



ANALYSIS OF TOURISM DEVELOPMENT IN SOUTH INDIA WITH SPECIAL REFERENCE TO KERALA

Mrs. R. Manju

*Post Graduate Teacher, Greenvalley Public School, Ernakulam, Kerala,
India*

ABSTRACT

KEYWORDS:
*Tourism, environment,
culture and traditions,
heavy rains, agriculture,*

Kerala has a range of historical, natural and cultural potential. The subject of this paper is to describe current status of tourism industry in Kerala and aimed to give a review of development of tourism industry in Kerala. For this, a SWOT analysis is done with the objective of assessing the strengths, weaknesses, opportunities and threats of Kerala tourism and to analyse the trend in growth rate of tourist arrivals in Kerala.

I. INTRODUCTION

Kerala is a state in South India on the Malabar Coast. Geographically, Kerala is divided into three climatically distinct regions: the eastern highlands; rugged and cool mountainous terrain, the central mid-lands; rolling hills, and the western lowlands; coastal plains. With around 120–140 rainy days per year, Kerala has a wet and maritime tropical climate influenced by the seasonal heavy rains of the southwest summer monsoon and northeast winter monsoon. Kerala's fauna are notable for their diversity and high rates of endemism. Nearly half of Kerala's people depend on agriculture alone for income. Kerala is one of the leading producers of fish in India. Roads, Railway, Airports and Water transport guaranteed a very secure journey in the land of Kerala. The culture of Kerala is composite and cosmopolitan in nature and it is an integral part of Indian culture. Over 10,000 festivals are celebrated in the state every year. Kerala is home to a number of performance arts. Kerala cuisine has a multitude of both vegetarian and non-vegetarian dishes prepared using fish, poultry, and meat. Kerala's culture and traditions, coupled with its varied demographics, have made the state one of the most popular tourist destinations in India. In 2012, National Geographic's Traveller magazine named Kerala as one of the "ten paradises of the world".

II. STATEMENT OF THE PROBLEM

Kerala is abundant in tourism products and resources. Yet Kerala lags behind six other States and Union territories in India occupying a seventh rank in the foreign tourist visits and eighteenth rank in domestic tourist visits in the year 2016(Source: India Tourism Statistics-2017). Hence the present study focuses on the development of tourism industry in South India especially in Kerala.

SWOT ANALYSIS

SWOT is an acronym that identifies the four critical elements of the analysis. The letters stand for strengths, weaknesses, opportunities and threats. Strengths provide an analysis of the company's advantages over its competitors. Weaknesses consider areas in which the companies are at a competitive disadvantage. Opportunities are a list of untapped markets or business developments. Threats explore the external environment that could affect the company, including technological, environmental and regulatory factors. SWOT analysis is a very powerful tool for understanding the present status of development of tourism industry in Kerala

III. OBJECTIVES OF THE STUDY

1. To analyse the development of tourism industry in South India
2. To analyse the strengths, weaknesses, opportunities and threats of tourism industry in Kerala

IV RESEARCH METHODOLOGY

Descriptive research method has been used for the study. It is based on secondary data available in official websites of different authorities in tourism sector, Govt of Kerala, books, magazines and newspapers. Websites of UNWTO, Tourism Department of Government of India, Tourism department of Kerala and District Tourism Promotion Councils were the major source of data. Case study approach is used for descriptive research.

V. RESULTS

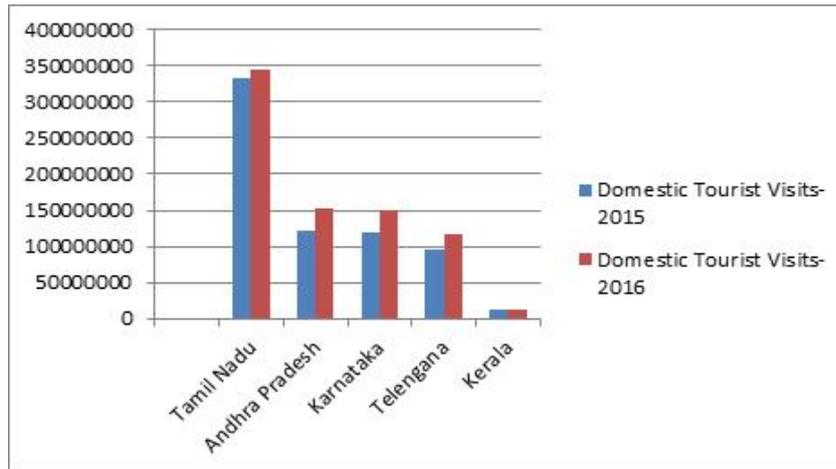
Table:1 South India- Domestic Tourist Visits 2015 and 2016

State	Domestic Tourist Visits-2015	Domestic Tourist Visits-2016	Rank -2015	Rank-2016
Tamil Nadu	333459047	343812413	1	1
Andhra Pradesh	121591054	153163354	3	3
Karnataka	119863942	150490339	4	5
Telengana	94516316	116515801	6	7
Kerala	12465571	13172536	18	18

Source: India Tourism Statistics-2017

Figure: 1

South India- Domestic Tourist Visits 2015 and 2016



From the above table and diagram, it is found that among the South Indian States, Kerala has least domestic tourist visits during the year 2015 and 2016. It possesses 18th rank in domestic tourist arrivals among the 29 states and

7 union territories. The number of tourist arrival in year 2015 and 2016 are 26 times more than that of Kerala. Similarly the other three South Indian States received around 10 times more tourists during the two consecutive years.

