CHAPTER-IV

A COMPARATIVE PROFILE OF THE STUDY AREAS
TAMIL NADU AND KERALA

Introduction:
Any economic research work on a particular problem could have been done effectively with a complete knowledge and understanding of the area of the study. Hence, the present study has attempted to provide a profile of the two states namely Tamil Nadu and Kerala which are taken for the study. This study on Medical Tourism has chosen Tamil Nadu and Kerala for the reason that they are the neighboring states and thereby comparison could be done easily and effectively. Also these two states have been contributing much for the growth of Tourism industry and they have enormous tourism potentials as well as high end medical potentials. Only when these two states are comparatively studied, one could come out with the facts which are having common features and facts which are having different features. A complete presentation about the study areas would definitely provide a good relative understanding about these two states. This chapter presents the infrastructural facilities available in the region, the status of the local people, demographic features and special tourist attractions of Tamil Nadu and Kerala which will boost Medical Tourism.

Geographical conditions of Tamil Nadu and Kerala
When India became independent in 1947, Madras presidency became Madras State. In 1968, Madras State was renamed as Tamil Nadu, meaning “Country of Tamil”.

108
The State of Kerala was created in 1956 from the Former State of Travancore-Cochin, the Malabar District of Madras State, and the Kasaragod Taluk of Dakshina Kannada.

Tamil Nadu covers an area of 130,058 square kilometers, and it is the eleventh largest state in India. The bordering states are Kerala to the West, Karnataka to the North West and Andhra Pradesh to the North. To the East are the Bay of Bengal and the Union Territory of Pondicherry. Tamil Nadu has 32 Districts, 10 city corporations, 152 municipalities, and 12,618 village Panchayats. Chennai (formerly known as Madras) is the state capital. Tamil Nadu has 10 City Corporations. They are Chennai, Coimbatore, Madurai, Tiruchirapalli, Salem, Tirunelveli, Tirupur, Erode, Vellore and Thoothukudi. There is a proposal to upgrade Nagercoil and Thanjavur as City Corporations.

Kerala covers an area of 38,863 square kilometers. The Indian state of Kerala borders with the states of Tamil Nadu on the south and east, Karnataka on the north and the Arabian Sea coastline on the west. Kerala has 14 Districts, 5 City Corporations, 60 Municipalities, and 1453 Villages. Kerala's Fourteen Districts are Thiruvananthapuram, Kollam, Pathanamthitta, Alappuzha, Kottayam, Ernakulam, Idukki, Thrissur, Palakkad, Malappuram, Wayanad, Kozhikode, Kannur, and Kasaragode.

**Rainfall:**

Tamil Nadu heavily depends upon monsoon rains, and thereby is prone to droughts when the monsoons fail. The climate of the state ranges from dry sub-humid to semi-arid. The normal annual rainfall of the state is about 945 mm of which 48 percent is through the North East monsoon and 32 percent through the South West monsoon.

Kerala has 120–140 rainy days per year and it has a wet and maritime tropical climate influenced by the seasonal heavy rains of the southwest summer monsoon. In eastern Kerala, a drier tropical wet and dry climate prevails.
Kerala's rainfall has an annual average of 3,107 mm. During summer, Kerala is prone to gale force winds, storm surges, cyclone-related torrential downpours, occasional droughts, and rises in sea level.

**Temperatures:**

In Tamil Nadu the mean temperature in plains ranges from 13.1 to 55.6°C and the hills temperature ranges from 3.0 to 32.0°C. The period from October to March months is very pleasant time to tourists to enjoy the attractions of Tamil Nadu.

In Kerala the mean temperatures ranges from 19.8°C to 36.7°C. Mean annual temperatures ranges from 25.0 to 27.5°C and in the coastal lowlands the temperatures ranges from 20.0 to 22.5°C. October to March is very pleasant time to tourists to enjoy the attractions of Kerala.

