CHAPTER 1

INTRODUCTION

1.1. INTRODUCTION

Tourism is an economic activity of immense global significance. Across the world, tourism has become a forerunner of change, transforming countries and states into buoyant economies. The tremendous growth in tourism in recent times at the global level is due to various factors such as the impacts of globalization, emergence of the global village and preference for overseas jobs in general. According to World Tourism Organisation (WTO), “tourism enriches individuals, families, communities and the entire world.”1

Tourism enhances the quality of life, preserves the national heritage and encourages the appreciation of diverse cultures both by domestic and foreign tourists. Tourism is one of the leading job creators and plays a vital role in the balance of payments of many countries. It is one of the few industries which opens up economic opportunities in rural areas, gives people an incentive to remain in the villages and preventing the overcrowding of cities. As a service industry, tourism has a flexible character having capability of accommodating people – skilled, semi-skilled and unskilled.

The benefits of tourism are not limited to the economy alone. Tourism indirectly benefits the environment and culture as taxes generated through it are used for restoring monuments and establish natural parks. As the industry grows, infrastructure needs to be improved and this results in new roads, bridges, hotels, better telecommunication networks, airports, railways, water treatment plants, and sewage systems. This creates thousands of jobs and benefits the entire community.

Tourism helps to preserve ancient cultures and handicrafts, which otherwise would have been lost in the relentless march of industrialisation. In every destination, tourist patronage is injecting new life into traditional industries like handicrafts and long lost folk art forms. Tourism also helps cultural interaction. The tourists see and absorb elements of the hosts’ culture and the hosts pick up some characteristics from the visitors. In the long run this contributes to better understanding and promotes harmony.
1.2. TOURISM IN INDIA

Travel and tourism forms an integral part of Indian tradition and culture. A cultural tradition in which the guest came to be recognized as God and the world as one large family evolved in the Indian society. India, being a vast and diverse country has something to offer to everyone.

The Government of India has now come out with a National Tourism Policy which pledges, among others, to make tourism and travel an important instrument for "sustainable human development, poverty alleviation, and employment generation." The growth of tourism in the modern times, however, continued to be slow till the early 1980's after which tourism started getting recognized as an industry. Tourism started finding a place in the nation's Five Year Plans. A National Tourism Policy, therefore, evolved in 1982, followed by a National Tourism Action Plan in 1992.

Tourism has become an important segment of Indian economy as it generates employment opportunities and contributes substantially to its foreign exchange earnings. The foreign exchange earnings of the country through tourism at the end of the previous century was Rs. 12495.55 crores and this has been increasing on an average annually by 8.35 percent.

A report of the World Travel and Tourism Council (WTTC) reveals that tourism and travel industry of India contributes substantially every year to the GDP (Gross Domestic Product) and provides 17.4 million jobs. The report has envisaged that the overall economic activity stimulated by the industry would grow at the annual rate of about 8.4 percent over the next decade. This growth would result in the industry accounting for more than one in 15 jobs and contributing about 6.9 percent to GDP by the end of 2010 AD.

Liberalization has brought the Indian economy much closer to the international economic scene creating the right backdrop for the growth of tourism. It is liberalization rather than controls that create a proper atmosphere for the growth of tourism. With the objective of having a better appreciation of the Indian tourism scenario, a comparative analysis of the foreign tourist arrivals to India and the country’s tourism receipts as well as the figures at the global level for the period 1993-2004 is given in Table I.1.
Table I.1
INTERNATIONAL TOURIST ARRIVALS AND TOURISM RECEIPTS
FOR THE PERIOD 1993-2004

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals (in millions)</th>
<th>Tourism Receipts (US $ billions)</th>
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</thead>
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<tr>
<td></td>
<td>Global</td>
<td>India</td>
</tr>
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<td>1993</td>
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<td>2.8</td>
</tr>
<tr>
<td>2004</td>
<td>763</td>
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</table>


1.3. TOURISM IN KERALA

Tourism to Kerala is what apple growing is to Himachal Pradesh. Both these regions offer all the preconditions for the sustained and successful growth of the respective activities. Kerala is today the most acclaimed tourist destination in India with its distinctive ‘God's Own Country’ branding, thanks to the aggressive marketing and strategic planning on the part of the Government of Kerala. The growth of Kerala as the country's number one upscale destination and one of the most popular new age destinations in Asia is dramatic. As stated already, the enviable success is a result of the far reaching policy initiatives and aggressive strategies followed by the Department of Tourism in the state. As result of all these initiatives, the state is now increasingly rated as one of must-visit destinations not only by the highly discerning foreign tourists but also by the domestic tourists.
During the year 2006, the number of international tourists visited the state was 4.28 lakh with an increase of 23.68% over the year 2005. The domestic tourist arrival crossed 62 lakhs in 2006 with an increase of 5.47% over the year 2005. The foreign exchange earning during the year 2005 was Rs.1988 crore. The total earnings from tourism in the state are worked out at about Rs.9000 crore. Tourism employs about 10 lakh persons in the state.

