Chapter One

INTRODUCTION

Tourism is a major economic and social activity of the present time. It is the temporary movement of people from their normal place of residence or work, mainly for pleasure. Due to the economic activities involved in the process of tourism, now it is emerged as an industry which is rapidly growing around the World. It is not a single industry but a group of industries working together, complimentary to each other, spread over many sections like hotel industries, transport industries, recreational and entertainment institutions, handicrafts business and other industries which provide facilities and products for satisfying the wants and needs of the tourists. It provides employment opportunities to millions of people, generates foreign exchange, promotes national integration, ensures balanced regional development, revives the art and culture, breaks down prejudices and suspicions that exist between nations and creates international peace. It is one of the biggest industries in the World. Worldwide travel and tourism creates a new job in every 10 seconds. Out of every nine persons, one person earns a living from tourism and one out of every ten inhabitants of this planet is a tourist.¹

WTO’s study Tourism 2020 Vision predicts 1.5 billion tourists will be visiting foreign countries annually by the year 2020. Tourist arrivals are predicted to grow by an average of 4.3 per cent a year over the next two decades, while receipts from international tourism will climb by 6.7 per cent a year.² World tourist arrival in the year 2010 is 940 millions. According to the statistics of UNWTO the highest tourist arrival in the year 2010 is registered in France which is 76 million. It is followed by America (59.7 million) and China (55.7 million). Spain, Italy, England, Turkey, Germany, Malaysia and Mexico are the other countries just below in top in respect of international tourist arrival in 2010.³ The tourism and travel industry is contributing to 10% of the World’s economy.⁴
India is a big country, blessed with a 5000-year old civilization, enriched with plenty of natural resources, coupled with geographical and cultural diversity. Visiting India is an enchanting and everlasting experience to one and all. It is blended with past and present in a systematic manner in the forefront of an exciting future. It is a place of tourist’s paradise showing all unique features of traditional hospitality and modernity. She has to offer everything to everybody. The important tourist’s attractions of India are Himachal Pradesh, Jammu and Kashmir, Kerala, Goa, Delhi, Agra, Uttar Pradesh, Andhra Pradesh, Tamil Nadu and Karnataka.

The tourist arrivals in India in the year 2010 is 5.58 million which is only half per cent of the World tourist arrival.\(^5\) The Conde Nast survey 2005 ranks India 5th among the top ten destinations in the World.\(^6\) Once, Northern states of India, particularly Jammu and Kashmir, Agra, Delhi were the major attractions of tourists but due to insecurity and terrorism prevailing in these regions and the popularity gained by Kerala tourism in the global market in relation to geographical diversity, cultural heritage, social security and peace, the attention of tourists turned to Kerala, one of the most sought after tourist destinations in the World.

Kerala is famed as God’s own country. It looks like a ‘fairy land’ with its fresh green hills, dense forests, palm-fringed lakes, rivers, backwaters and lagoons. The backwaters of Kerala are the backbone of Kerala Tourism. It is unique and found nowhere else in the World. Forty one west-flowing rivers of Kerala are a magnificent gift of nature. Most of the finest beaches in India are in Kerala. The rolling high ranges of the Western Ghats are very attractive and also play an important role in determining the climate of the State. Eco-tourism centers of Kerala are very popular. India’s first planned eco-tourism centre is in Kerala, at Thenmala. Kerala is renowned as a health tourism destination also. The \textit{Ayurvedic} health tourism is more popular here because the State has an unparalleled wealth of herbs and natural vegetation; perhaps, similar plants are
seen only in the Himalayas. It is due to the unique geographical position and
tropical climate of the State. The humid climatic condition is also favourable for
Ayurvedic treatment and the best attraction to the tourist. Exotic wildlife,
monuments, fairs and festivals, hundred years of our cultural heritage,
spectacular art of folk, handicrafts, architecture and cuisine, give it distinctive
charm. Apart from being a tourist destination, Kerala is also India’s most literate
and advanced society, most peaceful and cleanest State. Kerala was adjudged as
one of the ‘Ten paradises of the World by the National Geographic Traveller.’\footnote{A
forecast study conducted by WTTC states that travel and tourism related to
economic activity of Kerala grows at 11.4% during 2004-2013 and shall provide
employment to 2.2 million (15 per cent of total employment) by 2013.}

