Chapter 1
INTRODUCTION

Tourism industry has steadily acquired an increasingly significant position in the global economy. A naive impression of it may illustrate the industry merely as a provider of basic facilities with a view to meet the expectations and perceptions of the tourists. A closer look would, however, reveal that, it incorporates and entails a whole set of complex factors and forces. Tourism promotes people-to-people contacts, ethnic cultural understanding, mutual appreciation and co-operation, thereby promoting peace. The development of tourism depends on various factors such as attraction, accommodation, transportation, recreation, restaurants, shopping, hospitality, safety and security, attitude of the host community, tourist destinations and so on.

The World Travel and Tourism Council (WTTC, 2011) reports that in 2010, the contribution of travel and tourism to the world GDP was about 9 percent, whereas, its total employment effect was more than 235 million jobs, which amounts to 8 per cent of global employment. Further, the employment effect of international tourism appears to be optimistic in the medium to long-term. According to the UNWTO forecasts, the sector is expected to provide nearly 296 million jobs by 2019 given that there would be sustained growth of global tourist arrivals and the major economies maintain their momentum.

In India, tourism has been gaining popularity with the active involvement of Government and other promotional agencies. India, with its diverse culture and geographic areas and its relatively low cost man-power is suitable for the development of the industry. Tourism in India is growing well as is evident from the tourism statistics.
Kerala, a State situated on the tropical Malabar Coast of south-western India, is one of the most popular tourist destinations in the country. Named as one of the "ten paradies of the world" and "50 places of a lifetime" by the *National Geographic Traveller*, Kerala is famous especially for its ecotourism. Its unique culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist destinations in the world. Growing at a rate of 10 per cent, the tourism industry is a major contributor to the State’s economy. Today, Kerala tourism is a global super brand and regarded as one of the destinations with highest brand recall. In 2010, Kerala attracted 0.66 million foreign tourists and 8.6 million domestic tourists. There is an increase of 18 per cent in foreign tourists and 9 per cent increase in domestic tourist arrivals when compared to the previous year (Tourism Statistics, Government of Kerala) thus making it one of the fastest growing tourism destination in the world. The State’s tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering and personal growth of the local population. Efforts are taken to minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. The most significant contribution of the tourism is the creation of employment in rural areas by stimulating local art, handicrafts and folklore. Tourism employs 10 per cent of total workforce and also contributes 5 million US Dollar annually as foreign exchange to the State (Economic Review, Government of Kerala). Major tourism destinations in the State include beaches, hill stations, national parks, wildlife sanctuaries and the backwaters.

Hills have been a source of wonder and inspiration for human societies and cultures since time immemorial. Our fascination for these unique wilderness areas has been partly based on their remoteness and inaccessibility. Yet, today, the elements that attract people to hills – clean air, diverse landscapes, rich biodiversity, and unique cultures – are under threat, partly because of poorly managed and non-sustainable tourism. Travel to hill areas,
which already attract up to 20 per cent of global tourism, is increasing rapidly. The investment, operational and managerial decisions of tour operators, other tourism professionals and the wider industry are helping to determine the level of both negative and positive impacts of tourism in mountain environments. Hills are second only to coasts and islands as popular tourism destinations, generating 20 percent of annual global tourism income. While modern forms of transportation have made even remote hill areas accessible to increasing numbers of visitors, hill tourism tends to be very unevenly distributed, with a small proportion of locations having significant tourism infrastructure.

Hill tourism is one of the fast growing tourism sectors in Kerala, contributing 30 per cent of the total revenue from tourism sector (Tourism Statistics, Government of Kerala). Eastern Kerala consists of land encroached upon by the Western Ghats; the region thus includes high mountains, gorges and deep-cut valleys. The wildest lands are covered with dense forests, while other regions lie under tea and coffee plantations or other forms of cultivation. The Western Ghats rise on average to 1500 metre elevation above sea level. Certain peaks may reach to 2800 metre. The Kerala hills offer pleasant and pleasurable diversions that range from going on hiking, biking, trekking and hill climbing tours, wildlife safaris to the numerous wildlife sanctuaries located on the hills. The mist covered Kerala hills with clear blue skies as the perfect background and the evergreen forests that clothe these hills create a visual panorama that heightens the pleasure of all the tourists.