In a state like Kerala, where unemployment among the educated youth is a burning problem, tourism is considered to be a major employment generating industry. For this reason, though recently, the Government has taken steps to link tourism with other sectors like agriculture and traditional industries to help generate more employment. It is also expected that tourism would provide job avenues for such workers as hotel employees, taxi drivers, tour guides and tour operators, construction workers, entertainers, restaurant employees, handicraft workers and transportation workers. Similarly, in the context of limited manufacturing sector and the severe crisis facing traditional sectors in the state, tourism is considered as one of the sectors with immense promise and potential in the state.

1.4. STATEMENT OF THE PROBLEM

Tourism is an economic activity of immense global importance. Perhaps, there exists hardly any other field of activity where so many people are involved directly or indirectly. It is in this context that the significance of tourism sector, in the economy of Kerala, which has a large reservoir of educated unemployed youth, has to be looked into. The economy of Kerala mainly depends on the primary and tertiary sectors. The agriculture sector of Kerala has received a strong beating during the recent years due to the guidelines imposed by World Trade Organization. The farmers of Kerala are the most adversely affected group in the State. In order to revive agriculture, promotion of tourism in Kerala is already recognized as a good alternative to improve the economy of the state. Similarly, in the context of limited manufacturing sector and the severe crisis facing traditional sectors and the uncertainty of finding gainful employment to educated youth, tourism in Kerala is considered as one of the sectors with promise.

Each State in India represents its own geo-socio-cultural identity and therefore demands a specific tourism plan and action. Similarly, two important geographical segments of Kerala such as northern part known as Malabar and the southern region have in their credit to offer all the tourism products typical of the
State. Each of them possesses its own unique tourism products in terms of attractions. Hence each of these geographical segments is to be seen as a separate tourist destination for the successful formulation and implementation of tourism plans and strategies and this has to be done within the ambit of an overall tourism perspective for the State.

Malabar, the northern part of Kerala, is one of the few places that offer everything that a discerning tourist longs for. Malabar is blessed with immense natural beauty and rich heritage with both physical and human diversities and therefore is one of the most potential areas of the State of Kerala in respect of tourism promotion. To put it straight, the land of Malabar is undoubtedly a region bestowed with scenic beauty with unique and diverse tourism products that form the perfect setting for all types of tourists. The host population of the region creates a special aura unmatched anywhere else in the country, where hospitality is not just an industry, but it has become an intrinsic part of local culture.

However, the development of tourism sector in Malabar remained stagnant so far because of political and various other reasons. While some people associated with the tourism industry are narrating the captivating beauty of Kerala, the region of Malabar tells a sad story of statistics on tourist arrivals. It may be remembered that the success of a tourism destination largely depends upon the increased arrival of both foreign and domestic tourists. Having said the presence of scenic beauty and other tourism friendly factors existing in the region, it is a fact that they have not helped to attract more tourists, particularly foreign tourists to Malabar. Despite having a comparatively long history, tourism sector in Malabar is still in infancy witnessing only 5-6 percent foreign tourist arrivals in the region. In most cases, people usually end up coming to the region by chance, either to attend a pre-scheduled meeting or simply stopping over en route to some other places. The main reason for this situation might be that like any other area of development activity in Malabar, the tourism segment was also handled very casually without fixing any need based strategies, goals and plans and in most cases without any authentic action plan.

Weak performance of Malabar in foreign tourist arrivals as well as their short duration of stay implies corresponding fall in foreign exchange earnings in the region compared to that of the southern and central parts of the State, and as a result the
region has been deprived the opportunity of reaping benefits in the growing tourism segment of Kerala. This situation has also resulted in creating a wide regional imbalance in tourism development between Malabar and the rest of Kerala, which is highly undesirable viewed from a healthy and sound tourism policy that ought to be followed by a democratic government.

