

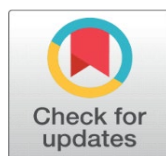
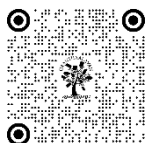
TREND OF TOURISM IN KERALA: A COMPARATIVE STUDY BETWEEN MALABAR AND NON MALABAR REGION

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ABSTRACT

Kerala, the gods own country has a prominent place in the spectrum of Indian tourism. Both domestic and foreign tourists find Kerala as a comfortable location for various grounds. These grounds and cultural, traditional and historical. The study has divided the entire Kerala in two segments, i.e. Malabar and non-Malabar region. Malabar region consists of 6 districts namely Kasargod, Kannur, Wayanad, Kozhikode, Malappuram and Palakkad. These districts are blessed with enormous natural beauty and beautiful destinations. The study made an in depth analysis of the tourist arrival trend in Malabar and Kerala along with foreign exchange earnings. Attempt is made to identify the district which contributes least number of tourists to Malabar. A comparative analysis between Malabar and non-Malabar region also forms part of the study.

Keywords: Malabar - Domestic Tourist – Foreign Tourist - Foreign Exchange Earnings- Tourist Arrival Trend

1. INTRODUCTION

Tourism is regarded as a dynamic subject with enormous economical importance worldwide. Kerala, the gods own country, has marked its presence in the spectrum of international tourism. It is Apart from entertaining visitors tourism is treated as a serious economic activity that have impacts in all walks of. It is widely perceived as smokeless industry and acts as an agent of social and cultural change across the world. Though in nascent stage tourism is seen in many variant in the state of Kerala. Kerala attracts many domestic as well as foreign tourists every year. People visit Kerala for variety of reasons. The mesmerizing beauty and rich tradition of Kerala attract and retain tourist from far and Wide. Responsible tourism, farm tourism, pilgrim tourism, and hill tourism are getting grip in the rural and urban areas of the state.

Malabar, a Specific region of Northern Kerala has many unique tourist attractions both natural and manmade. One of the attractions, Muzhupilangad Beach is the only drive in beach in Asia. Many ancient worship centres and monuments are

the exclusive privilege of Malabar region

2. OBJECTIVES OF THE STUDY

1. To analyse the trend of tourists arrival to Kerala in general and Malabar in particular.
2. To examine the share of Malabar in attracting tourist to Kerala.
3. To analyse the earning of tourism in Kerala.

3. SIGNIFICANCE OF THE STUDY

The trend of the tourist arrival to an area is much crucial in developing tourist attraction. It is based on the arrival trend of tourist arrangements are made both in terms of infrastructure and human resource. Hence before making huge investment in the Malabar area in the spectrum of tourism it is important to see the trend of tourists movements. As such the trend of tourist movement holds significance. Review of literature shows that no such study is conducted in the Malabar region of Kerala to analyse tourist arrival trend and earnings. Hence the study is significant.

4. TOURISTS ARRIVAL TO KERALA

The destinations of Kerala are visited by both domestic and foreign tourists. Table 1 shows the number of domestic and foreign tourists visiting Kerala during the study period

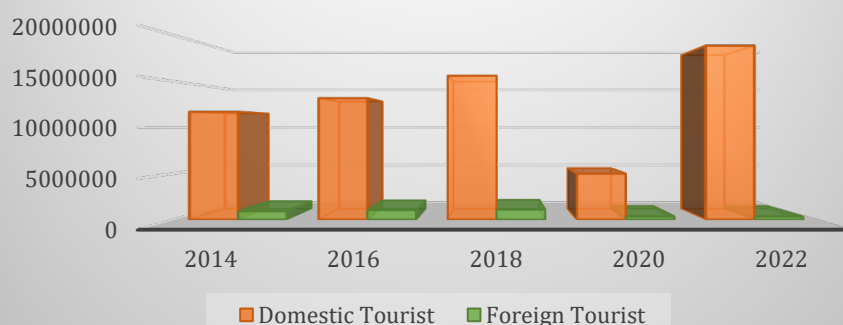
Year	Domestic Tourist	Growth (%)	Foreign Tourist	Growth(%)
2013	10857811		858143	
2014	11695411	7.71	923366	7.60
2015	12465571	6.58	977479	5.86
2016	13172535	5.67	1038419	6.23
2017	14673520	11.39	1091870	5.14
2018	15604661	6.34	1096407	0.41
2019	18384233	17.81	1189771	8.51
2020	4988972	-72.86	340755	-71.35
2021	7537617	51.08	60487	-82.24
2022	18867414	150.31	345549	471.27
Average arrival	12824774		792224	
CAGR	6.33		-9.61	

