

An Analysis of Recent Trends in Keralatourism

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Abstract: Tourism is one of the major industries of the world today. The main benefits from tourism are income generation and creation of employment. It helps in infrastructure development of a country and also provides opportunities for cultural exchange and better international understandings. The present area of study is Kerala. The state is located in the south-west corner of India. It is bordered by Tamilnadu in its east. Karnataka in the North and Arabian sea in the South-West. Tourism is the hallmark of economy of Kerala. National geographic traveller, one of the leading travel magazine selected the the state as one of the 50 must see destinations in India. Kerala is renowned for its culture, tropical climate health resorts, misty hill stations and wild life sanctuaries. This paper highlights the trends of tourism in the state of Kerala. The study is based on secondary data collected from department of statistics, journals and magazines.

Keywords – Tourism, Economy, Trend, Kerala

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I. INTRODUCTION

Tourism is a vital industry in many countries, as it brings economic prosperity in that countries. This dynamic industry is relied by many nations as a primary source of generating revenues, employment, private sector growth and infrastructure development. (International tourism global perspective (Chunk-Y.Ghee). Tourism act as a tool in protecting environment, preserving monuments and heritages, rejuvenating culture and traditions and thereby facilitates overall development.

Tourism is the largest and fastest industry in the world. Its direct contribution to the world's GDP is 3.6% and indirect contribution towards it is 10.3%. According to the report, the international tourist arrivals, in the year 2016 reached to 1.2 billion and it is expected that it will go upto 1.8 billion by the year 2030. Like in the global scenario, the industry is flourishing in India too. Its contribution to national GDP is 6.3% and contributes to 8.78% of total employment. According to Travel and Tourism competitive Index of World Economic Forum 2017, India stands in 40th position. India is a vast country and possess various culture and traditions. There are many natural treasures like mountains, deserts, valleys, rainforests, oceans, etc, which provide varied kinds of tourism options such as adventure tourism, rural tourism, cruise tourism, golf tourism, medical tourism to the travelers. (A brief report in tourism in India, 2015)

Tourism is very important industry in the state too. It not only act as growth engine but an important employment generator also. Blessed with diverse geographical features and its charm, Kerala has made it imprints in the international tourism map. Vast coastlines, languid backwaters, mind blowing beauty of the water falls, variety of flora and fauna and misty hills has made Kerala, a well-recognized tourist potential state. Traditional ayurveda, exotic festivals, unique boat races, music and art also facilitate tourism in the state.

TRENDS IN TOURISM

One of the main indicators of demand of tourism in a particular region is the number of tourist arrivals to that place. The available data shows, there is a positive trends in the arrival of both foreign and domestic tourists in the state. Described as 'a late comer to tourism' by world travel and tourism council (WTTC) in its report, Kerala is perhaps in the best position to demonstrate how the right steps in right direction, where tourism is concerned, can positively and decisively impact the economic and social people of the state. (Kerala's approach to tourism development, a case study). The state once ignored the tourism potentials and in the beginning of 1990's, the state woke up to utilizing it. A major step in this regard, was in the year 1995, when the state announced its first tourism policy. After that, Kerala is succeeded in establishing its brand of tourism internationally. The state has captured new markets with its innovative products and marketing strategies. In the year 1986, when tourism declared as on industry in the state, there were hardly 50000 foreign tourist arrivals and 0.13 billion rupees foreign exchange. But now, in the year 2017, it has reached upto the status of more than 1 million foreign tourists arrivals and 70 billion rupees as foreign exchange.

This paper is an attempt to show the present tourism scenario of the state as well as the districts based on secondary data collected from various sources. The details of analyzing the collected data are discussed below.

Tourist arrivals in Kerala from 2000– 2017

Table

Year	Total No.of Tourists	% of increase
2000	5223154	2.6
2001	5448522	4.31
2002	5800820	6.47
2003	6165849	6.29
2004	6317728	2.46
2005	6292922	-0.39
2006	6700258	6.47
2007	7158749	6.84
2008	8190179	14.41
2009	8470795	3.43
2010	9254340	9.25
2011	10114440	9.29
2012	10870550	7.48
2013	11715954	7.78
2014	12618777	7.71
2015	13443050	6.53
2016	14210954	5.71
2017	15765390	10.94

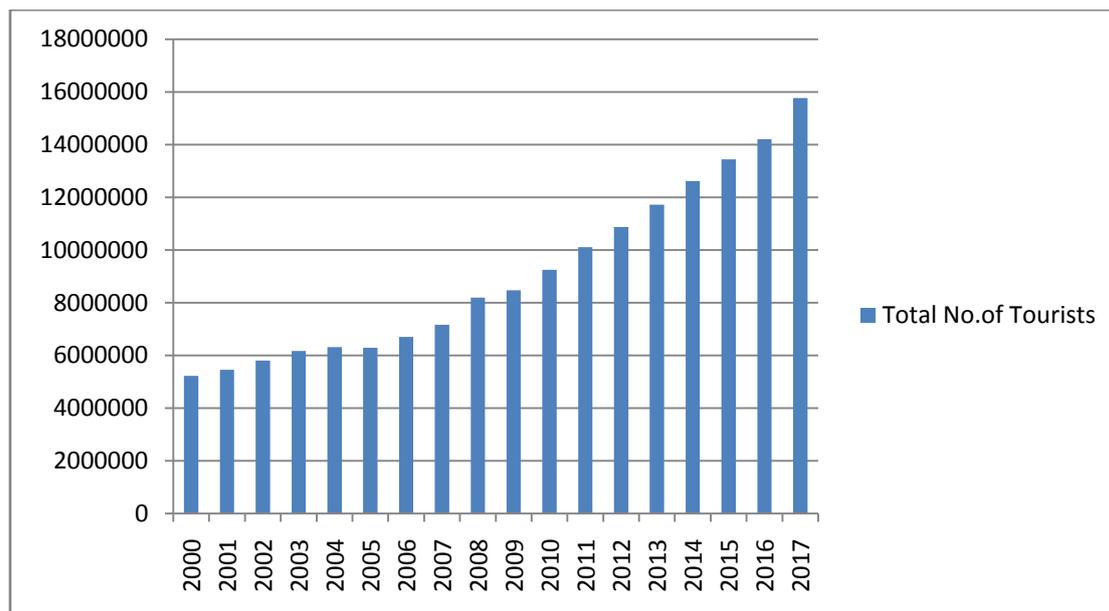
Source :KeralaTourist statistics

The above table shows the total number of tourist arrival each year, from 2000 to 2017. By analyzing the table, it is found that, there was consistent increase in tourist arrival over these years. During the year 2000, the total number of tourist arrival in the state was 5223154 and the percentage of annual growth rate recorded was 2.60%. By the year 2017, the total number of tourist arrival in the state recorded 15766390 and registered a growth rate of 10.98%. Over these years, negative growth rate was recorded in the year 2005. The reported growth rate during this year was 0.39. This was due to ill effects of Tsunami, which not only affected the state’s tourism scenario, but global tourism also. By next year, the industry restored its momentum and recorded growth rate 6.47%. Highest growth rate was recorded in the year 2008 (14.41). But it fell to 3.43% in the next year. In the succeeding years, the growth rate shows on increasing level. 2012 (7.48), 2013 (7.78), 2014 (7.71). In the year 2015 and 16, the annual growth rate was slightly decreased. In 2017, the growth rate doubled over the previous year. Over the past 17 years from 2000 to 2017, the total tourist arrival in Kerala has been increased to average annual growth rate of 6.5%.