Moreover, most of the districts in Malabar are nowadays confronting fierce farm crisis. The Union Government’s trade liberalization policies under which the import duties on agricultural commodities are drastically brought down has exposed the farmers to fierce competition from abroad. A very large number of farmers in various districts in the region have been inescapably caught in debt trap. On the other hand, in the present context of the same liberalized policy followed by the Central Government as well as by State Governments, it is expected that there will be a boom in investment and employment generation. This is particularly true in the case of information technology, biotechnology and nanotechnology sectors where thousands of employment opportunities are likely to arise in the coming years. However, a region like Malabar constituting an important geographical segment of tiny Kerala, which still remains a backward one in various other respects too cannot wait till the fruits of such favourable environments are harvested. It is in this context, the development of tourism has become an economic necessity for the region.

So in the above backdrop, it is appropriate to examine the reasons why Malabar failed to take advantage of the regional, national, international linkages developed so far in the tourist front. Despite the distinctive and diversified tourism potentialities of Malabar, the situation of already noted thin market share of the region in international tourist arrivals poses some pertinent questions. Does it indicate that this region is not properly being marketed in the tourism map of Kerala? Does tourism planning in Malabar still lack well designed and tailor made tourism packages suited to the region? Or does it mean that the visiting foreign tourists to the State are not interested to come to Malabar for the reason that tourism products offered by the region are not up to their expectation and satisfaction levels? Or is it because of the so-called neglect and disregard on the part of the Government and tourism authorities towards Malabar region in bringing international tourists here?
1.5. SIGNIFICANCE OF THE STUDY

In an attempt to find answers to the above questions and from the observations and conclusions made earlier, it is felt that there is utmost need for undertaking an in depth study for identifying its potential resources and also ascertaining the problem areas that stand in the way of the development of tourism in Malabar. Moreover, no empirical, exploratory or analytical study has so far been seen to be undertaken to identify the potential tourism resources in Malabar in a systematic manner. There is a natural motivation to know what kinds of tourism products that a potential tourist can expect by visiting this highly unexplored virgin land. Any positive result in this direction derived from the research study can be expected to contribute a lot not only to the economic wellbeing of the local residents of Malabar but to the entire economy of the State.

1.6. SCOPE AND COVERAGE OF THE STUDY

The study aims at rediscovering and repositioning the tourism resources and potentialities of Malabar region. The study also aims at identifying and highlighting the problem areas in the tourism development in Malabar. It intends to find answers to the problems and shortcomings in infrastructure development and tourism support services such as quantity and quality of public transport, accommodation, shopping, information services, and internet and telecommunication services, bar facilities and so on. The opinion of and suggestions from the respondents incorporated herein would provide guidelines for future course of action to be followed in Kerala with particular reference to Malabar.

Contemporary Malabar region occupies about half of the geographical area of the State of Kerala consisting of six districts, viz. Kasaragod, Kannur, Kozhikode, Wayanad, Malappuram and Palakkad. However, Thrissur is also included for the purpose of the present study due to the fact that Chavakkad Taluk in this district is considered to be part of South Malabar area historically.

1.7. OBJECTIVES OF THE STUDY

The important objectives of the study are enumerated below:

1. To assess the current scenario of tourism industry in Kerala;
2. To study the role of various agencies in the tourism development in Kerala and to assess the tourism trend pattern in the State;
3. To evaluate the tourism potentialities of Malabar;
4. To carry out a critical analysis by comparing the tourism trend pattern in Malabar with that of the rest of Kerala;
5. To identify the problem areas of the development of tourism in Malabar;
6. To suggest effective marketing strategies for the promotion of tourism in Malabar; and
7. To suggest suitable measures to tackle the problems faced by the tourism industry in Malabar.

1.8. HYPOTHESES OF THE STUDY

The following hypotheses are formulated for the present study:

1. There is no significant difference between foreign tourists and domestic tourists in their opinion with respect to various facilities in Malabar such as accommodation, taste and variety of food, cleanliness, waiter services, restaurant services and internet and telecommunication facilities.

2. The tourists visiting Malabar are satisfied with various infrastructure facilities offered in the region only at a moderate level.

1.9. DATA BASE AND METHODOLOGY

The method adopted in the thesis is mostly of exploratory and analytical. The descriptive method has also been employed to narrate the tourism potentialities of Malabar.

1.9.1. Sources of Data

Both primary and secondary data have been used for the study.

1.9.1.1. Primary data

The collection of primary data has been attempted through (i) opinion survey based on interview schedule and (ii) methods of personal interview and observations.

1.9.1.2. Secondary data

The secondary data have been collected from official and non-official records, leading books on the subject, published and unpublished theses, booklets, brochures on divergent aspects of tourism, year books published by the Government of Kerala, Government of India, WTO and WTTC and journals and magazines. Moreover, paper clippings and the information from the internet have been extensively used as a source of secondary data collection.