Table:2

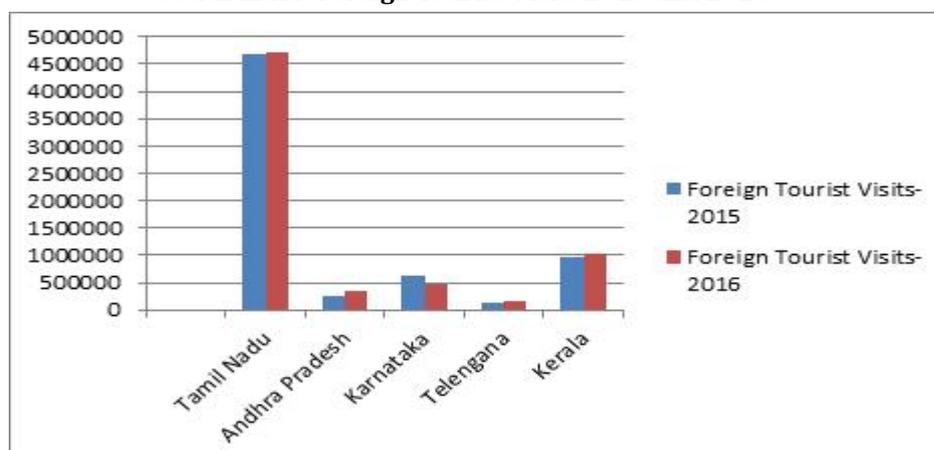
South India- Foreign Tourist Visits 2015 and 2016

State	Foreign Tourist Visits-2015	Foreign Tourist Visits-2016	Rank -2015	Rank-2016
Tamil Nadu	4684707	4721978	1	1
Kerala	977479	1038419	7	7
Karnataka	636502	461752	9	11
Andhra Pradesh	237854	341764	16	15
Telengana	126078	166570	18	18

Source: India Tourism Statistics-2017

Figure:2

South India- Foreign Tourist Visits 2015 and 2016

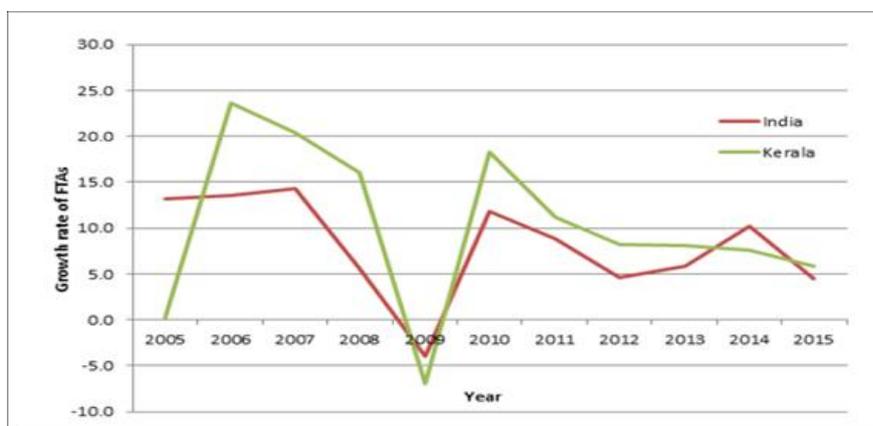


From the above diagram it is clear that Kerala has a better position in foreign tourist arrivals in South India than the neighbour states. Out of the five South Indian states

Kerala's rank is second and seventh in all over India during 2015 and 2016.

Figure: 3

Annual Growth Rates in the Arrival of Foreign Tourists in India and Kerala, in Per Cent



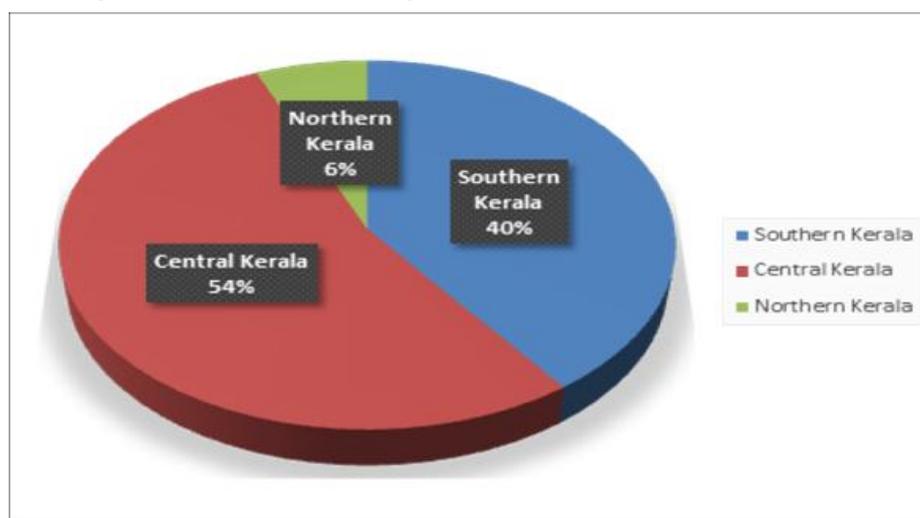
Source: Department of Tourism, Government of Kerala