1.1 Review of Literature

A number of studies have been undertaken by individual researchers, research institutes/agencies and governments all over the world on Tourism. Such studies have covered different areas of the tourism industry viz. tourism marketing, responsible tourism, various types of tourism, impact of tourism on the socio-economic development of the economy and the environmental impact of tourism etc. An attempt is made to review the major studies available in the field so as to find the literature gap for the present study.
Diamond (1977) recognized that although the adverse sociological and non-economic effects of inbound tourism and foreign investment in the tourism sector of under developed countries had been reasonably well canvassed by the mid 1970s, the possible economic shortcomings of tourism had been given little systematic attention. While for some under developed countries inbound tourism expansion has brought great economic benefits, for others the results have proved to be disappointing. His study of Turkey pinpoints some of the difficulties in general associated with promoting tourism in developing countries.

One of the earliest studies to explore systematically the relationship between tourism and the State of the environment is by Pigram (1980). Pigram recognized that there may be negative, neutral or positive relationships between the development of tourism and the environment. However, he does not discuss the role of market failures in relations to the alteration of environments. He pointed out that “Tourism and environment are not merely interrelated but are interdependent”.

Gray (1982) provides one of the earliest discussions of the role of economics in tourism. According to him, one of the most important contributions of tourism economics is to improve the quality of decision making in relation to the tourism industry. Gray outlines a number of significant ways in which economics has contributed to tourism research and to an increased efficiency in goal fulfilment in the tourism industry.

Archer (1982) provides a valuable introduction to the use of multipliers in tourism impact analysis and indicates the possible pitfalls in this type of analysis. He points out that this analysis has its origins in the works of R.F. Khan, J.M. Keynes and W Leontief. He also invites our attention to several erroneous uses of tourism multipliers in the literature.
Sessa (1984) in a rejoinder to Gray (1982) expresses some lingering concerns about the value of economic analysis of tourism. He is especially worried that the social context of tourism will be overlooked in discipline-based studies.

Frechtling (1987) considers alternative methods of collecting data on expenditure by tourists and the shortcomings of these methods. He also reviews methods such as impact multipliers and input–output analysis used to measure the economic impacts generated by tourism expenditure.

Marjorie Kelly (1988) discusses whether tourism in Jordan will be an economic boon or a destabilizing factor. Following the peace accords with Israel, Jordan’s potential as a destination increased significantly. Jordan consequently sought advice from various international parties for developing tourism. However, almost identical development plans designed years before by some of the same parties remain unimplemented. This is because the major responsibility lies with the government and also because of its personnel policies, taxation rates, micromanagement, and unreliable record keeping. However, beyond these problems are issues dealing with guest/host relations, cultural values, and the legacy of more than a half-century of wars and enmity toward those who now comprise a large portion of its market—the Israeli tourists.

Pascal Tremblay (1988) in his article argues that it is inappropriate to portray a tourism organization as involving the coordination of firms producing conventional well-defined commodities with marginally differentiated technologies as in a conventional industry. A number of alternative theories of corporate and industrial organizations are contrasted with respect to their applicability to the imperfectly specified tourism commodity. A perspective on firms and industry that emphasizes coordinating changing technological and marketing competencies through network relationships is believed to be particularly suitable to represent the tourism learning system and to provide an
alternative outlook on tourism industry, coordination and organizational structures.

Kenneth Wilson (1988) in the article “Market/Industry Confusion in Tourism Economic Analyses” considers whether, given the economic definition of industry, tourism can be called as such. Moreover, his paper offers a clarification of the distinction between the concepts industry and market and how they may be used in the economic analysis of tourism. Definitions of these two notions, extracted from the relevant economic literature, are suggested. He further states that tourism cannot be defined as either an industry or a market. Clarification of this confusion has important implications for economic analysis in this field.

Peter Romilly, Xaming Liu, and Haiyan Song (1996) examined the relationship between international tourism spending and a number of economic and social variables with a panel data set covering 138 countries over the years 1989 to 1995. The data set was initially divided into three country groups (low, middle, and high incomes), and the characteristics of the data set were analysed. The pool ability of data was then tested for, and a heterogeneous intercept model with homogeneous slope coefficients was estimated. Various tests were conducted to determine whether the fixed or random effects models were appropriate. By far the biggest single influence on international tourist spending is income, but the model also identified the real exchange rate, age structure, and degree of urbanization as significant influences.

