<table>
<thead>
<tr>
<th>Table No.</th>
<th>Name</th>
<th>Page No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>I.1</td>
<td>International Tourist Arrivals And Tourism Receipts For The Period 1993-2004</td>
<td>3</td>
</tr>
<tr>
<td>III.1</td>
<td>Kerala At A Glance</td>
<td>48</td>
</tr>
<tr>
<td>III.2</td>
<td>Identified Tourism Destinations Of Kerala</td>
<td>51</td>
</tr>
<tr>
<td>III.3</td>
<td>Earnings From Domestic Tourism</td>
<td>52</td>
</tr>
<tr>
<td>III.4</td>
<td>Foreign Exchange Earnings From Tourism</td>
<td>53</td>
</tr>
<tr>
<td>III.5</td>
<td>Total Revenue Generated From Tourism</td>
<td>54</td>
</tr>
<tr>
<td>III.6</td>
<td>Outlays And Expenditure On Tourism In Kerala’s Five Year Plans</td>
<td>55</td>
</tr>
<tr>
<td>III.7</td>
<td>Total Tourist Arrivals To Kerala – 2001 - 2006</td>
<td>56</td>
</tr>
<tr>
<td>III.8</td>
<td>Details Of Foreign Tourist Arrivals - 1997-2006</td>
<td>56</td>
</tr>
<tr>
<td>III.9</td>
<td>Details Of Domestic Tourists Arrivals 1993-2006</td>
<td>57</td>
</tr>
<tr>
<td>III.10</td>
<td>Market Performance Of Top Twelve Countries For Kerala Tourism</td>
<td>58</td>
</tr>
<tr>
<td>III.11</td>
<td>Break-Up Of Foreign Tourists According To Transport Used – 1995 To 2003</td>
<td>59</td>
</tr>
<tr>
<td>III.12</td>
<td>Availability Of Accommodation In Classified Hotels In Kerala – 2000 To 2005</td>
<td>60</td>
</tr>
<tr>
<td>III.13</td>
<td>Estimated Investments And Number Of Rooms During XI Plan</td>
<td>61</td>
</tr>
<tr>
<td>III.14</td>
<td>Classification Of Foreign Tourists According To Accommodation Used In 2003 And 2004</td>
<td>61</td>
</tr>
<tr>
<td>III.15</td>
<td>No. Of Foreign Tourists Visited India And Kerala And Share Of Foreign Tourists Arrival To Kerala</td>
<td>62</td>
</tr>
<tr>
<td>III.16</td>
<td>Treatment Costs In India And Abroad – A Comparison</td>
<td>69</td>
</tr>
<tr>
<td>III.17</td>
<td>Emerging Areas Of Tourism Investment And Employment Opportunities In Kerala</td>
<td>74</td>
</tr>
<tr>
<td>IV.1</td>
<td>Multimedia Titles Developed By The Department Of Tourism</td>
<td>92</td>
</tr>
<tr>
<td>IV.2</td>
<td>Details Of Accommodation Units Of KTDC</td>
<td>96</td>
</tr>
<tr>
<td>V.1</td>
<td>Districts In Malabar - A Fact Profile</td>
<td>133</td>
</tr>
<tr>
<td>V.2</td>
<td>Tourism Potentials Of Malabar</td>
<td>134</td>
</tr>
<tr>
<td>VI.1</td>
<td>Geographical Area And Population Of Malabar And Rest Of Kerala</td>
<td>172</td>
</tr>
<tr>
<td>VI.2</td>
<td>Region Wise Length Of State Highways In Kerala Maintained By PWD As On 31-03-2006</td>
<td>174</td>
</tr>
</tbody>
</table>
VI.3 Region Wise Length Of Major District Roads In Kerala Maintained By PWD As On 31-03-2006

VI.4 Region Wise And Surface Wise Length Of Roads Maintained By PWD As On 31-03-2006

VI.5 Region Wise And Surface Wise Length Of State Highways Maintained By PWD In Kerala As On 31-03-2006

VI.6 Region Wise And Surface Wise Length Of Major District Roads Maintained By PWD In Kerala As On 31-03-2006

VI.7 Region Wise Growth Of Motor Vehicles In Kerala And Their Index

VI.8 Kerala State Road Transport Corporation: Operational Statistics As On 31-03-2006

VI.9 Details Of Flights Operated And Passengers Travelled In 2005-06

VI.10 Details Of Availability Of Accommodation Facility In Classified Hotels And Heritages In Kerala As On 31-03-2002

VI.11 Category Wise Accommodation Units Of KTDC In Malabar And Rest Of Kerala As On 31-08-2006

VI.12 Region Wise Details Of Area And Population Served By One Post Office During 2005-06