Trend of foreign tourist arrival

Year	No. of Foreign Tourists	% of increase
2000	209933	3.84
2001	208830	-0.53
2002	232564	11.37
2003	294621	26.68
2004	345546	17.28
2005	346499	0.28
2006	428534	23.7
2007	515808	20.37
2008	598929	16.11
2009	557258	-6.96
2010	659265	18.31
2011	732985	11.18
2012	793696	8.28
2013	858143	8.12
2014	923366	7.6
2015	977479	5.86
2016	1038419	6.23
2017	1091870	5.15

Source :KeralaTourist statistics



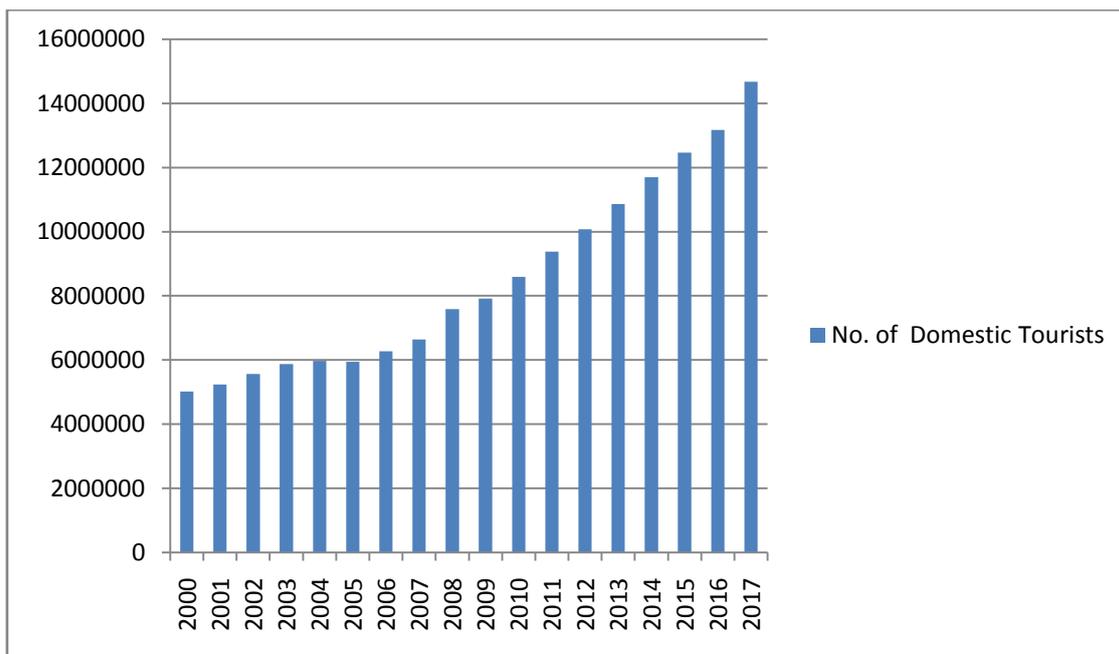
Compiled by: Researcher

The given table shows foreign tourist arrivals in Kerala from 2000 to 2017. The foreign tourist arrivals in the state were growing consistently except the years 2001 and 2009. During 2000, the total number of foreign tourists visited the state was 20933. By 2017, the foreign tourist arrival was increased to 1091870. September 11 attack in New York in the year 2001 badly affected the tourism industry. The ill effects of the attack badly hurt the tourism industry in India as well as Kerala. A negative growth rate of -0.53 was recorded this year in Kerala foreign tourist arrivals. The year 2009 also recorded negative growth rate of -6.96%. The reason for recession in tourism industry was due to global slowdown, H₄N₁ influenza pandemic terrorist activities. High growth rate was recorded from 2002 to 2008 except the year 2005 (0.28%). The low growth rate in the year 2005 was due to the horrible attack of Tsunami. The years 2010 and 2011 also recorded high growth rate with 18.3% and 11.18%. The following years shows a dealing trend in percentage of foreign tourist arrivals. During the past 17 years from 2000 to 2017 the total foreign tourist arrival has been increased to 10.2%.

Trend of domestic tourist arrival in Kerala

Year	No. of Domestic Tourists	% of increase
2000	5013221	2.56
2001	5239692	4.52
2002	5568256	6.27
2003	5871228	5.44
2004	5972182	1.72
2005	5946423	-0.43
2006	6271724	5.47
2007	6642941	5.92
2008	7591250	14.28
2009	7913537	4.25
2010	8595075	8.61
2011	9381455	9.15
2012	10076854	7.41
2013	10857811	7.75
2014	11695411	7.71
2015	12465571	6.59
2016	13172535	5.67
2017	14673520	11.39

Source : Kerala Tourist statistics



Compiled by: Researcher

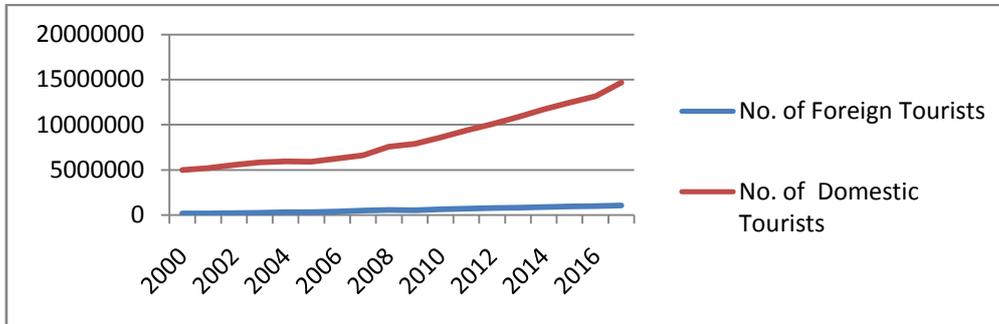
The above table shows the trend of domestic tourist arrival in the state from 2000 to 2017. The figures shows increase in trend of tourist arrivals. During 2000, the number of domestic tourists visited the state was 5013221. The number increased to 14673520 by 2017. In the year 2005, the domestic tourist arrival showed a negative growth rate of -0.43%. the decline in domestic tourists arrival was due to the bad effects of Tsunami that hit the entire world, including India. Apart from tourists inside the state, the most of the domestic tourists visits Kerala are from are neighboring state Tamil Nadu. This was one state in India which was badly affected by the horrible Tsunami attack in the Indian Ocean. However, the industry restored the gait by the end of the year onwards. The growth rate increased from 5.92% in the year 2007 to 14.28% in 2008. But it declined to 4.25% in 2009. During 2010 and 2011, the growth rate was 8.61% and 9.15%. From 2012 onwards a slight decline in growth of domestic tourists can be noticed. The year 2017, there recorded a high growth rate of 11.39%. The average annual growth rate of domestic tourists from 2000 to 2017 recorded 10.16%.

