Tourism is an ancient habit among human beings who wanted to know about places, culture, food and the unknown outside their own known habits. This habit is growing all over the world because of exposure to media and because of easy and comfortable mode of travel. Things have changed a lot from the days of Marco Polo, who was not only an explorer but the father of modern tourism. Love of history, adventures, religion or just the quest for knowing the unknown etc. is the driving forces behind tourism all over the world. Now a days, it is a common phenomenon in all countries, that people travel from one place to another when time and budget permits – first, within one's country, then to neighbouring countries and then to the far away countries. If one is conversant about the places one intends to visit, it would be further helpful for one to prepare in advance to make such trips.

Tourism is vital for many countries, such as the U.A.E., Egypt, Greece and Thailand, and many island nations, such as the Bahamas, Fiji, Maldives and Seychelles, due to the large intake of money for business – either as goods or as services - and the opportunity for employment in the service industries associated with tourism. These service industries include transportation services, such as airlines, cruise ships, railways and taxis, hospitality services, such as accommodations, including hotels and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, various music venues and the theatre.

Tourism has become a popular global leisure activity. In 2010, there were over 940 million International tourist arrivals, with a growth of 6.6 per cent as compared to 2009. International tourism receipts grew to US$ 919 billion (Euro 693 billion) in 2010, corresponding to an increase in real terms of 4.7 per cent.
Tourists are people who “travel to stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”(WTO ).

People travel for two reasons:

(i) By obligation – having to go somewhere on business, or feeling an obligation for religious reasons, or for reasons of family or friendship, or for medical reasons.

(ii) For pleasure – choosing to go somewhere for pleasure – the pleasure, for example, of rest, adventure, escape, discovery, excitement, sport or romance, or any other pleasure seeking motivations.

The WTO listed the purposes of travel as: (i) leisure, (ii) recreation and holiday, (iii) visiting friends and relatives, (iv) business and professional, (v) health treatment, (vi) religion/pilgrimages and (vii) others.

Travel for leisure is central to our understanding of tourism. It is linked to the growth in leisure activities which has accompanied social and economic progress of a destination. It is a major contributor to contemporary culture, a part of any modern concept of individual freedom of expression, and the subject of intensive and competitive international market forces.

2.1 History of Tourism

The world as we know it today exists as testimony to, and evidence of, the fact that people travel. Early patterns of travel were fundamentally directed by basic human needs (finding food and shelter), exchange (trade), relationships with natural phenomena (developing new settlements, escaping droughts or floods etc.) and as a result of conquest and conflict (occupation, expulsion, forced migration and resettlement). Such factors still exert considerable influence on a large proportion of the world’s population today, with contemporary pilgrimage routes relatively easy to identify, frequently
building on established trading relationships and patterns of Diaspora and relocation.

Inscriptions, seals and cave/rock paintings etc. are evidences of travel in the early period. Such evidences suggest that travel was both difficult and dangerous. There was no concept of a safe return. Overland and sea journeys were undertaken but travel was slow, time consuming and route networks were not well developed. The cost of travel was high because wayside facilities were rarely available. Human beings were still subject to the power of nature and travel was seasonal. The significant development that encouraged travel in the ancient period was:

(i) The creation of specific paths and routes used primarily by traders and pilgrims, and perhaps adventurers
(ii) Development of specialized vehicles for travel over land and in water
(iii) Growth of urban centres and later cities along river banks and coastlines

As travel followed a pattern of networks, resting places and food resources were provided along these routes. With the increase in contacts between the different parts of the world, the nature of consumption and travel began to change. As a consequence, specialization began to emerge in vehicles and there was an improvement of paths and routes, with pavements and distance markers as well as trees for shade.

The early empires of Egypt, Roman and Greek in the west and in the east, the coastal empire of China and the Mauryan Empire of India were known for providing extensive facilities for the growth of tourism by facilitating various measures to the traveller by paving good road network. Security pickets were placed and wells were dug on the side of the paths at regular distances and inns were established. Perhaps the most interesting link in the east/west movement of people was the silk route. The silk route is evidence of the fact that in intercontinental travel inconveniences are disregarded by travellers in the ancient period.
The wish-fulfilment was also an important catalyst that had historically influenced travel. The human community despite its highly developed capabilities was always faced with problems that defied human solutions. Pilgrimage was therefore a journey undertaken for betterment on the spiritual and material planes. Different religions are associated with holy places which are treated as places for solving the problems faced by the human beings.

The Grand Tour was the traditional travel of Europe undertaken by mainly upper-class European young men of means. The custom flourished from about 1660 until the advent of large-scale rail transit in the 1840s, and was associated with a standard itinerary. The tradition continued after rail and steamships travel made the journey less of a burden. It served as an education rite of passage. The primary value of Grand Tour, it was believed, lay in the exposure both to the cultural legacy of classical antiquity and the renaissance, and the aristocratic and fashionable society of the European continent. In addition, it provided the only opportunity to view specific works of art, and possibly the only chance to hear certain music. A Grand Tour could last from several months to several years. It was commonly undertaken in the company of a knowledgeable guide or tutor.

From the late 17th and well into the 20th century, motivations such as curiosity, education and social betterment took over as essential travel evolved into discretionary leisure travel, gradually moving from a pursuit of the social elite of the developed world, to a widespread activity of the masses of the developed world, supported by a highly complex network of support structures and services.

2.2 Meaning and Definition of Tourism

The words ‘tourist’ and ‘tourism’ were first used as official terms in 1937 by the League of Nations but the tourism industry is much older than that. It was defined as people travelling abroad for periods of over 24 hours, but the
term may also include travelling within one’s own country, and in a broader sense it can include daytrips.

Tourism is different from travel. In order for tourism to happen, there must be a displacement: an individual has to travel, using any type of means of transportation. He might even travel on foot: nowadays, it is often the case of poorer societies, and happens even in more developed ones, and concerns pilgrims, hikers etc. But all travel is not tourism. Three criteria are used simultaneously in order to characterize a trip as belonging to tourism. The displacement must be such that:

(i) involves a displacement outside the usual environment

(ii) the travel must occur for any purpose different from being remunerated from within the place visited – the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes.

(iii) only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay.

Tourism, like any other form of economic activity, occurs when the essential parameters come together to make it happen. In this case there are three such parameters:

(i) Disposable income, i.e. money to spend on non essentials

(ii) Time in which to do so and

(iii) Infrastructure in the form of accommodation facilities and means of transport

Individually, sufficient health is a condition which had a direct influence, and of course the inclination to travel to see the places around the world.
Oxford Dictionary defines tourism as the commercial organisation and operation of holidays and visits to places of interest.

Hunziker and Krapf (1941) defined tourism as people who travel “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity”.

In 1976, the Tourism Society of England defined tourism as “the temporary, short-term movement of people to outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes”. In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

Thus, tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

2.3 Aspects of Tourism

The three immediately striking aspects of tourism are:

(i) Mostly it is not seen or tried out before it is purchased, (ii) It is consumed where it is purchased and (iii) The place and the people, where it is produced, are a part of the product and tourism therefore involves many sections of society.

These three aspects help to give tourism its unique character. The people living and working in a particular destination do not just produce a product; many of them become a part of it. Tourism has other distinctive aspects related to either demand or supply, although some do tend to be shared
by other service sectors. Taken together, therefore, there are the following ten aspects which tend to make the tourism industry different from others.

(i) **Spontaneity:** The tourism product is given a spontaneous characteristic, because of the intangible aspects of service. No guest experience is exactly the same. The way people are greeted will vary. So will the way they are served and treated.

(ii) **Remembrance:** Tourism is about enriching people’s lives. While many parts of a person’s life will fade away into a blur, holidays and journeys tend to live on in the memory. When people go on holidays they are already looking forward to creating memories. Tourism offers escape, the indulgence of fantasies and realisation of dreams. Once people have the leisure time and the discretionary income to take advantage of tourism, their lives are changed in a major way.

(iii) **Tourism Patrimony:** Certain features – mountains, lakes, forests, beaches, etc. an agreeable climate, cities, towns and villages, a rich cultural heritage and many cultural and historical sites – create the essential conditions for a successful tourism products. These natural and cultural resources, together with climate, comprise the country’s tourism patrimony. If a country possesses only a few such positive features, its tourism opportunities may be limited. It will be forced to rely on newly created features.

(iv) **Matching Space:** Tourism is about matching. The development of a successful tourism product depends on the matching of quality levels and capacities, to meet the needs of different markets.

(v) **Perishability:** The tourism product is perishable because it cannot be stored. If an airline or bus seat, or a hotel room or a restaurant seat, or even a deck chair on a beach goes empty on a particular day – it is lost, gone! – It perishes. It can be sold again on another day, but the chance to sell it on that particular day is lost.
(vi) **Carrying Capacity:** The carrying capacity of an area, attraction or facility is reached when further visitors would damage the environment, or lower the enjoyment of everybody else below an acceptable level.

(vii) **Changeability:** Most products are conceived at a certain point in time and remain basically the same. A new tourism destination, however, grows over a number of years. As it succeeds in the market place, so it is expanded and developed further. As a result it can change enormously. A destination may even double, triple or quadruple or more in size. New hotels and other facilities are added, more employment is created, the population grows and urbanization increases. Anybody visiting the same new holiday destination some five to ten years later will testify to this process of transformation. Until the carrying capacity is reached, and there is no more room or possibility for further growth and expansion, a destination often continues to change. Just the increasing number of people using the product changes it. It may take 20 to 30 years to develop a destination to this point.

