

UNIVERSITY GRANTS COMMISSION
MINOR RESEARCH PROJECT
ON
LINKAGES OF TOURISM INDUSTRY IN KERALA – WITH SPECIAL
REFERENCE TO ALAPPUZHA DIST.



By

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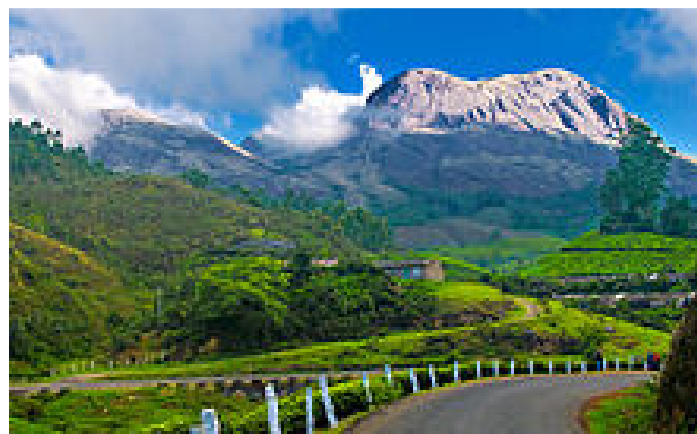
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CHAPTER-1

Introduction

Tourism is travel for recreational leisure or business purpose usually of a limited duration. Tourism is commonly associated with international travel but may also refer to travel to another location within the same country .WTO defines tourists as ‘people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure business and other purpose’*. There are various types of tourism such as back water tourism, pilgrimage tourism, beach tourism, eco tourism, and several others.



A [house boat](#) on the backwaters near [Alleppey](#) in Kerala

Tourism industry has today become a forerunner of change, transforming countries and states into buoyant

economies. As far as India is concerned, tourism is her third largest exporting industries after gems and jewelers and readymade garments. Though her share in global tourism is not very high, she possesses all three vital attributes of coastal tourism – sun, sea and sand -, which are also complemented by the pull of India’s age old ‘mystique’. It is thus an amalgamation of nature and culture that attracts foreign tourists to India, especially Goa, Kovalam, Mahabalipuram, Kanyakumary, Kumarakom and other places in the southern Kerala coast.



Varkala Beach

* Understanding Tourism: Basic Glossary, **World Tourism Organization, UNWTO.**

Kerala is an important international and internal tourist destination: the backwaters, beaches, Ayurvedic tourism, and tropical greenery are among its major attractions. National Geographic's *Traveler* magazine named Kerala as one of the "ten paradises of the world" and "50 must-see destinations of a lifetime".

Kerala is the pioneer in India to identify the economic potential of tourism and develop it in consonance with the overall socio economic development programmes of the state. By integrating tourism with other development activities and promoting participation of host community in tourism centres the state has set a strong footing for inclusive growth of tourism and for achieving sustainability.

Today, Kerala tourism is a global brand and regarded as one of the destinations with highest recall. In 2011, tourist inflow to Kerala crossed the 10-million mark.

Alappuzha, the business centre of Kerala in the past, well known as the "Venice of the East" is a tourist centre in Kerala with vast stretches of back waters. Kumarakom, an important tourist destination in Alappuzha is popular as the centre of lake tourism. Along with back water tourism, other forms of tourism like beach tourism, farm-tourism, home– stay tourism, eco tourism,

health – tourism etc are flourishing in the state. In this work, the researcher analyses the growth of tourism industry in Kerala and the district of Alappuzha, the major forms of tourism in Alappuzha, the environmental impacts of tourism in the district of Alappuzha and the linkages of tourism industry in the district.

Global Tourism Industry

The travel and tourism industry has become one of the largest and most vibrant industries of the global economy. According to a WTTC study the contribution of travel and tourism to the world GDP was 9%, whereas, its total employment effect was more than 250 million jobs, representing 8% of global employment. The statistics released by UNWTO World Tourism Barometer shows that there has been a spurt in the world tourist arrivals and receipts since 1950. During 1990-2010, international tourist arrivals grew from 438 million to 952 million, recording an average annual growth of 5.8%. During this period, the international receipts also recorded considerable growth from USD 264 bn. to USD 919 bn., and its average growth has been more than double to that of the arrivals at about 12.54%.⁽¹⁾ In 2011, there were 983 million international tourist arrivals worldwide, with a growth of 4.6% as compared to 940 million in 2010.⁽²⁾

Indian Tourism Industry

In a 2011 forecast the World Travel and Tourism Council predicted the annual growth of tourism industry in India will be 8.8% between 2011 and 2021. This gave India the fifth rank among countries with the fastest growing tourism industry. ⁽³⁾

At present, India's position in global tourism statistics is fairly interesting. Despite the fact that, the share of India in international tourist arrivals is only 0.64%, her rank in world tourist arrivals is 38, share in international tourism receipts is 1.61% and her rank in world tourism receipts is 17 ⁽⁴⁾.

The total foreign tourist arrivals in India was nearly 6.29 million in 2011 which was more than 8% over the previous year 2010 when 5.78 million foreign tourists arrived in India ⁽⁵⁾. Domestic tourist visits to all states and Union Territories numbered 747.70 million in 2010 and the provisional estimate for 2011 is 850.86 million ⁽⁵⁾ which was 13.8% more than the previous year. It is interesting to note that the foreign exchange earnings from tourism, as per RBI estimates is \$17.52 billion for the year 2011⁽⁴⁾. The majority of foreign tourists come from the United States (16%) and the United Kingdom (12.6%) ⁽⁵⁾. In 2011 Maharashtra, Tamil Nadu and Delhi were the most popular states for foreign tourists ⁽⁵⁾. Domestic tourists visited the states Uttar

Pradesh, Andhra Pradesh and Tamil Nadu most frequently. ⁽⁵⁾ Chennai, Delhi, Mumbai and Agra have been the four most visited cities of India by foreign tourists during the year 2011. Worldwide, Chennai is ranked 41 by the number of foreign tourists, while Delhi is ranked at 50, Mumbai at 57 and Agra at 65. ⁽⁶⁾