The growth rate of tourist arrivals in Kerala is more than six times
compared to the growth rate of World tourist arrival in 2010. The foreign tourist
arrival in Kerala in the year 2010 is 6,59,265 which is 11 per cent of the total
foreign tourist arrival of India and domestic tourist arrival is 85, 95,075. The
total earnings from tourism in the year 2010 are Rs 17348 crores which is 31 per
cent more, compared to the previous year 2009 and foreign exchange earnings
from tourism are Rs. 3797 crores.\footnote{However, the foreign tourist arrival in Kerala
in the year 2011 is 7.3 lakhs and domestic tourist arrival is 93 lakhs. The total
earnings from tourism in the year 2011 are Rs 19037 crores which is 9.7 per cent
more, compared to the previous year 2010 and foreign exchange earnings from
tourism are Rs. 4221 crores.}

Kerala tourism has been gaining global attention in recent years. It is
mainly due to natural beauty of the State. Tourism can be promoted only if a
country is blessed with natural environment. A country’s tourism possibilities
are like those of a young woman competing in a beauty contest. If they have not
inherited the right characteristics, are not born with the right degree of natural
beauty their chances of success are limited.\footnote{Kerala’s geographical diversity and
ecological features are promising for tourism development. No tourist can}
experience anywhere in the World, except Kerala such a geographical diversity within a small piece of land. Every inch of the land of the State is suitable for tourism development. The distance between destination to destination is also negligible.

Environment means the surrounding in which all forms of living and non-living organisms evolve and exist. It is defined as the outer physical ecological system in which man and other organisms live. Broadly speaking the term environment includes land, air, water, flora, fauna, people, their creation and social, cultural and economic condition that influence their lives. Tourism encompasses the complete system of nature. Environment and tourism are closely related. Environment provides the basic resources of tourism such as beautiful landscape, mountains, rivers, lakes, forests, animals, birds and supply natural resources for production of economic goods. Tourism and environment are interrelated and mutually benefited. Tourism development of a country depends upon many environmental factors apart from natural environment; like, manmade, cultural, built, human, economic, social and political environment. The attraction of tourists to a particular destination depends upon all these factors. Hence, all these environmental factors form part of tourism product.

Product means anything that can be offered to the market for satisfying the wants and needs of the customers. It includes both tangible and intangible items like services. Even organizations, places, ideas and persons can be a product. ‘Ideally, tourism product is a package tour which comprises an air seat, accommodation at the place to be visited, local transportation, sightseeing, entertainment, meals, shopping etc. The product is composite in nature and includes everything a visitor purchases, sees, experiences and feels from the time he/she leaves home until the time he/she returns back to home.’ Hence, every environmental factor influences the tourist in between the time when he/she leaves his/her home to the time when he/she returns back to his/her home contribute to the total satisfaction of tourist and which form part of tourism
product. Therefore, tourism product is a combination of different types of environments which a tourist experiences from a destination. The different environment can be natural, manmade, cultural, human, built consisting of infrastructure and superstructure, economic, social and political environment. Environmental impact on the tourism industry in Kerala is a study on the influence of various environmental factors which form different tourism products and how it contributes to the total satisfaction of tourists who visit Kerala which affects the tourism development of the State.

**Statement of the Problem**

Tourism in Kerala is fast growing. Income from tourism and the number of tourist arrivals are increasing at a faster rate every year. More popularity is gaining in the World tourism market to the brand name “God’s own country”. In the year 1986, the State declared tourism as an industry and identified it as a potential area for integrated development of infrastructure, enhancing production and income from tourism and thereby uplifting tourism as a core sector of the State for socio-economic development.

No wonder, except a few tourism products, all other tourism products in this Universe are available in this small State, which cater to the wants and needs of different types of tourists. Demand of a product depends upon many factors. Unlike other products, quality of tourism products depends upon quality of environment which is directly related to the satisfaction of tourist. Tourism development can be sustained only if tourists visiting Kerala is satisfied with the tourism products of the State. Therefore, a study on how far the different environmental factors affect the development of tourism industry of the State is imperative, which is based on the levels of satisfaction of tourists visited Kerala.

**Significance of the Study**

The tourism sector requires heavy fixed investment like good motorable roads, star hotels, motels, houseboats, conveyance facilities, entertainment centres like amusement parks etc. Both central and State governments are
actively financing tourism sector by appropriating more and more funds in the annual plan every year. Moreover, government is promoting private investment by granting investment subsidy to private investors. Hence more and more investors are attracted in the tourism sector. The resources of the State are a major component of tourism product. If it is over exploited due to profit motive, it will affect the quality of tourism product which will mar the satisfaction of tourist and lead to the decline in the number of tourist arrivals. Moreover, heavy fixed investment made particularly for tourism becomes obsolete. The success, survival, existence, future and prosperity of the industry depend on demand of the product which is directly related to the satisfaction of tourists visiting the State.