(viii) **Competition for Space:** Tourism competes with the local population for space for the construction of infrastructure and space in terms of the services. Land use for tourism may often compete with alternative economic opportunities. In many cases, however, tourism may provide the most environmentally attractive option and the one for public enjoyment.

(ix) **Operating Costs:** As in other businesses, tourism profits must be planned and costs budgeted accordingly. Costs are normally fixed, semi-fixed and variable. The costs of the tourism product are largely fixed – cost of providing infrastructure, cost of maintaining and operating museums and other historical monuments. The fixed costs in tourism make it critical to maintain a sufficiently high volume of visitors.

(x) **Seasonality of Demand:** In most countries the tourism sector suffers from seasonal fluctuations in demand. This creates a lack of continuity in operation.
Consistency in quality levels is hard to achieve, and cash flows and incomes become interrupted. Seasonality affects many things, such as the flow of suppliers, employment, energy consumption and community services. Seasonality is caused by changing climate conditions, traditional holiday making habits, and institutional patterns in holiday breaks particularly those of educational establishments. However, destinations enjoying a demand from different geographical areas can take advantage of complementary holiday patterns. Usually tourism is seasonal; most destinations have low, shoulder and high seasons. They all seek new ways of overcoming seasonality.

2.5 Forms of Tourism

The United Nations (UN) classified three forms of tourism in 1994, in its recommendations on tourism statistics viz (i) Domestic tourism, which involves residents of the given country travelling only within this country, (ii) Inbound tourism, involving non-residents travelling in the given country and (iii) Outbound tourism, involving residents travelling in another country.

Table 2.1: Forms of Tourism

<table>
<thead>
<tr>
<th>Basis</th>
<th>Form and nature</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Time Period</td>
<td>Short term – up to 3 days</td>
</tr>
<tr>
<td></td>
<td>Long –term &gt;7 days</td>
</tr>
<tr>
<td>2 Way of Organisation</td>
<td>Organised – by travel agency</td>
</tr>
<tr>
<td></td>
<td>Individual – families on their own</td>
</tr>
<tr>
<td>3 Place of Destination</td>
<td>International (prevails mainly in Europe)</td>
</tr>
<tr>
<td></td>
<td>Domestic (prevails in large countries – USA, Canada, China, India etc.)</td>
</tr>
<tr>
<td>4 Direction of tourist flows</td>
<td>Incoming</td>
</tr>
<tr>
<td></td>
<td>Outgoing</td>
</tr>
</tbody>
</table>


The UN also derived different categories (Table 2.1) of tourism by combining the three basic forms of tourism viz (i) Internal tourism, which comprises domestic tourism and inbound tourism, (ii) National tourism, which comprises domestic tourism and outbound tourism, and (iii) International
tourism, which consists of inbound tourism and outbound tourism. Intra bound tourism is a term coined by the Korea Tourism Organisation and widely accepted in Korea. Intra bound tourism differs from domestic tourism in that the former encompasses policymaking and implementation of national tourism policies. Recently, the tourism industry has shifted from the promotion of inbound tourism to the promotion of intra bound tourism because many countries are experiencing tough competition for inbound tourists.

2.6 Types of Tourism

The types of tourism based on the typical features of spending time in the destination are as follows. Owing to the ever-growing growth, it is difficult to state an exhaustive list of the types of tourism. The important types of which are explained below:

(i) Seaside Tourism (Beach Tourism)

The tranquil environment with abundant greenery around in the beaches is just perfect to relax and refresh the drained mind and body. Lie on the smooth sandy beaches and soak the warmth of the sun or simply take a quiet walk barefooted on these beaches will give a calming effect. The vast stretches of sea water have a unique ability to carry away all your worries and heartaches along with its waves. One can also watch the sun rise and set far in the horizon and appreciate the beauty that is reflected as a reflection in the water. And for all those who are more venturesome and yearn for a lot of challenging activities, the beaches have plethora of options to choose from. Swim along with the waves of the ocean water or dive deep into the water to discover a magnificent and colourful marine world. Also, catch the good waves and duck dive the bigger ones while surfing. Cruising in the ocean water is for those who wish to explore the vastness and deepness of the water body without getting wet. In brief, a beach tour will provide every kind of tourist one or the other thing to enjoy, from isolation and opportunity for introspection to action and fun.
(ii) Mountain Tourism (Hill Tourism)

Mountains are rich in natural resources that include water, timber, minerals, and biodiversity. Equally important is the rich cultural heritage of mountain peoples. As a desired destination for many tourists, migrants and pilgrims, mountains also offer a place of rest, solitude, adventure, recreation and scenic beauty. For centuries, the relative remoteness and isolation of mountains has resulted in less human impact and higher resource sustainability than in many lowland regions. With the combined advances in extractive resource technology and increase in leisure time, however, the impacts of human activity in mountain regions have increased significantly. Once secluded areas are now open to industries and external populations reaching there can rapidly deplete or alter the resource base. The extraction of mountain resources has advanced with little or no reinvestment into either the ecology or the local communities that are the traditional stewards of mountain ecosystems. The activities in the mountain tourism are mountain hiking, climbing, biking, sightseeing and Trekking.

(iii) Adventure Tourism

Adventure travel is a type of tourism, involving exploration or travel to remote, exotic and possibly hostile areas. Adventure tourism is rapidly growing in popularity, as tourists seek different kinds of vacations. According to the U.S. based Adventure Travel Trade Association, adventure travel may be any tourist activity, including two of the following three components: a physical activity, a cultural exchange or interaction and engagement with nature. Adventure tourism gains much of its excitement by allowing its participants to step outside of their comfort zone. This may be from experiencing culture shock or through the performance of acts that require significant effort and involve some degree of risk (real or perceived) and/or physical danger. This may include activities such as mountaineering, trekking, bungee jumping, mountain biking, rafting, zip lining and rock climbing. Some obscure forms of
adventure travel include disaster and ghetto tourism. Other rising forms of adventure travel include social and jungle tourism.

(iv) Sports Tourism

Sport Tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. International events such as world cups (soccer, rugby, cricket, etc), the Olympics and Formula 1 Grand Prix, regional events (such as the soccer European Champions League), and individual (non-team) participant sports such as tennis, golf and horse racing are the major events coming under sports tourism. Winter sports (skiing, snowboarding, and cross-country skiing) summer sports, extreme sports (rafting, paragliding, sky diving, etc.) and sport events (world championships) are also sports tourism.

(v) Culinary Tourism

Culinary Tourism refers to the trips made to destinations where local food and beverages are main motivating factors for travel. The popularity of ethnic cuisines like Thai, Indian, North American, Mexican and Chinese through the industrialised countries has contributed significantly to tourism where visitors sample local foods and develop a taste for them.

(vi) Shopping Tourism

Visiting a place and not shopping is like an incomplete holiday, but now a day people travel across boundaries for shopping also. Such travel is made mainly due to low price of the goods and it is termed as shopping tourism. Some of the destination attracts the tourists by setting shopping festivals. e.g. Dubai Shopping Festival, Grand shopping Festival, Kerala etc.

(vii) Business Tourism

Business tourism is one of the leading and most dynamically developing spheres of world economy, because a successful business is impossible without contacts, exchange of technologies and information, exhibitions, congresses,
and business trips. Business tourism is a sector of the wider tourism industry. It encompasses conferences and meetings, exhibitions and trade fairs, incentives, corporate events, outdoor events and business (or individual corporate) travel. Principal characteristics of business tourism are - (i) it is at the high quality - high yield end of the tourism spectrum, (ii) business tourism is year-round, peaking in spring and autumn but still with high levels of activity in the summer and winter months, thus sustaining permanent, full-time employment - directly and indirectly (iii) it complements the leisure tourism sector, relying on much of the same physical infrastructure, and bringing business to destinations such as seaside resorts which would otherwise be dependent upon a relatively short summer season for their economic health and prosperity (iv) investments in business tourism facilities lead to the regeneration of urban and inner city areas. Many of the investments in a destination’s infrastructure designed primarily for the business tourist (hotels, transport and communications facilities, restaurants, attractions and amenities, even conference auditoria) provide benefits which can also be enjoyed by the leisure tourist and the indigenous population, (v) it is resilient, being much less affected by economic downturns or by disasters when compared to other sectors of the national economy

(viii) Pilgrimage Tourism

Another possible form involves religious travel or pilgrimages. Many Catholics from around the world come to Vatican and other sites such as Lourdes or Fatima. Large numbers of Jews have both visited Israel and emigrated there. Many have also gone to Holocaust sites and memorials. Islam commands its followers to take the hajj to Mecca, thus differentiating it somewhat from tourism in the usual sense, though the trip can also be a culturally important event for the pilgrim.

India is famous for its temples and that is the reason that among the different kinds of tourism in India, pilgrimage tourism is increasing most rapidly. The various places for tourists to visit in India for pilgrimage are
Hill tourism in Kerala

Vaishno Devi, Golden temple, Char Dham, Mathura Vrindavan, Guruvayoor, Sabarimala, Velankanni, Malayattoor, Palani, Mookambika, Thirupathi etc.

(ix) Wildlife Tourism

Wildlife tourism can be an eco and animal friendly tourism, usually showing animals in their natural habitat. Wildlife tourism, in its simplest sense, is watching wild animals in their natural habitat. Wildlife tourism is an important part of the tourism industry in many countries including many African and South American countries, Australia, India, Canada, Indonesia, Malaysia and Maldives among the many. It has experienced a dramatic and rapid growth in recent years worldwide and is closely aligned to eco-tourism and sustainable-tourism. Wildlife tourism is also a multi-million dollar industry offering customized tour packages and safaris.