Kerala Tourism Industry

Until the early 1980s, Kerala was a relatively unknown destination ⁽⁷⁾. Then, the tourism sector in Kerala was undeveloped and restrained to locales like Kovalam. Meanwhile, in 1986 the government of Kerala declared tourism as an industry and it was the first state in India to do so ⁽⁸⁾. The state government views tourism as one of the few alternatives available to develop the economy, especially in the context of limited prospects of the manufacturing sector, problems in the agricultural and traditional sectors, and the uncertainties facing the expatriate employment in the Persian Gulf (Pushpangadan, 2003)⁽⁹⁾. Aggressive marketing campaigns launched by the Kerala Tourism Development Corporation, the government agency that oversees tourism prospects of the state, laid the foundation for the growth of the tourism industry ⁽¹⁰⁾. In the decades that followed, Kerala's tourism industry was able to transform the state into one of the niche holiday destinations in India. Innovative thinking, a return to

the roots and the much-touted public-private partnership threw the sector into the global hall of fame. The right mix of entrepreneurship and a slew of investor, tourist friendly policy decisions transformed the state's tourism sector into a vibrant one. Today, tourism is a prominent employer in the state. Many innovative marketing strategies were used and the advertisements branded Kerala with a catchy tagline *Kerala, God's Own Country*.⁽¹⁰⁾ Thus, the key to tourism success has been its sustained marketing efforts and creation of new tourism products. As a result, Kerala has become a model for planned tourism development to other Indian states. Today, Kerala tourism is a global brand and regarded as one of the destinations with highest recall⁽¹⁰⁾. Foreign Tourist arrival to Kerala during the year 2011 is 7,32,985⁽¹¹⁾. It shows an increase of 11.18 % over the previous year's figure of 6,59,265⁽¹¹⁾. The domestic tourist arrivals to Kerala during the year 2011 was 93,81,455⁽¹¹⁾. It shows an increase of 11.15 % over the previous year's figure of 85,95,075⁽¹¹⁾. Thus, in 2011, tourist inflow to Kerala crossed the 10-million mark⁽¹²⁾. The last two decades have witnessed an unprecedented increase in foreign tourist arrivals – from less than a lakh in the initial years to a whopping 7.5 lakh in 2012⁽¹²⁾.

Rationale of the problem

Kerala has become a model for planned tourism development to other Indian states. But, unfortunately, tourism is a double edged sword. While it can bring positive impacts, its deleterious impacts on the environmental, social and cultural fronts cannot be ruled out. A small district like Alappuzha with a high population density, a low land man ratio, low productivity and high unemployment is likely to have a number of problems on the way to developing tourism. Even if the tourism industry in the district is depicted as an earner of foreign exchange, it still creates some serious problems, like environmental pollution, sexual exploitation etc, thus making serious adverse effects to the society and to the people.

Objectives of the Study

- To study growth of tourism industry in Kerala,
- To analyse the growth of tourism industry in Alappuzha district,
- To study the development of different forms of tourism like the back water, beach, Ayurveda etc,
- To examine the environmental consequences of tourism industry to Alappuzha and
- To study the backward and forward linkages of the industry in Alappuzha Dist.

Hypotheses of the study are:

i.H₀: The effect of tourism with respect to environment is nil.

Methodology and Data base.

The work is based on both primary and secondary data. For Primary data collection, Stratified random sampling is to be followed in the selection of respondents for the study. In total, a sample size of 120 is to be covered during data collection. Primary data is derived through sample survey using a questionnaire. The questionnaire is designed in such a way that can elicit information on the major environmental impacts of tourism in the district of Alappuzha.

Secondary data is to be collected from sources like Kerala Tourism department, K.T.D.C., I.T.D.C., W.T.T.C., Kerala Institute of Tourism and Travel studies, State Planning Board, local bodies in the study area, university libraries, publications of various government institutions and internet etc.

The responses collected from the various parties are to be edited, coded and tabulated for the purpose of analysis and interpretation. Different statistical and econometric tools of analysis are to be employed to find out the prospects, possibilities and impacts related with tourism. For testing

hypotheses (iii), chi-square tests were to be administered at 5% level of significance with the aid of SPSS.

The period of study was from July 2011 to May 2012 and the area covered extends from Aroor to Kayamkulam in Alappuzha.

Scheme of study

This work is documented in five chapters including this chapter on introduction. Chapter 2 deals with the literature survey. Chapter 3 examines the development of Tourism in Kerala. Chapter 4 analyse the different facets of tourism in Alappuzha. And chapter 5 presents a briefing on findings and suggestions.

Limits to the study

The study met with limitations such as the time constraint and the lack of availability of accurate information from the local people.

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CHAPTER-2

REVIEW OF LITERATURE

Analyzing past studies will help in formulating a good frame work for the present study. Many studies have been made in the field of Tourism. Literature pertaining to the Study is presented as follows.

Kerala Tourism Policy⁽¹⁾ (2012), reveals that plastic wastes and other wastes due to tourism activities is a major concern for the local population and the visitors in the Alappuzha back waters area.

H.Lalnunmavia ⁽²⁾ (2012) suggests that tourism in India should be developed in such a way that it accommodates and entertains guests in a way that is minimally invasive to the environment and sustains the local cultures in the places where it operates.

Suhita Chopra (2009) ⁽³⁾ opines that tourist activities creates spin-off results in different sectors of the economy which creates increased demand for capital and consumer goods resulting in an increase in GDP.

Pran Nath Seth (2008)⁽⁴⁾ opines that most researchers in tourism have been concentrating on economic benefits of tourism. The economic benefits of tourism are reflected in balance of payments, higher employment, rising incomes and new entrepreneurial activities in the host nation. According to him the most noticeable economic argument in favour of tourism is its multiplier effect.

Vijayan J. (2007)⁽⁵⁾ found out that the attitude of local people in tourism centres towards tourism development is positive and tourism has a major impact on the economic life of the destination population. From the study it was found out that the tourism officials have not succeeded in bringing awareness of benefit of tourism to the local people. It is suggested that the Government of Kerala should take speedy measures to educate the societal benefit of tourism development through various types of programmes. Further, Government should form co-operative societies of educated and trained youth in destinations and provide support to run various kinds of tourism enterprises.

