CHAPTER 1

INTRODUCTION

Kerala, situated on the south western part of India, is one of the most popular tourist destinations in the country. Its unique culture and traditions, coupled with its varied demography, has made it one of the most popular tourist destinations in the world. Tourism is growing at a rate of 13.31 per cent and contributes considerably to the state economy. Until the early 1980s, Kerala was a relatively unknown destination. The aggressive marketing campaigns launched by Kerala Tourism Development Corporation (KTDC) has laid the foundation for the growth of Tourism industry. Now the state of Kerala is regarded as one of the destinations with the highest brand recall and has attracted 0.66 million foreign tourist arrivals.

The pristine beaches at Kovalam (Thiruvananthapuram district), Cherai (Ernakulam district) and Varkala (Thiruvananthapuram district); the hill stations of Munnar (Idukki district), Nelliampathi (Palakkad district), Ponmudi (Thiruvananthapuram district) and Ambalavayal (Wayanad district); and national parks and wildlife sanctuaries at Periyar and Eravikulam National Park (Idukki district) attract tourists from abroad. Heritage sites, such as the Padmanabhapuram Palace (Thiruvananthapuram district), Hill Palace (Ernakulam district), Mattancherry Palace (Ernakulam district) are equally popular.
The Tourism agenda of Kerala state is to promote ecologically sustainable Tourism, which focuses on balanced growth. The first travel agency in Kerala was founded by the Travancore Royal family. Over the years, Tourism had become a hospitality industry with sizable investment. By the year 2000, Tourism had grown into a fully fledged, multi-billion dollar industry in the state recording a growth of 13.31 per cent, and it became one of the most visited Tourism destinations in India.

The world is becoming a global village in which people of different continents are made to feel like neighbours. Modern transportation has removed the obstacles of distance enabling people to appreciate each other, engage in the exchange of ideas. Tourism can help to overcome prejudice and foster bonds and it has become an accepted part of the life style of a number of people and a powerful engine of economic growth in terms of wealth and employment generation in the modern period. Tourism today is a crucial factor in world trade with international and multifaceted dimensions-as a means of earning foreign exchange, as a provider of employment and as a powerful tool of development. Tourism is rightly described as the fourth dimension of modern economics. As an economic proposition Tourism involves the spending of accumulated earnings of income in places of destination by the tourists. In turn, Tourism becomes a source of income to the countries frequently visited by tourists. Many of the Third World countries look upon Tourism as a development fostering phenomenon.

Travelling is perhaps as old as the human civilization itself. Sporadic travels by the nomads in ancient times has now become the world’s most flourishing
industry namely Tourism. The earlier outlook of Tourism, as reported by Hermann V. Schullard (1910) reads as “Tourism is the sum total of operators mainly of an economic nature, which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.”¹ In earlier periods man travelled under compulsion primarily to satisfy his biological needs and in due course of time, the emergence of various empires led to travel for political, business and religious purposes. Invention of money by the Sumerians of Babylonia and development of trade and commerce beginning about 4,000 B.C marks the beginning of modern era of travel. Hunziker & Krapf (1942) came out with a technical definition for Tourism. Accordingly, “Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers, provided that the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity”². However, Tourism has acquired a new image in recent periods and it is regarded as the most striking phenomenon of the 21st century and offers an opportunity to learn, enrich humanity and to identify what may be termed as goals, for a better life and a better society. Tourism as a form of education is part of civilized existence, allows people to escape from their normal humdrum lives. But, the level of satisfaction achieved from Tourism depends on the age, health, energy and background of the individual.

Tourism sector has recorded an average growth rate above five percent per annum over the past twenty years. Present century has identified Tourism as one of the world's largest industries. Tourism industry nourishes a country’s economy,
stimulates development process, restores cultural heritage, and helps in maintaining international peace and understanding. Apart from integrating the people who live in different regions of the country with diverse culture and languages, it provides opportunity to earn foreign exchange, acceleration in the growth rate of the economy, development of backward areas and opportunity for employment to wide range of classes made the sector more acceptable to most of the countries.

The demand for Tourism arises from the desire of the people for enjoyment and to free themselves from the boredom of mundane life. For this purpose they select a new place away from their normal place of residence. The demand for Tourism can be effective only if there is enough purchasing power. Natural endowments and man-made attractions of a resort constitute the supply side in the tourist product. It is the interaction of the supply and demand for Tourism which generates income, employment and other benefits.

The tourist has become more conscious of the value of the money they spend and it made the service providers to make constant improvement in the quality of the service, maintaining certain standards and greater emphasis on customer care. As an agent of social change Tourism is a promoter of development, material and spiritual, both at macro and micro level.
1.1. EARLY DEVELOPMENT OF TOURISM IN INDIA

The first conscious and organized efforts to promote Tourism in India were made in 1945 when a committee was set up by the Government under the Chairmanship of Sir John Sargent. The planned development of Tourism has emerged during the Second Five Year Plan in 1956 and it continued during the subsequent Five Year Plans also. Tourism was regarded as a major instrument for social integration and economic development during the Sixth Plan. With the announcement of a National Policy on Tourism in 1982, and the formulation of the National Committee on Tourism in 1988, Tourism sector had a comprehensive plan for achieving sustainable growth in Tourism. National Action Plan in 1992, National Strategy for Promotion of Tourism in 1996 was intended to make the sector more vibrant. The New Tourism Policy made way for the active involvement of Central and State governments, Public and Private Sector Undertakings, Panchayati Raj institutions, Local Bodies, non-governmental organisations and the local youth in the creation of Tourism facilities.