The tourism resources are not only meant for the present generation but also for the use of generations to come. Therefore the development of tourism industry cannot be treated like development of other industries. A holistic approach should be followed for sustainable development of tourism otherwise it will adversely affect the quality of tourism product which in turn reduces the satisfaction of tourist. Every environmental factors of the State, forming different tourism products contribute to the total satisfaction of tourist which affect the tourism development of the State.

Identifying the causes of dissatisfaction on tourism products, if any, is essential for rectifying the problem and thereby maximizing total satisfaction of tourists to increase their arrivals. Therefore, a study on the levels of satisfaction of tourists on various tourism products of Kerala requires urgent attention for framing proper policies by the government for sustainable tourism development, which is now the core sector in the State economy. Hence, the present study, “Environmental Impact on the Tourism Industry in Kerala” is of high importance.
**Scope of the Study**

The study is related to the influences of environment on tourism industry, which are the satisfaction levels of tourists in relation to various tourism products of Kerala. The satisfaction level of both primary and secondary or auxiliary products have been studied. The factors which contribute positively and negatively to the satisfaction of tourist are being analyzed in detail. The impact of tourism on environment is out of the scope of the study.

**Objectives of the Study**

1. To review the status of World tourism, Indian tourism and Kerala tourism in respect of tourist arrivals and tourism receipts at present.
2. To compare the revenue generated from domestic and foreign tourism in the State.
3. To identify the most favourable tourism region in the State among the South, Central and North Kerala
4. To evaluate the relationship between environment and tourism in developing the tourism industry of the State.
5. To ascertain the factors that directly contributed to the development of the tourism industry of the State.
6. To identify the most attractive primary tourism product of the State.
7. Evaluate the positive and negative impact of environment in developing the tourism industry of Kerala.

**Hypotheses**

Keeping in view the above objectives, the following hypothesis were formulated.

1. The tourism industry in Kerala is fast developing in comparison with Indian tourism and World tourism in respect of tourist arrivals and tourism receipts.
2. Foreign tourism generates more income in the State compared to domestic tourism.

3. All regions of the State are equally favorable and potential for tourism development.

4. There is a strong relationship between environment and tourism in developing tourism industry of the State.

5. Geographical diversity and natural beauty are the main factors initiated the tourist to visit Kerala.

6. Beach tourism is the most attractive primary tourism product of the State.

7. Primary tourism products have positive impact on the tourism development of the State.

8. Natural environment products have positive impact on the tourism development of the State.

9. There is no significant difference in the level of satisfaction of domestic and foreign tourists on manmade environment products.

10. There is no significant difference between domestic and foreign tourist in the attraction of cultural environment products.

11. Secondary tourism products have negative impact on the tourism development of the State.

12. Infrastructure environment products have negative impact on the tourism development in the State.

13. There is no significant difference in the level of satisfaction of tourist from different foreign countries on human environment products.

14. Human environment products hinder tourism development of the State.
Operational Definitions

Ayurvedic Health Tourism

Ayurvedic health tourism is related to rejuvenation and treatment related to many diseases using natural medicine. For the purpose of the study, it is treated as a symbiotic environment product.

Built Environment

Built environment means the infrastructure and superstructure facilities at the destination. Infrastructure environment include roads, railways, air ports, water ways, service of travel agents, general and tourist information facilities, sign board showing tourist destination, communication facilities, healthcare facilities, drinking water facilities, banking facilities, recreation facilities, power supply, public sanitation, sewage and drainage facilities, measures of safety and security of tourist, locker facilities and street light. Superstructure is meant for meeting the food and accommodation facilities of tourist at the destination.

Built Environment Product

Built environment product means the tourism products formed from the infrastructure and superstructure environment at the destination contributing to the satisfaction of the tourists. It consists of infrastructure and superstructure facilities such as roads, railways, air ports, water ways, service of travel agents, general and tourist information facilities, sign boards showing tourist destination, communication facilities, healthcare facilities, drinking water facilities, banking facilities, recreation facilities, power supply, public sanitation, sewage and drainage facilities, measures of safety and security of tourist, locker facilities and street light and facilities meant for meeting the food and accommodation of tourist at the destination which includes hotels and resorts, home stay facilities, Grihasthali units, motels, and restaurants.
Carrying Capacity

Carrying capacity can be defined as the maximum number of visitors that can be accommodated in a destination without sacrificing the level of satisfaction of tourists.