VI.13 Region Wise Details Of Telephone Network In Kerala During 2005-06

VI.14 Cost Of Projects Undertaken By The Department Of Tourism In Malabar Region During 2002-2006

VI.15 Total Number Of Tourists In Malabar And Rest Of Kerala - 1998 - 2006

VI.16 Comparison Of Region Wise Arrival Of Foreign Tourists In Malabar With Rest Of Kerala - 2000-2006

VI.17 Market Share Of Malabar Region In Domestic Tourist Arrivals In Kerala - 1999-2006

VI.18 District Wise And Year Wise Arrival Of Foreign Tourists In Malabar Region – 2000-2006

VI.19 District Wise And Year Wise Arrival Of Domestic Tourists In Malabar Region – 2000-2006

VI.20 Month Wise And Year Wise Arrival Of Foreign Tourists In Malabar Region – 1999-2005

VI.21 Month Wise And Year Wise Arrival Of Domestic Tourists In Malabar Region - 1999-2005
VI.22 Details Of Percentage Share Of Each District In Malabar In Total Foreign Tourists Arrivals In The Region – 2006

VI.23 Details Of Percentage Share Of Each District In Malabar Region In Total Domestic Tourists Arrivals – 2006

VI.24 Month Wise Arrival Of Foreign Tourists In Malabar Region - 2005

VI.25 Month Wise Arrival Of Domestic Tourists In Malabar Region – 2005

VII.1 Distribution Of Respondents By Age Group

VII.2 Distribution Of Respondents By Sex

VII.3 Tourists By Occupation

VII.4 Distribution Of Tourists By Income Group

VII.5 Foreign Tourist Arrivals To Malabar – Country-Wise

VII.6 Domestic Tourist Arrivals To Malabar – State-Wise

VII.7 Respondents By Their Purpose Of Visit

VII.8 Responses With Regard To The Type Of Tour Undertaken Vis-À-Vis The Tourist Category

VII.9 Responses With Regard To The Type Of Tour Undertaken Vis-À-Vis The Tourists’ Gender

VII.10 Responses With Regard To The Type Of Tour Undertaken Vis-À-Vis The Age Group Of Tourists

VII.11 Responses With Regard To The Agency Which Facilitated Journey Vis-À-Vis The Category Of Tourists

VII.12 Responses With Regard To The Agency Which Facilitated Journey Vis-À-Vis The Gender Of Tourists

VII.13 Responses With Regard To The Agency Which Facilitated Journey Vis-À-Vis The Age Group Of Tourists