1.2. POSITION OF TOURISM IN INDIA

Tourism is the largest service industry in India with the Ministry of Tourism as the nodal agency for the development and promotion of Tourism. Tourism contributes to the growth of Gross Domestic Product (GDP) and it supports many industries which directly or indirectly facilitate tourist demands and this largest single
foreign exchange earner for the country has emerged as the third largest export industry in India. It accounts for 6.23 per cent to the national GDP and accommodates almost 20 million people as the workforce, recording 8.78 per cent of the total employment in India. The average number of annual foreign tourist arrivals crossed 5 million and the domestic tourists came to 562 million. It has generated revenue of about US$100 billion in 2008 and is expected to increase to US$275.5 billion by 2018. More than Five million people are directly engaged in this industry. Recognizing the importance of Tourism as a powerful engine of economic growth, the National Development Council in 1984 gave it the status of an industry. Globally speaking, Tourism accounts for nearly 5.4 per cent of world trade and 11 per cent of world’s gross product. The Global market accommodates 400 million tourists and India accounts for 0.35 percent in it. (The Hindu, October 7, 1992).  

Tourism is the second largest industry in the world and the sixth largest in India. No other single tourist destination in the world has a greater and diverse range of tourist attraction than India. (“A Policy for Tourism”, vol.143, No.3706, May 29, 1980,p.7)  

Earnings in terms of foreign exchange from Tourism were just Rs.31.5 crores in 1971 and it increased to Rs 1063 crores in 1981. (Kumar B Dass and Mohanty P.M, “Profile of International Tourism in India”)  

Rs2440 crores in 1991 and it is expected that by the end of the present century, the amount will increase to Rs.10000 crores. (The Hindu, October 7, 1992). According to World Travel and Tourism Council, India will be a Tourism hotspot from 2009-’18, having the highest
ten year growth potential. Travel and Tourism Competitiveness Report of the World Economic Forum in 2009 ranked India in the 11\textsuperscript{th} place in the Asia Pacific Region and 62\textsuperscript{nd} overall, on the list of the world's attractive destinations. It is ranked the 14\textsuperscript{th} best tourist destination for its natural resources and 24\textsuperscript{th} for its cultural resources. The India travel and Tourism industry ranked 5\textsuperscript{th} in the long-term growth and is expected to be the second largest employer in the world by 2019. India made it to the list of major tourist destinations in the next five years, led by the United Arab Emirates, China, and Vietnam.

In India, agencies like Department of Tourism, Indian Institute of Tourism, India Tourism Development Corporation and National Council for Hotel management and catering are involved to develop and promote Tourism at national and International level. Department of Tourism with four regional offices at Delhi, Bombay, Calcutta and Madras is responsible for the promotion of India as a tourist destination, development of Tourism infrastructure and facilities in the country. The Indian Institute of Tourism and Travel Management with registered office in Delhi is designed as an institute for offering different level academic courses in the field of Tourism and Travel Management and related areas. India Tourism Development Corporation is responsible for the creation, development and expansion of Tourism and the production, distribution and sale of tourist publicity material. It renders consultancy services in the field of Tourism, both in India and abroad.

Tourism Satellite Accounting (TSA) research conducted by World Travel and Tourism Council (WTTC) in March 2009 revealed that the demand for travel and
Tourism will place India at the third position in the world with an expected growth of 8.2 per cent between 2010 and 2019. The Tourism sector directly and indirectly employs about 8.9 per cent of the total workforce in the country, recording an employment potential of 40,037,000 by 2019 and making India to be the second largest employer in the world. The capital investment in India’s travel and Tourism sector is expected to reach US $ 94.5 billion with an expected growth of 8.8 per cent between 2010 and 2019. It is anticipated that India will become the fifth fastest growing business travel destination from 2010-’19, recording a real growth rate of 7.6 per cent. UNWTO’s report which indicates that even though countries like Indonesia, Thailand and Singapore may be having larger number of foreign tourist arrivals, the foreign exchange earned per foreign tourist, by India is much higher (at about $1920) compared to that of Indonesia ($905) and Malaysia ($520).

India is a country known for its traditions, varied life styles and cultural heritage and colourful fairs and festivals. Availability of wide range of Tourism products like beach Tourism, wild Tourism, eco-Tourism, health Tourism, science Tourism, spiritual Tourism and heritage Tourism is an attraction of Indian Tourism. Shopping facilities for Indian handicrafts, which accounts for nearly forty per cent of the tourist expenditure is another centre of attraction and the key for the success of Indian Tourism. Government initiatives like export house status, incentives like Income Tax exemptions, interest subsidy and reduced import duty is intended to accelerate the future growth of Tourism.
1.3. TOURISM DEVELOPMENT IN PLAN PERIODS

Tenth Plan approach towards Tourism was altogether different from that of the previous plans. Tenth plan was more asserting on the employment creation, particularly in the most remote corners of the country, but without minimizing the outlook towards national integration, international understanding and foreign exchange earnings.