Table 1 Tourists arrival to Kerala

Source: Kerala tourism statistics 2022

Table 1 indicates that domestic and foreign tourist arrivals to Kerala over ten years from 2013 to 2022 are showing a steady upward trend with an exception in the corona hit years. The average number of domestic and foreign tourists visiting Kerala for the period 2013 to 2022 is 12824774 and 792224 respectively. It is noteworthy to mention that during the study period the growth rate has turned negative only in the corona pandemic timeline. Domestic tourist arrival registers a CAGR of 6.33 whereas the same in the case of foreign tourist is -9.61. The table clearly depicts that from 2022 onwards both domestic and foreign tourist trend is gaining momentum.

FIGURE-1
TOURISTS ARRIVAL TO KERALA



5. EARNINGS FROM TOURISM IN KERALA

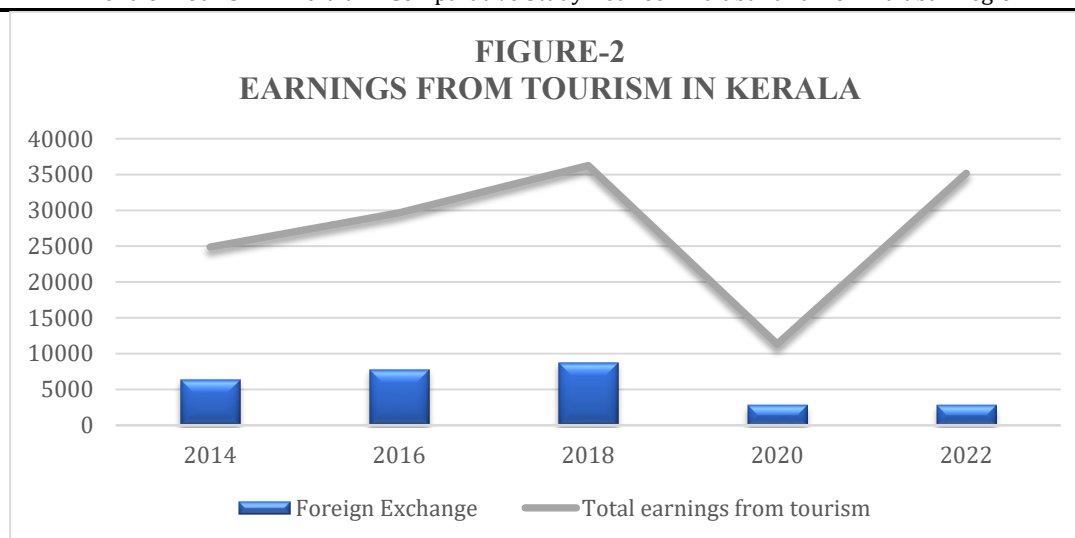
Foreign exchange earnings and total revenue generated from tourism industry in Kerala is exhibited in table

Table 2 Earnings from tourism in Kerala (Rs. in Crores)

Year	Foreign Exchange	Growth (%)	Total earnings from tourism	Growth (%)
2013	5560.77		22926.55	
2014	6398.93	15.07	24885.44	8.54
2015	6949.88	8.61	26689.63	7.24
2016	7749.51	11.50	29658.56	11.12
2017	8392.11	8.29	33383.68	12.56
2018	8764.46	4.43	36258.01	8.60
2019	10271.06	17.18	45010.69	24.13
2020	2799.85	-72.74	11335.96	-74.81
2021	461.5	-83.51	12285.91	8.37
2022	2792.42	505.07	35168.42	186.25
CAGR	-7.36		4.86	

Source: Kerala tourism statistics 2022

Table 2 illustrates the trend in the growth of earnings from tourism in state of Kerala over ten years from 2013 to 2022. Foreign exchange earnings and total earnings from tourism in the state show an upward trend during the study except in the corona pandemic period. Such abrupt dip in the tourism earning can be attributed to the unforeseen contingency due to corona pandemic. It is imperative to mention that in only in the year 2020 and 2021 the growth rate is turned negative. While earnings from foreign exchange register a CAGR of -7.36, total revenue from tourism maintain a CAGR of 4.86. A minimal CAGR of 4.86 shows that the tourism revenue is getting recovery from the damages caused during corona period.



