



A STUDY INTO THE GROWTH OF THE TOURISM INDUSTRY IN KERALA

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ABSTRACT

Kerala, arranged on the southwestern tip of India, appreciates striking geographical features that have made it conceivably the most pursued explorer objections in Asia. Affectionately referred to as 'God's Own Country', Kerala was picked by the National Geographic Traveler as one of the fifty complaints that ought not to be messed with and one of the thirteen heavens in the world. Tourism is considered an industry. This industry involves the movement of people from one place to another. Tourism generates income for a variety of businesses and creates a wide range of employment opportunities. Tourism is seen as one of the world's largest and fastest-growing industries. This study attempts to investigate the growth of the tourism industry in Kerala.

Keywords: Kerala Tourism, Growth of Tourism Industry, Tourist arrivals, Tourism Revenue

INTRODUCTION

Kerala is a popular tourist destination in India, known for its natural beauty, cultural heritage, and diverse attractions. The tourism industry in Kerala has grown significantly in recent years, contributing to the state's economy and generating employment opportunities. Kerala is one of India's most progressive states in terms of social well-being and quality of life. The State boasts of one of India's highest literacy rates, highest life expectancy, and lowest child death rates. The literacy rate for women in Kerala is among the highest in Asia. Kerala, arranged on the southwestern tip of India, appreciates striking geographical features that have made it conceivably the most pursued explorer objections in Asia. Affectionately referred to as 'God's Own Country', Kerala was picked by the National Geographic Traveler as one of the fifty complaints that ought not to be messed with and one of the thirteen heavens in the world. Equable air, peaceful coastlines, quiet stretches of backwaters, rich hill stations, and excellent untamed life are the huge attractions of this land. Due to its being so extraordinary, it attracts a huge number of explorers to Kerala. Kerala is the first state in quite a while that announces tourism as an industry. The travel industry sets up 10% of Kerala's GDP, according to true insights, and reportedly contributes around 23.5 percent of total employment in the state (Joseph, 2020).

Tourism is considered an industry. This industry involves the movement of people from one place to another. The movement of people requires infrastructure related to transport. Tourism generates income for various businesses and creates a wide range of employment opportunities. Tourism is seen as one of the world's largest and fastest-growing industries. This study attempts to investigate the growth of the tourism industry in Kerala.

OBJECTIVES

The following are the objectives of the study:

1. To study the trend of tourist arrivals in Kerala.
2. To find out the share of tourism to the GDP of Kerala.

METHODOLOGY

The study depends on secondary data only. Kerala tourism statistics, different journals, magazines, newspapers, reports, and websites were referred by the researcher for gathering Secondary data.

NEED OF THE STUDY

The main reason for this study is to understand the growth of the Kerala tourism industry. As we know Covid-19 adversely affected all sectors of our country, and it also affected the tourism industry. The tourism industry is an important source of revenue for the government and many people depend on the tourism industry for their livelihood. With the advent of Covid-19 number of tourist arrivals in Kerala decreased and the revenue of the tourism industry also decrease.

THE TREND OF TOURISTS ARRIVALS IN KERALA

The following table shows the arrival of both domestic and foreign tourists in Kerala.

Table 1.1: Domestic & Foreign Tourists Arrivals in Kerala

Cal Year	Domestic Tourists	% Variation	Foreign Tourists	% Variation
2012	10076854	7.41	793696	8.28
2013	10857811	7.75	858143	8.12
2014	11695411	7.71	923366	7.60
2015	12465571	6.59	977479	5.86
2016	13172535	5.67	1038419	6.23
2017	14673520	11.39	1091870	5.15
2018	15604661	6.35	1096407	0.42
2019	18384233	17.81	1189771	8.52
2020	4988972	-72.86	340755	-71.36
2021	7537617	51.09	60487	-82.25

Source: Kerala Tourism Department, Kerala tourism statistics – 2021 highlights.