**Demographic Features:**

Tamil Nadu is the seventh most populous state in India with a population of 72,138,958 persons as per 2011 population census. Tamil is the official language of Tamil Nadu. Other languages that are popular in the state are Telugu, Kannada, Urdu, and Malayalam. English is spoken as a subsidiary language. It is a densely populated state in India with a population density of 555 persons per square kilometer as of 2011. According to 2011 Census of India, 89 percent of Tamil Nadu’s residents are Hindus, 6 percent are Muslims, 6 percent are Christians, and the remaining percent follow other religions. Literacy rate in Tamil Nadu has seen upward trend and is 80.33 percent as per 2011 population census. Sex Ratio in Tamil Nadu is 995 women for each 1000 male as as 2011 census.

Kerala has a population of 33,387,677 persons and it has a population density of 859 persons per square kilometer as per census 2011. Malayalam is Kerala's official language. Tamil, Tulu, Kannada, Hindi, and various Adivasi (Tribal)
languages are also spoken by ethnic minorities especially in the south-western region. According to 2011 Census of India, 56 percent of Kerala's residents are Hindus, 24 percent are Muslims, 19 percent are Christians, and the remaining 1 percent follows other religions. Kerala's coastal regions are the most densely settled, leaving the eastern hills and mountains comparatively sparsely populated. Literacy rate in Kerala has seen 93.91 percent as per 2011 population census. Sex Ratio in Kerala is 1084 women for each 1000 male as per 2011 census.

**Culture:**

Tamil Nadu has a long tradition of venerable culture. Tamil Nadu is known for its rich tradition of literature, music and dance which continue to flourish today. Unique cultural features like Bharatanatyam (dance), Tanjore painting, and Tamil architecture were developed and continue to be practised in Tamil Nadu. The Kings of ancient Thamizhagam created sangams for Iyallsi Nadagam (Literature, Music and Drama). Carnatic Music is the classical music form of Southern India. This is one of the world’s Oldest & Richest Musical Traditions. Tamil Folk Dances include Karakattam, Mayilattam, Oyilattam, Poikkal Kuthiraiyaattam, Manattam, Paraiyattam, and Thippandattam. Bharatanatyam is a classical dance form originating from Tamil Nadu. Many of the ancient sculptures in Hindu Temples are based on Bharatanatyam Dance postures.

Kerala's culture is derived from both a Tamil-Heritage region known as Tamilakam and Southern Coastal Karnataka. Later, Kerala's culture was elaborated upon through centuries of contact with neighboring and overseas cultures. Native performing arts include koodiyattom (a 2000 year old Sanskrit Theatre tradition, officially recognised by UNESCO as a Masterpiece of the Oral and Intangible Heritage of Humanity), Kathakali from katha "story" and kali "performance “and its offshoot Kerala natanam, Kaliyattam -(North Malabar special), koothu (akin to stand-up comedy), Mohiniaattam "dance of
the enchantress", Theyyam, thullal NS Padayani. Kathakali and Mohiniattam are widely recognized Indian Classical Dance traditions from Kerala. Other forms of art include Chavittunadakom, Oppana, Melam and Panchavadyam. Elephants are an integral part of daily life in Kerala. The ana (elephant) is the state animal of Kerala and is featured on the emblem of the Government of Kerala. Geographical conditions, Demographic features, Climatical conditions Culture of the region are the other characteristic features of the study areas which have their significance with tourism.

**Tourist Attraction In Tamil Nadu:**
The various Tourists in general and Medical Tourists in particular would definitely be interested in knowing about the places of interest and tourists attractions of each places as they would satisfy the psychological happiness and requirements of the tourists. A brief sketch of tourists attractions of the study areas are presented below:

Tamil Nadu tourism industry is the second largest in India, with an annual growth rate of 16%. Tourism in Tamil Nadu is promoted by Tamil Nadu Tourism Development Corporation (TTDC) a Government of Tamil Nadu Undertaking.

**Chennai:**
Popularly regarded as "The Gateway to the South", Chennai is the fourth largest city in India and the capital of Tamil Nadu. It is a blend of urban planning and ancient traditions thus making for a wonderful tourist getaway. There are many historical landmarks and buildings strewn all over the state that are evocative of the bygone era. The must see places of Tamil Nadu include Kapaleeshwarar Temple, Parthasarathy Temple, Santhome Basilica, Fort St. George, Marina Beach and Guindy National Park.
Mahabalipuram:
Mahabalipuram, the Temple Town of Tamil Nadu, located at a distance of 58-km from Chennai. The history of Mahabalipuram dates back to two thousand years, it contains nearly forty monuments of different types including an "open air bas relief" which is the largest in the world, for centuries it has been a centre of pilgrimage. It attracts shoals of foreigners in search of relaxation and sea bathing, and most strange of all, it has an atomic power plant for neighbor.