(x) Space Tourism

Space tourism is the phenomenon of tourists paying for flights into space. As of 2009, orbital space tourism opportunities are limited and expensive, with only the Russian Space Agency providing transport. The price for a flight brokered by Space Adventures to the International Space Station aboard a Soyuz spacecraft is US$ 20–35 million. The space tourists usually sign contracts with third parties to conduct certain research while in orbit. This helps to minimize their expenses. Infrastructure for a suborbital space tourism industry is being developed through the construction of spaceports in numerous locations, including California, Oklahoma, New Mexico, Florida, Virginia, Alaska, Wisconsin, Estrange in Sweden as well as the United Arab Emirates. Some use the term "personal spaceflight" as in the case of the Personal Spaceflight Federation. A number of start-up companies have sprung up in recent years, hoping to create a space tourism industry. Russia halted space tours since 2010. However, it is planning to resume them in 2012, when the number of single-use three-man Soyuz launches rises to five a year.
(xi) Medical Tourism

Medical tourism (also called medical travel, health tourism or global healthcare) is a term initially coined by travel agencies and the mass media to describe the rapidly-growing practice of travelling across international borders to obtain health care. It also refers pejoratively to the practice of healthcare providers travelling internationally to deliver healthcare. Services typically sought by travellers include elective procedures as well as complex specialized surgeries such as joint replacement (knee/hip), cardiac surgery, dental surgery, and cosmetic surgeries. However, virtually every type of health care, including psychiatry, alternative treatments, convalescent care and even burial services are available. As a practical matter, providers and customers commonly use informal channels of communication-connection-contract, and in such cases this tends to mean less regulatory or legal oversight to assure quality and less formal recourse to reimbursement or redress, if needed.

Over 50 countries have identified medical tourism as a national industry. However, accreditation and other measures of quality vary widely across the globe, and there are risks and ethical issues that make this method of accessing medical care controversial. Also, some destinations may become hazardous or even dangerous for medical tourists to contemplate. In the context of global health, "medical tourism" is pejorative because during such trips health care providers often practice outside their areas of expertise or hold different (i.e., lower) standards of care. Greater numbers than ever before of student volunteers, health professional trainees, and researchers from resource-rich countries are working temporarily and anticipating future work in resource-starved areas.

(xii) Heritage Tourism

Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is flourishing. According to the Weiler and Hall, culture, heritage and the arts have long contributed to appeal tourists destination. However, in recent years ‘culture’ has been rediscovered as an
important marketing tool to attract travellers with special interests in heritage and arts. According to Hollings Head, cultural heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increasing specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Cultural heritage tourism is important for various reasons; it has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage, with culture as an instrument it facilitates harmony and understanding among people, it supports culture and helps renew tourism (Richards, 1996). Cultural heritage tourism has a number of objectives that must be met within the context of sustainable development such as; the conservation of cultural resources, accurate interpretation of resources, authentic visitors experience, and the stimulation of the earned revenues of cultural resources. We can see, therefore, that cultural heritage tourism is not only concerned with identification, management and protection of the heritage values but it must also be involved in understanding the impact of tourism on communities and regions, achieving economic and social benefits, providing financial resources for protection, as well as marketing and promotion (Fladmark. J. M, 1994).

(xiii) Cultural Tourism

Cultural Tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those peoples, their art, architecture, religion(s), and other elements that helped shape their way of life. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyle. It is generally agreed that cultural tourists spend substantially more than standard tourists do. This form of tourism is also becoming generally more popular throughout the world, and a
recent OECD report has highlighted the role that cultural tourism can play in regional development in different world regions.

(xiv) Responsible Tourism

Responsible Tourism is tourism ‘that creates better places for people to live in, and better places to visit’. The 2002 Cape Town Declaration on Responsible Tourism in Destinations defines it as:

Responsible tourism is tourism which (i) minimizes negative economic, environmental and social impacts, (ii) generates greater economic benefits for local people and enhances the well being of host communities, (iii) improves working conditions and access to the industry, (iv) involves local people in decisions that affect their lives and life chances, (v) makes positive contributions to the conservation of natural and cultural heritage embracing diversity, (vi) provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues, (vii) provides access for physically challenged people, and (viii) is culturally sensitive, encourages respect between tourists and hosts, and builds local pride and confidence.

Responsible tourism is fast becoming a global trend. Operators, destinations and industry organisations in South Africa, the United Kingdom, United States, the Gambia, India, Sri Lanka, are already practicing responsible tourism, and this list is growing. Recognising the global significance of responsible tourism World Travel Market, one of the world’s largest travel exhibitions, has created World Responsible Tourism Day to be celebrated annually during November and the Day is endorsed by the World Tourism Organisation and World Travel and Tourism Council.
Educational tourism developed, because of the growing popularity of teaching and learning of knowledge and the enhancing of technical competency outside of the classroom environment. In educational tourism, the main focus of the tour or leisure activity includes visiting another country to learn about the culture, such as in student exchange programs and study tours, or to work and apply skills learned inside the classroom in a different environment, such as in the International Practicum Training Program.

2.6 International Tourism Scenario

The World Tourism Organisation (UNWTO) forecasts that International tourism will continue growing at the average annual rate of 4 per cent. With the advent of e-commerce, tourism products have become one of the most traded items on the Internet. Tourism products and services have been made available through intermediaries, although tourism providers (hotels, airlines, etc.) can sell their services directly. This has put pressure on intermediaries from both on-line and traditional shops.

It has been suggested there is a strong correlation between tourism expenditure per capita and the degree to which countries play in the global context. Not only as a result of the important economic contribution of the tourism industry, but also as an indicator of the degree of confidence with which global citizens leverage the resources of the globe for the benefit of their local economies. This is why any projections of growth in tourism may serve as an indication of the relative influence that each country will exercise in the future.

There has been an up market trend in the tourism (Table 2.2) over the last few decades, especially in Europe, where International travel for short breaks is common. Tourists have higher levels of disposable income and greater leisure time and they are also better-educated and have more sophisticated tastes. There is now a demand for a better quality products, which
Hill tourism in Kerala

has resulted in a fragmenting of the mass market for beach vacations; people want more specialized versions, such as Club 18–30, quieter resorts, family-oriented holidays or niche market-targeted destination hotels.

The developments in technology and transport infrastructure, such as jumbo jets, low-cost airlines and more accessible airports have made many types of tourism more affordable. WTO estimates that up to 500,000 people are on planes at any time. There have also been changes in lifestyle, such as retiree-age people who sustain year round tourism. This is facilitated by internet sales of tourism products. Some sites have now started to offer dynamic packaging, in which an inclusive price is quoted for a tailor-made package requested by the customer upon impulse.

Table 2.2: International Tourist Arrivals (in millions) 1970 to 2010

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Arrivals</th>
<th>Year</th>
<th>Tourist Arrivals</th>
<th>Year</th>
<th>Tourist Arrivals</th>
<th>Year</th>
<th>Tourist Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1980</td>
<td>286</td>
<td>1990</td>
<td>459</td>
<td>2000</td>
<td>682</td>
<td>2010</td>
<td>940</td>
</tr>
<tr>
<td>CAGR</td>
<td>4.80%</td>
<td>CAGR</td>
<td>4.77%</td>
<td>CAGR</td>
<td>3.90%</td>
<td>CAGR</td>
<td>3.25%</td>
</tr>
</tbody>
</table>

CAGR for 40 years (1970 – 2010) – 4.23%


International tourism arrivals show an increasing trend (Figure 2.1). Compound Annual Growth Rate (CAGR) 4.23%) during the last 4 decades (1971 to 2010) is 4.23 per cent (Table 2.2). However the CAGR calculated decade wise shows a decreasing trend i.e. from 4.80 per cent (1971 – 1980) to 3.25 per cent (2001 – 2010).
2.6.1 Recent International Tourism Trend

There has been an up-trend in tourism over the last few decades, especially in Europe, where international travel for short breaks is common. Tourists have a wide range of budgets and tastes, and a wide variety of resorts and hotels have developed to cater for them. For example, some people prefer simple beach vacations, while others want more specialised holidays, quieter resorts, family-oriented holidays or niche market-targeted destination hotels. Some elderly people sustain year round tourism.

But in the last decade (2001 – 2010) certain incidents forced a few setbacks in tourism, such as the September 11 attacks and terrorist threats to tourist destinations, such as in Bali and several European cities. Also, on December 26, 2004, a tsunami, caused by Indian Ocean earthquake, hit the Asian countries on the Indian Ocean, including the Maldives. Thousands of lives were lost including those of many tourists. This, together with the result of the late-2000s recession, international arrivals suffered a strong slowdown beginning in June 2008. Growth from 2007 to 2008 was only 3.7 per cent during the first eight months of 2008. This slowdown on international tourism demand was also reflected in the air transport industry, with a negative growth in September 2008 and a 3.3 per cent growth in passenger traffic through
September. The hotel industry also reported a slowdown, with room occupancy declining. In 2009 worldwide tourism arrivals decreased by 3.8 per cent.

However, evidence suggests that tourism as a global phenomenon shows no signs of substantial abatement in the long term. Much literature, especially that following the Mobility’s paradigm, suggests that travel is necessary in order to maintain relationships, as social life is increasingly networked and conducted at a distance. Tourism as a social phenomenon can overcome significant adversary situations ranging from a war to a financial crisis. Tourism works as an important resilient mechanism and duplicates its flows after a crisis. Tourism not only helps society as an outlet mechanism but also provides the best way in which a society can rejuvenate itself after disrupting events.