Figure 1. Domestic Tourists Arrivals

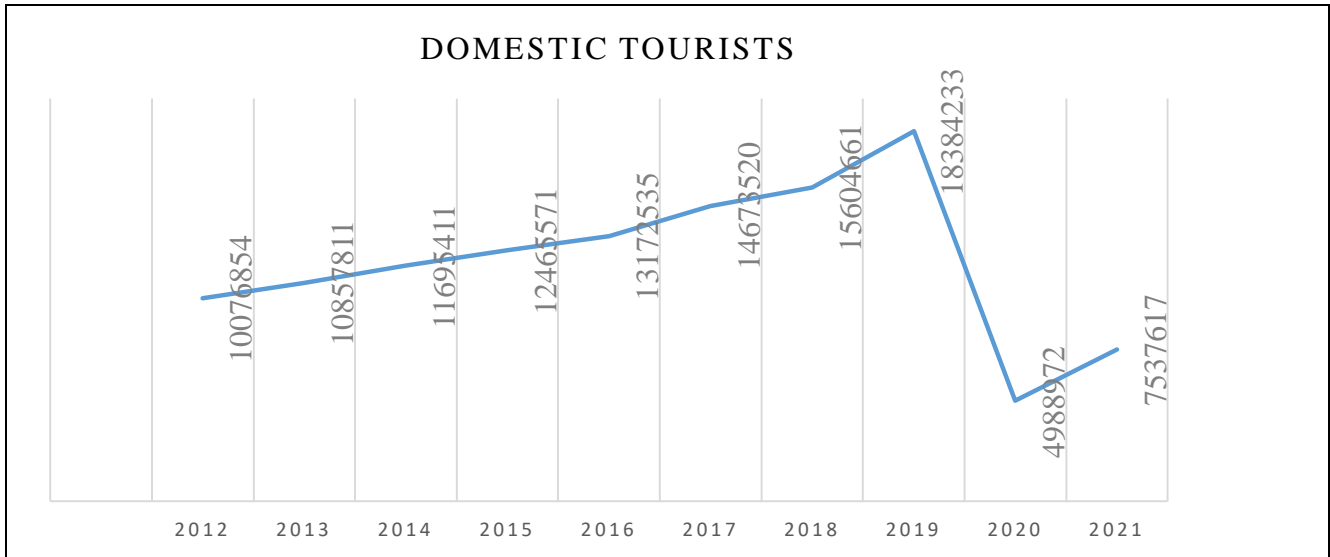


Figure 2. Foreign Tourists Arrivals

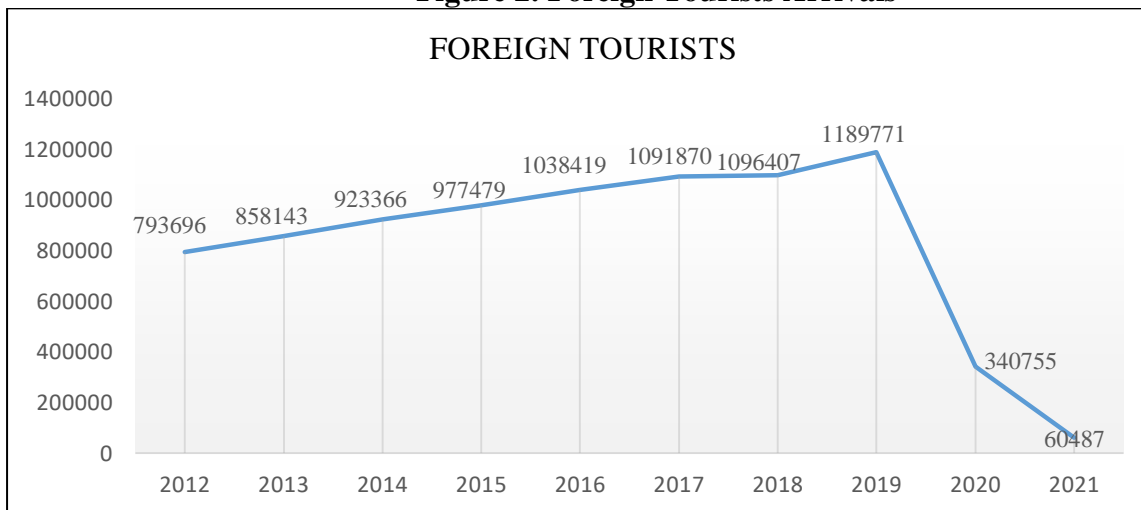


Table 1.1 shows the Trend of Tourist arrivals in Kerala from 2012 to 2021. The table clearly indicates that the arrival of both domestic and foreign tourists is increasing every year except in 2020 and 2021. In the year 2019, the highest number of domestic (18384233) and foreign (1189771) tourists visited Kerala (18384233). In 2020 when the first phase of Covid-19 spread took place, the number of foreign tourists decreased by 71.36 percent compared to 2019, and in 2021 the number of foreign tourists decreased by 82.25 percent compared to 2020. The number of domestic tourists declined by 72.86 percent in 2020 compared to 2019 and in 2021 the number of domestic tourists declined by 51.09 percent compared to 2020. In 2020 and 2021, it can be seen that the flow of tourists to Kerala has reduced significantly due to the Covid-19 pandemic. By 2021, it can be seen that the flow of domestic tourists to Kerala will increase and the flow of foreign tourists will decrease compared to 2020.

Figures 1 and 2 clearly show the trend of domestic and foreign tourist arrivals in Kerala.