VII.14 Pattern Of Tour Preferred By The Respondents Vis-À-Vis Their Category

VII.15 Pattern Of Tour Preferred By The Respondents Vis-À-Vis Their Gender

VII.16 Pattern Of Tour Preferred By The Respondents Vis-À-Vis Their Age

VII.17 Travel Accompaniment Of Tourists Vis-À-Vis Their Category
VII.18 Travel Accompaniment Of Tourists Vis-À-Vis Their Gender 222
VII.19 Travel Accompaniment Of Tourists Vis-À-Vis Their Age Group 223
VII.20 Days Of Stay Of Tourists In Malabar Vis-À-Vis Their Category 224
VII.21 Days Of Stay Of Tourists In Malabar Vis-À-Vis Their Gender 224
VII.22 Days Of Stay Of Tourists In Malabar Vis-À-Vis Their Age Group 225
VII.23 Days Of Stay Of Tourists In Places In Rest Of Kerala Vis-À-Vis Their Category 226
VII.24 Days Of Stay Of Tourists In Places In Rest Of Kerala Vis-À-Vis Their Gender 228
VII.25 Days Of Stay Of Tourists In Places In Rest Of Kerala Vis-À-Vis Their Age Group 229
VII.26 Number Of Previous Visit Of Tourists In Malabar Vis-À-Vis Their Category 230
VII.27 Number Of Previous Visit Of Tourists In Malabar Vis-À-Vis Their Gender 231
VII.28 Number Of Previous Visits Of Tourists In Malabar Vis-À-Vis Their Age Group 232
VII.29 Number Of Previous Visits Of Tourists In Rest Of Places In Kerala Vis-À-Vis Their Category 232
VII.30 Number Of Previous Visits Of Tourists In Rest Of Places In Kerala Vis-À-Vis Their Gender 233
VII.31 Number Of Previous Visits Of Tourists In Rest Of Places In Kerala Vis-À-Vis Their Age 234
VII.32 Opinion Of Tourists On Passenger Transport Vis-À-Vis Their Category 235
VII.33 Opinion Of Tourists On Passenger Transport Vis-À-Vis Their Gender 235
VII.34 Opinion Of Tourists On Passenger Transport Vis-À-Vis Their Age Group 236
VII.35 Preference Of Accommodation Units Among Tourists In Malabar Vis-À-Vis Their Category 237
VII.36 Preference Of Accommodation Units Among Tourists In Malabar Vis-À-Vis Their Gender 238
VII.37 Preference Of Accommodation Units Among Tourists In Malabar Vis-À-Vis Their Age Group 239
VII.38 Opinion On Accommodation Vis-À-Vis The Category Of Tourists
VII.39 Opinion On Accommodation Vis-À-Vis The Gender Of Tourists
VII.40 Opinion On Accommodation Vis-À-Vis The Age Group Of Tourists
VII.41 Opinion On Taste And Variety Of Food Stuff Served In Hotels In Malabar Vis-À-Vis The Category Of Tourists
VII.42 Opinion On Taste And Variety Of Food Stuff Served In Hotels In Malabar Vis-À-Vis The Gender Of Tourists
VII.43 Opinion On Taste And Variety Of Food Stuff Served In Hotels In Malabar Vis-À-Vis The Age Group Of Tourists
VII.44 Opinion Regarding Cleanliness And Hygiene In Hotels In Malabar Vis-À-Vis The Category Of Tourists
VII.45 Opinion Regarding Cleanliness And Hygiene In Hotels In Malabar Vis-À-Vis The Gender Of Tourists
VII.46 Opinion Regarding Cleanliness And Hygiene In Hotels In Malabar Vis-À-Vis The Age Group Of Tourists
VII.47 Opinion Regarding Waiter Services In Hotels In Malabar Vis-À-Vis The Category Of Tourists
VII.48 Opinion Regarding Waiter Services In Hotels In Malabar Vis-À-Vis The Gender Of Tourists
VII.49 Opinion Regarding Waiter Services In Hotels In Malabar Vis-À-Vis The Age Group Of Tourists
VII.50 Opinion Regarding Charges In Hotels In Malabar Vis-À-Vis The Category Of Tourists
VII.51 Opinion In Regard To Charges In Hotels In Malabar Vis-À-Vis The Gender Of Tourists
VII.52 Opinion Regarding Charges In Hotels In Malabar Vis-À-Vis The Age Group Of Tourists
VII.53 Opinion On Restaurant Services In Malabar Vis-À-Vis The Category Of Tourists
VII.54 Opinion On Restaurant Services In Malabar Vis-À-Vis The Gender Of Tourists
VII.55 Opinion On Restaurant Services In Malabar Vis-À-Vis The Age Of Tourists
VII.56 Opinion Regarding Shopping Facilities Vis-À-Vis The Category Of Tourists
VII.57 Opinion Regarding Shopping Facilities Vis-À-Vis The Gender Of Tourists

VII.58 Opinion Regarding Shopping Facilities Vis-À-Vis The Age Group Of Tourists

VII.59 Opinion About The Internet And Telecommunication Services In Malabar Vis-A-Vis The Tourists’ Category

VII.60 Opinion About The Internet And Telecommunication Services In Malabar In Relation To The Tourists’ Gender

VII.61 Opinion Regarding Internet And Telecommunication Services In Malabar Vis-A-Vis Age Group Of Tourists

VII.62 Opinion With Regard To Bar Facilities In Malabar Vis-À-Vis The Category Of Tourists

VII.63 Opinion With Regard To Bar Facilities In Malabar Vis-À-Vis The Gender Of Tourists

VII.64 Opinion With Regard To Bar Facilities In Malabar Vis-À-Vis The Age Group Of Tourists

VII.65 Problems Relating To Transportation Facilities

VII.66 Problems Relating To Accommodation Facilities

VII.67 Problems Relating To Shopping Facilities

VII.68 Problems Relating To Cleanliness

VII.69 Problems Relating To Other Factors

VII.70 Demand And Supply Status Of Foreign Tourists Vis-A-Vis Various Tourism Facilities And Amenities

VII.71 Demand And Supply Status Of Domestic Tourists Vis-À-Vis Various Tourism Facilities And Amenities

VII.72 Overall Demand And Supply Status Of Tourists Vis-À-Vis Various Tourism Facilities And Amenities

VII.73 Mean Score Of Various Facilities Availed By Tourists

VII.74 Mean Score Of Hotel Expenditure Of Tourists Vis-À-Vis Their Category

VII.75 Mean Score Of Hotel Expenditure Of Tourists Vis-À-Vis Their Gender

VII.76 Mean Score Of Hotel Expenditure Of Tourists Vis-À-Vis Their Age Group

VII.77 Mean Score Of Food And Beverage Expenditure Of Tourists Vis-A-Vis Their Category