For many, vacations and travel are increasingly being viewed as a necessity rather than a luxury, and this is reflected in tourist numbers recovering some 6.6 per cent globally over 2009, with growth up to 8 per cent in emerging economies. 2011 was a recovery year for world tourism after two crippling years of global recession.

2.6.2 International Tourist Arrivals (Country-wise)

In 2010, there were 940 million international tourist arrivals, with a growth of 6.6 per cent as compared to 2009. The World Tourism Organization reports the following ten countries as the most visited in terms of the number of international travellers. In 2010, China overtook Spain to become the third most visited country. Most of the top visited countries continue to be in the European continent.

While analysing the CAGR (Table 2.3) it is clear that only China, Turkey, Germany and Malaysia are the countries which maintain a higher growth rate than the average Global CAGR in the international tourist arrivals in the last decade.
Table 2.3: International Tourist Arrivals 2001 - 2010 (in millions)

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India though stands at 40th position in the world in the rankings shows a better CAGR than the world rate.

2.6.3 International Tourism Receipts (in Billion Dollars)

The World Tourism Organization reports the following countries as the top ten tourism earners. It is noticeable that most of them are on the European continent, but the United States continues to be the top earner.

The CAGR (Table 2.4) shows that only China, Australia, Hongkong and Turkey are the countries which maintain a higher growth rate than the average Global CAGR in the international tourist receipts in the last decade. India though stands at 17th position in the world in the rankings shows a better CAGR than the world rate.

2.6.4 International Tourism Expenditure (in Billion Dollars)

The World Tourism Organization reports the following countries as the top ten biggest spenders on international tourism for the year 2010. For the Eighth year in a row, German tourists continue as the top spenders.

While analysing the CAGR (Table 2.5) it is clear that only China, Canada, France, Russia and Australia are the countries which maintain a higher growth rate than the average Global CAGR in the international tourist expenditure in the last decade. India though stands at 24th position in the world in the rankings shows a better CAGR than the world rate.

2.7 National Scenario

India represents the most potential tourism markets in the world. Tourism today is the most vibrant tertiary activity and a multi-billion industry in India. India's rich history and its cultural and geographical diversity make its international tourism appeal large and diverse. It presents heritage and cultural tourism along with medical, business and sports tourism. India has one of the largest and fastest growing medical tourism sectors. With its lucrative linkages with transport, hotel industry etc., the potential and performance of India’s
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</table>

| World     | 919  | 850  | 939  | 857  | 743  | 682  | 633  | 524  | 482  | 465  | 7.05  |              |

Table 2.5: International Tourism Expenditure (in Billion Dollars)

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tourism industry needs to be gauged in terms of its socio-economic magnitudes.

The tourist numbers and activities in India seem to suggest more of an optimistic scenario. The gloomy phase of 2008-09 has been mediated successfully with focused policy interventions and industry initiatives that have in turn added momentum to the growth process. From a negative growth of -2.2 percent in 2009/08, foreign tourist arrivals increased considerably to register a growth of 8.1 per cent in 2010/09. This turn-around is indeed encouraging given the fact that global economy is still recovering and has not reached its usual growth trajectory. Notwithstanding this, it is not heartening to mark that India’s share in the world tourism pie has never crossed the threshold of 0.7 per cent at any point in time.

The reversal of foreign tourist arrivals was equally evident in the strong momentum being observed in the foreign exchange earnings post 2008. For, the earnings in rupee terms recorded an increase of around 28 per cent, i.e. from Rs. 50730 crores in 2008 to Rs. 64889 crores in 2010. On the contrary, the increase in dollar terms was comparatively less at about 20.8% during the same period. This could perhaps be attributed to the factors like variations in the exchange rate as well as reduced tourist expenditure.

Another pertinent dimension worth noticing is the relationship between the growth in tourist arrivals and the earnings during this period. For instance, in rupee terms, the annual increase in earnings has been much faster to that of arrivals with the figures for 2009/08 and 2010/09 recording 8.3 per cent and 18.1 per cent respectively. Further, while examining the monthly change, it was also observed that the earnings were fairing much better with only first three months of 2009 accounting a negative change over corresponding months previous year. But, when it came to the arrivals, barring December, the scenario in 2009 was that of either negative or negligible growth compared to 2008.
Post-recession trend in domestic tourism is rather poised for a leap if the growth of 18.8 per cent (2009/08) and 10.6 per cent (2010/09) in the subsequent years are any indication. However, we often tend to underestimate the massive nature and significance of domestic tourism in the country despite the fact that it generates nearly three-fourth of total tourism revenue and that it acts as the backbone of Indian tourism industry. Needlessly, negating the contribution of the segment could jeopardize overall momentum of growth of tourism sector, both in short and long terms.

Tourism is the largest service industry in India, with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. India witnesses’ more than 5 million annual foreign tourist arrivals and 527 million domestic tourism visits. According to UNWTO the tourism industry in India is expected to increase at a 9.4 per cent annual growth rate in the next 10 years period. This remarkable growth in the graph of tourism industry in India popularized the entire South Asia as one of the most spectacular tourist terminal. Indian tourism industry provides employment to around 50 million of inhabitants.

In 2010, total Foreign Tourist Arrivals (FTA) in India was 5.78 million (Table 2.6). The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists. Domestic tourism in the same year was 740 million (Table 2.7). Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Maharashtra received the major share of these visitors.

The CAGR shows that foreign tourist arrival in India grows at a rate of 8.57 per cent. It also reveals that the growth rate of foreign exchange earnings for the last decade (2001 – 2010) is 15.71 per cent in dollar terms and 16.07 per cent in rupee terms. The growth rate indicates that the tourism industry in India is flourishing.
Table 2.6: Foreign Tourist Arrivals and Foreign Exchange Earnings (2001-2010)

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<th>Foreign Exchange Earnings (in Crores)</th>
<th>Percentage over Previous year</th>
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<td>13.7</td>
<td>10729</td>
<td>24.3</td>
</tr>
<tr>
<td>2008</td>
<td>5282603</td>
<td>4</td>
<td>51294</td>
<td>15.6</td>
<td>11832</td>
<td>10.3</td>
</tr>
<tr>
<td>2009</td>
<td>5167699</td>
<td>-2.2</td>
<td>54960</td>
<td>7.1</td>
<td>11394</td>
<td>-3.7</td>
</tr>
<tr>
<td>2010</td>
<td>5775692</td>
<td>11.8</td>
<td>64889</td>
<td>18.1</td>
<td>14193</td>
<td>24.6</td>
</tr>
</tbody>
</table>

Source: Incredible India, 2010-11.

CAGR 8.57 % 15.71 % 16.07 %

Table 2.7: Domestic Tourist Visits to States/ Union territories (2001 – 2010)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tourist Visits (in millions)</th>
<th>Annual Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>236.47</td>
<td>7.4</td>
</tr>
<tr>
<td>2002</td>
<td>269.60</td>
<td>14.0</td>
</tr>
<tr>
<td>2003</td>
<td>309.04</td>
<td>14.6</td>
</tr>
<tr>
<td>2004</td>
<td>366.27</td>
<td>18.5</td>
</tr>
<tr>
<td>2005</td>
<td>391.95</td>
<td>7.0</td>
</tr>
<tr>
<td>2006</td>
<td>462.31</td>
<td>18.0</td>
</tr>
<tr>
<td>2007</td>
<td>526.43</td>
<td>13.9</td>
</tr>
<tr>
<td>2008</td>
<td>563.03</td>
<td>7.0</td>
</tr>
<tr>
<td>2009</td>
<td>668.80</td>
<td>18.8</td>
</tr>
<tr>
<td>2010</td>
<td>740.21</td>
<td>10.7</td>
</tr>
</tbody>
</table>


CAGR 12.09 %

2.8 Kerala Scenario

Kerala, a state situated on the tropical Malabar Coast of south-western India, is one of the most popular tourist destinations in the country. Its unique culture and traditions, coupled with its varied demography has made Kerala one of the most popular tourist destinations in the world. National
Geographic's Traveller magazine names Kerala as one of the "ten paradises of the world" and "50 must see destinations of a lifetime". Travel and Leisure names Kerala as "One of the 100 great trips for the 21st century". Kerala's beaches, backwaters, mountain ranges and wildlife sanctuaries are the major attractions for both domestic and international tourists. Kerala is known for its ecotourism initiatives and in this sector it promotes mountaineering, trekking and bird-watching programmes in the Western Ghats as the major products. Kerala has also pioneered health and medical tourism in India and has attained international attention in this sector. Though the idea of health tourism in Kerala is heavily concentrated on Ayurveda, it is also a good destination for other forms of treatment including Allopathic and Homeopathy.

Until the early 1980s, Kerala was a hitherto unknown destination, with most tourism circuits concentrated around the north of the country. But 1986 the government of Kerala declared tourism as an industry and it was the first state in India to do so. Aggressive marketing campaigns launched by the Kerala Tourism Development Corporation (KTDC) the government agency that oversees tourism prospects of the state—laid the foundation for the growth of the tourism industry. In the decades that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. Many innovative marketing strategies were used and the advertisements branded Kerala with a catchy tagline Kerala- God's Own Country. Today, Kerala Tourism is a global super brand and regarded as one of the destinations with the highest brand recall. In 2010, Kerala attracted 0.66 million foreign tourists, an increase of 18.31per cent in foreign tourist arrivals compared to the previous year, thus making it one of the fastest growing tourism destinations in the world.