Unlike the previous plans, conscious efforts were made to make the people aware of the benefits of Tourism and to recognize it as a means to achieve certain socio-economic objectives. It also has made effective avenues to stimulate and encourage the private sector to investment in Tourism by ensuring regulatory mechanisms through statute. Equally important is the support given to sustainable Tourism with adequate protection to the interests of the industry and the consumer.

Tenth plan has made enormous openings to the people in the rural sector to promote rural, heritage, adventure and eco-Tourism with high quality products and destinations. This became more effective when efforts were made to remove the barriers to growth of Tourism sector and to resolve contradictions in the Tourism policy of the state. This has enabled the department to make the inter-sectoral convergence of Tourism activities in the state and accordingly the growth of Tourism. Infrastructure development, long range plans for broad development strategies, fiscal and monetary incentives, effective regulatory and supervisory mechanism to motivate and attract more private sector investment are some of the developments in
the Tenth plan. By redefining the role of ITDC, the state is made more powerful to launch complementary but not conflicting Tourism developments. Adequate efforts are made to avoid environment pollution and to ensure adequate ecological balance.

Identifying and re-establishing of Twenty two world heritage sites and places of tourist significance, integrated development of areas around these monuments, Identifying and developing beach resorts in Goa, Kerala, and North Karnataka with preferential lease to private sector, developing Kerala and the Andaman and Nicobar Islands as international cruise destinations are the laudable achievements in the Tourism sector during the Tenth Plan.

Collaboration of Indian Railways with private sector to run world class hotels in order to provide clean and affordable accommodation for budget tourists in major railway stations, maintaining and running hill railways and heritage structures of Indian Railways, both as railway stations and places of tourist interest. Steam-hauled trains like the Royal Orient, Buddha Parikrama, Palace-On-Wheels and Fairy Queen are some of them. Trains like the Shatabdi and the Rajdhani with special Tourism and hospitality focus is meant both for foreign and domestic tourists.

1.4. 11th PLAN STRATEGY ON TOURISM

The 11th Plan strategy on Tourism is to achieve International tourist arrivals of 10 million by the end of the 11th Plan through diversification of source markets increase per capita spending and length of stay of international visitors and by
reducing seasonality. The Plan also proposes to achieve a level of 760 million domestic tourists by 2011 at an annual growth rate of 12 per cent.

Reduction in the rate of expenditure tax, rationalization of service tax, more incentives under the Income Tax Act for the Tourism industry, reduction of levies on ATF, waiver of inland air travel tax, providing same benefits to rural Tourism as agriculture, part refund of excise duty on luxury buses are the welcome additions in the Tourism sector introduced during the Tenth plan period.

1.5. POSITION OF TOURISM IN KERALA.

There are historical evidences to believe that Kerala, the small stretch of coastal land, has attracted traders and travellers for over 2000 years including the Greeks, the Romans, the Arabs and the Chinese. Kerala has witnessed the history of activities from ancient times and the series of colonisations in the 500 years of recent history which included the Portuguese, French, Dutch, and the British. Alberuni in the 11th century, Lord Curzon in 1900, Marcoplo in the 13th century, Ibn Batuta in the 14th century have narrated the enchanting natural beauty of Kerala and made references to Kerala's wealth of Heritage structures and the colourful history. Historical evidences are there to establish intense sea trade concentrated at Kollam, Kochi and Kozhikode in 13th and 14th centuries.

The integrative tradition of Kerala is well reflected in its structural heritage with regional variations which are very unique to the state. Monuments like
protected forts in Kannur, Kasaragod and Palakkad, renowned cathedrals and temples spread all over the state, the famous state museums, cluster of monuments like the Dutch palace, Bolgatty palace, Jewish synagogue, Vasco de Gama’s bungalows in Kochi, Herman Gundert’s residence in Kannur District, Sree Padmanabha temple, fabulous royal residences and halls like the Puthen Maliga Palace, Museum complex, the Chinese fishing nets at Fort Kochi, early historic rock cut caves and rock shelter engravings in Wayanad and Idukki, megalithic monuments like Velliamkallu at Payyoli beach, ‘Jatayupara’, in Kollam district, Hill Palace in Ernakulam and Koyikkal Palace museum, Cheraman Perumal mosque in Thrissur district, Tali Temple of Kozhikode, are other heritage remnants in Kerala.

Though recently State Department of Archaeology protected heritage structures that are deserving of some attention and appreciation by locals and foreigners, many more small and big heritage structures spread all over the state remains unnoticed.