A comparison of foreign and domestic tourists in Kerala

Year	No. of Foreign Tourists	% of increase	No. of Domestic Tourists	% of increase	Total No. of Tourists	% of increase
2000	209933	3.84	5013221	2.56	5223154	2.6
2001	208830	-0.53	5239692	4.52	5448522	4.31
2002	232564	11.37	5568256	6.27	5800820	6.47
2003	294621	26.68	5871228	5.44	6165849	6.29
2004	345546	17.28	5972182	1.72	6317728	2.46
2005	346499	0.28	5946423	-0.43	6292922	-0.39
2006	428534	23.7	6271724	5.47	6700258	6.47
2007	515808	20.37	6642941	5.92	7158749	6.84
2008	598929	16.11	7591250	14.28	8190179	14.41
2009	557258	-6.96	7913537	4.25	8470795	3.43
2010	659265	18.31	8595075	8.61	9254340	9.25
2011	732985	11.18	9381455	9.15	10114440	9.29
2012	793696	8.28	10076854	7.41	10870550	7.48
2013	858143	8.12	10857811	7.75	11715954	7.78

2014	923366	7.6	11695411	7.71	12618777	7.71
2015	977479	5.86	12465571	6.59	13443050	6.53
2016	1038419	6.23	13172535	5.67	14210954	5.71
2017	1091870	5.15	14673520	11.39	15765390	10.94
Aggregate value		10.15944	6.348889		6.532222	

Source :Kerala Tourist statistics



Compiled by: Researcher

The comparison of foreign and domestic tourist arrival in Kerala is given in the table. The figures in the table show an increasing trend. It means the total revenue generated from tourism is a major contributor in Kerala's Economy. During the year 2000, the foreign and domestic tourists' arrival in the state was 209933 and 5223154 respectively. During 2001, the foreign tourist arrival declined due to terrorist attack in New York. Contrary to this, the arrival of domestic tourists showed increasing trend. The growth rate was doubled over the previous year. This is because; domestic tourists are from within the state or outside the state mainly from southern India. The industry slowly gathered momentum after 2002. The percentage of growth rate of foreign tourists during 2002, 2003 and 2004 was 11.37%, 26.60%, and 17.20% respectively. The domestic tourist arrival recorded a growth rate 6.27%, 5.44 and 1.72% during the same period. The year 2005, shows a declining trend in arrival of both foreign and domestic tourists. This was due to the attack of Tsunami, which had its effects in the tourism industry in global level as well as in India. The growth rate in foreign and domestic tourist arrival during the year was 0.27% and -4.3% respectively. The industry again reinstated from next year and showed a negative growth rate in arrival of foreign tourist in the year 2009 (-6.96%). The recession in the industry was due to global slow down, terrorist activities and H₄N₁ influenza pandemic. (Annual report, 2010, published by Ministry of tourism). After 2010, both foreign and domestic tourists' arrival was consistently growing.

The recent trends in tourist arrival during 2017-18 are very encouraging. It may give a new pace to the industry in the state. The abrupt growth in tourism industry may be due to internet. Without geographical limitations, the technologies like on-line booking, e-commerce have a wide impact on tourism industry. On the other hand, controversies related to liquor, low slaughter, stray dog issue, attack against tourists are widely circulating in the social media. It may affect badly the tourism industries of the state as well as the country.

Quarterly arrival of foreign tourists

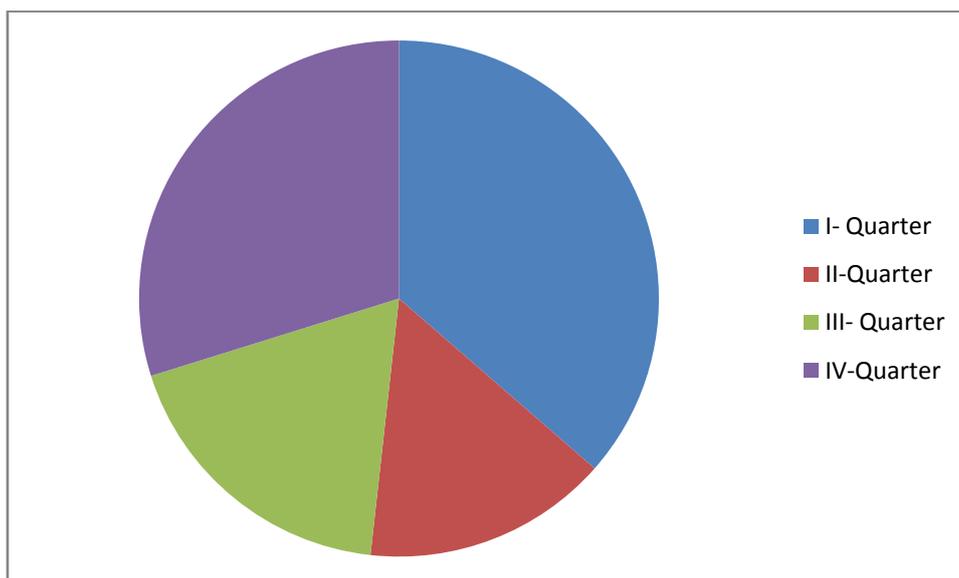
Keralais having moderate climate throughout the year, so it is an all year destination. The three distinct seasons offers unique experience to the travellers visiting here. Even though, there is no notable change in the season wise arrival of domestic tourists visits over years the arrival of foreign tourists is more seasonal in the state.

The quarterly arrival of foreign tourists from the year 2000 to 2017 is given in the table.

Period	I- Quarter	II-Quarter	III- Quarter	IV-Quarter	Total
2000	65155	35193	34500	65085	199933
2001	84444	35092	33749	55545	208830
2002	77791	35432	40615	78726	232564
2003	103269	43601	54317	93434	294621
2004	124054	51150	65672	104670	345546
2005	118138	48349	62055	117957	346499
2006	154972	69056	74287	130219	428534
2007	195096	73847	85470	161395	515808

2008	234209	86464	105613	172643	598929
2009	206225	88358	97276	165399	557258
2010	235634	102378	123565	197688	659265
2011	256005	112891	141834	222255	732985
2012	285078	120085	150321	238212	793696
2013	314983	128729	161336	253095	858143
2014	340193	142641	172731	267801	923366
2015	363492	151774	184005	278208	977479
2016	384719	153461	200335	299904	1038419
2017	393038	175746	200988	322098	1091870
Total	3936495	1654247	1988669	3224334	10803745
Percentage	36.43639	15.31179	18.40722	29.8446	

Source : Kerala Tourist statistics



Compiled by:Reasearcher

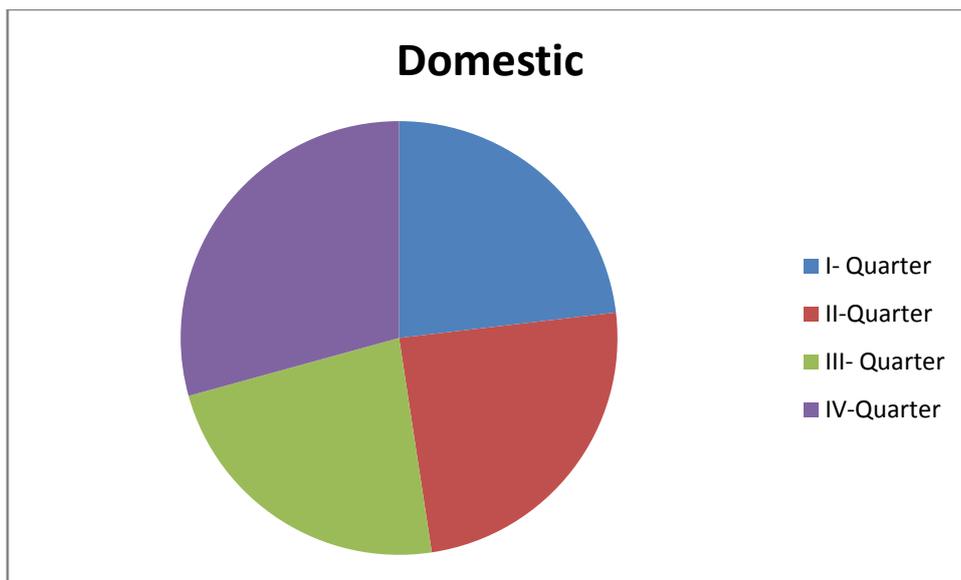
The given table shows that, the foreign tourist arrival in the state is seasonal. The peak season of foreign tourist arrival starts from October and continues till March. The climate is very pleasant during this time. Rainfall is not frequent during these months except October, on which some amount of rainfall can be expected due to North east monsoon season. The quarterly arrival of foreign tourists statistics show that most of the tourists visited the state during first quarter (36%), followed by last quarter (29%). Third quarter (18%) and second quarter (15%). There is no much variation in the arrival of foreign tourists in the second and third quarter in the state. From May to August is the season of south west monsoon in Kerala. This period is suitable for rejuvenation therapies. Much of the tourists comes to the state during this time for Ayurvedic treatments.