R Inbakaran, M Jackson (2005)⁽⁶⁾ used multivariate analyses such as factor analysis and cluster analysis to segment the host community into four distinct cluster groups on the basis of their positive and negative attitudes. Demographic variables

constituted the cluster base. These four cluster groups differed from each other on gender ratio, age, life-cycle stage, education, migration status, occupation and current involvement with tourism. The differing attitudes present in various community groups, and the implication for the tourist industry is highlighted.

Sreejith.S (2005)⁽⁷⁾ studied the services rendered by ayurvedic health care centres to tourists and the perception of tourists towards ayurvedic health care centres.

Sasikumar K, Binu R (2004)⁽⁸⁾ analysed the growth of tourism industry in Kerala in comparison to other States. The study also highlighted the developmental activities of tourism industry in Kerala, the role of different agencies involved in tourism, development of infrastructure, tourism vision of the State in comparison to others. Further, the promising tourism products in Kerala is also projected.

Sasankan Silpa (2004)⁽⁹⁾ highlighted the importance of human resource development in tourism industry. Human resource plays much greater role in tourism industry by giving importance to the strength in communication, relationship building and conflict management.

Thomas Jacob (2004)⁽¹⁰⁾ opined that the issues of pollution, overcrowding and unplanned developmental activities if not scientifically managed may cause a threat to coastal tourism.

He has suggested that implementation and monitoring of coastal zoning policies like the Coastal Regulation Zone(CRZ) in 1991 is required for the scientific planning and implementation of coastal tourism projects. A multi-faceted data of the coastal zone where the tourism project is said to be implemented must be made.

Bobby Simon and Sreekumar.N.V (2004) ⁽¹¹⁾ examined the need for ethics in tourism and its role in protecting the environment, cultural heritage, tradition and value systems from the impact of factors related to tourism. Further they have discussed the measures taken globally to implement ethics in tourism and also analyzed the direction of tourism planning in India to see how far the internationally accepted tourism ethics are followed in India.

Ajitha.S (2004) ⁽¹²⁾ attempted to bring out the significance and importance of tourism at the same time tried to find out the evil effects of tourism. Tourism brought out both positive and negative consequences in the third world countries, though the levels vary according to socio-cultural structure of the country. Each of the cultural, social, economic and environmental factors which are positively and negatively affecting the developing countries were analysed. The objectives of sustainable development and international environmental pressures are also highlighted.

Remanan.K (2004)⁽¹³⁾ pointed out the positive and negative impacts of tourism. It is also suggested that the citizens of a country should try to minimize the negative factors and maximise positive factors. Tourism provides employment to millions and act as a reservoir of foreign exchange reserve but causes resource drain, pollution of air and rivers, damage to biodiversity etc.

Anbalagan.M, Ezhilan.G, Selvam.V (2004) ⁽¹⁴⁾ highlighted the social, cultural and economic transformation of the country through tourism. Indian tourism industry is poised for a major breakthrough in the new millennium due to infrastructural development, spread of telecommunication network and importance of service sector in nation building. An integrated approach with multi-pronged strategy can yield rich fruits in tourism sector in the years to come.

Donald G., Reid (2003)⁽¹⁵⁾ focuses on tourism in developing and less-developed countries. He examines its social and environmental impact and offers a timely critical analysis of the part it plays in globalization. Many of the world's poorest countries rely on the tourist trade for the major part of their income. However, all too often, the local communities involved do not reap the benefits of this trade. Developers often exclude local communities from the initial planning and decision-making

process, viewing them either as a gentle resource to be exploited, or as an obstacle. Reid presents a rigorous critique of corporate-led tourism development and lays out alternatives that would give planning and control to the local communities involved. He argues that only in this way can the vastly differing requirements of each community be addressed, and social and environmental issues can be dealt with properly.

Ambika.G (2003) ⁽¹⁶⁾ highlighted the important tourist destinations of Kerala, identified the tourism promotion measures taken by DTTC of Trivandrum district. It further studied the problems faced by the tourists in the deficiencies of infrastructural facilities.

Navaprabha Jubily (1992) ⁽¹⁷⁾ identified the problems faced by the tourists and infrastructure deficiency at important tourist centres of Alappuzha. It also brings out the important destinations of Alappuzha District, preferences of tourists and infrastructural facilities in tourist centres of Alappuzha.

Information on an industry's linkages with the rest of the economy helps us to better understand the structure of an economy and how it changes over time, which in turn is important in formulating industrial policies (Chenery and Watanabe, 1958; Hirschman, 1958.). Linkage indices have been used to identify key sectors of the economy (Beyers, 1976; Hewings, 1982.).

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CHAPTER-3

Growth of tourism industry in Kerala and Alappuzha.

Kerala is a perfect tourism destination with all its greenery and natural beauty. Kerala has been significantly successful in its tourism efforts, in creating a key tourism platform for the state and positioning itself competitively in the international tourist market. Kerala has taken important and significant steps to align its tourism development with the demands of the international market and the global tourist. 'God's Own Country' has managed to capture the attention of the international tourism market in no uncertain manner.

3. 1. Growth of tourism industry in Kerala

Kerala's tourism brand is listed among the top 100 brands of India and has been accorded the highly coveted 'Super Brand' status. Kerala is cited as one of the 50 destinations of a lifetime by National Geographic Traveler, and is also a 'partner state' to the World Tourism and Travel Council.

While initiatives in tourism date back to the late 1980s, it was only since 1995 that focused efforts in tourism development were launched by the state government. A comprehensive tourism

policy was announced in 1995, this was followed by several tourism planning and developmental initiatives.