1.6. SIGNIFICANCE OF TOURISM IN KERALA

Kerala presents an amazing combination of strength as a tourist destination. High quality of life, better health care systems, higher literacy level is some of the outstanding features of Kerala as a tourist draw. Though the state of Kerala has wide range of Tourism products, only a few have come to the forefront and Heritage Tourism happened to acquire higher volume of business than other segments.

Heritage has several different dimensions like natural heritage, cultural heritage, tradition, customs and practices inherited from ancestors, virtual Heritage, heredity,
industrial Heritage, kinship and so on. Cultural Heritage Tourism or Heritage Tourism is a branch of Tourism oriented towards the cultural heritage of the location where Tourism is occurring. Culture has always been a major object of travel and the cultural attractions play an important role in Tourism at all levels, from the global highlights of world culture to attractions that underpin local identities. (Richards, 1996).

The concept of Heritage Tourism has great significance in world Tourism market. More than a concept, Heritage Tourism is the realization of the value of nature’s priceless gifts bestowed upon us. The Government of Kerala has enacted Tourism Conservation, Preservation and Trade Act to conserve and preserve tourist areas so as to offer quality services for the sustainable Tourism development in the state and to focus on conservation of heritage.

1.7. HERITAGE TOURISM IN KERALA

With exotic mixture of nature’s very best, Kerala has over the years emerged as an important heritage Tourism destination. Kerala has much to offer in the form of ancient temples, palaces, forts, monuments, churches, mosques, museums and natural sites to reveal its rich heritage to the world. The land’s natural beauty is further enhanced by a rich tradition of music and arts dating back to over a thousand years. From the oldest ritual dance drama of Koodiyattom and Kathakali referred to as the first theatre of imagination of the world, Kerala’s rich cultural heritage is a feast for the discerning traveller. The government of Kerala and the Department of
Tourism and Culture encourage Heritage Tourism in India by offering several benefits to various districts that are particularly famous for attracting tourists.

1.8. HERITAGE TOURISM PROMOTION IN KERALA

Native performing arts of Kerala include koodiyattom, kathakali, Keralanatanam, koothu, mohiniaattam, thullal, padayani, and theyyam and other religion themed arts like chavittu nadakom and oppana, ancient ritualised arts like kalaripayattu, poorakkali and kuthiyottam. Folklore exponents see this art form kuthiyottam, with enchanting well structured choreography and songs, are among the rare Adi Dravida folklore traditions still preserved and practiced in central Kerala in accordance with the true tradition. The traditional Kerala murals are found in ancient temples, churches and palaces across the state. These paintings, mostly dating back to between the 9th and 12th centuries AD, display a distinct style and colour code. Like the rest of India, Kerala is very strong in religious diversity in having many famous temples, churches, and mosques.

Kerala Tourism with its innovative and market-focused ad campaigns attracts more tourists to the state. The popular souvenirs, gifts and mementos, Handicraft products, Mural paintings and Handloom products have made tremendous economic benefits as well.

The innovative projects like Eco Tourism and Heritage Tourism are trying to retain, expose and capitalize the wealth of natural beauty and unique history. Projects like Muziris Heritage Site (MHS) at Kodugallur, Mural heritage at...
Padmanabhapuram and Krishnapuram, Thalassery heritage centre, Travancore Heritage at Chovvara (Ernakulam district), Heritage projects of Alappuzha and Kalpathy (Palakkad district) are a few among them.

The museum of History and Heritage (Thiruvananthapuram), spectacular water fiestas, Tourism friendly buses, Tourism Message Board 2011, participation in International Tourism Expos, subsidy of electricity tariff for specified and classified hotels and motels which are approved by Department of Tourism, are a few steps towards Tourism promotion in Kerala. News Kerala, Kerala Tourism News, Kerala Tourism Best Tourism related Documentary/Video production on Kerala Tourism are the novel Tourism packages in Kerala. Kerala Tourism festival is another novel venture of Kerala Tourism to promote the rich heritage of art forms of Kerala. Gadhika, Midhuva dance and Kambra Nritham fostered from the tribal community in Wayanad, Theyyam, yakshaganam and oppana, the art forms that took shape in Kasaragod region are given due regard in connection with Heritage Tourism. Ambalavayal heritage museum (Wayanad district), Gundert Bangalow (Kannur district) are being renovated and restored as archaeological assets.

Environmental degradation, degeneration of cultural heritage and social inequalities made the planners to conceive the concept of Responsible Tourism and it indicates successful developments in Social, Environmental and Economical sphere of Tourism in Kerala. Renovation of the collection of Tanjore paintings, murals and ancient weapons in the heritage museum of Hill Palace at Tripunithura has a good deal to contribute to heritage Tourism in Kerala. The restoration of
Paliam family has resulted in the retention of the circuit of historical monuments depicting the rich history images dating back 500 years.