John Hull and Simon Milne (1997) in their article review the links that exist between tourism, gender, and the labour market on the Lower North Shore of Quebec (LNS). After a brief review of gender-based case studies from around the world, some historical background on gender participation in the traditional fisheries-based economy of the LNS is offered in order to determine how the current economic setting is both reinforcing and altering gender roles. Results from a survey of local businesses conducted in 1995 are used to
evaluate the quality and type of direct employment in the accommodation, restaurant, arts and crafts, and tour operator sectors. The data illustrate that women are not only translating traditional domestic duties into money-earning activities but also assuming new roles in an attempt to benefit from tourism’s growth in the LNS.

Jenny Phillimore (1998) discusses the results of a quantitative survey of a rural county’s tourist attractions and the types of employment, levels of training, and expertise within them. The county of Herefordshire, England, has been awarded European Community Objective 5b funding to aid in the restructuring of its economy. One of the main areas targeted is tourism and the development of tourist attractions. Rural women experience opportunity deprivation, so it is hoped that developing tourism employment will provide them with additional employment opportunities. Employment figures show women tend to work in unskilled, seasonal, and part time jobs, while men were more likely to be annual, fulltime, and managerial employees.

Bonnie Martin, Francis McGuire, and Lawrence Allen (1998) conducted a survey to identify retirees’ attitudes toward tourism development in a resort community. Data analysis, including factor analysis, found that four dimensions described retirees’ attitudes: increased development, negative impacts, positive impacts, and tourism support. It was found that retirees do not support continued growth and strongly agreed that tourism had negative impacts, supporting growth machine theory.

Mara Manente and Maria Carla Furlan (1998) analyse the quality of tourism as a system that includes final consumption, product based market services, the natural environment and cultural resources at no cost, and the impact on the local society, all from the macroeconomic point of view. They maintain that if optimal use is to be made of resources in the sense of achieving sustainable system quality, this use must be compatible with the carry capacity.
Thomas C. Jensen (1998) estimates the income and price elasticity for six nationals most often visiting Denmark as tourists. The estimates are based on two different measures of revenue: the number of nights spent and the currency exchange statistics.

The report prepared by World Travel and Tourism Council (1998) on the Economic Impact of Travel and Tourism Development in the APEC Region provides a foundation for increased awareness and understanding of the significance of travel and tourism’s contribution to the economy of the APEC region. It will assist member economies in implementing appropriate policy measures to prepare for the expected growth of travel and tourism and to capture the potential for new capital investment.

David W. Marcouiller (1998) presents an analytical framework that captures environmental goods as latent primary factor inputs to the production process of tourism. Using forest resources as an example, he incorporates no-priced tourism production inputs to specify the tourist production function, to provide a critical linkage to land and recreation resource management, and allow for more integrative tourism-planning approaches.

Mananyi, A (1998) in his article, Optimal Management of Ecotourism, considers the static and dynamic optimal tax policies that are designed to decentralize the social optimum, thereby internalizing the externalities and guaranteeing the sustainability of both the wildlife species and tourism. The sustainability debate strongly suggests that the viability of eco-tourism is in danger unless policies that promote the natural resource base are pursued.

Megan Epler Wood (1998) investigates the role of community participation in the development of eco-tourism in Ecuador from social, political, and conservation perspectives. Ecuador is a living laboratory of eco-tourism and community development issues that provides an excellent base to study and learn about how communities in tropical zones adapt eco-tourism to
their needs. One inventory found 30 indigenous and controlled eco-tourism projects in the Amazonian region of Ecuador alone.

Zoran Klaric (1999) in his study on the Impact of Distance and Availability of Information on Travel to Conflict Regions—Example of Croatia, deals with the causes of changes in tourist demands in Croatia in relation to the situation before the war. Based on this analysis, it is suggested that distance and available information influence more significantly the travel into conflict areas, second only to the price and promotive policy, but not real safety.

Heerschap, N.M (1999) describes the importance of employment and human resource issue for the “tourism industry.” The study proposes the use of both approaches (demand side and supply side) simultaneously by connecting basic life account through an employment module as the integration framework.