Nowhere in India will you find a place which has such diverse topography as in Kerala. Kerala is sandwiched between the Arabian Sea and Western Ghats, and is a narrow, fertile strip of land on the southwest coast of India. The landscape of Kerala is a gift of the sea and the mountains. It is a
land whose fortune is decided by the lush green hills that border its periphery and the silver streams that cascade on its fertile bosom. The 597 km coastal strip is dotted with scenic mountains with the highest peak, Anamudi; standing majestically at 2800 metres in Idukki district. Its endless backwaters are another enchanting feature and the area a feast to the parched eyes as they snake their way through the many towns and villages of this emerald country.

The State's tourism industry is a major contributor to the state's economy which is currently growing at a rate of 14 per cent. The revenue from tourism increased 4 fold between 2001–2010 and crossed ₹170 billion marks in 2010. Moreover, the industry provides employment opportunity to 1.2 million people.

**Table 2.8: Kerala Tourism Arrivals and Earnings (2001 – 2010)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Foreign Tourist Arrivals</th>
<th>Domestic Tourist Arrivals</th>
<th>Total Tourists Arrivals</th>
<th>Foreign Exchange Earnings from Tourism (₹. In billions)</th>
<th>Total earnings from Tourism (₹. In billions)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>208830</td>
<td>5239692</td>
<td>5448522</td>
<td>5.35</td>
<td>45</td>
</tr>
<tr>
<td>2002</td>
<td>232564</td>
<td>5568256</td>
<td>5800820</td>
<td>7.06</td>
<td>49.31</td>
</tr>
<tr>
<td>2003</td>
<td>294621</td>
<td>5871228</td>
<td>6165849</td>
<td>9.83</td>
<td>59.38</td>
</tr>
<tr>
<td>2004</td>
<td>345546</td>
<td>5972182</td>
<td>6317728</td>
<td>12.67</td>
<td>68.29</td>
</tr>
<tr>
<td>2005</td>
<td>346499</td>
<td>5946423</td>
<td>6292922</td>
<td>15.22</td>
<td>77.38</td>
</tr>
<tr>
<td>2006</td>
<td>428534</td>
<td>6271724</td>
<td>6700258</td>
<td>19.88</td>
<td>91.26</td>
</tr>
<tr>
<td>2007</td>
<td>515808</td>
<td>6642941</td>
<td>7158749</td>
<td>26.41</td>
<td>114.33</td>
</tr>
<tr>
<td>2008</td>
<td>598929</td>
<td>7591250</td>
<td>8190179</td>
<td>30.67</td>
<td>131.30</td>
</tr>
<tr>
<td>2009</td>
<td>557258</td>
<td>7913537</td>
<td>8470795</td>
<td>28.53</td>
<td>132.30</td>
</tr>
<tr>
<td>2010</td>
<td>659265</td>
<td>8595075</td>
<td>9254340</td>
<td>37.97</td>
<td>173.48</td>
</tr>
<tr>
<td>CAGR</td>
<td>12.18 %</td>
<td>5.07 %</td>
<td>5.44 %</td>
<td>21.65%</td>
<td>14.45%</td>
</tr>
</tbody>
</table>

From the analysis it is clear that total tourists (both foreign and domestic) show a decadal growth rate of 5.44 per cent (Figure 2.2). But the inflow of foreign tourists shows a better CAGR of 12.18 per cent. Income from tourism sector also shows a better growth rate at 14.45 per cent and the foreign exchange earnings at 21.65 per cent (Table 2.8).

2.9 Hill Tourism (Mountain Tourism)

Hill areas (Mountains) cover about 24 percent of the world’s land surface, ranging over every continent and all major types of ecosystems, from deserts and tropical forests to polar ice-caps. All hills have one major common characteristic: rapid changes in altitude, climate, vegetation and soil over very short distances that lead to dramatic differences in habitat and high levels of biodiversity. Weather in the hills can be unpredictable, and rainfall varies significantly. Due to this diversity of conditions, it is difficult to develop a standard definition of hills. In general, hills can be said to be higher than 1000 feet above mean sea level, but it is more appropriate to discuss them in terms of zones of similar altitude, slope and vegetation type. In very general terms, hills usually comprise a montane, subalpine and alpine zone. Each zone tends to contain a unique range of plant and animal species, many of which may be endemic to a particular location. The alpine zone includes the higher, colder and more snow-prone parts of mountains, where vegetation is sparse due to a short growing season and the extreme environmental conditions. In the subalpine zone, which includes mid-altitude areas, vegetation covers more of the landscape and trees tend to take on a low, shrub-like and twisted appearance known as krummholz. The montane zone covers the lower part of mountains, where forests grow tall and dense. The biodiversity of hill ecosystems and the uniqueness of many of their landscapes and animal and
plant species represent important conservation values. Hills also supply important resources and benefits to human society. They are the source of about 80 percent of global fresh water supplies and provide significant food, hydroelectricity, timber and mineral products to more than half of the world’s population.

About 12 per cent of the world’s human population lives in the hills, with another 14 per cent living next to or very near to hill areas and dependent on their resources. Most hill communities are rural, and most live in poverty. These communities often have little or no political power and are dependent on economies based largely on barter trade and agriculture. Hill ecosystems hold important social, cultural, environmental and economic significance for the health and livelihood of these communities, and their close relationship with the land has helped them develop unique cultural identities, knowledge and skills.

Hill communities include several thousand different ethnic groups, and the uniqueness and diversity of these cultures is particularly attractive to many tourists. Well-managed tourism can be an ally in preserving local culture and values, while at the same time improving the social conditions of the poor and local communities. Poorly managed tourism, however, can contribute to the loss of cultural integrity and identity through cultural assimilation.

Hill tours may be self-guided or led by a tour guide. They may last hours, days or weeks and can involve a range of land-, snow- and freshwater-based activities. Hill tours often include one or more overnight stays. Where temporary forms of accommodation, such as tents or vehicles (e.g. camping trailers or mobile homes) are used, these stays are considered camping. The equipment and provisions needed for nature walks and camping activities vary depending on the duration of the walk, the weather conditions and predictability of the weather, and environmental conditions, such as the incline, likelihood of ice on trails or the level of snow. The availability of facilities,
Hill tourism in Kerala

such as toilets, food, water and shelter, along the route will also help determine the necessary supplies. The most common elements of hill-based tours include:

(a) **Nature Walks**: An important means of experiencing the hill (mountain) flora, fauna and landscape, walks provide tourists with an opportunity to view and interact with and learn about native birds, mammals, reptiles, insects and other wildlife. Encounters with wildlife, which may be unplanned and occurring unexpectedly during a tour or purposefully sought out and offered as a core part of a tour program, add significant value for visitors. The scenery and specific experiences of a walk may be quite different, depending on the season, and can be a particularly important source of income for areas that are generally dependent on tour-based activities.

(b) **Land-based Adventure Activities**: Such activities include cycling, mountain biking, quad biking, horseback riding, canyoneering and, less often, rock climbing, ice climbing, hang gliding and caving. While the weather conditions (snow, ice-covered or dry) and access to sites may differ (e.g. frozen rivers or lakes or obscured or blocked trails), these activities can occur in hill areas both on and off season.

(c) **Freshwater-based Recreational Activities**: Activities including river tours, canoeing, sailing, windsurfing, kite surfing, kayaking, rafting and freshwater fishing may also be a part of hill tours.

(d) **Snow-dependent Recreation Activities**: Activities such as cross country, downhill and glacier skiing, heli-skiing, snow-scooter, snowboarding, tobogganing, snowshoe walking and sledding are generally restricted to higher alpine mountain areas and concentrated in snowfall seasons.

One or more of the above activities might be incorporated into a tour as a point of interest. Some tourists may be complete novices, just interested in trying something different, while others may be more experienced and travelling solely for the purpose of engaging in one or more of these activities.
In either case the providers of various facilities at the hill destinations need to be prepared to cater to a range of visitors.

The hills tourism activities are largely dictated by environmental conditions. All activities in the hill regions are susceptible to temperature changes, blizzards, landslides and weather conditions.

2.9.1 Hill Stations in India

A Hill Station is a high-altitude town, used especially by European colonialists, as a place of refuge from the summer heat. They are prevalent in Southeast Asian and South Asian countries, particularly India and Pakistan.

The British Raj, and in particular the British Indian Army, founded perhaps 50 of the 80-odd hill stations in the Indian subcontinent; the remainder were built by various Indian rulers over the centuries as places of leisure or even as permanent capitals.

Several hill stations served as summer capitals of Indian provinces, princely states, or, in the case of Shimla, of British India itself. Since Indian Independence, the role of these hill stations as summer capitals has largely ended, but many hill stations remain popular summer resorts.

The most famous hill stations in India are:
(i) Pachmari, Madhya Pradesh - It is also known as The Queen of Satpura
(ii) Araku, Andhra Pradesh
(iii) Gulmarg, Srinagar and Laddakh in Jammu and Kashmir
(iv) Darjeeling in West Bengal
(v) Munnar, Wayanad, Thekkady, Neliampathy, Ponmudi, etc., in Kerala
(vi) Ooty and Kodaikanal in Tamil Nadu
(vii) Shillong in Meghalaya
(viii) Shimla, Kully, Manali in Himachal Pradesh
(ix) Nainital, Mussoorie in Uttarakhand
(x) Gangtok in Sikkim
In addition to the bustling hill stations and summer capitals of yore, there are several serene and peaceful nature retreats and places of interest to visit for a nature lover. These range from the stunning moonscapes of Leh and Laddakh, to small, exclusive nature retreats such as Dunagiri, Binsar, Mukteshwar in the Himalayas, to rolling vistas of Western Ghats to numerous private retreats in the rolling hills of Kerala.