The fund allocation for Kayaloram Heritage Lake Resort (Alappuzha district) and Punnathurkotta in Thrissur district, launching of Travel and Tourism magazines are aimed at the development of Tourism in general and heritage Tourism in particular. Upgradation work in St. Angelo Fort in Kannur district, promotion of cruising in a houseboat on the backwaters, fund allocation for Siruvani Waterfalls (Palakkad district), Odathil Palli Mosque, Poonjar Palace, Sree Ramaswamy Temple, Thiruvangad (Kannur district), Vellari Mala and Iringal (Kozhikode district), Thani Illam (Ernakulam district), Trichambaram Temple (Kannur district), Koyikkal Palace, Nedumangad (Thiruvananthapuram district), Thodikkulam Temple (Kannur district), Chettikulangara Bharani temple at Mavelikkara (Alappuzha district), Nenmara Vallangi Vela (Palakkad district), are the other attempts made by the government, to foster the growth of heritage Tourism in Kerala.

1.9. REVIEW OF LITERATURE

Research studies relating to various aspects of Tourism and the works so far done in the related area is the subject matter under this section.

The Socio cultural developments brought in by Tourism sector is, a study by Veerasekharan R (1993) and Satyender Singh Malik. (1997). According to Veerasekharan R, Tourism has become a major global activity. As a result, Tourism has given rise to a special branch of knowledge in economics which will generate direct and
indirect employment opportunities. Thus Tourism is an important medium of social and cultural development. “The laws which aim to achieve sustainability in Tourism and to preserve the joyful things of life for future generations to come as a legacy of our common cultural heritage, are beneficial and vital” (Satyender Singh Malik (1997).

Matters affecting the environment and society are the core matter of study conducted by Les Lumsdon (1997) and Competition Success Review (Jan 2000). The cultural Tourism marketing proposed by Les Lumsdon (1997) is Market → Travel→ Destination→ Marketing.

The management of exchange is driven by profit, community gain or both; either way long-term success depends on a satisfactory interaction between customer and supplier. It also means securing environmental and social needs as well as core consumer satisfaction. They can no longer be regarded as mutually exclusive.

The competition Success Review (2000) remarked about Tourism that, we require a tourist policy that would help us to earn a large amount of foreign exchange without destroying our ecosystem and values. “India is a mini world, a microcosm where the discerning tourist can see a world in the capsule called India. Its temples, churches and mosques are older than those of Europe. The various festivals, the different climate, the monsoon, the plant life, animal life, the archaeological sites, the foot prints of history-all should make India an excellent show piece for any visitor. Here too, publicity is as important as basic facilities for the tourists.”
Role of Tourism in the overall economic development and various instruments leading to such developments have been studied by Sharma (1990) and Dharmarajan (1998). Sharma opines that Tourism industry will have its spin-off effects on the all-round economic and social development of a country only if environmental changes are brought about with systematic care. Dharmarajan is of the view that, Tourism is an instrument for development. The most significant feature of Tourism industry is the contribution to sustainable human development through poverty alleviation, employment generation and environmental regeneration in remote as well as backward areas. Employment potential and foreign exchange earnings aspects are the subject matter of study undertaken by Sharma. Facilities for training in hotel management, Tourism and travel agency work and on linguistic efficiency are proposed by Sharma (1991), for the growth and development of Tourism.

Various aspects relating to hospitality and service sector is the matter of Investigation conducted by Carson L. Jenkins. According to Carson L. Jenkins (1995) “Tourism is a service industry and service depends on people. Tourism is relatively labour intensive”.

Functional aspects like publicity, marketing, training for human resources, protection and improvements required and other socio cultural factors are studied by Maneet Kumar (1981), Bhatia (1991), WTO (1983) and Chris Coopet (1993). Marketing and publicity, information and interpretation as well as planning control and traffic management was identified as the major element for success of Tourism. (Maneet Kumar 1981).
Protection, enhancement and improvement of man’s environment are among the fundamental conditions for the harmonious development of Tourism. (WTO, 1983). Tourist destination, role of government organisation, and marketing for Tourism, Planning, marketing and promotion need for trained manpower and maintenance of high professional standards are the essential elements for success in Tourism. (Bhatia, 1991)

Socio-cultural and environmental impacts, marketing for Tourism, Tourism development planning etc are the key elements required for improving efficiency of Tourism. (Chris Cooper, John Fletcher, 1993).

Coordination between private and government sector, existing pattern of Management, and the role of private and public sector in the Tourism industry was studied by Sudheer (1992), Stephen, Pitamber Sharma and Bijender K. Punia. Lack of professionalism among the staff functioning in Department of Tourism was observed as a major problem. Sudheer’s, thesis “Tourism in Kerala, problems and prospects”, University of Kerala, 1992. The availability of unique and varied tourist resources, along with facilities and services have very important bearing on the overall Tourism development prospects of a place or region. Elements like climate, seasonality, accessibility, and attitude of host population, availability of manpower resources and the planning expertise have vital role to play the need for a close coordination between private and public sector Tourism organisations at different levels were identified as the pivot in Tourism development (Bijender K. Punia; 1994).
Stephen. F. Witt and Luiz Moutinho (1995) claim public sector intervention is necessary to ensure that the associated benefits of Tourism reach the society and the economy.

Tourism products are both natural and man-made whereas Tourism hospitality services are entirely human contribution. By sustainability in Tourism, what is meant is the existence of a Tourism product to deliver lasting attractions to tourists without impairing the socio-cultural and environmental set up. Pitamber Sharma (2001).