Travel Industry Association of America (1999) on their report titled “1997 Impact of Travel on State Economies”, deals with spending on travel, jobs generated through travel and total wage and salary generated through travel. This report includes six separate summaries: 1997 Travel Expenditures in the U.S., 1997 Travel-Generated Payroll in the U.S., 1997 Travel-Generated Employment in the U.S., 1997 Travel-Generated Tax Revenue in the U.S., State Profiles, and 1997 Multiplier Impact of Travel Spending in the U.S.

Cevat Tosun (1999) presents an analysis of the contribution of international inbound tourism to economies of developing nations with special reference to Turkey. It shows that the contribution of international inbound tourism to the Turkish economy appears to be significant in absolute terms.

Pizam, A (1999) in an essay titled “Life and Tourism in the Year 2050”, represents the author’s personal vision of life and the state of the tourism industry in the year 2050. It describes the major expected developments in the
areas of environment, demographics, economy and business, lifestyle and
values, politics, housing, education, entertainment, shopping, and emerging
technologies.

Raphael Raymond (1999) in his study gives the national totals and the
figures for Eilat and for five other destinations. The economic benefits of
tourism are reduced by the building of accommodation and facilities that are
used only part of the year or have low annual usage, and by seasonal
unemployment. Monthly occupation peaks and troughs in 1998 are presented
for 16 countries, as well as the seasonal patterns of tourism by air to Israel, by
principal origin and of inbound and domestic hotel demand.

Cevat Tosun (1999) investigates and explains the roots of unsustainable
tourism development at the local level in a developing country, with special
reference to Urgup in Turkey. It was found that the factors that ushered in
unsustainable tourism development are beyond the control of local people and
authorities. They are largely related to issues at the national level. The study
concludes that achieving sustainable tourism development at the local level in a
developing country requires hard political choices, a confident decision-making
process, and the collaboration of international tour operators and donor
agencies.

Karl Hoyer (2000) presents a critical discussion of the internationally
prevailing understanding of the concept sustainable tourism. The study
emphasizes that sustainable tourism should be linked to a concept of
sustainable mobility. However, this mobility would imply not only a change in
the means of transport but also a reduced level of mobility in the rich part of
the world.

Richard Prentice and Vivien Andersen (2000) discuss the importance of
familiarity as an explanatory variable of imagery and evoked opportunities, and
this as a direct and indirect determinant of visiting propensity. Ireland is the
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destination used, and the model and repositioning appraisal are developed in the market for cultural tourism.

Peter Mason and Joanne Cheyne (2000) discuss the resident attitudes to tourism development. Research employing a questionnaire survey and focusing on a proposed development was conducted in a rural New Zealand region. The findings are discussed in relation to national tourism surveys in that country.

Renata Tomljenovic and Bill Faulkner (2000) examine the unprecedented growth of tourism in Australia. How this growth affects older residents is becoming increasingly important for the industry and urban planners. A survey of Gold Coast residents was carried out to test this hypothesis. Contrary to expectations, the results revealed that older residents are generally as favourably disposed to tourism as their younger counterparts.

Derek R. Hall (2000) in his study analysed tourism’s role in post socialist restructuring in Central and Eastern Europe, reflecting on issues of mass tourism and niche segregation. Rural tourism is examined as a vehicle for sustainable development in south-eastern Europe, and some of the paradoxes facing issues of sustainability in tourism development are examined in relation to recent development processes. With a dynamic mix of mass and niche markets to target, the potential of rural tourism development in south-eastern Europe continues to be constrained by regional instability.

Raguraman, K (2001) identifies two sets of interrelated factors that are largely responsible for the relatively low levels of international tourist arrivals and receipts in India’s tourism sector. The first factor is the low prioritization of tourism in the hierarchy of development directions identified by the government. The second factor relates to India’s aviation policy, which has led to the lack of adequate and high-quality air transport services into the country.

Tim McClellan (2002) examines methods of measuring tourists’ current perceptions using a destination in northern France as a case study and applies
this to Traditional Response Hierarchy Theory. The application and results of perception measurement tests in the United Kingdom and France are discussed in a broad context together with general implications for the development of communication and marketing strategies to change perceptions of potential tourists. The need for destinations to meet potential visitor expectations is considered together with the possible effects of inappropriate product and communication strategies.