6. TOURISTS ARRIVAL TO MALABAR

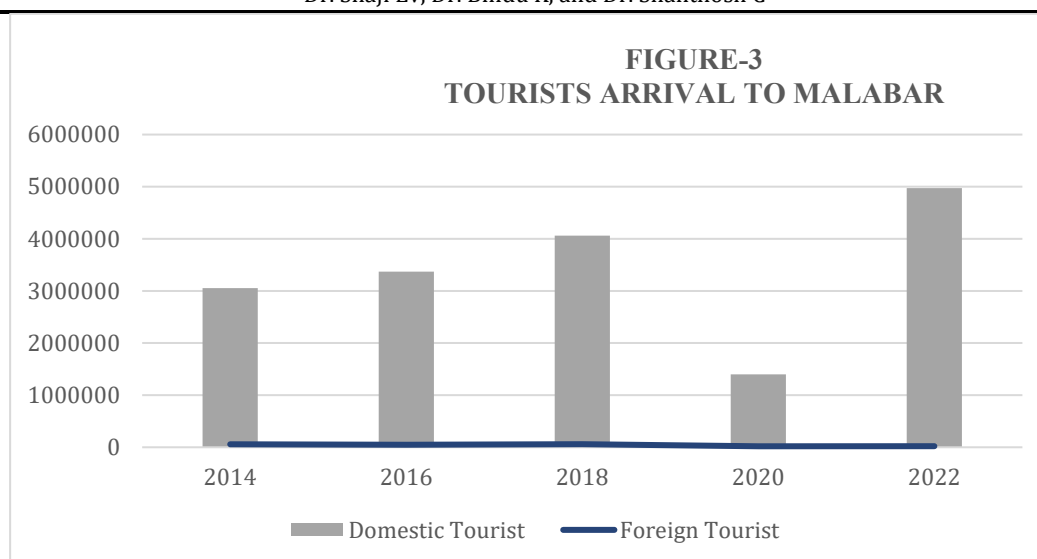
The number of domestic and foreign tourist visited Malabar region is shown in table 3

Table 3 Tourist arrival to Malabar

Year	Domestic Tourist	Growth (%)	Foreign Tourist	Growth (%)
2013	2856741		53092	
2014	3053514	6.89	56912	7.19
2015	3245924	6.30	62264	9.40
2016	3369161	3.80	48957	-21.37
2017	3702095	9.88	48501	-0.93
2018	4061358	9.70	59457	22.58
2019	4,916,986	21.07	76782	29.13
2020	1,400,372	-71.52	19173	-75.02
2021	2286825	63.30	3059	-84.04
2022	4971852	117.41	21221	593.73
Average Arrival	3386482		44942	
CAGR	6.35 %		-9.68 %	

Source: Kerala tourism statistics 2022

Table 3 illustrates that despite inter year fluctuations both domestic and foreign tourist arrival to Malabar shows an upward trend during the period subjected for analysis (Except during the corona period). Analysis shows that in every year the arrival of domestic tourist to Malabar is growing steadily. The growth rate of domestic tourist arrival to Malabar in 2022, i.e. 117.41 % shows the pace of recovery from the previous year. Analysis further exposes that both domestic and foreign tourist arrival trend is showing an upward trend in the post corona pandemic. The average number of domestic and foreign tourists visiting Malabar for the period from 2013 to 2022 is 3386482 and 44942 respectively.



7. DISTRICT WISE FOREIGN TOURIST ARRIVAL

Each district of Malabar region witness the visit of foreign tourist every year. The district wise foreign tourist arrival in Malabar is shown in table 4

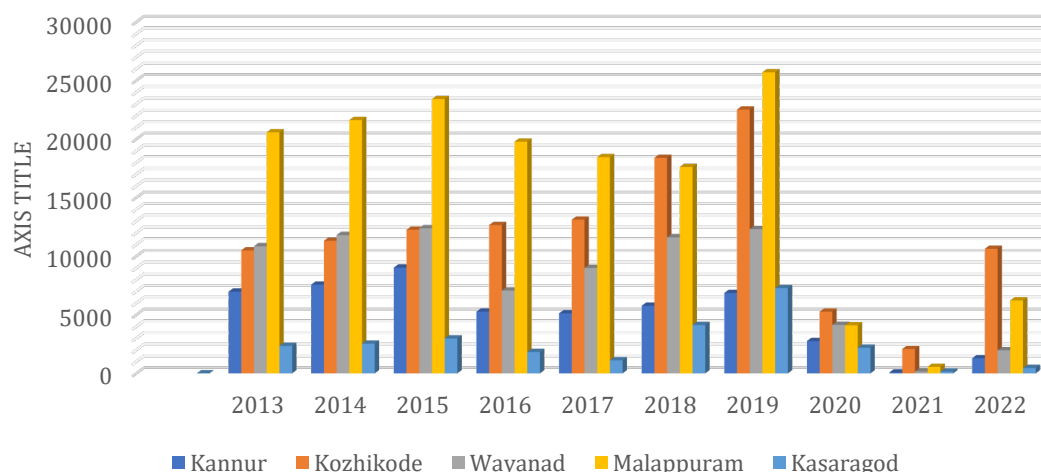
Table 4 Foreign tourist arrival to Malabar – District wise