2.9.2 Hills in Kerala

Eastern Kerala consists of land encroached upon by the Western Ghats; the region thus includes high mountains, gorges and deep-cut valleys. The hills cover almost 30 per cent of the total area and form the catchment area for a complex of river systems (44 in numbers). 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 rises on an average of 1500 m elevation above sea level. Certain peaks may reach to 2800 m. The area is one of the world’s ten “Hottest biodiversity hotspots” and has about 4500 species of flowering plants, 125 mammal species, 475 birds species, 156 reptiles, 93 amphibians, 150 inland fishes and about 5000 invertebrates. At least 275 globally threatened species occur in the hills of Kerala. In order to boost eco-tourism in the hills of Kerala the government started various projects viz., green farm tour, plantation tours and knowing the nature etc through various agencies. For the tourism purpose the government of Kerala identified 12 hills spread across the length of the state. Most of the hills are concentrated in the central region. All the hill regions are notified as wildlife sanctuaries and is famous for wildlife tourism. From the 12 identified hill destinations five destinations are selected for the study.

2.10 Profile of Selected Destinations

Five destinations are selected for the study one from southern Kerala, three from central Kerala and one from northern Kerala. The detailed descriptions of selected destinations are as follows:
1. PONMUDI

Ponmudi (The Golden Peak) is a hill station in the Thiruvananthapuram district of Kerala in South India. It is located 60 km north-east of Thiruvananthapuram city at an altitude of 1100 m. It is a part of the Western Ghats mountain range that runs parallel to the Arabian Sea. Ponmudi is connected to Thiruvananthapuram city by a narrow winding road offering scenic views on the way to Ponmudi. The climate is pleasant year-round. Vithura in Thiruvananthapuram district serves as a base for trekking and hiking to Ponmudi hills. The entire region of Ponmudi hills is covered with forests, tea gardens and rubber plantations occupy a little area in the region. The lush forest areas have tropical vegetation. A variety of wildlife inhabits the hills.

Other attractions in and around Ponmudi include:

(a) Freshwater springs of the river Kallar - flowing through a wilderness area, it has rounded pebbles, cool water, fish, and lush green trees. This spot is most suitable for natural lovers and adventurers

(b) A deer park at the mountain top.

(c) Peppara Wildlife Sanctuary – elephants, deer and wild dogs are common

(d) Lion Safari at Neyyar – first and only lion safari in the state.

(e) Golden Valley – beautiful scenery from the hill top.
Hotel Golden Peak in the upper sanatorium under Kerala Tourism Development Corporation (KTDC) is the only hotel available for stay in Ponmudi. Due to its proximity to the main city of Thiruvananthapuram and lack of accommodation options tourists usually prefer to stay in the city and make a one day trip to Ponmudi, though the early morning scenery especially during the winter season is worth seeing.

Another attraction in the region is Agasthyarkoodam, one of the highest peaks in the Western Ghats, with a height at 1868 meters above sea level. This peak is famous for its wilderness, and is the best destination for the adventurers. This site can be accessed only with the Forest Department's permission.

Table 2.9: Tourists Arrivals at Ponmudi Hill Station (2001 – 2010)

<table>
<thead>
<tr>
<th>Tourists</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>19798</td>
<td>21253</td>
<td>22562</td>
<td>24279</td>
<td>24204</td>
<td>27865</td>
<td>28609</td>
<td>29863</td>
<td>30956</td>
<td>26773</td>
<td>3.06%</td>
</tr>
<tr>
<td>Foreign</td>
<td>1205</td>
<td>1289</td>
<td>1254</td>
<td>1365</td>
<td>1387</td>
<td>1398</td>
<td>1405</td>
<td>1489</td>
<td>1514</td>
<td>2438</td>
<td>7.30%</td>
</tr>
<tr>
<td>Total</td>
<td>21003</td>
<td>22542</td>
<td>23816</td>
<td>25644</td>
<td>25591</td>
<td>29263</td>
<td>30014</td>
<td>31352</td>
<td>32470</td>
<td>29211</td>
<td>3.35%</td>
</tr>
</tbody>
</table>

Source: Tourism Statistics, Department of Tourism, Government of Kerala.

The annual tourists' arrivals for the last decade (2001 -2010) show a growth rate of 3.35 per cent. But the inflow of foreign tourists shows a much better growth rate of 7.30 per cent, when compared with the domestic tourists (3.06 %) for the same period (see Table 2.9).
2. THEKKADY

Thekkady in Kerala State, India’s largest wildlife sanctuary is a dream hill destination for any tourist visiting India. The sanctuary is spread over an area of 777 Sq.Kms, surrounded by an artificial lake over an area of 25 Sq.Kms, formed by the 120 years old 'Surki' dam (Mulla Periyar Dam) built across Periyar is a major tourist attraction.

The country's sole Tiger reserve, Thekkady, with its bountiful treasures of tropical flora and fauna is the ultimate reservoir of many an endangered species and a rich tribal culture. Thekkady is a pleasant heaven on earth for those who love nature in its wild manifestations.

Thekkady is enchanting as the road winds through tranquil countryside, rich plantations & thick jungles. The sanctuary offers a lovely and comfortable way to see the animals via boat rides on the manmade lake, which the wildlife areas encircle. In addition to the wildlife there are water and land birds galore here. The sanctuary is 60 km from Iddukki, 190 km from Cochin and 114 km away from Kottayam is open throughout the year, but the best season for a visit is from September to March. It is one of the famous holiday destinations in India.

Other attractions in and around Thekkady include:

<table>
<thead>
<tr>
<th>Quick facts about Thekkady</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altitude</td>
</tr>
<tr>
<td>Temp</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Best time to Go</td>
</tr>
<tr>
<td>Monsoon</td>
</tr>
<tr>
<td>Summer</td>
</tr>
<tr>
<td>Winter</td>
</tr>
<tr>
<td>Clothes</td>
</tr>
<tr>
<td>Nearest Airport</td>
</tr>
<tr>
<td>Railway Station</td>
</tr>
<tr>
<td>Bus Station</td>
</tr>
</tbody>
</table>
a) Mangala Devi Temple: People are allowed to visit only once in a year during *chitra pournami* (Hindu festival).

b) Murikkady: A place famous for Tea, Coffee, Cardamom, Pepper, Vanilla growing areas. A walk through the spice plantations of these areas can be a memorable experience.

c) Ramakalmedu: A cool green hill with fresh mountain air offers a panoramic view of the picturesque villages of Bodi and Kambam. Statue of Kuravan & Kurathi located at the top of one of the Ramakalmedu hills is one of the major tourist sites.

d) Vandanmedu: One of the world's largest cardamom auction centres. An excursion through the wide spread cardamom plantations at Vandanmedu is an exhilarating experience.

e) Spring Valley Mountain: Locally Known as Kurisumala. From the top of this hillock, one can have a panoramic view of the lush green woods of Periyar Tiger Reserve, the beautiful Periyar Lake, surrounding Kumily Township and of course adjoining Tamil Nadu borders.

f) Pandikuzhi: A mountain from its top one can enjoy the sleepy little village with its view of the plains. It is a feast for the eyes.

h) Mount: Velvet lawns and the cool pleasant non-polluted continuous breeze make the sojourn on the mount a memorable experience to the tourist. From its top one can enjoy the green beauty of the Periyar Tiger Reserve with the lake on the one side and vast tea plantations on the other side.

i) Pullumedu: The rolling hills, velvet lawns and rare flora and fauna cascading the Holy Shrine of Lord Ayyappa at Sabarimala and the *Makara Jyothi* illuminations are the main attractions of this place.
j) Grampi: Grampi is also known as Parunthupara. Because of the panoramic view from its high peaks, rocky plains and hillside it has become a tourist spot.

Tourism Activities at Thekkady:

a. **Nature Walk**: The tourist can go on guided trekking. Different nature trails traversing diverse habitats form the trekking routes, generally 4 to 5 km in length. This is offering excellent opportunity to watch birds, butterflies and other wildlife. The trails often pass through evergreen and moist deciduous forests interspersed with marshy grasslands. The nature walk is the right programme to feel nature, hear her whispers and smell her flowers.

b. **The Periyar Tiger Trail**: The programme is unique in being conducted by a team of poachers who turned protectors of the forests. The team members are hardy and dependable with an intimate knowledge of the forest terrain. The programmes are 1 night/2 days and 2 nights/3 days. Normally 20 to 35 km of trekking distance will be covered, depending on the route chosen. Here, one may chance to encounter much indigenous wildlife like Nilgiri languor, giant squirrel, elephant and even the tiger! The trek route passes through hills and valleys with a variety of tropical plants and wide-open spaces.

c. **Bamboo Rafting**: This is a dawn to dusk range hiking and rafting programme through some of the richest forest tracts of Periyar Tiger Reserve. Starting from the boat landing, a mosaic of habitats will be traversed before the party gets into rafts made of bamboos. The forests are rich in bird life and arboreal animals like giant squirrel and Nilgiri languor. The rafting is for about three hours and one gets a panoramic view of forest-clad hills reflected on the lake.

d. **Boating**: Boat cruises on the Periyar Lake. Typical boat ride will be for 2 hours.
e. **Elephant Rides:** Ride on the elephants through the woods near the Periyar reservoir is a thrilling experience for many tourists.

f. **Plantation Tours:** This tour is arranged by DTPC and cover cardamom, pepper, coffee and tea plantations. The tours are set to see the plantation crops and the process of cultivation and conversion into finished goods.

g. **Trekking:** The endless rolling hills and mountains surrounding Thekkady offer very good opportunities for trekking to the adventure enthusiasts. The jungles and hills inside the Periyar Wildlife Sanctuary are amongst the popular trekking trails in this region. Trekkers must obtain prior permission from the wildlife authorities and they are accompanied by a guide that will lead them safely through the reservoir woods.

h. **Eco Tourism Packages:** This package includes bird watching, butterfly spotting, animal census, experiencing tribal art forms and local cuisines.