Julie L. Andsager and Jolanta A. Drzewiecka (2002) in their study explore how potential tourists interpret representation in terms of familiarity and desirability and whether stereotypes influence interpretation. College sophomores viewed guidebook images of two locations and listed thoughts about the scenes in terms of the people who live there and what vacations and living there would be like. Responses were analysed using a computer-assisted content analysis program that identifies co-occurrence of terms within cases, and terms were cluster analysed to determine relationships. Respondents preferred familiar images for vacations, differentiating among various images of those destinations. Interpretation of destination images and perceived familiarity appears to strongly rely on stereotypes of the places considered.

Bushell, R, Staiff, R and Conner N (2002) examine the question of how local communities value the contribution of natural and cultural heritage to their well being. They look at conservation issues, with particular reference to the role of nature-based tourism as a vehicle for incorporating conservation into regional and rural development strategies and specifically as one of the mechanisms for the contribution by protected areas to the quality of life for local communities.

Metin Kozak (2002) in his study determines whether motivational differences existed between tourists from the same country visiting two different geographical destinations and among those from two different countries visiting the same destination. The analysis of findings was based on
pull-and push motivations of British and German tourists visiting Mallorca and Turkey in the summer of 1998. The findings demonstrated that some tourist motives differed between nationalities and places visited.

Antonia Correia (2002) addresses the decision-making processes observed in tourists by developing a conceptual framework that focuses on motivation, expectation and choice. The final choice is ultimately determined by individual-specific internal and external conditions. Determinants, such as behaviour, culture, reference groups, personality, and perceived risks, are some of the important issues covered. Likewise, the main stages of the tourist decision-making processes involved are also considered.

Larry Dwyer and Peter Forsyth (2002) discuss the impact on national employment of an increase in foreign tourism expenditure. In their article, they review existing work based on multiplier analysis, input-output studies, and computable general equilibrium models. The deficiencies and advantages of these different approaches are assessed. Special attention is paid to examining the employment impacts of tourism expenditure in a general equilibrium framework wherein cancelling effects are recognized. The authors also discuss potential impacts of tourist expenditure on employment levels under different assumptions about the causes of unemployment generally, and with particular reference to segmentation in markets for tourism-related labour.

Howard L. Hughes (2003) examines the influence of tourism on theatre in London. Theatres would appear to be a significant factor in the choice of the city as a tourist destination and the article explores the evidence for this contention. The view that tourism has had an unfavourable effect on theatre is also discussed. There is an undoubted dominance of the West End by the musicals, and it is argued that the net effect of tourism and concentrated ownership and production has resulted in such a situation. This may very well inhibit the stimulation and survival of a more diverse, adventurous, and innovative theatrical scene and of creative artistic talent.
Miljenko Bilen (2003) in his study tries to identify the aspects related to maintain the tourism destinations. Tourist demand is oriented toward destinations whose high-quality resources are able to meet recreational, cultural, and other needs of the contemporary traveller. Such areas are very few, and the majority of the global demand is oriented toward subtropical or Mediterranean regions, which have nearly reached the saturation point as a result of the large number of visits. The principal question of modern theory and practice is how to preserve tourist areas while meeting tourist demand. The author maintains that the process should involve both receptive and emissive tourist countries since their interests in the matter are mutual.

Bærenholdt, Jorgen Ole, and Michael Haldrup (2006) in their study challenge conventional understandings of territorial learning by comparing two cases of cultural tourism and their spin-off developments in Roskilde, Denmark: first the Viking Ship Museum, its development into a ‘Museum Island’ in the harbour area during the 1990s and its project ‘Return of the Viking Long ship’; second, the Roskilde Festival with its still not fully developed projects ‘Music on Valley’ and ‘Rock City’. The study also emphasizes the role of local authorities and of international connections. In doing so, they attempt to bridge the gap between contemporary discussions of tourism and cultural economy in cultural and economic geography and ask how these attractions, events, and projects have emerged and how the dynamics producing tourist places are organized in time and space.

Sandra Wall Reinius and Peter Fredman (2007) in their study explore protected areas as attractions and their influence on tourists’ behaviour. The importance of differing protection status (national parks, world heritage sites, and biosphere reserves) is also discussed. Data come from surveys conducted in protected areas in the Swedish mountain region. The results show that protection status matters to tourists, and it affects the decision to visit the area, but to a variable degree among the study sites. It is concluded that different protected area labels function as touristic markers but that the name national
park has a stronger effect on tourists than the labels of world heritage site and biosphere reserve.