It is to be noted that the number of foreign tourist arrivals and foreign exchange had grown from 5448522 and 5.35 bn rupees in 2001, to 0.6 million foreign tourist arrivals and 37.97 bn rupees in 2010. The decadal growth of tourism is depicted in Table 1 and 2 below:

Table 1
TOURIST ARRIVALS INTO KERALA (1999 TO 2011)

YEAR	DOMESTIC TOURISTS	% Variation	FOREIGN TOURISTS	% Variation
2001	5239692	4.52	208830	-0.53
2002	55,68,256	6.3	2,32,564	11.3
2003	58,71,228	5.4	2,94,621	26.7
2004	59,72,182	1.7	3,45,546	17.3
2005	59,46,423	-4.3	3,46,499	0.27
2006	62,71,724	5.47	4,28,534	23.7
2007	66,42,941	5.92	5,15,808	20.37
2008	75,91,250	14.28	5,98,929	16.11
2009	79,13,537	4.25	5,57,258	-6.96
2010	85,95,075	8.61	6,59,265	18.31

Source: Kerala Tourism Statistics, 2011

Diagram-1- TOURIST ARRIVALS INTO KERALA (1999 TO 2011)

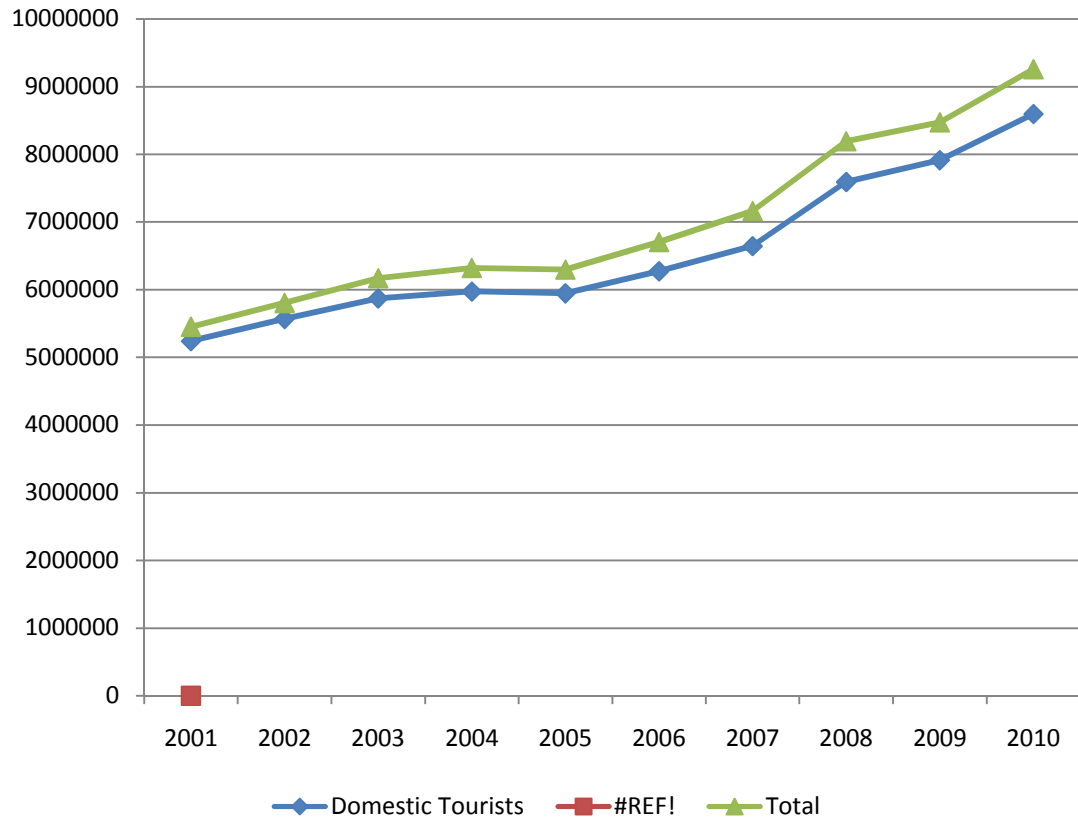


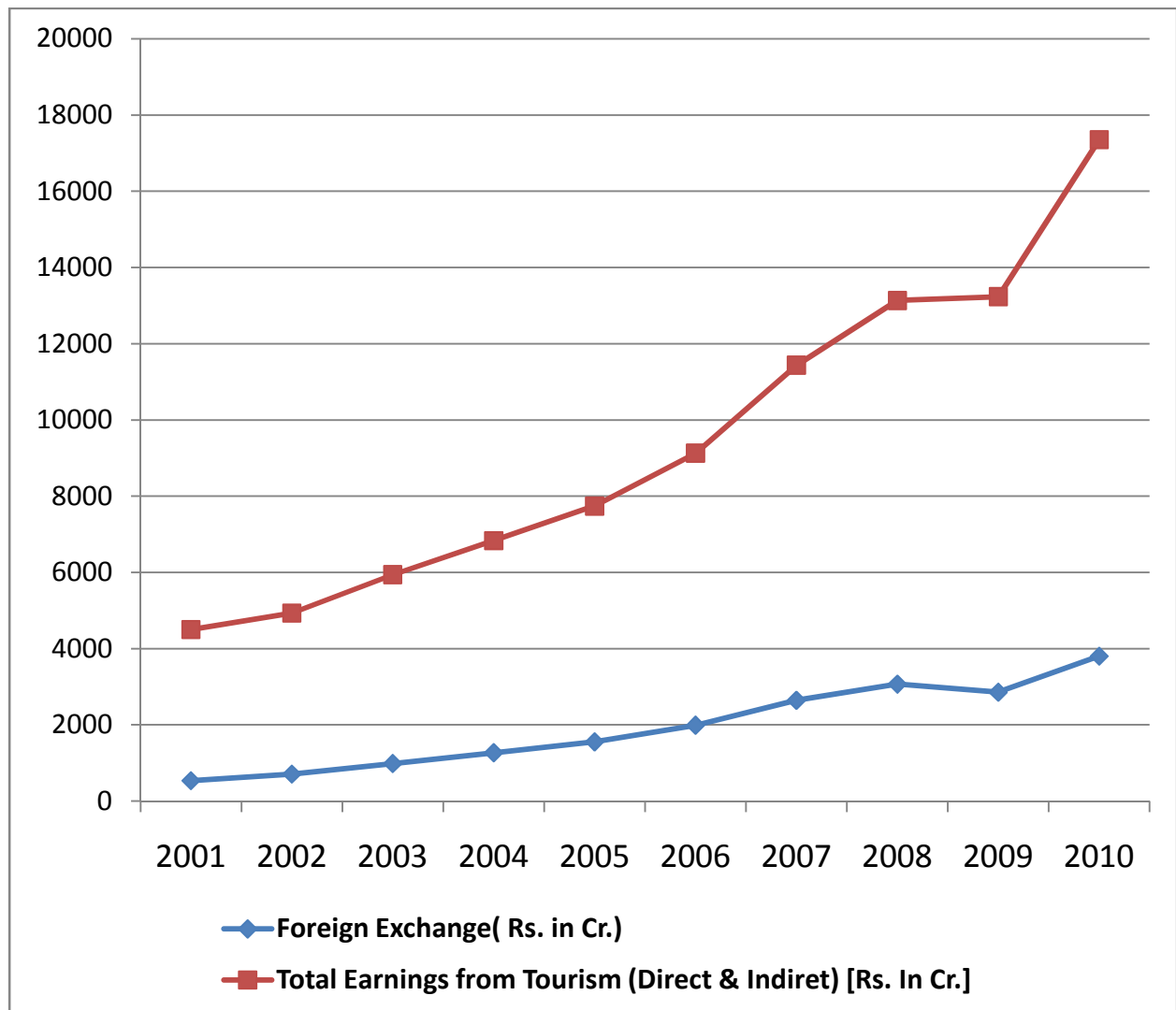
Table -2.
EARNINGS FROM TOURISM for the period 2001-2010.

Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage of Increase	Total revenue generated from Tourism (Direct & Indirect) Rs. In Crores	Percentage of Increase
2001	535.00	1.85	4500.00	9.58

2002	705.67	31.90	4931.00	20.42
2003	983.37	39.35	5938.00	12.83
2004	1266.77	28.82	6829.00	15.01
2005	1552.31	22.54	7738.00	13.31
2006	1988.40	28.09	9126.00	17.94
2007	2640.94	32.82	11433.00	25.28
2008	3066.52	16.11	13130.00	14.84
2009	2853.16	-6.96	13231.00	0.77
2010	3797.37	33.09	17348.00	31.12

Source: Kerala Tourism Statistics, 2011

Diagram-2- EARNINGS FROM TOURISM for the period 2001-2010



The direct and indirect contribution of tourism in total employment in Kerala in 2009–12, as calculated by the NCAER (2012) using the Tourism Satellite Accounts (TSA), are given in table -3. The study found that the sector generated over 14 million direct jobs in the state. This means that the direct contribution of tourism sector to total number of jobs in Kerala was 9.9 per cent in 2009–12. The total number of jobs created directly and indirectly by the sector turned out to be 23.52 per cent of the total employment in Kerala for the same period.

TABLE –3.
Contribution of Tourism to total employment of Kerala in
2009–12.

Share in total employment (%)			
Country/State	Direct Impact	Indirect + Induced Impact	Total
India	4.4	5.8	10.4
Kerala	9.9	13.6	23.5

Source: NCAER. 2012. Regional Tourism Satellite Account for Kerala and Madhya Pradesh 2009–10. Study Commissioned by the Ministry of Tourism, Government of India.

3. 2. Growth of Tourism industry in Alappuzha

Alappuzha (Alleppey), popularly known as “the Venice of the East” is one of the prominent tourist destination in the state of Kerala. The district is a beautiful place on earth with picturesque canals, backwaters, beaches, and lagoons. The town Alappuzha is considered to be the oldest planned town in this region and the lighthouse built on the coast of the town is the first of its kind along the Arabian coast. As per 2001 census Alleppey is the sixth largest city in Kerala with an urban population of 177,029. Alleppey is situated 62 kilometers (39 mi) to the south of Kochi and 155 kilometers (96 mi) north of Trivandrum. Alappuzha is well known for its house boats and mesmerizing back waters. It connects Kumarakom and Cochin towards north and Quilon to the South. Alappuzha is also the access point for the annual Nehru Trophy Boat Race, held on the Punnamada Lake, near Alappuzha, held on the second Saturday of August every year, is the most competitive and popular of the boat races in India. In this section, I would like to present diverse forms of tourism in the district in a very compact style.

3.2.1.Diverse forms of Tourism in Alappuzha

Alappuzha is appreciably like many other leading tourist districts in Kerala as far as the provisions of tourism products are concerned. She is genuinely a treasure of tourism assets of varied nature. This is the result of attempts made by both public and private participants to develop tourism products instead of just destinations. The major forms of tourism in Alappuzha are Backwater cruises, beach holidays and Ayurveda. This is supported by many other types of tourism products like eco-tourism, Heritage & cultural tourism, pilgrim tourism, home stay tourism or cuisine tourism etc.

3.2.1.a.Backwater Tourism

Alappuzha offers a kaleidoscopic overview of the natural beauty, with the Arabian Sea on the west and a vast network of lakes, lagoons and fresh water rivers crisscrossing it. Today Alappuzha has grown in importance as a backwater tourist centre, attracting several thousands of tourists each year.

3.2.1.b.Beach tourism

Alappuzha is a prime haven of beach tourism in Kerala. Beaches and associated marine areas could offer a variety of options such

as swimming, boating, wind & board surfing, water skiing, parasailing etc. There is a lot of possibility for much advance in beach tourism in the district since she is endowed with 100km length coastline with sandy beaches and coconut palms.

Though extremely popular worldwide, the beaches in Alappuzha still remain as unexploited or under-exploited. The important Alappuzha beach tourism destinations are Alleppey beach, Marari beach and Arthunkal beach.

3.2.1.c.Ayurveda Tourism

Alappuzha is a distinguished centre of Ayurvedic tourism in Kerala. The term 'ayurveda' literally breaks up to mean the knowledge (Veda) of life (ayu). **Ayurveda** is the Vedic system of health care that developed in India over 5000 years ago. This ancient science is health specific, not disease specific and takes into account the patients entire personality - body, mind and spirit. Ayurveda is based on the ancient wisdom of good living. Thus, Ayurveda is defined as the Science of life. It uses herbs and oils to heal and rejuvenate, and thus restore balance and good health. It is a comprehensive system of medicine that believes in preventing body ailments along with curing them. It also aims at

treating the entire body as distinguished from the modern system where stress is laid only on curing the affected part.

Today, ayurvedic treatment has gained much popularity that tourist from far off come to Kerala especially to Alappuzha just to cure their disease. Some even have an ayurvedic treatment for pleasure - sukh chikitsa - endorsing the very basic of ayurvedic principles. The different ayurveda treatments are Abhyangam, Dhanyamla Dhara, Dhara, Kativasthi, Kizhi, Ksheeradhoomam, Ksheeradhoomam, Lepam, Nasyam, Njavarakizhi, Pizhichil, Sirovasthi, Snehapanam, Thalam, Udvarthanam, Urovasthi, Vasthi etc.