Quarterly domestic tourist arrival

Period	I- Quarter	II-Quarter	III- Quarter	IV-Quarter	Total
2000	1206218	1295460	1120756	1390787	5013221
2001	1267912	1361567	1257704	1352509	5239692
2002	1241610	1443146	1361600	1521900	5568256
2003	1339015	1531353	1388243	1612617	5871228
2004	1397292	1505555	1455473	1613862	5972182
2005	1360606	1508273	1436227	1641317	5946423
2006	1459546	1600528	1507558	1704092	6271724
2007	1575546	1699721	1533937	1833737	6642941
2008	1812490	1929915	1747642	2101203	7591250

2009	1933489	1949487	1746947	2283614	7913537
2010	2023867	2076125	1913175	2581908	8595075
2011	2140136	2201401	2111081	2928837	9381455
2012	2271218	2349639	2271355	3184642	10076854
2013	2464169	2544357	2459530	3389755	10857811
2014	2685048	2776042	2647557	3586764	11695411
2015	2878897	2976682	2861813	3748179	12465571
2016	3043809	3110808	3086508	3931410	13172535
2017	3270514	3578943	3410654	4413409	14673520
Total	35371382	37439002	35317760	44820542	152948686
PERCENTAGE	23.12631	24.47815	23.09125	29.3043	

Source : Kerala Tourist statistics

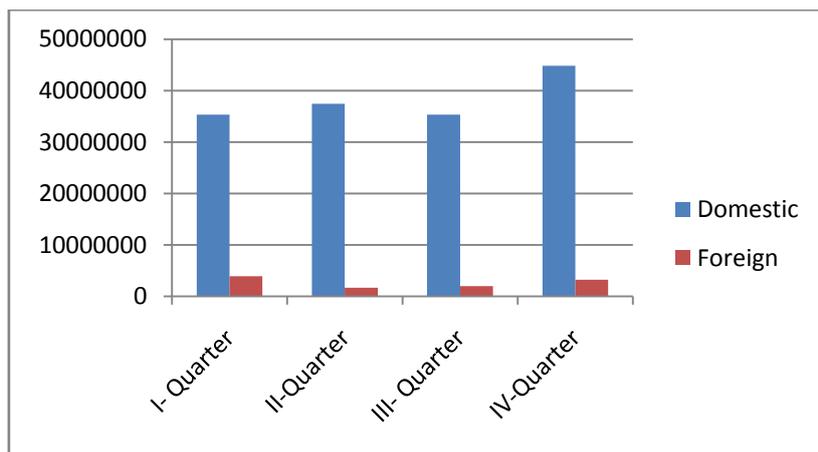


Compiled by: Reasearcher

The above table shows that there is no notable change in the arrival of domestic tourist. It is because of much of the domestic tourist visiting the state is from the state itself and from the neighborhood states. The last quarter of the year recorded maximum arrival of domestic tourists (29%) followed by second quarter (24%), first and third quarter (23.1%) and (23%) respectively.

Comparison of foreign and domestic tourist arrival

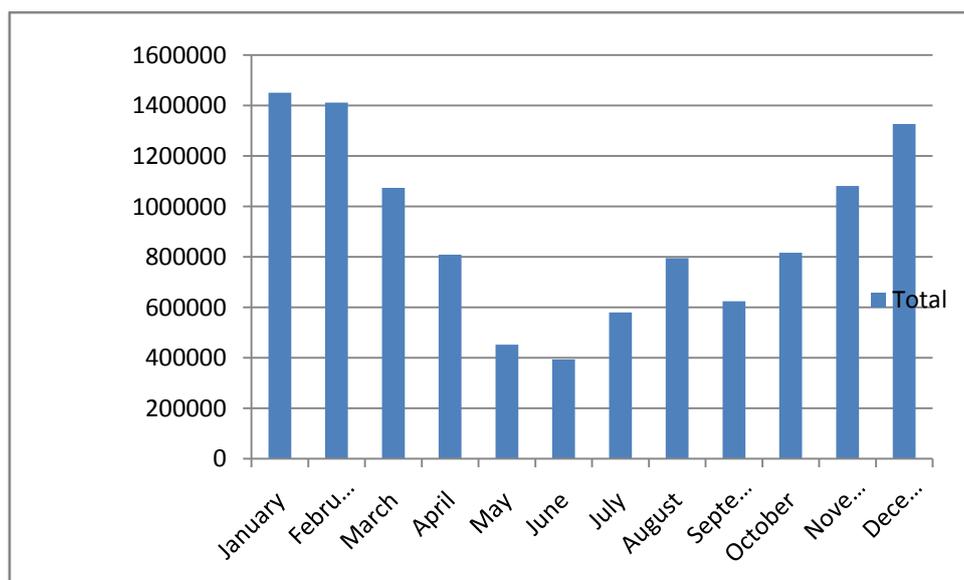
The figure shows there is much variation in the arrival of foreign tourists, but the domestic tourist arrival is almost uniform. The arrival of foreign tourists was higher in first quarter and the last quarter stood in the first place in the arrival of domestic tourists.



Monthwise arrival of foreign tourists

Source : Kerala Tourist statistics

Month	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total	Percentage
January	24388	31625	29440	41845	45630	43345	58858	72814	85028	77839	87553	94966	106314	113627	119865	130463	136539	150808	1450947	13.41761804
February	23268	30862	29105	36163	43418	41314	56530	66131	78155	71136	86747	94185	103220	115403	127153	132873	141143	135089	1411895	13.05648506
March	17499	21957	19246	25261	35006	33479	39584	56151	71026	57250	61334	66854	75544	85953	93175	100156	107037	107141	1073653	9.928595505
April	13964	17868	18028	20106	23546	20191	32377	34487	39538	43473	50910	57215	61335	66371	72441	76734	78099	82633	809316	7.48414171
May	12923	10653	10794	12675	14870	14919	20470	21098	26348	25386	26783	28938	30470	32600	36302	39583	37994	49073	451879	4.178746586
June	8306	6571	6610	10820	12734	13239	16209	18262	20578	19499	24685	26738	28280	29758	33898	35457	37368	44040	393052	3.634744485
July	8514	7747	8581	14824	17228	17593	23578	25199	31610	28914	36188	40931	42977	45786	48577	51722	56666	72552	579187	5.356026058
August	17764	13611	14226	19240	27341	24398	28821	35563	45711	39079	49518	56230	59904	64518	69909	74710	81070	73736	795349	7.354982016
September	18222	12391	17808	20253	21103	20064	21888	24708	28292	29283	37859	44673	47440	51032	54245	57573	62599	54700	624133	5.771663748
October	17344	11913	20744	24702	22160	28068	28681	33534	39748	38870	49512	59414	63690	67702	71598	76119	82551	79957	816307	7.548790914
November	22592	19310	26190	32165	38118	42324	44421	55647	59923	56880	66526	73843	78833	83484	87720	89883	96155	107028	1081042	9.99692521
December	25149	24322	31792	36567	44392	47565	57117	72214	72972	69649	81650	88998	95689	101909	108483	112206	121198	135113	1326985	12.27128067
Total	209933	5239692	5568256	5871228	5946423	6271724	6642941	598929	557258	659265	732985	793696	858143	923366	977479	1038419	1091870	10813745	100	