VII.78 Mean Score Of Food And Beverage Expenditure Of Tourists Vis-A-Vis Their Gender

VII.79 Mean Score Of Food And Beverage Expenditure Of Tourists Vis-A-Vis Their Age Group
VII.80 Mean Score Of Shopping Expenditure Of Tourists Vis-À-Vis Their Category
VII.81 Mean Score Of Shopping Expenditure Of Tourists Vis-À-Vis Their Gender
VII.82 Mean Score Of Shopping Expenditure Of Tourists Vis-À-Vis Their Age Group
VII.83 Mean Score Of Expenditure On Internal Travel Vis-À-Vis The Tourist Category
VII.84 Mean Score Of Expenditure On Internal Travel Vis-À-Vis The Tourist Gender
VII.85 Mean Score Of Expenditure On Internal Travel Vis-À-Vis The Age Group
VII.86 Mean Score Of Other Expenditure Of Tourists Vis-À-Vis Their Category
VII.87 Mean Score Of Other Expenditure Of Tourists Vis-À-Vis Their Gender
VII.88 Mean Score Of Other Expenditure Of Tourists Vis-À-Vis Their Age Group
VII.89 Malabar As A Choice Of Destination (Primary/Secondary) Vis-À-Vis Tourist Category
VII.90 Malabar As A Choice Of Destination Of Tourists (Primary/Secondary) Vis-À-Vis Their Gender
VII.91 Malabar As A Choice Of Destination Of Tourists (Primary/Secondary) Vis-À-Vis Their Age
VII.92 Rating Of Enjoyment Of Travel Experience In Malabar Compared To The Rest Of Places In Kerala Vis-À-Vis The Category Of Tourists
VII.93 Tourists' Rating Of Enjoyment Of Travel Experiences In Malabar Compared To The Rest Of Places In Kerala Vis-À-Vis Their Gender
VII.94 Rating Of Enjoyment Of Travel Experience In Malabar Compared To The Rest Of Places In Kerala Vis-À-Vis The Age Group Of Tourists
VII.95 Tourists' Views Of The Necessity Of A New International Air Port In North Malabar Vis-À-Vis Their Category
VII.96 Tourists' Views Of The Necessity Of A New International Air Port In North Malabar Vis-À-Vis Their Gender
VII.97 Respondents’ Views Of The Necessity Of A New International Air Port In North Malabar Vis-À-Vis Their Age Group
VII.98 Opinion On The Attitude Of Host Population In Malabar Vis-À-Vis The Tourist Category
VII.99 Opinion On The Attitude Of Host Population In Malabar Vis-À-Vis The Tourist Gender

VII.100 Opinion On The Attitude Of Host Population In Malabar Vis-À-Vis The Tourist Age Group

VII.101 Respondents’ Rating About The Tourism Potentialities Of Malabar Region Vis-À-Vis Their Category

VII.102 Respondents’ Rating About The Tourism Potentialities Of Malabar Region Vis-À-Vis Their Gender

VII.103 Respondents’ Rating About The Tourism Potentialities Of Malabar Region Vis-À-Vis Their Age Group

VII.104 Tourists’ Preparedness To Recommend Malabar As A Holiday Choice To Their Friends And Relatives Vis-À-Vis Their Category

VII.105 Tourists’ Willingness To Recommend Malabar As A Holiday Choice To Their Friends And Relatives Vis-À-Vis Their Gender

VII.106 Tourists’ Readiness To Recommend Malabar As A Holiday Choice To Their Friends And Relatives Vis-À-Vis Their Age Group

VII.107 Willingness Of Tourists To Visit Malabar Again Vis-À-Vis Their Category

VII.108 Tourists’ Willingness To Visit Malabar Again Vis-À-Vis Their Gender

VII.109 Tourists' Willingness To Visit Malabar Again Vis-À-Vis Their Age

VII.110 Classification Of Tourism Officials By Gender

VII.111 Classification Of Tourism Officials By Age Group

VII.112 Classification Of Official Respondents By Their Qualification

VII.113 Classification Of Official Respondents By Experience

VII.114 Official Respondents By Mode Of Selection

VII.115 Official Respondents By Criteria For Promotion

VII.116 Training Before The Appointment

VII.117 Training After The Appointment

VII.118 Official Respondents By Motivation

VII.119 Role Of Tourism Officials In Formulation Of Schemes, Plans And Programmes

VII.120 Is The Job Environment Congenial For Tourism Promotion?

VII.121 Opinion Of The Official Respondents On Tourism Development Of Malabar

VII.122 Official’s Opinion On Tourism Potentialities Of Malabar

VII.123 Opinion Of Officials On The Factors Hindering Growth Of Tourism In Malabar