There are several categories of hotels in and around Thekkady operated by private agencies and KTDC. Apart from hotels, there are good cottages and home-stay rooms available. These are basically owned by residents who have decided to make some money by renovating a part of their house and renting it out to travellers. They also serve food to the taste of tourists. Kumily is 4 km from Thekkady, where lot of hotels, restaurants & shopping markets are present. A small hospital and foreign exchange centre is also located at Kumily.

### Table 2.10: Tourists Arrivals at Thekkady Hill Station (2001 – 2010)

<table>
<thead>
<tr>
<th></th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic</td>
<td>142865</td>
<td>148923</td>
<td>151545</td>
<td>163622</td>
<td>168923</td>
<td>166459</td>
<td>148963</td>
<td>157749</td>
<td>170857</td>
<td>170857</td>
<td>1.81 %</td>
</tr>
<tr>
<td>Foreign</td>
<td>16115</td>
<td>15827</td>
<td>18655</td>
<td>20268</td>
<td>22157</td>
<td>22823</td>
<td>25918</td>
<td>24904</td>
<td>27537</td>
<td>27537</td>
<td>5.50 %</td>
</tr>
<tr>
<td>Total</td>
<td>158980</td>
<td>164750</td>
<td>170200</td>
<td>185578</td>
<td>178889</td>
<td>191080</td>
<td>189282</td>
<td>172881</td>
<td>182653</td>
<td>198394</td>
<td>2.24 %</td>
</tr>
</tbody>
</table>

Source: Tourism Statistics Department of Tourism, Government of Kerala.

The annual tourists’ arrivals for the last decade (2001 -2010) show a growth rate of 2.24 per cent. But the inflow of foreign tourists shows a much
better growth rate of 5.50 per cent, when compared with the domestic tourists (1.81 %) for the same period (see Table 2.10).

3. MUNNAR

Munnar is a hill station located on the Western Ghats, situated in the Idukki District of Kerala. The name Munnar is believed to be derived from both Malayalam and Tamil words Munnu (three) and aaru (river), referring to the town's strategic location at the confluence of the Mudhirapuzha, Nallathanni and Kundala rivers. Munnar is a beautiful hill station, and it used to be the summer resort of the British. Tourists come here to see the vast tea plantations of the area. The town which is typically Indian with the usual shops and guest houses is really beautiful and traditional. It is a good place to stay to see the surrounding countryside. It is also a popular destination for the Indian newly married.

The region in and around Munnar varies in height from 1,600 meters (5,250 ft.) to 2,800 meters (9,187 ft.) above mean sea level. Munnar enjoys a salubrious climate. The temperature ranges between 0° C and 25° C in winter and 10° C and 25 °C in summer. Temperatures as low as −7 °C have been recorded in the Sevenmallay region of Munnar. The mean maximum daily temperature is at its lowest during the monsoon months with the highest temperature being 19° C.
Eravikulam national park is one of the main tourist attractions, where you can find the endangered species of Nilgiri Tahr (mountain goat called "varayadu" in Malayalam). A trek to Rajamala ("King of hills" in Malayalam), in the morning is sure to spot a few friendly mountain goats. Gaur, Languor, Lion-tailed macaque, and Elephants depending on the season and time of travel.

Other attractions in and around Munnar include:

**Near Munnar Town**

a) Atukkal Waterfalls - A scenic waterfalls amidst hills and jungles ideal for long treks.

b) Chithirapuram - has old playgrounds and courts, bungalows and sleepy little cottages which all give this place an old world charm. This town is also famous for its tea plantations.

c) Blossom Park – sprawled over 16 acres has a garden with a profusion of rare blooms. Shrub bed with plantations and trees all over, the park is conditioned with cycling, boating, roller skating, badminton, tree houses, fountains, swings and so on.

d) Pothamedu View Point - Excellent view of plantation

**Towards Mattupetty**

a) Photo Point - a small place filled with woods and a small stream. Good location to take photos.

b) Mattupetty Dam - popular picnic spot activities like boating and horse riding and is a great place to spend the day especially if visiting with children.

c) Mattupetty Indo-Swiss Farm - Better known as Mattupetty. The cool climate and abundance of fodder made it the ideal location for the Indo-Swiss dairy farm.

d) Echo Point - on the way to top station from Munnar is a small lake set amidst rolling hills. Every loud call made from a spot on the lake embankment is returned manifold by the echo from the surrounding hills.
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boat and exploring the lake and its surroundings is an awesome experience. Except at the place where the boat is hired. One cannot expect to find humans around the lake as it is surrounded by scenic jungles and hills.

g) Top Station - views of the Western Ghats. Top station is the "top"-tourist attraction. This place gives a real 'above the clouds' experience. The area is known for the Neelakurunji plant, which flowers only once every 12 years.

Towards Marayoor

a) Tata Tea Museum - Tourists can see pieces of colonial era and old bits collection.

b) Nyayamakad Water Falls – located between Munnar and Rajamala. Nyayamakad is a land of breathtaking waterfalls. The water cascade down a hill from a height of about 3000 ft.

c) Eravikulam (Rajamala) National Park - World famous spot for Nilgiri Tahr (Hemitragas hylocres) - an endangered species of mountain goats, rolling grasslands and sholas, spread over 97² km in the Rajamala hills, rare flora and fauna, Atlas moth (largest in the world), lion-tailed macaque, leopards, tigers, The Neelakurunji Flowers turn the hills of Rajamala blue every 12 years. The walk along the park is very romantic and has some breathtaking view.

d) Anamudi Peak inside Eravikulam National Park - The highest peak (2,695 m) south of the Himalayas, towers over the sanctuary in majestic pride. The slopes of the hills abound in all kinds of rare flora and fauna. An ideal place for trekking, facilities are provided here and tourists are allowed to go on foot up to Anamudi.

e) Lakkam Water Fall - A small waterfall.

f) Marayoor - the only place in Kerala with natural growth of sandalwood trees, natural caves with murals, and relics from late Stone Age civilisation. There is a sandalwood factory of the Forestry department of Kerala and a
children's park extending across one hectare of land under the canopy of a single Banyan tree, all of which attract tourists in large numbers.

g) Chinnar Wildlife Sanctuary - has a large number of plants and animals. This wildlife sanctuary is spread in around 90² km of area. This sanctuary is one of the protected areas in the Western Ghats because of the significance of its flora, geomorphologic features, ecology and the local culture.

Tourism Activities at Munnar:

a) **Walk in the Clouds**- trek to your heart's content while the clouds slowly descend upon you.

b) **Rock Climbing and Rappelling**- Munnar has a steep rock face about 30 m (100 ft.) ideal for rock climbing and rappelling.

c) **Munnar Elephant Safari**- the elephant safari takes you through the misty forests, deep valleys and the rugged hill paths of the Munnar forests.

d) **Boating**- there are several places to go out for boating in Munnar like Mattuppetty dam, Kundala dam etc.

e) **Bicycle**- experience the natural beauty of Munnar by riding a bicycle through the beautiful paths of Munnar passing through the tea estates.

There are several categories of hotels in and around Munnar operated by private agencies and KTDC. Apart from hotels, there are good cottages and home-stay rooms available. This rooms are luxurious and give the traveller a homely feel. They also serve food to the taste of tourists. Munnar town had lot of eateries offering local cuisines and shops offering tea. Munnar town and Mattuppetty dam site has lot of shops which sells antiques, local art crafts, spices, tea and other plantation crops.

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**Table 2.11: Tourists Arrivals at Munnar Hill Station (2001 – 2010)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Domestic</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>CAGR</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>195461</td>
<td>201895</td>
<td>203744</td>
<td>234389</td>
<td>228948</td>
<td>232135</td>
<td>238510</td>
<td>235157</td>
<td>207622</td>
<td>225748</td>
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</tr>
<tr>
<td>Foreign</td>
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<td>12157</td>
<td>13617</td>
<td>15788</td>
<td>13819</td>
<td>15610</td>
<td>16128</td>
<td>17938</td>
<td>13685</td>
<td>19690</td>
<td>6.10 %</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>206356</td>
<td>214052</td>
<td>217361</td>
<td>250177</td>
<td>242767</td>
<td>247745</td>
<td>254638</td>
<td>209892</td>
<td>219791</td>
<td>245438</td>
<td>1.75 %</td>
<td></td>
</tr>
</tbody>
</table>

Source: Tourism Statistics Department of Tourism, Government of Kerala.
The annual tourists’ arrivals for the last decade (2001 -2010) show a growth rate of 1.75 per cent. But the inflow of foreign tourists shows a much better growth rate of 6.10 per cent, when compared with the domestic tourists (1.45 %) for the same period (see Table 2.11).