Barry Brown (2007) presents an ethnographic study that expresses the concern that ‘tourists cause changes to both themselves and their destinations’. The focus is on the “work” of tourism: the organization and arrangement of the experience. The paper describes how tourists work in groups, use maps and guidebooks, and lastly pre- and post-visit places. An ethno-methodological approach is applied to the different ways in which tourists collaboratively find solutions to their problems.

Close analysis on the review of available literature throws light on the fact that the study undertaken in the field of tourism industry cover mainly certain specific areas like the impact of tourism on the socio-cultural, economic and environment scenario of a destination, the resident attitude towards the industry, images of destination, tourist behaviour etc. In this context, it assumes greater significance to initiate a study on the hill tourism sector of Kerala. Hills of Kerala are very famous tourism destinations and they also contribute to a major share of the revenue collected from the tourism industry of the State.

1.2 Statement of the Problem

It is a boom time for Kerala tourism. Along with the growth of the Kerala economy in general, the tourism sector has also witnessed huge buoyancy in recent times. Today, Kerala is among the top ten tourist destinations in the world. Innovative and market-focused advertisement campaigns help Kerala to boost its tourism inflows in both volume and value. About 17 per cent of the foreign and 30 per cent of the domestic tourists who come to Kerala visit the hill destinations of Kerala (Tourism Statistics, Government of Kerala, 2010). A major portion of the revenue in hill areas is from tourism and it also offers a lot of employment opportunities for the host community throughout the year (Economic Review, Government of Kerala,
Even though hill tourism has an important place in the economic development of hill areas in particular and the tourism sector of the State in general, no pragmatic effort has been made by individual researchers or institutions to explore the potential of hill tourism in Kerala. It is in this context that the present study titled “Hill Tourism in Kerala” has been undertaken.

1.3 Significance of the Study

There are many economic benefits other than those commonly associated with tourism. Tourism can also have a positive impact on regional development, and may help to even out some of the inequalities between different parts of a given country. Regions which do not have access to some major resources or do not have major urban centres may be able to use tourism to improve regional income and reduce the exodus in search of employment. It has also been suggested that tourism encourages entrepreneurship and the development of new small scale business enterprises, particularly among groups who might not have easy access to formal labour markets. Special interest tourism, because of its being at a relatively early stage of development, is thought to be particularly conducive to entrepreneurial activity. Such entrepreneurial activity can range from specialised tour and guiding services to manufacturing local handicrafts. In this context, a study on the hills, - which have been isolated from the plain lands for several decades,- as tourism destinations, with special thrust on the facilities provided for the tourists and also the impact of tourism on the host community, is very much significant. It is hoped that the present study would be beneficial to tourists, host community, service providers and also the government and other tourism promotion agencies for formulating suitable policy decisions for the betterment of hill tourism.

1.4 Scope of the Study

The present study aims to explore hill tourism in Kerala. More specifically, it aims to assess the accessibility and amenities in the hill tourism destinations in Kerala and the socio-cultural, economic and environmental
impact of hill tourism on the host community. The role of promotional agencies in the development of hills of Kerala as tourism destinations also comes under the purview of the study.

1.5 Objectives of the Study

The study aims at the following objectives:

1. To assess the accessibility and amenities in the hill tourism destinations in Kerala.

2. To assess the socio-cultural, economic and environmental impact of hill tourism in Kerala.

3. To study the role of promotional agencies in the development of hill tourism destinations in Kerala.

1.6 Hypotheses

In line with the objectives, the following hypotheses have been formulated:

1. Not more than one half of the tourists viewed that the accessibility facilities at the hill destinations of Kerala are good.

2. Not more than one half of the tourists viewed that the tangible facilities available at the hill destinations of Kerala are good.

3. Not more than one half of the tourists viewed that the intangible facilities available at the hill destinations of Kerala are good.

4. Not more than one half of the tourists viewed that the cost of accommodation at the hill destinations of Kerala is high.

5. Not more than one half of the host community viewed that tourism has positive socio-cultural impact on the hill destinations of Kerala.

6. Not more than one half of the host community viewed that tourism has positive economic impact on the hill destinations of Kerala.