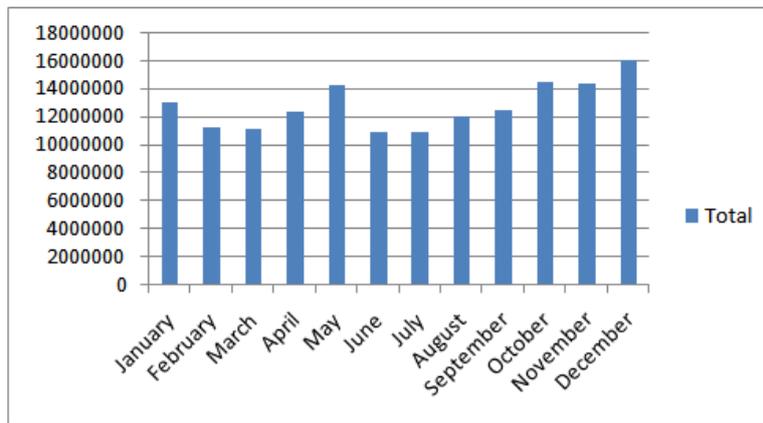
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The given figure shows the monthwise of foreign tourists in Kerala. It indicates the fact that the tourism season begins from November and ends in May. After that a decreasing trend in the arrival of foreign tourists can be found. The percentage of foreign tourists arrival during the months of December, January and February are 12.2%, 13.4% and 13.05% respectively. Lowest arrival is recorded in the months of may and June with 4.2% and 3.6% arrivals only.

Monthwise arrival of domestic tourists

Source : Kerala Tourist statistics

Month	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total	Percentag
January	454330	472377	471608	511396	523145	499698	532748	588620	645492	696878	730803	777064	831477	913203	996608	1041129	1077231	1221074	12984881	8.489531
February	382657	399215	387550	427116	451420	432673	469363	501204	586317	600648	634454	676327	711899	771880	842565	930255	1006111	1034563	11246217	7.35279
March	369231	396320	382452	400503	422727	428235	457435	485722	580681	635963	658610	686745	727842	779086	845875	907513	960467	1014877	11140284	7.283531
April	453194	498856	499217	514213	503583	500005	522408	557785	643808	649553	684522	722497	760280	813247	884109	955338	1012844	1213252	12388711	8.099754
May	486006	479515	537429	566603	561503	562616	610241	639712	719566	730310	776648	824988	893462	986407	1094086	1163640	1206350	1338330	14177412	9.269209
June	356260	383196	406500	450537	440469	445652	467879	502224	566541	569624	614955	653916	695897	744703	797847	857704	891614	1027361	10872879	7.108702
July	361034	396805	406622	421346	508893	467532	478701	478781	574544	552162	596335	643806	679215	724122	777948	847722	913886	1083162	10912616	7.134682
August	373599	428291	488050	469920	489182	483490	511198	525309	600121	585658	655937	719963	777560	842995	899473	967976	1043362	1138533	12000617	7.846018
September	386123	432608	466928	496977	457398	485205	517659	529847	572977	609127	660903	747312	814580	892413	970136	1046115	1129260	1188959	12404527	8.110095
October	435426	427181	472056	513082	516386	519239	543876	555721	655670	738253	839517	953630	1058530	1115718	1174814	1235746	1337191	1379190	14471226	9.461305
November	476877	442386	494481	526578	544746	552523	556297	618908	695118	726832	815827	913542	1002557	1072124	1143110	1193583	1187620	1401610	14364719	9.391671
December	478484	482942	555363	572957	552730	569555	603919	659108	750415	818529	929564	1061665	1123555	1201913	1268840	1318850	1406599	1632609	15987597	10.45271
Total	5013221	5239692	5568256	5871228	5972182	5946423	6271724	6642941	7591250	7913537	8595075	9381455	10076854	10857811	11695411	12465571	13172535	14673520	152951686	100

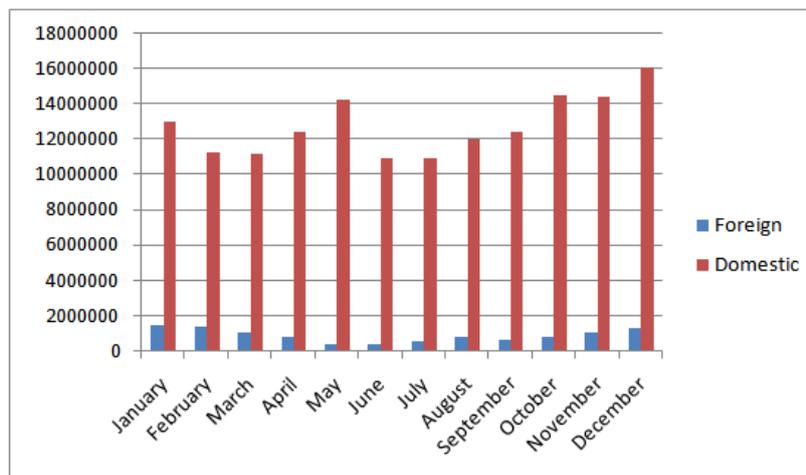


Compiled by: Researcher

Month wise arrival of domestic tourists is given in the table.

Maximum number of domestic tourists arrival was recorded during December(10.5%) followed by November(9.39%) and May(9.27%). The percentage of domestic tourists arrival was equal in almost all other months

Comparison of month wise arrival of foreign tourists and domestic tourists.



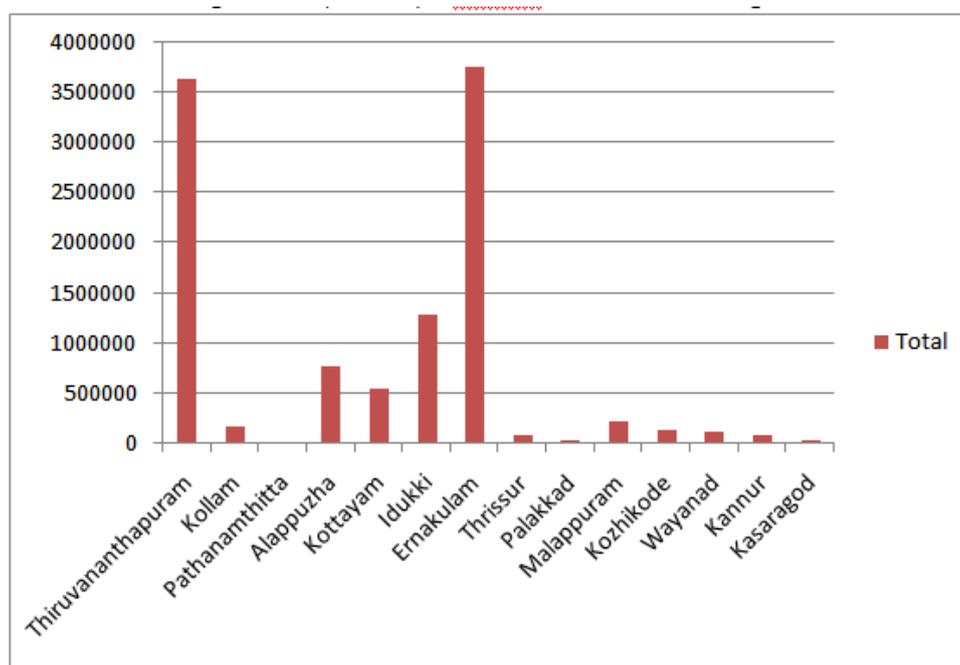
Comparative analysis shows that the inflow of foreign tourists is more from November to February. Although there is no significant variation in the monthwise arrival of domestic tourists, highest inflow is recorded in December and November. The number of foreign tourist is minimum in the monsoon months of May and June. But in the case of domestic tourists only a slight change can be noticed in these months from the other months.