Kanchipuram:
Kanchipuram, which is called A Land of Thousand Temples, is a small, rural town about 75-km from Chennai. With the Sankara Mutt acting as the hub of Hindu activities and the temples. It is one of the most highly visited pilgrimage spots in India, and can rightfully be called the Pilgrimage in Tamil Nadu Religious Capital of South India.

Madurai:
Madurai or the "city of nectar" is the oldest and second largest city of Tamil Nadu. Madurai sacred town of south attracts thousands of pilgrims and visitors from India as well as abroad.

Kodaikanal:
At a distance of 536Kms from Chennai, Kodaikanal located amidst the folds of the verdant Pali hills is one of the most popular serene hill stations in India, which mesmerises any visitor. With her wooded slopes, mighty rocks, enhancing waterfalls and a beautiful lake, Kodaikanal is a charming hill station.

Kanyakumari:
The southernmost land tip of India, where the Arabian Sea, the Indian Ocean and the Bay of Bengal meet, lays Kanyakumari, an important pilgrim centre is 633 kms from Chennai. Kanyakumari is famous for its beach and the spectacular sunrises and sunsets, especially on full moon days.

Rameshwaram:
At a distance of 596Kms from Chennai, Rameshwaram is a pilgrimage centre of nationwide importance. The temple is in the island of Rameshwaram, the Banares of the South and it is connected to the mainland by a bridge.
**Ooty:**
Udhagamandalam (Ooty), the capital of Nilgiri district, is popularly known as the "Queen of hill stations' among the tourist circuits. It is situated 542kms from Chennai. The name Nilgiri was due to the blue haze, which envelops the range with most distant hills of considerable size.

**Thanjavur:**
At a distance of 365Kms. from Chennai, the Brihadeeswara Temple in Thanjavur is an architectural wonder. Chola rulers who ruled peninsular India in the early medieval period. Built by the Chola king Rajaraja I in the 11th century. It is one of the tallest temples in the world. It was so designed that the Vimana never casts a shadow at noon at any part of the year.

**Tiruchirappalli:**
Tiruchirappalli district is situated on the banks of the River Kaveri (also spelt as Cauvery) is Tiruchirappalli 333 kms from Chennai, a city known for its educational institutions, industries, and temples. The city is a thriving commercial centre in Tamil Nadu and is famous for artificial diamonds, cigars, handloom cloth, glass bangles and wooden and clay toys.

**Coonore:**
Coonore is a small, quiet hill station, 13km from Ooty and situated at an altitude of 1858 meters, perched atop a ridge of the Nilgiris, Coonore is also known for a few prominent public schools located 524 kms from Chennai. Lamb’s Rock, Lady Caning's Seat, Dolphin’s Nose are some of the important viewing points around Coonore. Tourists can also enjoy waterfalls – Law’s fall, Rallia Dam and Kattery Falls. Sim’s park, famous for its horticultural species and the Pasteur Institute, the only institute which makes rabies vaccine in India, are also found in Coonore.
Tourist Attractions In Kerala

Kerala, known as Gods Own Country, is the land of lagoons and palms, the land of elephants and tigers, and the land of rich cultures and traditions, and has been one of the most sought after places by travellers from all around the world. It is without doubt one of the most beautiful places on the planet and that is why they call it ‘Gods Own Country’. The cultural life of the people of Kerala is equally beautiful and is a major factor in attracting the tourists.

Munnar:
Munnar is the most beautiful place in Kerala located at 301kms from Trivandrum; this was once the summer resort of the erstwhile British Government in South India. The lush green mountains adorned by tea and coffee plantations are a sight to watch. The Indo Swiss dairy farm project, the lake and the dam are other sights to watch.

Wayanad:
Wayanad located 472kms from Trivandrum. In the Muthanga wildlife sanctuary at the heart of Wayanad, animals like the Indian elephant, spotted dear, bison are easily spotted in their natural habitats, others animals like tiger and leopard can also be seen. The Edakkal caves paintings that are some 4000 years old. The Bamboo forests are an excellent picnic spot.