4. NELIAMPATHY

Neliampathy is a popular hill station in Palakkad district in Kerala. It is surrounded by tea and coffee plantations and has excellent weather conditions. The journey to Neliampathy itself is an experience. The only route is from Nenmara, from where the first town of Nelliampathy, namely Kaikatty junction, is at a distance of 26 km. At the 9th kilo metre is the Pothundi Dam, a small irrigation dam which provides water for the rice fields in the surrounding area. The dam is at the foot of the Neliampathy hills. From here, the road winds up for the next 17 km, with many hairpin turns on the way. Immediately after Pothundi dam, comes the government forest, where one can see massive teak trees. The road is very narrow and requires a skilled driver behind the wheel. On the way, one can see wild animals like monkey, deer and porcupine. The view of the Pothundi dam from the height is a breath-taking sight. There will be many waterfalls by the roadside during the rainy season.

Located at the southern tip of the Palakkad gap, the Neliampathy hills are known for their exquisite fauna. About 215 species of birds and 90 species of butterflies have been recorded in these hills. Some of the rare species of
birds include Grey-breasted Laughing Thrush, Great Pied Hornbill, Jerdon's Baza, Great Black Woodpecker, Oriental Broad-billed Roller, Nilgiri Flycatcher, Broad-tailed Grass bird and Nilgiri Pipit. Primates including Lion-tailed Macaque, Bonnet Macaque and Nilgiri Languor are seen here. A small population of the endangered Nilgiri Tahr is also seen in the grassy peaks. It is not surprising hence that Neliampathy is considered among the best hill stations in Kerala. Neliampathy consists of mountain ranges from 700 m to 1600 m providing immense opportunities for trekkers and adventure buffs. Kaikatty serves as an ideal base camp with various trekking and other facilities. Neliampathy also provides great opportunities for hand gliding

Other attractions in and around Neliampathy include:

a. Pothundi: The Pothundi dam is a spectacular locale and one of the major draws for those on a tour to the Kerala Hill Stations. It lies on the way to Neliampathy, close to village of Nenmara and built across two tributaries of Ayalar River- Meenachadypuzha and the Padipuzha.

b. Seethargundu: Seethargundu offers a spectacular view of the plains, as it is located within the Karuna plantations. The gnarled tree is also a major attraction besides the waterfalls here. It is said that Lord Rama spent his days here during ‘Vanavasa’. There’s a wonderful stream of clear water that falls from the height of 1000 m and is the main tourist spot.

c. Mampara Grassland: The grassland can only be reached through a treacherous road. It offers fantastic views of the Palakkad range – grassy slopes, dense forests and a patchwork of thriving paddy fields. The adjoining hills are home to several wild animals and a wide variety of birds.

There are several categories of hotels in Neliampathy town operated by private agencies for accommodation. Neliampathy town and tourism spots inside POABS estate has shops which sells local art crafts, spices, tea, other plantation crops and fruits. Krishi Bhavan also runs a sales outlet at Neliampathy town offering garden fresh vegetables and fruits.
The annual tourists’ arrivals for the last decade (2001-2010) show a growth rate of 1.52 per cent. But the inflow of foreign tourists shows a much better growth rate of 4.51 per cent, when compared with the domestic tourists (1.40%) for the same period (see Table 2.12).

5. WAYANAD

Wayanad is a derivative of the term Vayal Nadu, where Vayal means Paddy fields and Nadu the land, comprising it to indicate a land of paddy fields. Wayanad is explicitly beautiful with mist clad mountains, intense forests and fertile green plantations. The forests of Wayanad are cosmic landmasses for animals to enjoy their natural dwelling.

Burrowed amidst the Western Ghats Mountains, Wayanad is one of the exquisite hill stations of Kerala. The hill might have been thick forest once, are now plantations. It is a source of revenue to the state due to foreign exchange of cash crops such as vanilla, tea, coffee, pepper, cardamom and many other condiments. Wayanad shelters endangered species as it has an amazing range of flora and fauna. Wildlife enthusiasts and nature
lovers will find Wayanad wildlife sanctuaries as the right place to visit. The distance from the mean sea level and the amount of forest cover creates a pleasant climate in the region. Generally the year is divided into four seasons; cold weather (December to February) hot weather (March to May) South West monsoon (June to September) and North East monsoon (October to November). During the hot weather the temperature goes up to a maximum of 35 °C and during the cold weather the temperature goes down to 03 °C. The greater temperature variation in the last 5–6 years is in the range of 16 °C to 28 °C. The average rainfall is 2,500 millimetres per year. Having an influential history, numerous evidences depicting new Stone Age civilization is seen on the Wayanad hills. Relict and edicts are found in this place emphasizing the prehistoric epoch.

Other attractions in and around Wayanad include:

a. Chembra Peak: The hills, rocks and valleys which contribute to the very unique character of Wayanad provide a lot for adventure tourism. Trekking to the Chembra peak, the highest hill in Wayanad is a risky mountaineering endeavour.

b. Edakkal Cave: This location of breath-taking beauty is three kilometres from Ambalavayal which is 25 kilometres from Kalpetta. The Edakkal cave in the Ambukuthy Mountain is not a cave in the real sense. As stated in the India Antiquary (Vol.XXX, page - 410) and quoted in the District Gazette, Kozhikode, it is only ‘a cleft about 96ft. long and 22ft wide in the rock’. It is a fissure made by a corner of rock splitting off from the main body due to some natural causes. The depth of both the cleft and the fissure is 30ft. What makes it a cave to the ordinary observer is the fact that in the other portion of the large cleft, an enormous rock, weighing several tonnes, has fallen forming a roof over a large part of it. The rock wall contains some interesting carvings, which represent human and animal figures and objects of human use and symbols. These carvings speak of a highly civilized
people of pre-historic age and inspire the archaeologists and historians to rewrite the history of Wayanad and Kerala as a whole.

c. Kuruva Island: 950 acres of ever green forest on the tributaries of east flowing river Kabani, is an ideal picnic spot, far away from the disturbances of city life. The island is uninhabited. Rare species of birds, orchids and herbs are the sovereigns of this supernal kingdom.

d. Lakkidi: One of the highest locations in Wayanad, Lakkidi also commands picturesque scenery. Lakkidi, the gate way of Wayanad, lies atop Thamarassery, a ghat pass at an elevation of 700 m. above mean sea level. The lofty mountain peaks, the gorging stream, luxuriant vegetation and the bird's eye view of the deep valley on the south, with its winding roads, are breath taking. The 12 Kms. Long journey from Adivaram to Lakkidi through ghat road with nine hairpin bends amidst thick forests is a fascinating experience.

e. Muthanga Wild Life Sanctuary: Muthanga, Which is 16 Kms. East of Sultan Bathery, is located very near to the Karnataka border. Wild forests covering an area of 345 Sq. Kms form the Muthanga wild life sanctuary; the biggest abode of wild animals in Malabar. Elephant, spotted deer, bison, tiger, cheetah, wild bear, etc. are found in this sanctuary. The Forest Department has facilities for providing elephant rides to tourists, here.

f. Pakshipathalam: Pakshipathalam in the Brahmagiri hills at Thirunelli is a challenging tourist spot for any adventure seeking tourist. To reach Pakshipathalam seventeen kilometres have to be covered through wild forest. The deep rock caves, formed among the thick blocks of rocks at the northern top end of the Brahmagiri, are the abode of various birds and wild beasts.

g. Pazhassi Raja Tomb: Pazhassi Tourist Resort at Mananthavady is a good picnic centre in north Wayanad. There is a good aquarium here. Coin-operated toys for children and boating facilities for tourists are available here.
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h. Pookot Lake: A natural fresh water lake brimmed with ever green mountains. The weather here is salacious; the scenic beauty, hypnotising and the nature, unspoiled. Pookot lake tourist resort in Vythiri is the most sought after tourist spot of Wayanad. There is an aquarium and a greenhouse here. Boating facilities are also available. Spices and handicap items are also arranged for sale at Pookot.

i. Sentinel Rock Waterfalls: This waterfall is at Vellarimala village near Chooralmala in Meppadi panchayat. It is a picnic spot as well as a trekking centre. The sentinel rock, a rock of more than 200 m. in height, is ideal for rock climbing. The pool below provides for water rafting, swimming, bathing, etc.

j. Kanthanpara Waterfalls: Relatively smaller than Sentinel Rock Waterfall and rather less frequent visited. Kanthanpara and its surroundings are nonetheless very pleasant. An easy hike away from the main road, it is perfect for picnic.

k. Banasura Sagar Dam: This is the largest earth dam in India. The topography here is such that many islands will be formed in the upstream of the dam when the dam is full. These islands with the background of the Banasura hill provide a hypnotising sight to tourists.

l. Wayanad Heritage Museum: Located in the town of Ambalavayal, this museum is home to an interesting collection of artefacts that shed light on the history, culture and heritage of the Wayanad region.

There are several categories of hotels in Wayanad operated by private agencies and KTDC. Apart from hotels, there are good home-stay rooms available. These rooms can be quite luxurious and will give you a homely feel. Kalpetta town, Sultan Bathery and Mananthavady are the important places for shopping the shops offers sells antiques, local art crafts, spices, tea, coffee, cocoa products and forest goods etc. There are so many homes in and around the tourism spots which offer family food for the tourists at affordable price.
The annual tourists’ arrivals at Wayanad hill station for the last decade (2001 -2010) show a growth rate of 9.20 per cent which is the best among the hill destinations in Kerala. The inflow of foreign tourists shows a high growth rate of 26.52 per cent, when compared with the domestic tourists (9.06 %) for the same period (see Table 2.13).