District wise arrival of foreign tourists.

Source :KeralaTourist statistics

District	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total	Percentag
Thiruvananthapuram	82803	63197	65240	94835	103558	119940	151578	193924	234797	176571	204049	224387	242739	268444	289612	310223	383608	420719	3630224	33.57046
Kollam	8997	9970	8478	8620	8242	6813	7918	8854	8728	8010	8211	9317	9976	11403	12467	14100	8520	6227	164851	1.524458
Pathanamthitta	208	148	177	287	330	349	346	547	349	599	829	964	1253	1255	1379	1667	1620	2003	14310	0.132332
Alappuzha	12013	12871	17261	26157	38024	30274	36407	40463	49866	33493	41977	46019	50760	55364	60337	63,838	78049	75037	768210	7.104014
Kottayam	12876	17744	20488	21897	23517	20017	26543	27388	27230	24623	32561	37573	40926	40932	44366	49,976	49513	32350	550490	5.090651
Idukki	55819	69972	87357	99867	109344	39378	44583	46463	193013	38185	48295	55778	62387	68880	77905	83,894	50366	42285	1273891	11.78029
Ernakulam	24942	25385	24692	31831	46031	108773	131767	165125	51025	239364	277675	308674	330390	352314	372997	383,643	407653	453973	3736154	34.55005
Thrissur	2057	1960	1979	2667	2658	2421	4142	4645	3398	3452	4326	5011	5946	6459	7391	7,874	10133	10775	87284	0.807158
Palakkad	1517	809	611	661	947	801	809	615	785	1170	1270	1331	1557	1874	2093	2232	2385	1711	23178	0.214338
Malappuram	856	964	1048	1402	3129	5115	7109	9766	10166	13499	16915	18394	19417	20569	21613	23409	19769	18451	211591	1.956686
Kozhikode	561	630	563	621	749	8420	11154	10020	5638	7513	9017	9892	10476	10489	11313	12251	12649	13106	135062	1.248985
Wayanad	5159	3232	3076	3629	4702	942	2611	4093	9966	5362	6575	7567	9541	10844	11795	12377	7067	8995	117433	1.085961
Kannur	1415	1197	1014	1438	2516	2090	2730	3067	3143	4186	5886	6038	6257	6972	7563	9022	5264	5123	74921	0.692831
Kasaragod	810	761	580	689	1799	1166	837	868	825	1231	1679	2040	2071	2344	2535	2973	1823	1115	26146	0.241785
Total	209933	208830	232564	294621	345546	346499	428534	515808	598929	32961	41342	45262	49319	53092	56912	62264	48957	48801	10813745	100

In terms of district wise arrival of foreign tourist from 2000 to 2018, the top position is occupied by Ernakulam district (34.5%) followed by Thiruvananthapuram (33.5%). Idukki with 11.78% positioned in the third place. All other districts in the state together contribute remaining 20% of tourist arrival only.



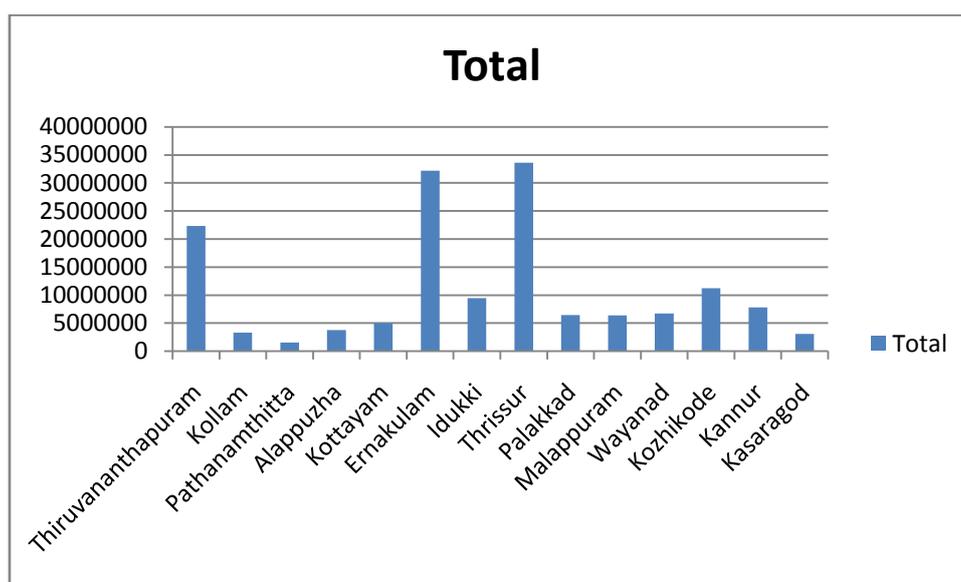
Ernakulam is popular destination among tourists as it is commercial hub of the state. The district is connected to inside and outside the state with roads, railways and by air. Kochi is an ideal location for MICE tourism. Business related meetings one held here; also at offers good accommodation and shopping facilities. There are many tourist places nearby it.

Thiruvananthapuram also enjoys many advantages like travel, accommodation and shopping facility. Kovalam, the beach tourism destination, the Padnabhaswami temple, the religions destination is very popular among international tourists. In Idukki, the popular hill stationMunnar is located. Many tourists flock here to enjoy the calmness and beauty of the hill station.

District wise domestic tourist arrival

Source : Kerala Tourist statistics

District	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	Total	Percentag
Thiruvananthapuram	763345	749968	775225	865048	855787	837211	866712	948579	1102115	1074562	1160640	1288555	1408688	1556435	1707199	1861470	2030384	2505333	22357256	14.61749
Kollam	96103	90490	91331	101890	100729	98227	122998	145524	180943	184867	196773	210808	220849	235593	257097	277109	298297	381829	3291457	2.152001
Pathanamthitta	67041	72267	67514	68014	64640	59328	57032	60988	59832	75660	82470	89115	96893	103276	112548	126132	134466	164494	1561710	1.021068
Alappuzha	127719	121867	139305	172119	185906	173626	179115	170731	234700	164223	183416	199670	211749	225061	246156	270507	315466	433456	3754792	2.454936
Kottayam	140320	161828	160269	162779	163084	164909	196284	189411	230831	274828	301599	334747	354270	382197	413182	458101	477950	468593	5035182	3.292073
Ernakulam	810527	819442	961820	1001938	1043479	1025944	1080591	1109644	1509686	1818748	1987743	2169426	2351631	2545573	2724718	2897894	3073159	3285088	32217051	21.06396
Idukki	209639	278081	366861	420960	482283	473772	515182	505229	531970	429402	464123	506990	555122	586546	635621	668537	752478	1090086	9472882	6.193503
Thrissur	1376692	1317797	1369419	1390491	1378118	1327856	1398014	1546576	1671174	1733862	1874211	2062032	2213893	2366389	2545376	2659897	2721174	2642546	33595517	21.96522
Palakkad	300888	274716	266438	271169	256015	266837	300674	315591	324399	332787	359961	383027	404017	438552	475361	502244	512272	474180	6459128	4.223069
Malappuram	241740	285326	272911	295102	297203	306431	303844	313200	323448	319635	347311	369773	388323	419884	449420	470261	471028	520832	6395672	4.18158
Wayanad	171040	170880	202291	202909	187701	191184	225923	256190	295465	368459	408151	451184	480125	519306	564274	607335	586146	815624	6704187	4.383292
Kozhikode	496060	424531	442602	461814	498931	553363	550694	570832	595985	574896	612316	650676	686395	728041	769425	811538	884477	932345	11244921	7.352087
Kannur	76565	326632	317879	319338	323645	333855	351309	375255	395121	420922	455822	486769	517566	553899	584343	613199	632332	695655	7780106	5.086743
Kasaragod	135542	145867	134391	137657	134661	133880	123352	135191	135581	140686	160539	178683	187333	197059	210691	241347	282906	263459	3078825	2.012979