Year	Kannur	Kozhikode	Wayanad	Malappuram	Kasaragod	Palakkad	Malabar		Non Malabar	
							No.	%	No.	%
2013	6972	10489	10844	20569	2344	1874	53092	6.19	805051	93.81
2014	7563	11313	11795	21613	2535	2093	56912	6.16	866454	93.84
2015	9022	12251	12377	23409	2973	2232	62264	6.37	915215	93.63
2016	5264	12649	7067	19769	1823	2385	48957	4.71	989462	95.29
2017	5123	13106	8995	18451	1115	1711	48501	4.44	1043369	95.56
2018	5763	18388	11607	17610	4122	1967	59457	5.42	1036950	94.58
2019	6852	22515	12302	25697	7269	2147	76782	6.45	1112989	93.55
2020	2754	5262	4131	4100	2184	742	19173	5.62	321582	94.38
2021	81	2074	164	553	146	41	3059	5.05	57428	94.95
2022	1290	10623	1967	6224	458	659	21221	6.14	324328	93.86
Total	50684	118670	81249	157995	24969	15851	-	-	-	-

Source: Kerala tourism statistics, 2022

Table 4 reveals the district wise foreign tourist arrival in Malabar and the proportion of Malabar and Non Malabar region towards the supply of foreign tourists in Kerala from 2013 to 2022. It is seen from the table that from among the districts of Malabar, Malappuram contributes highest number of foreign tourists (157995). Palakkad district contributes least number of foreign tourists (15851). Analysis further unfolds that for the last ten years from 2013 to 2022 Malabar receives only below 7% of the total foreign tourist visiting Kerala.

FIGURE-4
FOREIGN TOURIST ARRIVAL TO MALABAR – DISTRICT WISE



8. DISTRICT WISE DOMESTIC TOURIST ARRIVAL

The district wise domestic tourist arrival in Malabar is shown in table 5

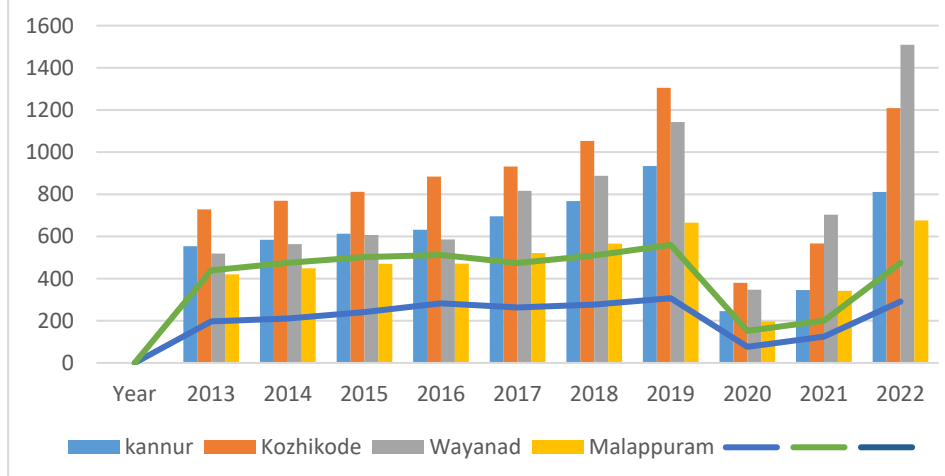
TABLE -5 Domestic tourist arrival to Malabar – District wise (In '000)