Cultural Environment

Manmade attractions which are not mainly or purposefully created to attract tourists but form part of culture of the country is known as cultural environment

Cultural Tourism Product

The tourism products formed from cultural environment of State is called cultural environment products. For the purpose of the study, cultural environment products include art forms, historical and cultural centres, palaces and museums, fairs and festivals, monuments, pilgrim centres and handicrafts.

Destination

Destination is a place where a tourist visits. It may be a particular place or a geographical area or a State or a country or countries.

Domestic Tourist

A tourist travelling within his home country is called domestic tourist.

Economic Environment

Economic environment means the economic factors which attract tourist to a destination in the form of low cost of living and other economic factors affecting tourism.

Economic Environment Product

Economic environment product means the economic factors contributing to the satisfaction of the tourists in the form of low cost of living. In the present study, economic environment products include rent of classified hotels and
resorts, home stay facilities, Grihastali units, unclassified hotels, charges of food, price of shopping goods and other articles and beverages, cost of travel from the place of origin to Kerala and cost of travel within Kerala.

Environment

Environment is defined as the outer physical ecological system or the surrounding in which all forms of living and non-living organisms evolve and exist which includes land, air, water, flora, fauna, people, their creations and social, cultural, political and economic condition that influence a tourist to visit a particular destination. In the context of tourism, environment has a wider meaning as tourism development of a country depends upon many environmental factors apart from natural environment like manmade environment, cultural environment, built environment, human environment, economic environment social and political environment. The attraction of tourist to a particular destination depends upon all these factors. Hence, in the present study, environment consists of natural, manmade, cultural, built, human, economic, social and political environment.

Environmental Impact on the Tourism Industry in Kerala

Environmental impact on the tourism industry in Kerala is a study on the influence of various environmental factors forming different tourism products and how it contributes to the total levels of satisfaction of tourists who visit Kerala which affect the tourism development of the State.

Foreign Tourist or International Tourist

A tourist travelling to another country or countries or cross his national boundaries, he is called international or foreign tourist.

Harthal

Harthal is a sudden strike in almost all sectors in the State organised by political parties or social organisations or group of people in a locality mainly to express their protest in a particular matter or due to some other reasons.
Human Environment

Human environment is the people of the host country and their behavior, culture and attitude towards tourists in the destination which contribute to the satisfaction of the tourist.

Human Environment Product

The tourism products formed from the human environment of the country is called human environment product. In the present study, it includes literacy of people, behavior and attitude of local people, tourist guides, taxi drivers, police, communicative skill and cleanliness of the people and hospitality of people working in hotels.

Manmade Environment

The environment which is created by people like architecture, museums; fairs, festivals, cuisine, monuments, amusement park, medical tourism, cuisine etc. are known as manmade environment. In the present study, human made attractions mainly or purposefully created to attract tourist is termed as manmade environment.

Manmade Environment Products

Products created by people to attract tourists are known as manmade tourism products. In the present study, manmade environment products include cuisine tourism, medical tourism and amusement parks.

Medical Tourism

In the present study, medical tourism means western medical tourism which is a manmade environment tourism product.

Natural Environment

Natural environment are those features such as air, water, flora, fauna, soil, natural landscape, or geographical features and climate which attract tourists to a destination.
Natural Environment Products

The tourism products formed from the natural environment is called natural environment products. In the present study, natural environment products include beach tourism, waterfalls, climate, hill stations, rivers and monsoon tourism.

Primary Tourism Products

Primary tourism products are the prime attraction which motivates a tourist to visit a particular destination. The primary tourism products are natural environment products, symbiotic environment products, manmade environment products and cultural environment products. Once a product is identified as a primary tourism product the status will exist as such.

Secondary Tourism Products

All tourism products other than primary tourism products in the nature of goods, services and facilities experienced or consumed or enjoyed and satisfaction derived by way of social, economic and political conditions by the tourist at the destination are known as secondary tourism products. It consists of built environment products, human environment products, economic environment products and social and political environment product.

Social and Political Environment

Political and social environment means the general socio-political condition such as international peace, the relationship between home country and destination country, political stability of the destination country, general law and order situation of the destination country, effect of natural calamities, epidemic deceases etc. which affect tourism.

Social and Political Environment Product

The tourism products formed from Social and Political conditions or environment of State which contributes to the satisfaction of tourists is called
Social and Political environment products. In the present study, it includes the law and order situation of Kerala, attitude of government for promoting tourism, political stability of the State and the effect of terrorism, Harthal, natural calamities and epidemic diseases.

**Sustainable Tourism**

Sustainable Tourism is defined as any form of tourism that does not reduce the availability of resources and does not inhibit future travellers from enjoying the same experience.