1.9.2. Sampling Design

There are three categories of respondents for the study, viz. foreign tourists, domestic tourists and the officials connected with tourism activities in Malabar. The
size of the sample is restricted to 200 foreign tourists and 200 domestic tourists and 50 tourist officials. The entire Malabar region forms the universe for the study. Convenience sampling method was adopted in selecting the respondents without considering their age, sex, class, country, religion and income. Information from sample respondents were collected through the administered structured interview schedule from classified and unclassified hotels, homestays and other accommodation units, Ayurveda and Kalaripayattu centres, beaches, railway stations, bus stands, Theyyam performing shrines and Kavus, shopping centres and other leading tourist centres to make the sample representative of the entire universe, i.e. Malabar region. Stratified random sampling method was employed to determine the geographical areas from which the tourist respondents were to be selected. Thus, 4 prominent tourism districts in Malabar region, viz. Kozhikode, Thrissur, Kannur and Kasaragod are the strata for the sample. Of these, Thrissur and Kozhikode districts respectively occupy the first position in domestic and foreign tourist arrivals among the districts in Malabar for the past several years. 50 domestic and 50 foreign tourists each were selected from each of the above 4 districts for the study. However, the tourist official respondents were selected based on simple random sampling method covering the entire districts in Malabar. Thus, 50 tourist officials were selected out of a total of 207 working in various tourism-related offices in Malabar as on 01-01-2006. A structured interview schedule was prepared for collecting information from them also.

The questions included in the interview schedule were objective type in nature and self explanatory with multiple choices so as to derive quick responses. The questions asked to the tourist respondents were mainly relating to hospitality services, travel problems, potentialities and attractions of the region and personal experiences in Kerala with increased focus on Malabar. Attempt was made to avoid subjective questions. However, special provision was made to collect the opinion of the respondents in the schedule itself. A few common questions applicable to all categories of respondents were also included so as to form generalization and inferences.

1.9.3. Analysis and Interpretation of Data

Keeping in view the objectives of the study, the data collected were grouped, classified and tabulated for each category of respondents so as to facilitate correct analysis and easy interpretations. Processed data were interpreted with the help of
the statistical tools such as averages, percentages, ratios, trends, Analysis of Variance (ANOVA) and chi-square tests and mathematical tool such as Compound Annual Growth Rate (CAGR).

1.9.4. Period of Study

The field survey to collect primary data was carried out during the period from 01-01-2005 to 30-04-2006. Special care was taken to collect data from tourists during the peak tourism season in the State falling between the months of November to February. However, secondary data pertaining to divergent aspects of tourism in the State was collected for the past nine years from 1998 to 2006.

1.10. LIMITATIONS OF THE STUDY

- Systematic and authentic data collection on both foreign and domestic tourist traffic of such districts in Malabar as Kasaragod, Kannur and Wayanad was started only recently by tourism authorities. As a result, the paucity of such up to date data has affected the process of data analysing in a more meaningful manner.

- As has been mentioned above, systematic and authentic official data base regarding tourism in Malabar are still scanty. Again, as there exists no other work of this kind, i.e., a study focusing on a particular geographical segment of Kerala, the researcher had to take extra effort in collecting the required primary data mostly making field visits. Still, for time and cost constraints, it was not possible for him to visit all the places and thereby produce an exhaustive work.

- Compared to other destinations in the State, the frequency of the occurrence of tourist visits in Malabar districts is very thin. For this reason, the researcher had to take much pain to stay several days in hotels and other accommodation units situated in close proximity to the important tourist spots in the region.

- Within the broad concept of tourism, travellers for business and official purposes are included within the purview of tourists. When such classes of respondents, particularly domestic respondents, were approached for collecting data and their purpose of their journey was asked, every now and then the researcher had to convince them of the broad concept of tourism.

- A comprehensive view and reactions of local people in Malabar could not be taken to the desired extent for time constraints and owing to lack of awareness of tourism among them.
1.11. OPERATIONAL CONCEPTS AND DEFINITIONS

Important terms and concepts used for the study with their operational definitions are given below:

1.11.1. Tourism

Tourism refers to a temporary movement of people from one place to another. It may be said to be a “dream machine”. It helps to realize a dream or fantasy in the tourist's otherwise toilsome life.