The existence of multiplier effect, availability of various resources, Tourism potentials in general, and the comparative advantage of Tourism in general was studied by ICRIER, Pangi (1995), Douglas Pearce, Jos Kandathil and Raju George. Tourism potential of Cochin was the subject matter of study of Raju George (1994) in his work. A number of studies have been undertaken in various aspects of Tourism in India. According to Pangi, the importance of Tourism rests more on its contribution to the national income. A multiplier effect is associated with the turnover and every unit of money spent on Tourism circulates in the economy and creates greater and greater benefits to the general public. Influence of multiplier concept and Tourism allocated under five year plan was studied by Jos Kandathil, in his work dealing with Economic aspect of Tourism.

Douglas Pearce, with the help of cost-benefit analysis, evaluated the economic impacts of Tourism. He located employment generation as one of the major impacts of Tourism development, particularly at the regional and local level. Through case study method, an evaluation of multiplier effect was attempted.
The Indian council for Research on International Economic Relations (ICRIER) sponsored an important policy oriented study in the context of Tourism in India. The study focused on the comparative advantages or disadvantages of low budget mass Tourism as against high budget elite Tourism. The study concluded that the employment effect of mass Tourism had a relatively higher capital labour ratio than elite Tourism; it is less suited for a capital scarce country like India as a long term policy for generating employment.

Problems and prospects of Tourism sector is the core matter of study conducted by S.V. Sudheer. The problems and prospects of Tourism industry in Kerala by S.V. Sudheer is one such work that focuses on the problems faced by the Tourism industry and its prospects for the future. But there has not been any major attempt to analyze the trends and major developments that have taken place in the Tourism industry in recent years. This study also looks into one of the major issues in the Tourism industry in Kerala- namely, the insufficiency of the infrastructural facilities and its role in the development of the Tourism industry in future.

When the hurdles faced by Tourism sector were studied by Rabindra Seth (1999), Verma (2004) was focusing on the position of Leisure Tourism. They pointed out that land and land laws, power, telecoms, roads, road transport, airport and aviation policy are the most striking hurdles, facing our Tourism industry. Verma examined the challenges and opportunities of promoting Tourism in India. He highlighted the fact that the time had come to promote leisure Tourism in addition to cultural Tourism.
A study encompassing various heritage destinations are not made by any, though various elements affecting heritage Tourism have been studied by various research scholars. Existing culture, festivals, and diversity in general were studied by Dimbleby (2005). Heritage and Mountain holiday was studied by Ajithkumar (1998) and studies relating to Heritage temples and various arts forms were conducted by Vaidyanathan (1994). A detailed exposure of temples and legends of Kerala is narrated by Vaidyanathan (1994). Demographic profiles and lifestyle characteristics of foreign tourists affect their spending patterns. Two motivating factors for the tourists, identified by Ajithkumar M.K (1998) were heritage and culture; Mountain Holiday.

According to Dimblebey, a Travel writer from Netherlands" there is no country in the world where you can experience this amazing diversity of food and culture and festivals and the people. It is the natural warmth and immense hospitality of the Indian people that make all the difference".

The review made it clear that the focus of previous studies is related to Socio cultural developments, Environment and society, Role of Tourism in the economic development and various instruments leading to such developments. Specific attention is given by the scholars towards Employment potential and foreign exchange earnings, various aspects relating hospitality and service sector, Functional aspects like publicity, marketing, training for human forces, improvements, Coordination between private and government sector, existing pattern of Management, availability of unique and varied tourist resources and the challenges and opportunities of promoting Tourism. The
number of studies dealing heritage and cultural Tourism in Kerala is not attempted by any other scholars.

1.10. **SIGNIFICANCE OF THE STUDY**

Since Tourism business is directly in touch with the living beings coming from different parts of the world with varied nature, culture, tradition, outlook and other backgrounds, there is the need for assessment and evaluation of the Tourism policy, procedures and practices which are currently in vogue. This will facilitate to provide information to the planners and policy makers to device appropriate steps and strategies wherever necessary, to vitalize the Tourism industry, particularly the heritage Tourism in Kerala. It thus calls for an assessment of the present conditions, problems, and prospects related to Heritage Tourism. In this context the study about Heritage Tourism in Kerala is of greatest significance.

1.11. **RESEARCH PROBLEM**

Kerala being a popular tourist destination with enough products to get marketed and Heritage Tourism is one among this. The non availability of reliable and authentic data about the working of many heritage centers made it difficult to take up a study on Heritage Tourism in Kerala.’

It is reasonable to identify and earmark ways and means to elevate the leverage, mileage, employment potential and foreign exchange earnings of a Tourism product which is adequately demanded by tourists from elsewhere. The
government through the Tourism clubs is taking serious efforts to highlight various traditions, culture and historical monuments for the sake of Tourism promotion and out of the commitment to the coming generation.

A quantitative and qualitative assessment about the existing framework, adequacy of support given by various agencies and other related matters concerning the Heritage Tourism will be of much use both from the academic and administrative angle.