7. Not more than one half of the host community viewed that tourism has positive environmental impact on the hill destinations of Kerala.
1.7 Variables Used for the Study

The following variables identified with the help of an exhaustive literature survey have been used for analysis:

1.7.1 Accessibility and amenities in the hill tourism destinations in Kerala

i. Regularity of Visit
ii. Frequency of Visit
iii. Source of Information about the Destination
iv. Purpose of Travel
v. Mode of Transport
vi. Companion
vii. Type of Accommodation
viii. Road Network to the Tourism Spots
ix. Restaurants
x. Pure Drinking Water
xi. Sanitation Facilities
xii. Public Lighting System
xiii. Communication Facilities
xiv. Banking Facilities
xv. Shopping Facilities
xvi. Hospital Facilities
xvii. Recreational Facilities
xviii. Publicity of Tourism Products
xix. Tourism Information Centre
xx. Sight-seeing Packages
xxi. Facility for Adventure Activities
xxii. Safety and Security
xxiii. Rejuvenation Facilities
xxiv. Law and Order at the Destination
xxv. The Service of the Tourist Guide
xxvi. Overall Environment at the Destination
xxvii. Attitude and Approach of the Host community
xxviii. Cost of the Facilities at the Destination.

1.7.2 Socio-cultural, economic and environmental impact of hill tourism in Kerala

i. Social Interaction
ii. Cultural Exchange and Education
iii. Cultural Advancement
iv. Preservation of the Cultural Identity
v. Revival of Traditional Art, Craft and Culture
vi. Restoration of Historical Sites
vii. Commodification of Culture and Traditional Way of Life
viii. Changes in the Art, Craft and Festival
ix. Demonstration Effect
x. Crimes
xi. Vandalism
xii. Exploits Host Community
xiii. Drug Use and Alcoholism
xiv. Sexual Abuse and Prostitution
xv. Diseases
xvi. Degradation of the Local Language
xvii. Friction between the Host Community and Tourists
xviii. Effect on the Community’s Way of Life
xix. Displacement of Community
xx. Employment Generation
xxi. New Business Units and Expansion of Existing Units
xxii. Income of the Community
xxiii. Educational Facilities
xxiv. Standard of Living
xxv. Investment in the Area
xxvi. Infrastructure
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xxvii. Development of Nearby Areas
xxviii. Foreign Exchange
xxix. Price of Land, Houses and Essential Commodities
xxx. Availability of Consumables
xxxi. Other Productive Industry
xxxii. Tax Burden
xxxiii. Cost of Living
xxxiv. Environmental Consciousness
xxxv. Quality of Public Services
xxxvi. Waste Management
xxxvii. Income for the Preservation of Nature
xxxviii. Pollution
xxxix. Water and Electricity
xl. Drainage and Sanitation
xli. Climate Change
xlii. Degradation of Natural Resources
xliii. Deforestation
xliv. Biodiversity and Quality of Landscape

1.7.3 Agencies in the development of hill tourism destinations in Kerala
   i. Form of Various Agencies
   ii. Facilities Provided by the Agencies
   iii. Facilities Maintained by Agencies

1.8 Methodology

The present study is empirical in nature based on both primary and secondary data. The sample, data source and tools of analysis used for the study are given in the following sections.

1.8.1 Selection of Sample

In Kerala, there are 12 hill destinations (MoT, Government of India, 2010), which constitute the universe for the study. Of the 12 destinations, five
destinations constitute the sample for the study, three from the central region (Ernakulam, Kottayam, Idukki, Thrissur and Palghat districts), one from Southern region (Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha districts) and one from northern region (Malappuram, Kozhikode, Wayanad, Kannur and Kasargod districts) have been selected on the basis of the highest number of tourist arrivals (Table 1.1).