Compiled by: Reasearcher

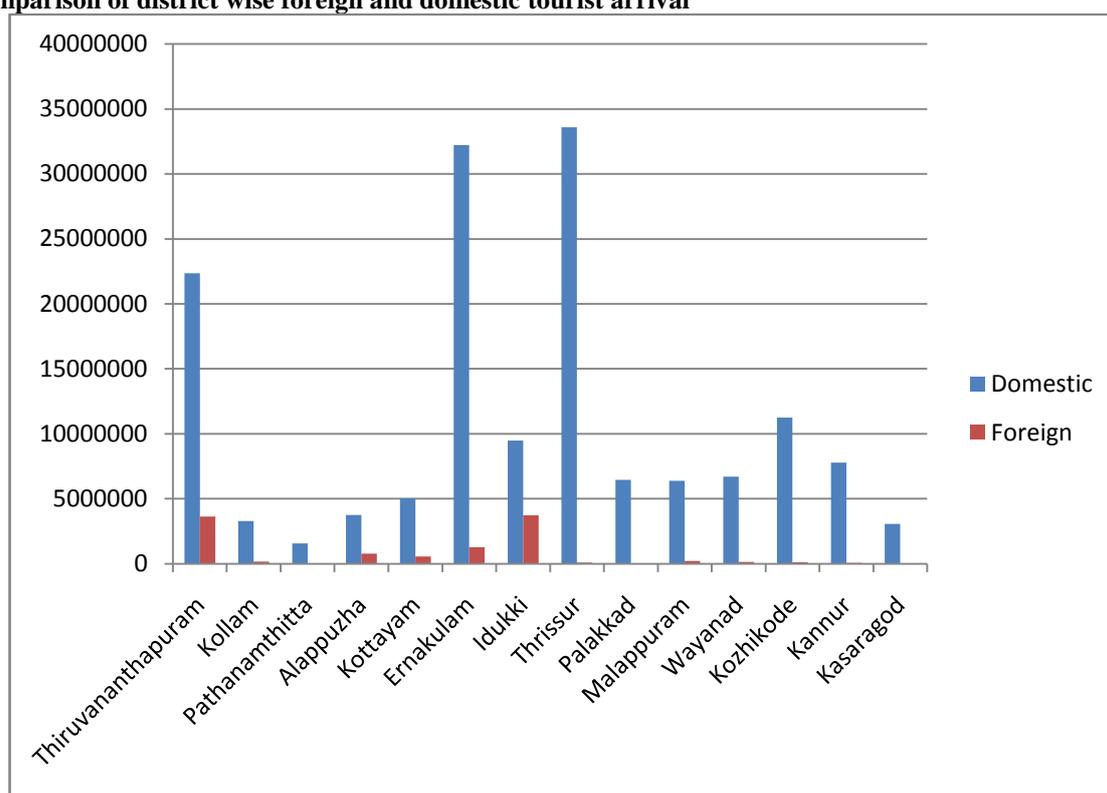
By analyzing the table domestic tourist arrival from 2000 to 2018, it can be identified that Thrissur is in the first place with 21.9%. Followed by Ernakulam 21.06%. The position of the capital with 14.6% is in the third position. Compared with these districts, the place of other districts is very negligible.

Much of the domestic tourists visit Thrissur, because famous Guruvayoor temple is located here. Many tourists from inside and outside Kerala are spiritual tourists. Another occasion when many tourist prefer the district is ‘Trissur pooram’.

Kochi, the commercial capital is popular among both foreign and domestic tourist. The visits by domestic tourists are of short duration and Kochi offer many shopping facilities. Kochi metro, Wonderla, Lalumel are famous among domestic tourists.

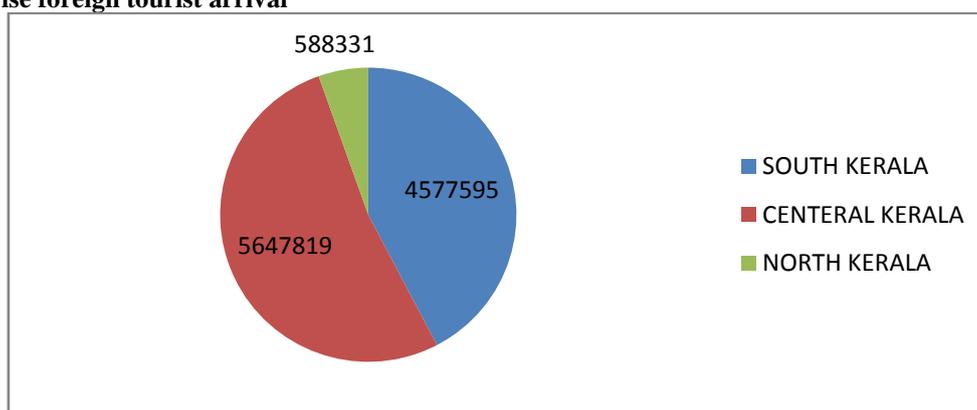
Being a capital city, Thiruvananthapuram offers many facilities to the tourists. A major share of domestic tourists visiting the district, especially from south India is spiritual tourists. The wealthiest pilgrim centre, ‘PadmanabhaSwamy temple’ is located in the heart of the city. There are also many tourist destinations around Trivandrum, including famous international tourism destination, Kovalam.

Comparison of district wise foreign and domestic tourist arrival



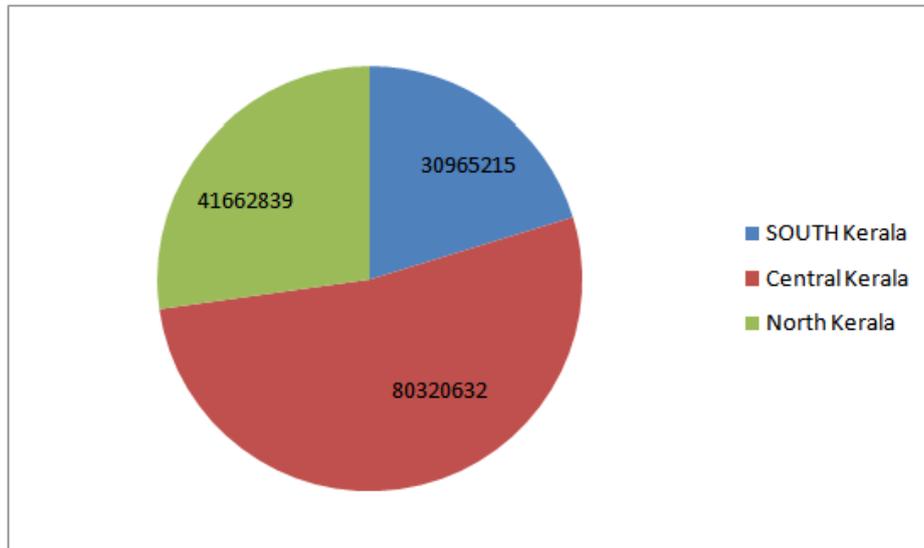
By analyzing the figures, we can understand that Ernakulam and Thiruvananthapuram is popular among both foreign and domestic tourists. But Thrissur, which occupies the first place in domestic tourist arrival carries only 0.8% of arrival of foreign tourists.