The purpose of this study is to look into the feasibility or otherwise of the existing norms, practices, existing support and commercial viability of the ongoing heritage tourist centres in Kerala. Enumeration of the Heritage tourist centres which are presently remaining unnoticed and a study in general about the problems and prospects of Heritage Tourism in Kerala comes under the purview of the study.

1.12. OBJECTIVES OF THE STUDY

In order to enumerate and evaluate the growth, development and prospects of Heritage Tourism in Kerala, the following objectives are made.

1. To narrate the present position and condition of Heritage Tourism in Kerala.
2. To evaluate the level of support given by government and non-government agencies towards Heritage Tourism promotion in Kerala.
3. To assess the commercial viability of Heritage Tourism in Kerala.
4. To line up the specific problems faced by Heritage Tourism in Kerala.
5. To identify and narrate the commercial prospects of Heritage Tourism in Kerala.
1.13. HYPOTHESES

Many of the objectives are descriptive in nature and do not insist on hypothesis. For matters relating to the differential analysis between domestic and foreign tourists, the following hypotheses are framed.

H_0  The seasonal variation in the flow of tourists to the heritage tourist centers does not very significantly between foreign and domestic tourists.

H_0  There is no significant variation between foreign and domestic tourists to the heritage centers, in terms of rate of change in earnings with a corresponding change in the number of tourists arrived.

1.14. DEFINITION OF CONCEPTS

**Foreign Tourist:** Foreign tourists are foreign persons admitted under tourist visas (if required) for purposes of leisure, recreation, holiday, visits to friends or relatives, health or medical treatment, or religious pilgrimage. They must spend at least a night in a collective or private accommodation in the receiving country and their duration of stay must not surpass 12 months.

**Domestic Tourist:** A local person who makes a tour travelling from place to place for pleasure, business, family, mission, meeting etc., within the country.(Shashi Prabha Sharma)\(^6\)
Heritage Tourism: Visit to cognized heritage centers in Kerala, which display the culture, Tradition, buildings, and conventional practices followed ancestrally. This includes religious centers, forts, churches, museums etc.

1.15. PILOT STUDY

After conducting a detailed literature review the investigator has discussed the major aspects of Heritage Tourism with the officials of Directorate of Tourism, Government of Kerala and The Department of Tourism, government of Kerala.. The information relating to the seasonality, frequency of arrival of tourists, major districts where heritage tourism is active were gathered from the office. Authorities have admitted that the data regarding the number of heritage tourists at various centers are the estimates gathered from various sources and not accurate as that of general tourists.

Information regarding the tourists arrival and major Heritage spots in each area made it clear that Heritage Tourism is mainly concentrating in Thiruvananthapuram, Ernakulam, Thrissur and Wayanad. Accordingly the officials of DTPC were contacted in persons. The major heritage spots preferred by foreign and domestic tourists, the frequency of visits, the number of active tour operators and travel agents in each area, role of Home stays and the working of registered tourist’s guides were gathered from various official sources of DTPCs.
Information gathered from Centre for Heritage Studies, Hill palace Tripunithura has given valuable insights and it enabled the investigator to broaden the periphery of investigation to various aspects focusing on the prospects of heritage Tourism in the state of Kerala. The pilot study made it clear that apart from the information gathered from Directorate of Tourism and DTPCs and other related institutions, primary source of information from the foreign as well as domestic tourists are essential for the conduct of this research.

1.16. PRE TEST

In order to verify the feasibility and operational efficiency of the interview schedule a pre test of the tool was conducted among the two selected foreign tourists and three selected domestic tourists. The support given by the tour operators, officials of Tourist Guide’s Associations has made the attempt feasible and viable. The pre test enabled the investigator to make appropriate changes in the question pattern, sequence of questions and other major contents.

1.17. METHODOLOGY

Based on the Information gathered from the tour operators, Travel agents, Tourists guides and officials of DTPCs in each district, a detailed list of Heritage spots are prepared and these places were initially visited by the investigator. After getting the first hand information from the permanent dwellers near to each tourist center and gathered the available documented information.
The initial survey enabled the investigator to make a detailed list of more frequently visited Heritage spots and not frequently visited Heritage Tourist spots in each district along with documentary Information pertaining to each Heritage centers from the authorities/officials of each centre, local dwellers. Websites enabled the investigator to gather such information, regarding the Heritage Tourism spots.

The study is based on primary and secondary data and is both descriptive and analytical in nature. Direct interview with officials of Tourism department, staff of hotel and Tourism divisions, tour operators and major home stay divisions enabled to secure relevant information pertaining to the study. Separate structured interview schedules were used to interview the foreign and domestic tourists, tour operators and officials from Tourism departments.

Presently there is no mechanism of a databank at the heritage tourist centers, especially for the domestic tourists. This made it difficult to get authentic data about the distribution of tourists on the basis of income level, age, and educational qualification, occupational and marital status. This made the investigator to rely on the provisional estimates gathered from various sources like tour operators, tourist guides and shop owners.