1.11.2. Tour

A ‘tour’ represents an attempt by the traveller to discover something about a place he visits. He may desire to see himself something he has heard about, to learn about business opportunities, job possibilities, health advantage, educational benefits, environmental assets, or recreational properties and so on. Travel may be considered in the mode of tourism, if it satisfies the following three conditions:

(i) Travel must be temporary.
(ii) Travel must be voluntary.
(iii) Travel should not have remunerative employment as its aim.

Thus, tourism in the strict sense is essentially a pleasure activity in which money earned in one’s normal domicile is spent in the places visited. It involves a discretionary use of time and money.

1.11.3. Travel

The word travel is derived from the French word ‘travail’ which means hardship, trouble or danger. Travel was considered as a perilous undertaking. Uncomfortable modes of transportation and crude, scarce and improper accommodation added to traveller’s woe.

Travel and tourism are not synonyms. All tourism involves travel but all travel is not tourism. All tourism occurs during leisure time but all leisure is not given to tourist pursuits.

1.11.4. Tourist

The term tourist is derived from the word tour, meaning, according to Webster’s Dictionary, “a journey at which one returns to the starting point; a circular trip usually for business, pleasure or education during which various places are visited and for which an itinerary is usually planned.” The International Union of Official Travel Organisation (IUOTO), which has been converted into World Tourism Organisation (WTO), has defined a ‘tourist’ as a ‘temporary visitor staying at least 24
hours in a country.' The purpose of journey may be put under the broad categories of leisure and business. The tourist is the actor in the system.\textsuperscript{14}

1.11.5. Foreign Tourist

So many definitions of tourists, particularly of international tourists created confusion, because each country began to use different definitions for purpose of travel statistics. In India, the Department of Tourism has adopted the following definition of a 'foreign tourist':

"A person visiting India on a foreign passport for a period not less than twenty-four hours and not exceeding six months for non-immigrant, non-employment tourist purposes."\textsuperscript{15}

In India till 1970, the tourist arrival figures were compiled based on this definition. However, from 1971, the Department of Tourism has adopted the following definition as per the recommendations of the United Nations Conference of International Travel and Tourism held at Rome in 1963:

1. A foreign tourist is a person visiting India on a foreign passport staying at least twenty-four hours in India and the purposes of whose journey can be classified under one of the following headings:

   (i) Leisure (recreation, holiday, health, study, religion, and sports)

   (ii) Business (family, mission or meeting)

2. The following persons are not taken as 'foreign tourist' irrespective of their length of stay:

   (i) Persons arriving, with or without a contract, to take up an occupation or engage in activities remunerated from within the country.

   (ii) Persons coming to establish and reside in the country.

   (iii) Excursionists, i.e., temporary visitors staying for less than twenty-four hours in the country (including travellers on cruises).

1.11.6. Domestic Tourist

A domestic tourist is a person who travels beyond his normal domicile to certain other areas within the country. The basic difference between domestic and international tourism is that of jurisdiction of travel. At present there is no general and widely accepted definition of the term 'domestic tourist'. The 'General Assembly XXIII of IUOTO, Caracas (Venezuela)' held in October 1973 recommended a study to draw a common standard and acceptable definition of domestic tourism. The following definition was put forward by IUOTO in 1975:\textsuperscript{16}
For statistical purposes, the term ‘domestic tourist’ designates any person who travels within the country where he resides at a place other than his usual place of residence for at least twenty-four hours or one night, for a purpose other than exercising a gainful activity and which may be classified under one of the following headlines:

(i) Leisure (recreation, holiday, health, study, religion and sports)
(ii) Business (family, mission, meeting).

In the context of the above definition, three elements are important. These are (i) place of residence, (ii) geographical setting of travel, and (iii) duration of travel. Thus the domestic tourist is that person who travels to any place within the country for a purpose other than gainful activity, at the place visited.

1.11.7. Tourist Product

The tourist product is what attracts tourists to a place. It includes the primary elements such as historic buildings, urban landscapes, museums and art galleries, theatres, sports and events. There are other facilities which are important for the experience of the tourists. Hotels, food and beverage facility, shops and other services are generally put in the category of secondary elements. The tourist product can be seen as a composite product, as the sum total of a country’s tourist attractions, transport, accommodation and of entertainment, which hopefully result in consumer satisfaction. The tourist product can entirely be a man-made one or nature’s creation improved upon by man.

1.11.7.1. Characteristics of Tourist Product

The following are the key features of the tourist product:

1. Composite nature

A vital concept in respect of the tourism product is that it is a total experience. It is the sum total of all the services and facilities used by the tourist that equals the tourism product.