Region wise foreign tourist arrival



The given figure shows that foreign tourists prefer to travel central and southern Kerala. Central Kerala accounts for 52.2% and southern Kerala 42.3%. Even though there is seven districts in the Northern Kerala, the foreign tourist arrival in this region is very less with 5.4% only.

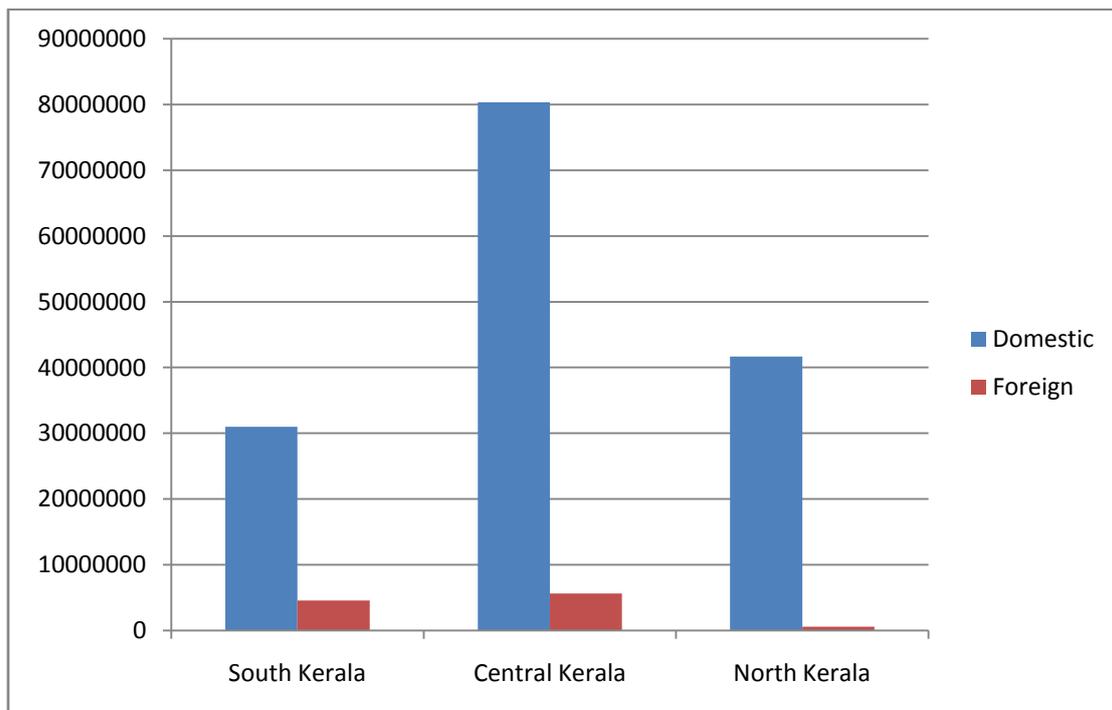
Region wise domestic tourist arrival



Compiled by: Reasearcher

Interms of domestic tourist arrival, the central region with 52.5% occupies the first position followed by northern region (27.2%) and southern region (20.2%). Ernakulam and Trissur are favourite destination among domestic tourists. These two districts are located in the central region and constitute 21.06% and 21.9% of total domestic tourists arrivals respectively.

Comparison of region wise foreign and domestic tourist arrival.



Compiled by: Reasearcher

Both domestic and foreign tourist arrival shows a reverse trend in region wise data. North kerala bagged first position in region wise arrival of domestic tourists, while it is in the last position with only 5.4% of foreign tourist arrival. Central Kerala is in the first position in domestic and foreign tourist arrival. 52.2% and 52%.5% respectively. This is because Ernakulam and Idukki are favourite destination of tourists. Apart from

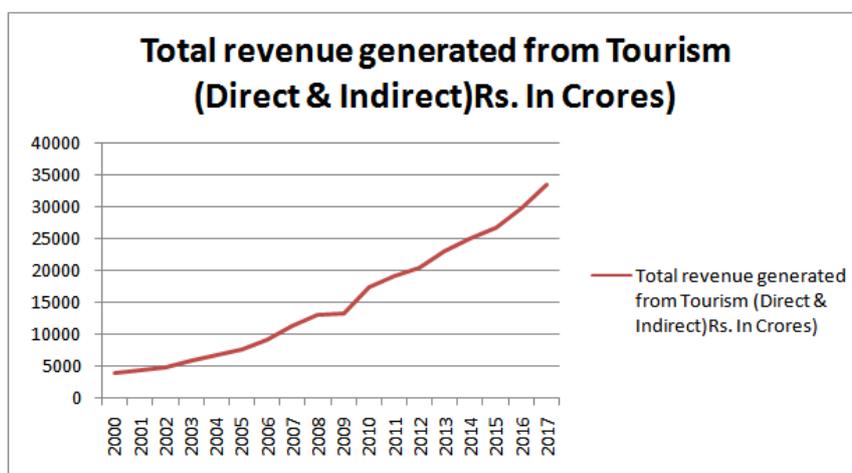
these districts, Trissur attracts many spiritual tourists. In terms of domestic tourists, the position of southern Kerala is third with 20.2%, while it is next to the central region with 42.3% among foreign tourist arrival. This is because Thiruvananthapuram is the only district which attracts tourists in the southern region. But even though, the northern region contains seven districts, these all are not popular among foreign tourists. But there is a vast scope in this region. Government will implement programmes to promote tourism in this region utilizing its vast coastlines, backwaters and high ranges. There is also vastscope for cultural tourism here.

Earnings from tourism

Year	Foreign Exchange Earnings (Rs. In Crores)	Percentage of Increase	Total revenue generated from Tourism (Direct & Indirect)Rs. In Crores)	Percentage of Increase
2000	525.30	26.25	4000	
2001	535.00	1.85	4500	9.58
2002	705.67	31.9	4931	20.42
2003	983.37	39.35	5938	12.83
2004	1266.77	28.82	6829	15.01
2005	1552.31	22.54	7738	13.31
2006	1988.4	28.09	9126	17.94
2007	2640.94	32.82	11433	25.28
2008	3066.52	16.11	13130	14.84
2009	2853.16	-6.96	13231	0.77
2010	3797.37	33.09	17348	31.12
2011	4221.99	11.18	19037	9.74
2012	4571.69	8.28	20430	7.32
2013	5560.77	21.63	22926.55	12.22
2014	6398.93	15.07	24885.44	12.11
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

Source : Kerala Tourist statistics

In terms of total earnings from tourism there in fifteen fold increase from the year 2000 to 2018. In the year 2000, the total earnings was 525 crores. By the end of 2017, it reached to 8392.11 crores. The figures show a steady growth in earnings. A negative rate was reported in the year 2009 (-6.96%) when it dipped to 2053.16 crores from 3066.52 crores in the previous year. This year experienced tourism stagnation in tourism industry all over the world.



Compiled by:Reasearcher

The figureshows a steady growth in total revenue generated from tourism. It was 4000 crores in the year 2000. It increased to 33383.68 crores in 2018, recording eight fold increase over these years. Highest growth rate reported in the year 2007 (25.28%) and lowest during 2009 (0.77%).

II. CONCLUSION

All round planning is needed for the development of tourism because it is a promising potential of the state. To make Kerala as an all time tourism destination, monsoon tourism, MICE tourism etc has to be promoted, new destinations should be adopted. Kerala is a state where 'the season never ends', hence a coordination among various departments is needed.

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