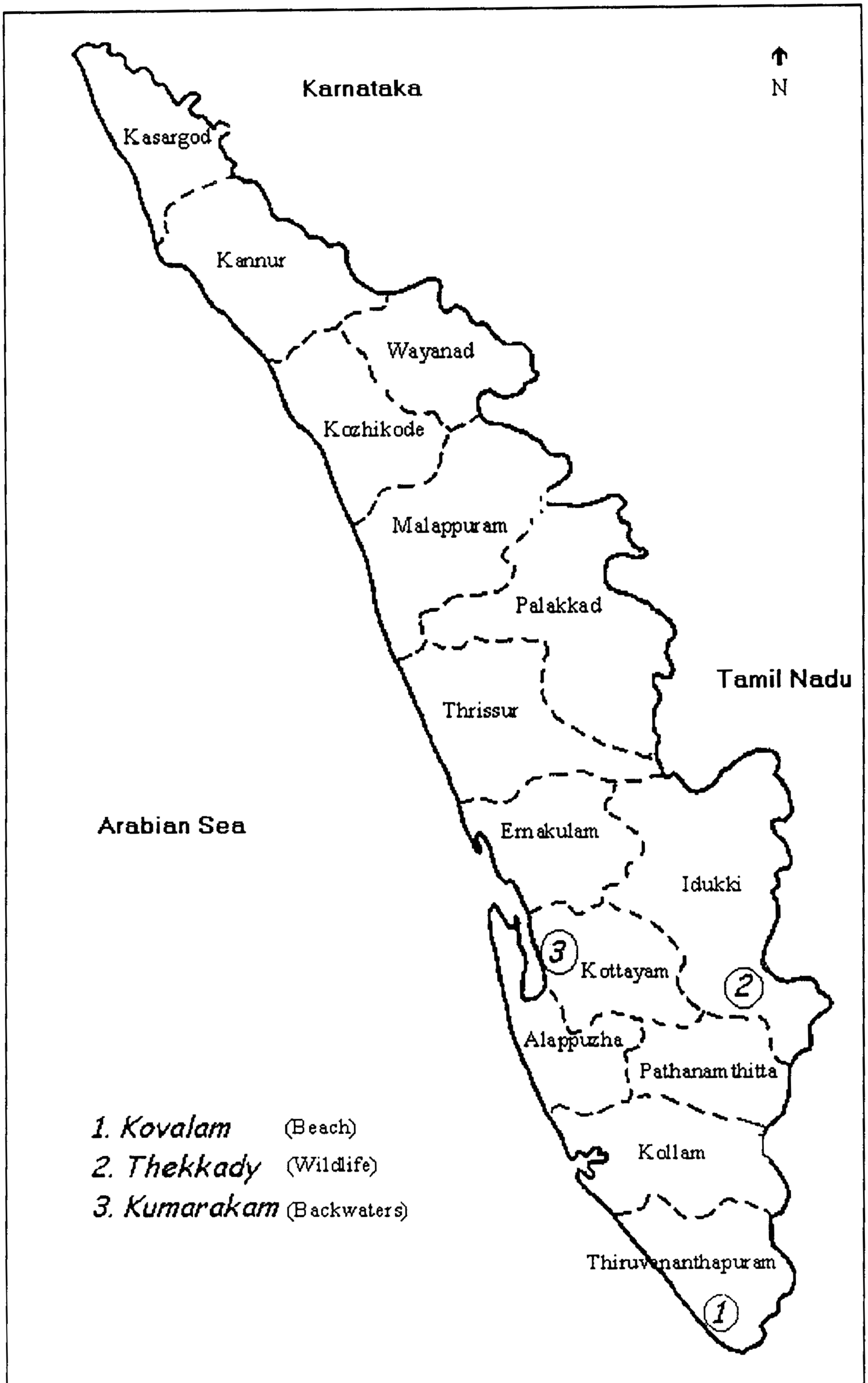
23. Number of persons in the family: ☐ ☐