1.18. SOURCES OF DATA

The information available from various published and unpublished sources, computerized data base and internet relating to home and foreign tourists, the
destinations visited, number of days stayed were made available for the study. Information gathered from the officials of Department of Tourism (DoT), Government of Kerala, District Tourism Promotion Councils (DTPCs), and the officials of various heritage centers and different travel agencies were also made use of in this study.

1.19. TOOL OF DATA COLLECTION

The interview with selected tourists, both domestic and foreign, was made purely on the basis of convenience and accessibility and the survey period was limited to October 2010 to March 2011. Major source of secondary data consisted of the materials gathered from State Planning Board, Government of Kerala and the publications of Tourism department, Government of Kerala.

1.20. FRAME OF ANALYSIS

The primary data has been appropriately tabulated, analysed and objectively interpreted with the help of arithmetic mean, percentages and scaled score values. Average, coefficient of variation, growth rates and index values were used to evolve findings from secondary data. The inferential statistics like correlation, regression and time series analysis was used appropriately.

1.21. UNIVERSE AND SAMPLE

Based on the estimates gathered from various official sources it is found that the average number of domestic tourists to heritage centers at Thrissur, Ernakulum
and Thiruvananthapuram altogether accounted for 67.33 per cent of the total number of domestic tourists to the heritage tourist spots in Kerala. Regarding the number of foreign tourists in each heritage spots in Kerala, Ernakulam and Thiruvananthapuram together accounted for 83.72 per cent of the total number on an average.

Accordingly the number of sample respondents drawn from foreign tourists came to 60, Thirty from Ernakulam and Thirty from Thiruvananthapuram. Regarding domestic tourists it came to fifty from Thrissur, Hundred from Ernakulam and hundred from Thiruvananthapuram. Sample selection was made on a random basis.

The information gathered from various respondents, published and unpublished documents made available from various sources were synthesized for data analysis and interpretation. The statistical analysis, both inferential and descriptive, was made. The coverage is limited to the state of Kerala and the scope is limited to the Heritage Tourism sector.
### Table 1.1

Universe of the study

<table>
<thead>
<tr>
<th>Districts</th>
<th>No. of Foreign tourists</th>
<th>No. of Domestic tourists</th>
<th>Total Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alappuzha</td>
<td>250</td>
<td>2270</td>
<td>2520</td>
</tr>
<tr>
<td>Ernakulam</td>
<td>2374</td>
<td>18838</td>
<td>21212</td>
</tr>
<tr>
<td>Idukki</td>
<td>262</td>
<td>4984</td>
<td>5246</td>
</tr>
<tr>
<td>Kasaragod</td>
<td>6</td>
<td>919</td>
<td>925</td>
</tr>
<tr>
<td>Kollam</td>
<td>52</td>
<td>1376</td>
<td>1428</td>
</tr>
<tr>
<td>Kannur</td>
<td>15</td>
<td>3293</td>
<td>3308</td>
</tr>
<tr>
<td>Kozhikode</td>
<td>46</td>
<td>4111</td>
<td>4157</td>
</tr>
<tr>
<td>Kottayam</td>
<td>210</td>
<td>1953</td>
<td>2163</td>
</tr>
<tr>
<td>Palakkad</td>
<td>4</td>
<td>2535</td>
<td>2539</td>
</tr>
<tr>
<td>Thrissur</td>
<td>32</td>
<td>19025</td>
<td>19057</td>
</tr>
<tr>
<td>Thiruvananthapuram</td>
<td>2317</td>
<td>13368</td>
<td>15685</td>
</tr>
<tr>
<td>Wayanad</td>
<td>36</td>
<td>3417</td>
<td>3453</td>
</tr>
</tbody>
</table>

#### 1.22. LIMITATIONS OF THE STUDY

Since it is mandatory to incorporate information and data pertaining to international tourists by all institutions concerned, the availability of statistics pertaining to foreign tourists was rather easy and reliable. However, the data pertaining to Heritage tourists are found to be estimates.

Regarding the domestic tourists most of the tour operators, travel agents and other agencies in the private sector were not willing to disclose something more than
the estimates pertaining to their operations. Non availability of accurate information to DTPCs and the attitude of various agencies made the reliability factor regarding domestic tourists to heritage sites to come down.

The study doesn’t consider the Tourism ventures undertaken by freelance tourists both from outside and inside the country. The period of study covered is limited to 2005 –’09. By repeated observations and counter checking, earnest efforts have been made to make this study more accurate, useful and meaningful.

1.23 SCHEME OF THE REPORT

The thesis is divided into five chapters. The first chapter deals with preface, introduction, methodology and literature review. The second chapter deals with growth, development and the present state of heritage Tourism in Kerala. The third chapter gives an overall description about the heritage centres in Kerala and an evaluation of its functional aspects. The fourth chapter deals with the Problems and prospects of Heritage Tourism in Kerala. The fifth chapter deals with the findings, conclusions & recommendations.
REFERENCE:

1. Hermann V. Schullaard, Market Potential of Tourism services in India, 1910, p.155


5. Kumar B Dass and Mohanty P. M, Profile of International Tourism in India.