2. Service based

Most of the tourists do not think in terms of purchasing a range of product, but rather, as being a total experience. As many of the components of the total tourism product are service related, the tourist will come into contact with many people during his trip. They may include a travel agent, ground crew in an airport, flight crew, hotel and motel staff members, waiters in restaurants, cashiers in shops,
tour guides and local residents. As the products are services, the user's satisfaction becomes an integral part.

3. User's presence essential

For availing the services, it is essential that the users come to the spots personally or physically. It cannot be brought to the users; rather the users must be taken to the product. This necessitates the setting up of the product in a right way. Therefore the suppliers need an in-depth study of user's behaviour, tastes, preferences, like and dislikes so that expectations and realities coincide and satisfaction is made possible.

4. Independence of sub-product

The sub-products of tourism product are dependent on each other for their ultimate success. For example,
(i) provision of one sub-product (transportation) may not be worthwhile if other sub-products are unavailable (accommodation),
(ii) basic facilities are of no use if attractions are not available and vice versa, and
(iii) a bad experience with one sub-product (accommodation) may affect a tourist's impression of another sub-product (a sight-seeing tour).

5. Perishability

The tourism products are highly perishable. If the products remain unused, the chances are lost. If the tourists do not visit a particular place, the opportunity is lost. If the opportunity is lost, the moment is lost. While the service or sub-product may be available for sale at some later point in time, the revenue originally lost can never be regained.

1.11.8. The Tourist Destination

A destination is both a site and an event, and these factors are the attractions. In a site attraction, a location exercises appeal like the Kerala coastline or Wayanad eco destination. With an event acting as a pull, tourists are drawn to a particular place because of what is happening at that location. Where both site and event are attractions, like the Great Elephant March or Boat Race in Kerala, the success of such a destination multiplies.

Destinations can be spread over a wide geographical area. The attraction to a destination lies in the image it has or the attractions it offers.
1.11.8.1. Carrying Capacity

The concept of carrying capacity is an essential aspect of sustainable tourism, that is, a control on the number of tourists as well as the type of tourism to be developed. Carrying capacity is a concept that has to keep in mind the needs of:

a) the environment  
b) the level of development – both economic and social  
c) culture  
d) population and its needs in the present and in the future  
e) tourism vs. other forms of economic activity.

1.11.9. Alternative Tourism

Alternative tourists are those who like to do things differently. They want to be less with other tourists and more with the living cultures. They aim to avoid using special 'tourist' accommodation, transport and other services. They prefer to use or share the services of the local population. Many tourists choose alternatives because they are concerned about the negative impact which Mass Tourism can have on a destination.

India is a popular alternative destination. India is a “subtle mix of ancient and modern, rural and urban, filled with local colour and vitality”.

1.11.10. Motives behind Travel

When one considers reasons why people wish to travel or become tourists, he has to deal with motivations. Motivation is an essential concept behind the different patterns of tourist demand.

McIntosh has stated that basic travel motivation may be grouped into the following four categories:

(i) Physical motivators, which are related to physical relaxation and rest, sporting activities and specific medical treatment; all are connected with the individual’s bodily health and well-being.

(ii) Cultural motivators, which are connected with the individual’s desire to travel in order to learn about other countries and their people and their cultural heritage expressed in art, music, literature, folklore etc.

(iii) Interpersonal motivators, which are related to a desire to visit relatives, friends, or to escape from one’s family, workmates or neighbours, or to meet new people and forge new friendships, or simply to escape from the routine of every day life.
(iv) Status and prestige motivators, which are identified with the needs of personal esteem and personal development; these are related to travel for business or professional interests, for the purpose of education on the pursuit of hobbies.

When these broad categories are broken down and elaborated, it will give many more reasons as to why more and more people engage in tourism. These include:

(i) Pleasure
(ii) Relaxation, rest and recreation
(iii) Health
(iv) Participation in sports
(v) Curiosity and culture
(vi) Ethnic and family
(vii) Spiritual and religious
(viii) Status and prestige
(ix) Professional or business

Getting away from all that routine of every day life may be the essential motive of all in recent times. Every individual likes to have fun, excitement and good time whenever possible.