Year	Kannur	Kozhikode	Wayanad	Malappuram	Kasaragod	Palakkad	Malabar		Non Malabar	
							No.	%	No.	%
2013	554	728	519	420	197	439	2857	26.31	8001	73.69
2014	584	769	564	449	211	475	3054	26.11	8642	73.89
2015	613	812	607	470	241	502	3246	26.04	9220	73.96
2016	632	884	586	471	283	512	3369	25.58	9803	74.42
2017	696	932	816	521	263	474	3702	25.23	10971	74.77
2018	768	1053	888	566	277	510	4061	26.03	11543	73.97
2019	934	1305	1143	665	307	560	4916	26.74	18379	73.26
2020	246	380	347	197	76	152	1398	28.10	3590	71.90
2021	346	567	703	342	125	200	2283	30.29	5254	69.71
2022	811	1209	1509	676	291	474	4970	26.34	13897	73.66
Total	6184	8639	7682	4777	2271	4298	-	-	-	-

Source: Kerala tourism statistics, 2022

Table 5 reveals the district wise domestic tourist arrival in Malabar and the proportion of Malabar and Non Malabar region towards the supply of domestic tourists in Kerala from 2013 to 2022. It is seen from the table that from among the districts of Malabar, Kozhikode contributes highest number of domestic tourists (8639000) and Kasaragod receives least number of domestic tourists (2271000). Analysis further unfolds that for the last ten years from 2013 to 2022 Malabar receives only around 30 % of the total domestic tourist visiting Kerala

FIGURE-5
DISTRICT WISE DOMESTIC TOURISTS ARRIVAL



9. MAJOR FINDINGS

1. Study makes it evident that the trend of both domestic and foreign tourist visit to Kerala is showing a steady growth with mild inter year fluctuations. Only during the corona pandemic period the inflow of tourist suffers a set back.
2. Foreign exchange earnings and total earnings from tourism show an upward trend except during the corona pandemic situation. Total earnings form tourism which maintains a CAGR of 4.86 shows quick recovery after the corona.
3. Study unfolds that both domestic and foreign tourist arrival trend is showing an upward trend in the post corona pandemic period. . The average number of domestic and foreign tourists visiting Malabar for the period from 2013 to 2022 is 3386482 and 44942 respectively.
4. Study reveals that from among the districts of Malabar, Malappuram contributes highest number of foreign tourists (157995). Palakkad district contributes least number of foreign tourists (15851). Analysis further unfolds that for the last ten years from 2013 to 2022 Malabar receives only below 7% of the total foreign tourist visiting Kerala.
5. It is seen from the study that from among the districts of Malabar, Kozhikode contributes highest number of domestic tourists (8639000) and Kasaragod receives least number of domestic tourists (2271000). Analysis further unfolds that for the last ten years from 2013 to 2022 Malabar receives only around 30 % of the total domestic tourist visiting Kerala.

10. CONCLUSION

The tourist arrival trend and earnings from tourism in Malabar is showing a positive trend. However when it is compared to the performance of the state tourism earnings and arrival trend is not brisk. Malabar region of Kerala, which consists of 6 districts, geographically about 50% of the state, contributes negligibly to the total tourism resources of the state. Share of Malabar in receiving foreign tourist to Kerala (7%) points to the current situation of Malabar tourism in Kerala. With the increased share of tourism earnings and tourist inflow the picture and performance of state tourism can be improved a lot. Malabar, which is enriched with tradition and culture has a long way to travel in the spectrum of tourism.

11. SUGGESTIONS

- a. Malabar, (consisting of 6 districts) has good number of tourist destinations in its territory. Hence all the efforts are to be initiated to get proportionate tourists towards Malabar in Kerala. This can be realized by providing improved facilities at the tourist destinations. Every tourist destinations in Malabar has to be equipped with good number of tourism activities. This would help to receive more tourist in Malabar in future
- b. Kerala needs to identify the support of tourism earnings in its economy. Tourism earnings of Kerala in 2022 is 35, 168 Crore and this accounts for 6 % of the state economy. Government should simplify and relax visa restrictions to foreign tourist and thereby attract foreigners to Malabar in particular and Kerala in general.
- c. Palakkad and Kasargode have many cultural and historical significance in Kerala. But these districts are seen poor

in receiving tourists to Malabar. Special tourism projects are to be introduced in Palakkad and Kasaragod districts of Malabar.

- d. Number of tourists towards Malabar in Kerala. This can be realized by providing improved facilities at the tourist destinations. Every tourist destinations in Malabar has to be equipped with good number of tourism activities. This would help to receive more tourist in Malabar in future
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- b. Palakkad and Kasargode have many cultural and historical significance in Kerala. But these districts are seen poor in receiving tourists to Malabar. Special tourism projects are to be introduced in Palakkad and Kasaragod districts of Malabar.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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