**Symbiotic Environment Products**

Symbiotic environment products mean the tourism products which are the combination of products created by blending natural attractions and built attractions. The resources are provided by nature which is converted into products by humans. In the present study symbiotic environment products are backwater tourism, wildlife sanctuaries, ecotourism, Ayurvedic health tourism, forest tourism, green farm or plantation tourism, tourist villages and picnic centres and adventure tourism.

**Tourism**

Tourism is defined as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and facilities created to cater to their needs. If it is within his country, it is called domestic tourism and if the tourist is crossing his national boundaries, it is called international or foreign tourism.

**Tourism Product**

Tourism product is composite in nature and includes everything a visitor purchases, sees, experiences and feels and the satisfaction derived from economic, social and political conditions from the time he/she leaves home until the time he/she returns back to his/her home. Hence, tourism product is a combination of different type of environments which a tourist experiences from
a destination. So it can be differentiate into different environment which the tourist experiences. The different environment can be natural, manmade, cultural, human, built consisting of infrastructure and superstructure, economic, social and political environment. The total satisfaction derived by a tourist in relation to a destination depends upon all these environmental factors. Hence all these environments form part of different tourism products.

**Tourist**

Tourist is a person who is travelling for pleasure, recreation, health, business and religious purposes and is staying in a place for at least 24 hours other than his usual place of residence or place of work. His journey may be either within his country or another country or countries. For the purpose of the study, the term tourist include both domestic and foreign. The term total tourist and tourist are used interchangeably in this study.

**Data Base and Methodology**

Data for the study consists of primary and secondary. Primary data was collected by deliberate sampling method. Three hundred samples were collected from both domestic and foreign tourists who visited the State of Kerala during the year 2010. The State has been divided into three regions namely, the South, the Central and North Kerala. Thiruvananthapuram, Ernakulum and Kozhikode districts are being taken as the representative sample districts of Southern, Central and Northern regions of Kerala respectively. A sample of hundred domestic and hundred foreign tourists was collected from three regions to form a total sample size of six hundred tourists with equal representation of domestic and foreign category.

**Secondary Data**

Secondary data were collected from the published records of Tourist statistics, Ministry of Tourism, Government of India; Tourist Statistics and other publications of Department of Tourism, Economic Review and other
publications of State Planning Board; publications of Public Relation Department; publications of WTO and books, articles published in research journals, conference reports, studies of NGOs, magazines, newspapers, published and unpublished dissertations etc. Besides, official website of Department of Tourism, Government of Kerala, Ministry of Tourism, Government of India, World Tourism Organization etc is used.

**Period of Study**

The study is based on both primary and secondary data. The primary data was collected from a period of one year beginning from 1st January 2010 and ends on 31st December 2010. A period of ten years (2000 to 2009) was chosen for analysis of secondary data. However, data for a greater number of years were also included wherever found necessary for the study.

**Statistical Tools used for Analysis**

The data collected were edited, classified, tabulated and analyzed with the help of statistical package for social sciences called SPSS. Mathematical and statistical tools have been applied for meaningful conclusions. The tools used for the analysis are percentages, compound growth rate, trend analysis, mean, standard deviation, spearman’s rank correlation, Karl parson’s coefficient of correlation, Z test, F test and t test.

**Limitations of the Study**

So many problems were faced by the researcher in the course of collection of primary data. Many tourists were reluctant to spare time because of their busy schedule. Much effort was taken to convince them the relevance of the study. Another limitation of the study is the using of secondary data. Method of collecting the number of tourist arrivals in Kerala by the department of tourism is unscientific. Tourist statistics has been collected from various accommodation units in the State. If a tourist is using accommodation at different places, he is counted as tourist in more than one time. Another serious
limitation of the study is that pilgrim tourists visiting sabarimala were not counted as tourists because they did not use formal accommodation. Had they been included as tourists, the number of tourist arrivals of the State would have been at top slot in the country. But they are excluded from the range of tourist statistics.

**Presentation of Report**

The study is reported in nine chapters mentioned as below

Chapter- I    -    Introduction
Chapter- II   -    Review of Literature
Chapter- III  -    Data Base and Methodology
Chapter- IV   -    Tourism an Overview
Chapter- V    -    Environment and Tourism Products
Chapter- VI   -    Tourism Products and Tourist Destinations of Kerala
Chapter- VII  -    Tourism Industry at Present
Chapter- VIII -    Analysis of Environmental Impact on the Tourism Industry in Kerala
Chapter- IX   -    Findings, Recommendations and Conclusion
References


4. UNWTO (2006)