Some of the motivations cited in respect of modern tourism can be enlisted as follows:

(a) The exploration of the close and distant neighbourhood, knowing other countries, regions or people, and also travel for studies and cultural ends.
(b) Divine service as a travel motivating force is present in journey to sacred religious places and in pilgrimages.
(c) The utilization of natural medical cures comprise in the widest sense all travel undertaken with the object of rest and relaxation, medical care or treatment of diseases.
(d) Travel for the enjoyment of beauties of the landscape has undergone modifications both in the conception of what is beautiful and in the expression of sentiment.
(e) A further motive force of tourism is constituted by sports travel. This includes travel for the sake of traveling, the joy in motion.
1.11.11. Push and Pull Factors

A host of factors can cause a person to engage in tourism. When they are classified on the basis of location, some of them can be located in the tourism-generating region and some can be found out in the tourist destination region. If a person has more amount of discretionary income or if he suffers from work related stress, it may encourage him to participate in tourism activities. The factors which can be located in the tourist generating area which may force a person to engage in tourism are referred to as 'push' factors. On the contrary, some of the factors are seen in the destination region. For example, the cultural attraction of a destination or its climate or scenic beauty can allure a person to visit there. Such factors are called 'pull' factors.

1.11.12. Components of Tourism

Tourism mainly consists of four main components, viz., Transportation, Accommodation, Ancillary Services and Sales, which are briefly described below:

1.11.12.1. Transportation

Transportation facilities are required for people being able to travel from one destination to another quickly and efficiently. A tourist has to travel by some mode in order to reach the tourist place in time. The transportation available to the tourist can be divided into three main categories, viz., Air, Water and Land.

A tourist's need for transportation can be classified into three groups:

a) Transportation from the generating country (point of origin) to the host country (destination) and return

b) Transportation between host destinations – i.e., tourist travelling to more than one destination (country)

c) Transportation within host destinations

1.11.12.2. Accommodation

Accommodation is the place where tourists stay. It can range from a tent in a camping ground or a paddock to a luxury suite in a first class hotel. The word accommodation is generally used to refer to boarding and lodging. Simply, accommodation is the room or the space provided to the tourist who comes all the way from a long distance.

There are several factors which influence the selection of accommodation unit by a tourist. People do not usually stay in a hotel simply for the sake of it, but rather, because they are visiting a region for a specific purpose and accommodation is
necessary. New types of accommodation, particularly holiday villages, huts, apartment homes, combines, caravans, tourist cottages etc. become extremely popular.

1.11.12.3. Ancillary Services

The tourist’s needs are not confined to transport and accommodation alone. Ancillary services are very important and can be categorized into the following:

i) Attractions

The features that attract a person to a particular destination are termed as attractions. They may be either natural or man-made.

a) Natural Attractions

Natural attractions are those that can be enjoyed in their virgin form although they often require the provision of additional services to make them accessible to tourists. Natural attractions include mountains, rivers, lakes and sea beaches and the natural resources of a destination. For tourists to be able to engage in such activities as sea bathing, fishing, diving, skiing, jet boating, climbing and trekking, support services will be required. To satisfy these varied needs of tourists, activity-tour packages are put together and made available to them.

b) Man-made Attractions

Man-made attractions are those which are created and maintained with a view to catering to the tourist trade for the use and enjoyment of local residents or may be created with both in mind. The examples of man-made attractions include-

- Amusement and theme parks
- Museums and art galleries
- Cultural exhibits
- Staged entertainment
- Sporting events
- Buildings of architectural and religious importance
- Zoos

ii) Tourist Publications

Tourists will require information about their proposed destination. Such information will be required both before they leave home and once they arrive giving details on such things as:

- The people and their way of life
- Language
• Currency
• Climate
• Amenities
• Transportation
• Accommodation
• What there is to see and do.

As the potential tourists are unable to see, touch or feel the tourist product in advance, the supply of such material is significant to the success of any tourist destination as the information given may be the deciding factor as to whether a tourist will visit a particular destination.

iii) Public Service and Amenities

The infrastructure in a destination is not usually developed with the tourists specifically in mind. These are facilities and services required by tourists. Infrastructure elements consist of:

• roads
• electricity and water supply
• communication facilities
• sewage and waste disposal
• policing and security generally
• medical services and hygiene.

iv) Financial Services

Tourists also require access to various types of financial services. Among them foreign exchange is the most important service followed by insurance and credit facilities.

v) Food and Beverage

Tourists want the two basic necessities in life such as food and drink. For many tourists the consumption of food and drink constitutes an important part of travel experience. For many of them, the consumption patterns change quite considerably while they are away from home.

vi) Entertainment

Facilities like cinema or movies, nightclub, theatre plays and shows are included in the category of entertainment. As a general rule, such entertainments are attended for the sole purpose of filling in the night-time hours rather than being part of a planned itinerary.
vii) Shopping Facilities

Shopping can be viewed as an attraction for some tourists or as a basic facility which tourists automatically expect. Shopping facilities are provided by retail trade and these form an essential element of tourism supply. Apart from the need to purchase basic necessities, the tourists may also wish to purchase souvenirs and gifts that reflect the destination visited.