3. 2.2. Growth of tourism industry in Alappuzha

There was a decline in the percentage of foreign tourist arrivals to the district of Alappuzha, as the percentage of FTA's fell from 11% of Kerala in 2004 to 6.37% in 2010. Though, the number of FTA's to the district had increased from 38,024 in 2004 to 41,977 in 2010, it is very poor while we consider the increase in the number of FTA's to the state of Kerala during the same period. The following table explains the trend in the foreign tourist arrivals to the district.

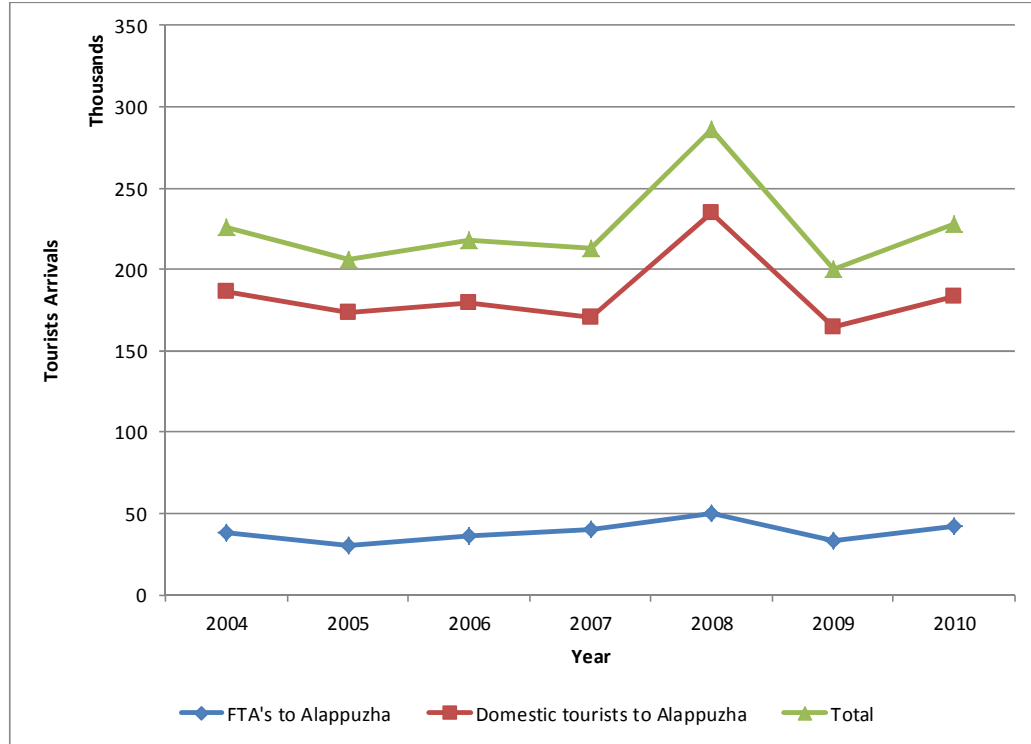
Table -4-
Trend in the FTA's to Alappuzha for 2004-10.

Year	FTA's to Alappuzha	FTA's to Kerala	% Share of FTA's in Alappuzha
2004	38,024	3,45,546	11.00
2005	30,274	3,46,499	8.73
2006	36,407	4,28,534	8.49
2007	40,463	5,15,808	7.84
2008	49,866	5,98,929	8.32
2009	33,493	5,57,258	6.01
2010	41,977	6,59,265	6.37

Table -5
Trend in Domestic tourists to Alappuzha for 2004-10.

Year	Domestic tourists to Alappuzha	Domestic tourists to Kerala	% Share of Alappuzha
2004	185,906	59,72,182	3.11
2005	173,626	59,46,423	2.91
2006	179,115	62,71,724	2.85
2007	170,731	66,42,941	1.70
2008	234,700	75,91,250	3.09
2009	164,223	79,13,537	2.07
2010	183,416	85,95,075	2.13

Diagram-3-
Trend of Domestic and Foreign Tourists Arrivals in Alappuzha.



From the above figure, it can be seen that the largest number of FTA's to the district was in 2008 (49,866), came down to 33,493 in 2009 and gradually went increased to 41,977 in 2010. The same trend can be seen in the case of domestic tourists to the district during the period 2008-2010. It is to be noted that the "economic melt-down" started in 2008 was the cause for the fall in the number of tourists not only in the district but all over the world.

CHAPTER-4

Linkages and Environmental Impacts of Tourism in

Alappuzha.

This chapter includes two segments 1) Linkages of tourism industry in the district and 2) an analysis of environmental impact of tourism industry in the district.

4.1. Linkages of Tourism industry in Alappuzha.

“Linkage analysis” examines the strengths of the inter-sectoral forward (FL) and backward (BL) relationships between tourism and the other industries in the rest of the economy. The FL measures the relative importance of tourism as supplier to the other industries in the economy whereas the BL measures its relative importance as demander.

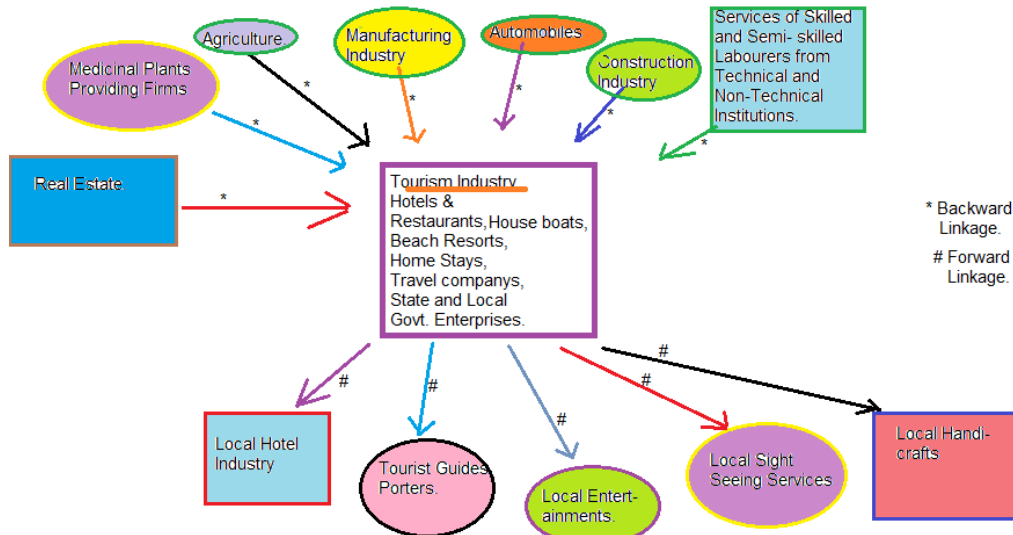
Like other industries, tourism has the capability of exerting strong backward and forward linkage effects with a number of other related areas of the economy. Backward linkages pertain to the demand exerted by tourism on input sectors namely transport the demand for specialised equipment, services of tour agents and travel companies.