24. Your assessment of the important attributes of the spot

Sl.No	Attributes	Very good	Good	Satisfactory	Not Satisfactory
1.	Location & Accessibility				
2.	Attraction				
3.	Accommodation				
4.	Variety & Quality of Food				
5.	Tariff rates & Price level				
6.	Cleanliness & Hygiene				
7.	Experience in Shopping				
8.	Security				
9.	Information & Guidance				
10.	Public utility Services				
11.	Attitude of the host people				

Special remarks if any:

Appendix IV
Location of the Selected Tourist Spots



Appendix V

Month-wise Arrival of Foreign and Domestic Tourists to Kerala

Months	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999
Foreign Tourists												
January	7781	9696	9139	9341	11037	10819	13544	20313	21859	24773	27709	31541
February	5745	7713	7625	7287	9472	9667	10941	17942	20294	20354	23075	25624
March	3970	5905	6111	5904	6975	8199	8232	15938	20149	19134	19877	20816
April	2157	3257	3719	4243	6097	6696	5847	9019	11467	11852	16493	14277
May	1194	1798	3232	3124	4911	5229	4341	6183	6758	8751	11355	10398
June	857	1401	2502	2532	4873	4814	4875	3594	5490	7643	5755	8040
July	1734	2683	3244	3729	4304	5760	4383	7331	8019	10147	5535	10656
August	3244	3849	4476	4338	7062	7627	5030	11662	12751	11896	10024	14487
September	2132	3200	4286	4906	6829	7189	16598	11524	13767	10003	12385	11806
October	6542	6320	6384	6220	8582	8326	16346	11061	12185	11917	12531	13367
November	8072	8209	6814	7701	9948	9443	5662	13431	20422	19542	19208	19007
December	8655	8921	8607	9984	10545	11440	8769	14674	23694	26415	25994	22154
Domestic Tourists												
January	54627	56948	66255	77962	93010	99472	121338	329248	334179	484975	354406	453729
February	48751	59252	55930	69944	81487	83201	104687	283452	307909	408933	312576	402718
March	51825	55777	72108	78039	76611	81297	106195	300534	306910	341863	308514	419911
April	40758	42410	66794	75666	79973	80422	102916	321449	350525	398367	330395	456629
May	44632	48560	77815	77336	92422	93458	104075	355890	484802	524497	347725	441644
June	44536	43322	71600	73706	78701	80001	106673	235655	250424	314516	296525	351733
July	45643	51715	72862	74121	76787	77469	96783	370480	400327	412655	287957	356893
August	43317	49890	69754	74214	79617	85268	86554	362669	402125	387696	367812	367486
September	46514	52931	73794	78500	81809	84524	99724	364752	448715	461166	441951	382841
October	47551	55294	77264	85620	83000	85561	105405	368217	435763	479543	421477	403944
November	53140	55899	79320	90974	85265	88176	85978	324953	359192	377800	429204	411233
December	60756	62250	83029	92909	85458	88387	106394	298357	322131	361390	583172	439526

Source: Government of Kerala, *Tourist Statistics*, Department of Tourism, Thiruvananthapuram, 1993,1997,1998 and 1999

Appendix VI

Average Bed Price at Selected Spots by Class of Accommodation

Year	Kovalam				Thekkady				Kumarakam		
	A	B	C	D	A	B	C	D	A	B	C
1990-91	1250	460	275	65	975	430	315	55	-	420	-
1991-92	1450	520	315	90	1150	580	380	70	-	465	-
1992-93	2000	630	380	170	1375	710	455	95	-	795	-
1993-94	2400	805	475	220	1650	950	575	125	4100	1090	-
1994-95	2600	1065	625	290	1975	1200	730	170	4750	1540	-
1995-96	2700	1790	825	355	2450	1475	935	210	5300	1975	450
1996-97	3200	2350	1050	425	2800	1700	1060	285	5480	2525	700
1997-98	3850	2500	1300	470	3375	1900	1280	360	6100	3260	1000
1998-99	3950	2610	1375	500	3700	2050	1430	420	6450	3985	1250
1999-00	4375	2680	1430	530	4050	2200	1565	465	6900	4230	1425

Note: Bed price of each class is computed as the average of AC and non-AC categories weighted with the respective number of beds

Source: Field Survey

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