Kumarakom:
Kuttanad known as the Venice of the East 158 kms from Trivandrum, with its mangrove covered lagoons and houseboats made on bamboo, serving one the most delicious Kerala food.
**Thekkady:**
Thekkady is located at 253 kms from Trivandrum, probably the best place in Kerala to observe wildlife and hence nature. From the mighty Indian elephant to the Great Indian tiger, this place has it all. Elephants, deers, boars, bison and lion tailed macaques are a common sight in the reservoir area.

**Cochin:**
Cochin is Queen of Arabia the main gateway to South India for foreign visitors and situated at 220kms from Trivandrum and it offers many places of interest to tourists.

**Thrissur:**
Thrissur or Trichur is famous for the Thrissur Pooram, one of the biggest festivals in the whole of India. The city is also famous for many of the traditional art forms of Kerala like Kathakali. It is situated at 299 kms from Trivandrum.

**Vagamon:**
Vagamon is a picnic spot and at the same time a place for adventure. Situated 188 kms from Trivandrum, in the district of Kottayam, the main attraction of this place is the hillocks stretching over a large area, with only grass and a beautiful lake among the hillocks. This is the ideal family picnic spot.

**Kollam:**
Kollam (The Portuguese called it Quilon) is a mixture of hills, backwaters, religion and culture. It is located at 56 kms from Trivandrum. The Thankasseri lighthouse built by the Portuguese is a famous historical monument. The Thenmala hills on the farside hosts the first ecotourism project in Kerala and the butterfly part is just awesome. Palaruvi falls near Thenmala is believed to have herbal ingredients mixed with the water.
Tourists Attractions in India

Tourists who come under Medical Tourism will naturally have an interest of visiting tourists’ destinations in India. Medical Tourists would be interested in knowing the distance of near by cities and towns from where they are hospitalized. The distance from the study areas to different cities are presented below:

**TABLE 4.1**

**DISTANCE FROM THE STUDY AREAS TO DIFFERENT CITIES**

(In Kms)

<table>
<thead>
<tr>
<th>Major cities</th>
<th>Chennai</th>
<th>Delhi</th>
<th>Kolkata</th>
<th>Bombay</th>
<th>Bangalore</th>
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<td>1367</td>
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</table>

The Indian subcontinent has a huge and diverse range of attractions for the domestic or international traveler. Major attractions in India range from natural wonders to historical and religious sites. Travelers can visit beaches, desert, bustling cities, the highest mountain range in the world, and some of the holiest Hindu and Muslim sites in the world. The important tourists’ destinations in India are presented below:

**Andhra Pradesh:**

Hyderabad, the capital of Andhra Pradesh, is the main city along with its twin city Secunderabad. The main seaport lies in Vishakhapatnam and Vijayawada is the main trading centre of Andhra Pradesh. There are various other towns and cities that attract tourists from all around the world. Some of the important places in Andhra Pradesh are Tirupati, Warangal, Kakinada, Guntur, Nizamabad and Nellore. Tirupati is by far the most sought after religious destinations in South India. Located in the Tirumala hills in the Chittoor district
of Andhra Pradesh, this temple is known as the richest Hindu temple in the
world.

Karnataka:
Karnataka has been ranked as fourth most popular destination for tourism
among states of India. Karnataka is famous for its waterfalls. Jog
falls of Shimoga District is second highest waterfalls in Asia. This state has 21
wildlife sanctuaries and five National parks and is home to more than 500
species of birds. Karnataka has many beaches at Karwar, Gokarna,
Murudeshwara, and Surathkal. Karnataka is rock climbers paradise. Yana in
Uttar Kannada.Fort in Chitradurga, Jamnagar.

Gujarat:
Gujarat is the seventh largest state in India. Gujarat offers many types of
tourism like Business Tourism, Archeological & Heritage Tourism, Cultural
Tourism, Religious Tourism, Wildlife Tourism, Medical Tourism and much
more. Ahmedabad is considered an ideal hub to cover all the destinations
across Gujarat.