Forward linkages, have a more immediate and direct impact on the local economy of the tourist resort.

These include the growth of local hotels, local sightseeing services and the demand for services such that for tourist guides, porters, entertainment facilities. Further, local handicraft industries of the region also receive a tremendous demand stimulus for their products with the growth of brisk tourist traffic.

Diagram-4-

Backward and Forward Linkages of Tourism Industry in Alappuzha District.



The above picture provides a summary of the spread of forward and backward linkages in tourism industry in Alappuzha district. The picture shows that the tourism industry in Alappuzha consist segments like hotels, house boats, beach resorts, home-stays, restaurants, automobile rental, amusement services, travel arrangement, reservation services, food service, state and local

government enterprises and advertising. As it brings demands to many sectors like agriculture, manufacturing and constructions, automobiles, food processing and services, this sector have very strong backward linkages. The picture also reveals that Tourism industry has strong forward linkages as it generates income to many industries like local hotel industry, local sightseeing services, local entertainments, tourist's guides, porters and demand for local handicrafts.

4.2. An Analysis of Effect of tourism on environment

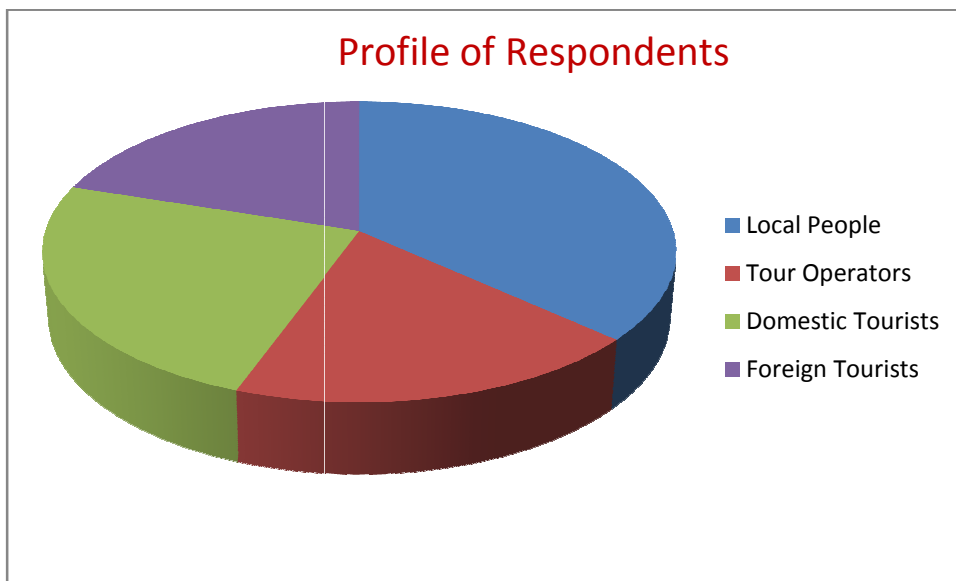
This section presents a case study to analyse the environmental impact of tourism. The study focuses on whether tourism has caused environmental degradations in the study area or not. The researcher collected opinion from 180 respondents of four different categories and then analysed the data to test whether the H_0 (the effect of tourism with respect to environment is nil) can be rejected or not.

Table No.6 Profile of respondents

Category	Number	Percentage
Local People	66	36.67
Tour operators	34	18.89

Indian Tourists	44	24.44
Foreign Tourists	36	20.0
Total	180	100.0

Diagram-5-



Data was collected from 180 persons by visiting tourist destinations from Aroor to Kayamkulam in Alappuzha. The respondents include local people, Tour operators and service providers, Indian and foreign tourists. The sample selected consisted of 66 (36.67%) locale people, 34(18.89%) of tour operators, 44(24.44%) of domestic tourists and 36(20%) of foreign

tourists. The data was so collected to get the views of different groups of people connected with tourism industry.

Effect of tourism on environment

The following table shows the opinion of four different categories of people connected with the tourism industry in the study area.

Table -7.

Observed Frequencies				
	Extent of effect on Environment.			
Respondents	Very much affected	Slightly affected	Not affected	Total
Local people	43	18	05	66
Tour operators	09	10	15	34
Indian Tourists	09	25	10	44
Foreign tourists	16	18	02	36
Total	77	71	32	180

Observed frequencies

Respondents	Affected	Not affected	Total
Local people	61	05	66
Tour operators	19	15	34
Indian Tourists	34	10	44

Foreign tourists	34	02	36
Total	148	32	180

Expected frequencies

Respondents	Affected	Not affected	Total
Local people	54.3	11.7	66
Tour operators	28.0	6.0	34
Indian Tourists	36.2	7.8	44
Foreign tourists	29.6	6.4	36
Total	148	32	180