### Table 1.1: Destinations Selected for the Study

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<th>Region</th>
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</tbody>
</table>

The respondents for the study consist of 300 tourists (both domestic (225) and foreign (75)), 250 host community and all the 28 promotional agencies (Table 1.3) for the development of hills as tourism destinations. As all the tourism destinations have equal importance, the selected samples were equally distributed and thus 60 tourists (15 foreign and 45 domestic) and 50 host community were selected from each destination (Table 1.2). The respondents were selected conveniently from the selected destinations by giving due weightage to all the categories. The travel agencies and hotels were excluded from the purview of this study as they were dealing only with travel and accommodation of tourists.
Table 1.2: No. of Tourists and Host Community Selected for the Study

<table>
<thead>
<tr>
<th>Destination</th>
<th>Foreign Tourist Population (Average)*</th>
<th>Domestic Tourist Population (Average)*</th>
<th>Total Sample of Tourists</th>
<th>Host Community Sample of Tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ponmudi</td>
<td>1848 15</td>
<td>24675 45</td>
<td>60 50</td>
<td></td>
</tr>
<tr>
<td>Thekkady</td>
<td>22630 15</td>
<td>125326 45</td>
<td>60 50</td>
<td></td>
</tr>
<tr>
<td>Munnar</td>
<td>16257 15</td>
<td>214186 45</td>
<td>60 50</td>
<td></td>
</tr>
<tr>
<td>Nelliampathy</td>
<td>1512 15</td>
<td>32252 45</td>
<td>60 50</td>
<td></td>
</tr>
<tr>
<td>Wayanad</td>
<td>4985 15</td>
<td>365279 45</td>
<td>60 50</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>75</strong></td>
<td><strong>225</strong></td>
<td><strong>300</strong></td>
<td><strong>250</strong></td>
</tr>
</tbody>
</table>

*Tourists visited during the peak season (September – March) of the last three years (2008 – 2010).

Table 1.3: Agencies Selected for the Study

<table>
<thead>
<tr>
<th>Destinations</th>
<th>No. of Agencies Functioning</th>
<th>No. of Agencies Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ponmudi</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Thekkady</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Munnar</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Nelliampathy</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Wayanad</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>28</strong></td>
<td><strong>28</strong></td>
</tr>
</tbody>
</table>

1.8.2 Data Source

Both primary and secondary data have been used for the study. The primary data were collected from the sample respondents on the basis of three sets of scientifically pre-tested and structured interview schedules- one for tourists, one for the host community and the other for agencies (given in Annexure I, II and III). The secondary data were collected from books, periodicals, Reports of Government of India and Kerala and other agencies and the Internet.

1.8.3 Tools of Analysis

The data collected were classified and analysed with the help of SPSS, keeping in view the objectives of the study. For the purpose of analysis, statistical tools viz., average, percentage, Compound Annual Growth Rate (CAGR), Chi-square test, Binomial test, and ANOVA were applied. CAGR is applied in order to find the growth trend of tourists, tourism receipts and
tourism expenditure. Chi-square test is applied to find out whether there is difference in opinion between foreign and domestic tourists. Binomial test is used to test the hypotheses- the instrumental mid value (2 for each variable) is taken as hypothetical mean for the binomial test. ANOVA is used to analyse the ranked questions and to analyse the overall opinion of the tourists by their socio-economic and demographic factors.

1.9 Period of the Study

The present study confines itself to a ten year period from 2001 to 2010. It was during this period that the tourism sector in Kerala became the major source of income for the State and also for the service providers and the host community. Further, it was during this period that Kerala tourism was deemed as a global super brand and one of the destinations with highest brand recall. The survey for collecting the primary data was conducted during the period from November 2010 to May 2011.

1.10 Limitations of the Study

The limitations which influenced the study are listed below:

1. The co-operation of respondents is very much required for a survey based research. The co-operation of a few respondents did not come up to the expectations.

2. The secondary data published by the various publications on a particular aspect are found to be different.

3. The primary data collected from the host community might not be accurate as they provide them from their memory.

4. A few respondents were reluctant to provide information regarding income, costs etc, doubting whether the investigation was from the government departments.

5. In a few cases, the host community and the domestic tourists took a negative approach in their response to the interview schedule and in a few
other cases, despite strenuous efforts, it was found difficult to locate foreign tourists.

1.11 Presentation of the Study

The study report is presented in six chapters.

Chapter 1 Introduction

Chapter 2 Tourism Industry – An Overview

Chapter 3 Accessibility and Amenities in Hill Tourism Destinations in Kerala

Chapter 4 Socio-cultural, Economic and Environmental Impact of Hill Tourism in Kerala

Chapter 5 The Role of Promotional Agencies in the Development of Hill Tourism Destinations in Kerala

Chapter 6 Summary of Findings, Conclusion and Suggestions