REVENUE FROM KERALA TOURISM

The following table shows the revenue from the tourism industry in Kerala.

Table 1.2. Revenue from Kerala Tourism

Cal Year	Foreign	% variation	Total revenue	% variation
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	Exchange Earnings (Rs. In Crores)		generated from Tourism (Direct & Indirect) Rs. In Crores	
2012	4571.69	8.28	20430.00	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.25
2016	7749.51	11.51	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56
2018	8764.46	4.44	36258.01	8.61
2019	10271.06	17.19	45010.69	24.14
2020	2799.85	- 72.74	11335.96	-74.82
2021	461.5	-83.52	12285.91	8.38

Source: Kerala Tourism Department, Kerala tourism statistics – 2021 highlights

Figure 3. TOTAL REVENUE FROM TOURISM

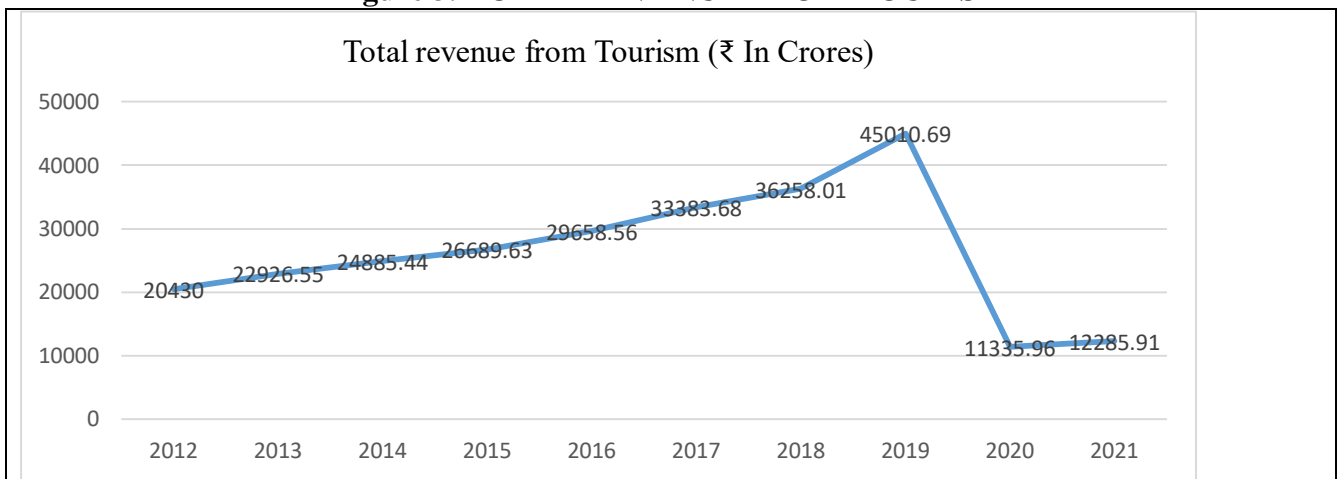


Table 1.2 and Figure 3 show revenue from the Kerala tourism industry from 2012-2021. Total revenue generated from Tourism (Direct & Indirect) includes Foreign Exchange Earnings. The table clearly shows the tourism industry's revenue is increasing every year except for 2020 and 2021. In the year 2019, the Kerala tourism industry earned the highest amount of total revenue (45010.69 crores). Kerala's tourism industry has been a huge supporter of the economy of Kerala. The Covid - 19 pandemic has badly affected Kerala's revenue from the tourism industry. Foreign exchange



earnings from tourism in 2019 were 10271.06 crores. In 2020 and 2021, it will be 2799.85 crores and 461.5 crore respectively. With the advent of Covid-19, there was a 72.74% decline in foreign exchange earnings in 2020 and this further decreased to 83.52% in 2021. The total revenue of the tourism sector was reduced from 45010.69 crore in 2019 to 11335.96 crore in 2020. In 2021 compared to 2020 there was an 8.38 percent growth in total tourism revenue which is 12285.91 crore.

CONCLUSION

One of the main objectives of this study was to understand the trend of tourist arrivals in Kerala. In this study, we can understand that every year the arrival of tourists in Kerala is increasing. Like every other country, Covid-19 has adversely affected the tourism sector in Kerala. The study suggests that tourist arrivals were also adversely affected during the peak years of covid-19. The second objective of this study was the share of tourism in the GDP of Kerala. Tourism is a huge source of income. As the number of tourists increases, accordingly, the share of tourism in Kerala's GDP also increases. The tourism industry in Kerala is generating huge revenue every year. From this study, it can be understood that tourism is one of the main industries of a country. As tourism develops, the country also develops a lot. Tourism plays a crucial role in generating foreign exchange and creating employment opportunities.

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