1.11.12.4. Sales

In tourism, the consumer is nearly moved to the product as opposed to a product being moved to the consumer, which is the case with most other services. Because of the fact that the tourism product and the consumer are usually separated by geographical boundaries, i.e., may be at opposite sides of the world, the selling of the product becomes crucial. In tourism, the producer/manufacturer equals with the supplier of the service, i.e., the supplier of the transportation, accommodation or ancillary service. The wholesaler is called the tour operator or tour wholesaler and the retailer is called the travel agent.

Of the various components described above, transport, accommodation, attractions and amenities are described as the basic components of tourism.

1.11.13. Tourism as an Industry

Tourism envelopes a number of industries or service providers such as airline, rail, accommodation, food service industries, travel agents, tour operators, guides, guest house owners, entertainment organizers and shop owners dealing with handicrafts, clothing, foot wears, leather goods and a wide variety of other items required by tourists. This view is supported by Young (1973) when he opines that it is a heterogeneous group embracing a large variety of trade and industries, which have the supplying travellers' need as their common function. It also consists of wholesalers, retailers and attractions.

In the present competitive world, tourism has become a lucrative and well-organized industry. Tourism is a very useful means of earning foreign exchange. Tourism plays an important role in sustaining national economy. During the economic crises in South East Asia, it was demonstrated that tourism helped these countries to survive during crises.

Tourism is also a labour-intensive industry. Tourism generates and provides full-time and part-time employment to a large number of people. On account of the
aforesaid reasons most of the states in India have declared tourism as an industry. Kerala Government had also declared tourism as an industry as back as 1986.

1.12. CHAPTERISATION

The thesis is organised into eight chapters as detailed below:

The first chapter which is the introductory one provides a brief discussion on the present scenario of tourism in India, statement of the problem, significance of the study, scope and coverage of the study, objectives, methodology adopted, tools of analysis, limitations of the study, an explanation of key concepts in tourism and also the chapter scheme.

The second chapter presents a review of previous studies on the topic. These are based on related theses, books, articles and journals and periodicals on the areas of the study.

The third chapter narrates the current scenario of tourism industry in Kerala. This chapter contains a description on Kerala’s tourism achievements, analysis of earnings from the tourism industry in the State, Kerala tourism under Five Year Plans, a discussion on tourism trends in Kerala and accommodation facilities available in classified hotels in the State. The emerging areas of employment and investment opportunities in tourism, incentives and subsidies available to investors in tourism in Kerala and the current scenario of medical tourism in the State are also explained in this chapter.

The fourth chapter discusses the role of different agencies involved in the tourism development in Kerala consisting of the Department of Tourism, Kerala Tourism Development Corporation, Tourist Resorts (Kerala) Limited, District Tourism Promotion Councils, Thenmala Ecotourism Society, Kerala Tourism and Travel Studies and Bekal Resorts Development Corporation. An explanation on the critical role of private sector in tourism development in the State is also given in this chapter.

The fifth chapter narrates at length the tourism potentialities of Malabar. The narration goes on describing varied tourism potentials of the region focusing its monuments, beach destinations, pilgrim centres, backwaters, hill
stations, waterfalls, wildlife sanctuaries and other attractions.

The sixth chapter outlines the tourism infrastructure development and tourism trends in Malabar, a description on its geographical area and population, new initiatives of tourism development in the region and an analysis of market share of Malabar in tourist arrivals for the past few years.

The seventh chapter which is the analysis chapter examines the views expressed by the visiting tourists of various resources, facilities, amenities and support services availed/utilized by them in Kerala, particularly in Malabar based on different parameters. This chapter also analyses the opinion and reactions of the officials concerned with multifarious tourism activities in the region. Also it critically examines the relevance of the present organisation structure of the Kerala Department of Tourism which performs the dual role of tourism promotion and development on the one hand and hospitality functions on the other.

The eighth and last chapter is the customary chapter dealing with conclusions and suggestions for the improvement of tourism related activities in the State particularly in Malabar.

1.13. CONCLUSION

After having briefed the reasons for the selection of the present study, its scope and coverage, objectives of the study, methodology adopted and also having discussed the key concepts in tourism in the preceding sections of the present chapter, an attempt is made in the next chapter to carry out a review of the related literature on the subject.

REFERENCES
2. ibid.
3. The Monsoon India - National Conference on Tourism (Background paper), 16th July 2005, New Delhi, p. 1


16. ibid. p. 11.