Goa:
Goa is one of the most famous tourist destinations in India. A former colony
of Portugal, Goa is famous for its excellent beaches, Portuguese
churches, Hindu temples, and wildlife sanctuaries. Recently a Wax Museum
(Wax World) has also opened in Old Goa. The Goa Carnival is a world famous
event, with colorful masks and floats, drums and reverberating music, and
dance performances.

Madhya Pradesh:
Popularly known as the "Heart of India", Madhya Pradesh is a beautiful place
to visit and explore in India. This state is famous for its magnificent
monuments, ancient temples, palaces and forts and various other heritage sites.
Madhya Pradesh is known for its sacred destinations such as Ujjain and
Omkareshwar.
Uttar Pradesh:
TajMahal India's glory and pride and one of the Seven Wonders of the World lie in the state of Uttar Pradesh. The sprawling FatehpurSikhri, the imposing Agra Fort, both in Agra, the Durga temple, Vishwanath temple, SankatMochan temple, TulsiManas temple, the Bharat Mata temple and the Ganga Ghats, all in Varanasi, constitute some of the most important Tourist Attractions in Uttar Pradesh. UP which have a long drawn association with Buddhism as well like Kushinagar, Lumbini and Kapilavastu. These attract not just Buddhist pilgrims but tourists as well, particularly those who love visiting places steeped in history.

Maharashtra:
The Ajanta and the Ellora Caves feature prominently among the tourist attractions in Maharashtra. Mumbai is the capital of Maharashtra and it is home to Bollywood film industry, Mumbai is touted as the city of dreams.

Sikkim:
Sikkim, one of the most esteemed tourist attractions in India and the world, appeals travelers in millions. Tourist attractions in Sikkim are too good to resist for the travelers. Kanchendzonga, the third highest mountain peak in the world is one of the major tourist attractions in Sikkim. Sikkim is blessed with one of the best natural scenic beauty. Tourists are often spellbound by the majestic view of the snowcapped mountains, lakes, wild animals, Monastery, and many more tourist attractions. Sikkim has an unbelievable array of flora and unusual fauna, untouched forests, peculiar to the Himalayan environment with major highlights like the Himalayan black bear, brown bear, panda, numerous species of deer.

Assam:
It has a rich biodiversity with numerous rare species of animals and birds. It is for this reason that Assam has emerged as a popular wildlife tourism destination in the country. The Kaziranga National Park is a UNESCO World
Heritage Site. The gurudwaras, Hindu shrines and mosques are popular for their architectural grandeurs.

Punjab:
Punjab is a land where there is history, natural beauty, religion and well-known hospitality combined into one. The famous Golden Temple is often referred to as the symbol of the state. Punjab is said to have derived its name from the 5 rivers which flow through this region

Daman & Diu:
Daman & Diu are the sea side locations near Gujarat in Arabian Sea. Tourist attractions in Daman & Diu are comprised of picturesque sun-bathed beaches, colonial forts and renowned churches. Besides this there is a rich heritage and culture of Daman & Diu which offers very lively festive days and bustling nightlife, another tourist attraction in Daman & Diu.

Lakshadeeb:
Of the 36 islands, 10 are inhabited and others are noted for their exquisite scenic beauty. Palm fringed and silver colored crescent shaped sea beaches, and the endless azure expanse makes Lakshadweep an exhilarating experience. Minicoy consists of one of the largest lagoons in the archipelago, Agatti has beautiful lagoons and the airport is located here. Viewed from above the islands looks like emeralds glittering with the sparkling sun.

Bihar:
Bihar is a beautiful state of India. This pilgrimage destination of India also includes botanical gardens, national parks and historic destinations, which tourist would love to visit. Sanjay Gandhi Biological Park, Mahabodhi Mandir, Gaya, Rajgir are some important places to visit Bihar.
The above presented tourist places are easily connected with transport and are having excellent accommodation facilities, good environment and so on. This research work has identified that the above places of tourist interest have been visited both by domestic tourists and by foreign medical tourists.

Having explained a comparative profile of the study areas, this research work moves on to present a SWOT analysis of Medical Tourism as this become essential to make known the Strengths and Weakness of Medical Tourism and Opportunities and Threats of Medical Tourism.