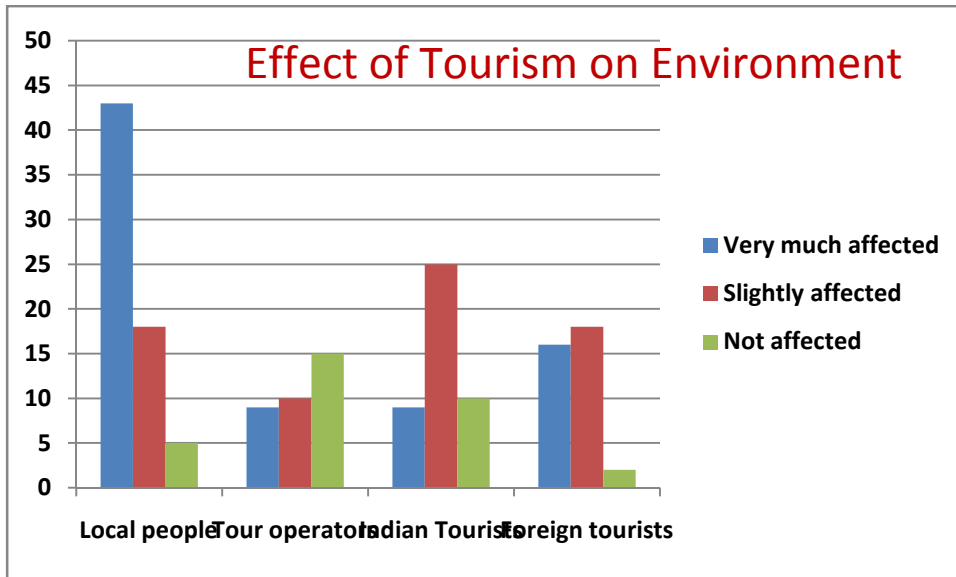
Results	
Critical Value	7.814728
Chi Square Test Statistic	19.41838
P-value	0.000001367
Reject the Null hypothesis	

Among the 180 respondents, 77(42.77%) were of the opinion that environment is very much affected by tourism, 71 (39.44%) were of the opinion that environment is slightly affected and 32 (17.77%) opined that environment is not at all affected. This shows that tourism affects the life of different categories of people differently, i.e, the set of people whose livelihood depend on

tourism has got a positive outlook on the environmental consequences of tourism. This seems as somewhat important in the case of tour operators. About 15 out of 34, i.e, 44.11% of this group considers that tourism does not affect the environment.

The following diagram shows distribution of respondents on the basis of their profile and opinion about the effect of tourism on environment. It is to be noted that opinion about the effect of tourism on environment is related to profile of respondents. The number of local people and foreign people who believe that tourism affects the environment very much. But, the tour operators consider this as least. The domestic tourists are of the opinion that environment is a little ruined by the tourism development.

From the study, it is clear that it is inevitable to pay much attention to the awareness building programmes among all people connected with tourism so as to preserve the nature and its original beauty free from environmental degradation and pollution.

Diagram No.6

Conclusion

The study finds ample evidence to conclude there is an adverse effect on environment. So, null Hypothesis H_0 is rejected.

CHAPTER-5

Summary and Suggestions

During the last three decades, the growth of tourism industry has brought many significant changes in the economic environment of the state of Kerala. Alappuzha, ‘the Venice of the East’, is really a tourist paradise with lovely beaches, charming backwaters, nature’s greenery and the pleasant home-stays, done well in many spheres of tourism - is a grand nature’s tourist model. This work is done with a view to focus on the linkages of tourism industry in Alappuzha district. It also includes a few other objectives like to study growth of tourism industry in Kerala, to analyse the growth of tourism industry in Alappuzha district, to study the development of different forms of tourism like the back water, beach, health, home-stay etc, to analyse the social and economic benefits of tourism industry in Alappuzha and to examine the environmental consequences of tourism industry to Alappuzha. The principal findings of the study are listed as follows.

- Growth of tourism industry in Kerala: It is to be noted that the number of foreign tourist arrivals and foreign exchange had grown from 5448522 and 5.35 bn rupees as foreign

exchange in 2001, to 0.6 million foreign tourist arrivals and 37.97 bn rupees as foreign exchange in 2010.

- Growth of tourism industry in Alappuzha: There was a decline in the percentage of foreign tourist arrivals to the district of Alappuzha, as the percentage of FTA's fell from 11% of Kerala in 2004 to 6.37% in 2010. Though, the number of FTA's to the district had increased from 38,024 in 2004 to 41,977 in 2010, it is very poor while we consider the increase in the number of FTA's to the state of Kerala during the same period.
- The major forms of tourism in Alappuzha are Backwater cruises, beach holidays and Ayurveda. This is supported by many other types of tourism products like eco-tourism, Heritage & cultural tourism, pilgrim tourism, home stay tourism or cuisine tourism etc.
- Like other industries, tourism has the capability of exerting strong backward and forward linkage effects with a number of other related areas of the economy. Forward linkages, have a more immediate and direct impact on the local economy of the tourist resort. These include the growth of local hotels, local sightseeing services and the demand for services such that for tourist guides, porters, entertainment facilities. Further, local handicraft industries of the region also receive

a tremendous demand stimulus for their products with the growth of brisk tourist traffic. As it brings demands to many sectors like agriculture, manufacturing and constructions, automobiles, food processing and services, this sector have very strong backward linkages.

- It is to be noted that opinion about the effect of tourism on environment is related to profile of respondents. The number of local people and foreign people who believe that there is no effect on environment is very small. But among the tour operators it is high. This may be because; the local people are actually facing the problems such as waste, plastic deposit, increase in price of food items due to demand from the part of rich customers, decrease in the cultural and moral values as perceived by them, loss or less availability of natural sights etc. The foreign tourists are aware of its impact and the tour operators may not be willing to say the negative effect of their own bread earning job. The domestic tourists especially from other states are of the opinion that environment is slightly degraded by the tourism development.

Suggestions

Tourism is progressing rapidly in the study area. Here researcher is suggesting some measures as per the study analysis and personal observation.

- It is inevitable that the authorities should pay much attention to the awareness building programmes among all people connected with tourism so as to preserve the nature and its original beauty free from environmental degradation and pollution.
- It would be better to improve their English speaking ability of the local people.
- Authorities should provide some training programs to taxi drivers and Home stay owners.
- It would be better to establish restaurants or food courts near to attractions by involving kudumbashrees. It will enhance the practices of women empowerment.
- Authorities should promote the festivals in the tourist destinations in the area. It will motivate tourists to purchase and will help to improve local economy.
- Authorities should try to conduct fairs and events to promote spices of Alappuzha in other states of

India. It will boost the agricultural sector in the district.

- Authorities should promote agricultural tourism that can help to avoid farmer's suicide in the district.

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