In 2015, the number of foreign tourist arrivals in India was 8.03 million as compared to 7.68 million in 2014, thus registering a growth of 4.5 per cent over 2014. India's

share in international tourist arrivals is about 0.68 per cent and the country ranked 40th with respect to the same in 2015.

Figure: 4

Region-Wise Shares of Foreign Tourist Arrivals in Kerala, in Per Cent



Source: Department of Tourism, Government of Kerala

More than 50% of the share of foreign tourist arrivals in Kerala is to Central Kerala. Among central Kerala, Ernakulam ranked first in both domestic and foreign tourist arrivals in Kerala.

SWOT ANALYSIS OF KERALA TOURISM STRENGTHS

- Diversity of tourism products available in Kerala
- Kerala has a very good geographical position. Tourism sites are close to each other so both mountain area and beaches can be seen in one day.
- Personalities from Kerala such as Arundhati Roy, Mata Amruthanandamayi, Saint Alphonsa and all others contribute towards building an image of Kerala all over the world.

WEAKNESSES

- Pathetic condition of the city roads and other main roads is the most difficult thing to be faced by traveller in Kerala
- Inadequate information about tourism by the authorities of Kerala
- Absence of basic amenities in busy tourist centres, Non-availability of qualified guides, Pitiably cleanliness and hygiene, Poor auto/taxi services
- Lack of internationally famous monuments, Underdeveloped hill stations
- Lack of efficient, time-scheduled pre-advertised and regular conducted tour programmes
- Sustainable tourism development is mentioned in theory only. No concrete steps to implement practically the same.

- Lack of co-operation among the stakeholders of tourism in Kerala

OPPORTUNITIES

- Kerala has tied up with Google to promote its tourism through search and banner advertisements on the search engine.
- Tie up with neighbouring countries to attract tourist from European and other Asian countries
- Support from the government
 - The State Government set aside a significant portion in its annual budget towards development and promotion of the sector. It mainly aims at:
 - Marketing of tourism sector
 - Conservation and preservation of heritage monuments, organising cultural events, initiatives for responsible tourism, eco tourism, Human Resource Development in Tourism. Modernisation and strengthening of tourism institutions, upgradation and creation of infrastructure facilities and tourism products as well as amenities.
- Possibilities to create diversified tourism packages by the tour operators

THREATS

- Threats to biodiversity - deforestation, pollution-air, water and land, depletion of natural resources etc. in turn leads to deterioration of tourism products
- Pollution threat to the backwater beauty of Kerala will adversely affect the industry
- Anonymous events like hartal, unfavourable policies of changing Govt also act as a challenge to kerala tourism

VI. FINDINGS

1. Though South India plays a major role in Indian tourism sector, Kerala lags behind enjoying only eighteenth rank in domestic tourist arrivals in 2015 and 2016.

2. The share of the domestic tourist arrivals during the year 2015 and 2016 of South India is around 50 percentage. But out of this the share of Kerala is only 1.8% and 1.69% respectively.
3. The foreign tourist arrival statistics shows that Kerala has a better position compared to domestic tourism ranking. Kerala possess 7th rank in 2015 and it retains the same in 2016 also.

VII. CONCLUSION

Tourism is the fastest growing economic sector globally. Kerala tourism also on the path of prosperity. Tourism department in Kerala has achieved several national and international awards for proving its excellence in various fields. The engines of future economic growth of Kerala are IT, Tourism and appropriate medium and large scale industries. Considering the permanent importance of tourism sector a substantial amount is earmarked by the State Govt each year in its annual budget. Kerala is abundant in tourism products and resources. Yet Kerala lags behind six other States and Union territories in India occupying a seventh rank in the foreign tourist visits and eighteenth rank in domestic tourist visits in the year 2016(Source: India Tourism Statistics-2017). In this context an attempt is made to assess the environmental factors that influence the growth of tourism industry in the State. For this purpose a SWOT analysis is done with the objective of assessing the strengths, weaknesses, opportunities and threats of Kerala tourism and to analyse the trend in growth rate of tourist arrivals in Kerala. Only secondary data is used for the study. From the study it is found that foreign tourists occupies larger share in Kerala tourism market.

REFEENCES

1. http://spb.kerala.gov.in/EconomicReview2016/web/chapter09_02.php
2. <http://www.finance.kerala.gov.in>
3. <http://tourism.gov.in>
4. https://www.keralatourism.org/tourismstatistics/Kerala_Tourism_Statistics_2009_Report.pdf
5. TRAVEL & TOURISM ECONOMIC IMPACT 2017 INDIA World Travel and Tourism Council <https://www.wttc.org>