

## **1. Introduction**

Tourism being a multi-dimensional and integrated industry features low resource consumption, high leverage effect and abundant job opportunities. It is now imperative to an economy; economically, socially, culturally and environmentally. Economically, it creates jobs and contributes to gross domestic product, as well as bringing in capital investment and exports. Socially and culturally, travel and tourism offers the opportunity of providing jobs for the minority and the disadvantaged groups, creating adequate training in management skills, providing education and technology to local people and increasing incomes in rural and local economies, thereby contribute to the alleviation of poverty in developing countries. Environmentally, it is essential for travel and tourism to maintain an optimal balance of its natural resources by ensuring the ongoing arrival of tourists to destinations. Thus, almost all the countries in the world have placed tourism on a pride of place as it employs over 235 million people, generates 9.2 per cent of global GDP, witnesses 940.0 million FTAs and generates 919.0 US \$ billion FEE (WTO, 2010).

India is one of the popular tourist destinations in Asia. Tourism plays a critical role in the economic development of the country with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. As the second largest foreign exchange earner, it employs a large number of people, both skilled and unskilled. Owing to her secularism and rich culture, India has fascinated many people from all over the world. The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five States to receive inbound tourists. With the growth of urban professional middle class, the tourism in India is flourishing. Many agencies are functioning at national, State and regional levels, both in government and private sectors, to promote international and domestic tourism. These agencies provide host awareness programmes (for ensuring the involvement of local people), product promotion programmes (for attracting and retaining tourists) and provision of facilities/amenities at the tourist destinations (for improving the facilities at the destinations). They also formulate policies and programmes for the promotion of tourism.

Kerala, a State on the tropical Malabar Coast of southwestern India nicknamed as one of the "10 paradises of the world" by National Geographic, growing at a rate of 13.31 per cent, the tourism industry significantly contributes to the State's economy. In 2010, the State was able to supplement its tourism earnings to Rs. 3797.37 crore as against Rs. 535 crore in 2001, representing an increase of 21.65 per cent. The state's tourism agenda promotes ecologically sustained tourism, which focuses on local culture, wilderness adventure, volunteering and personal growth of the local population. Acclaimed as India's only 'tourism super brand', Kerala has been able to develop strengths in certain core areas of product development and infrastructure creation.

## **2. Statement of the Problem**

The State of Kerala is considered as a 'tourist paradise' and many as hundred tourism products are found in the length and breadth of the State. Tourism in Kerala is really non-seasonal in nature and is a constantly growing industry. Department of Tourism (DoT), Kerala Tourism Development Corporation (KTDC), Bakel Resorts Development Corporation (BRDC), Tourist Resorts Kerala Limited (TRKL), District Tourism Promotion Councils (DTPC), Kerala Institute of Travel and Tourism Management Studies (KITTS), Kerala Institute of Hospitality Management Studies (KIHMS), Thenmala Eco-Tourism Development Agency, and a host of government departments such as Forest and Wildlife, Irrigation, KSEB, Fisheries and Agriculture, Culture, Museum, Zoo and Archaeology are the important State sponsored institutions which play a key role in the tourism sector of Kerala. Besides, there are a large number of agencies working in the semi-government and private sector for promotion of tourism in Kerala. Being a green State with favourable climate and natural surroundings, Kerala can make rapid progress in the tourism sector.

Kerala, being a role model in tourism development among Indian States, has been significantly successful in its tourism endeavours through a focused promotion. Among the promotional agencies, DTPCs set up by the Government of Kerala in all the 14 revenue districts, exploit the tourism potential of the State through sustained efforts by coordinating various government departments, voluntary agencies and others interested in travel and tourism by ensuring local initiatives and mobilization of resources at local levels. However, based on the available literature, it is revealed that the role of promotional agencies has not attracted the social scientists very much, particularly the DTPCs. Thus, by considering the vast and varied potential of tourism in the State and the promotional efforts of DTPCs in

Kerala in creating a key platform for the State and positioning itself competitively in the international market, a detailed study on the role of DTPC in the tourism development of Kerala is found to be pertinent. It is against this backdrop that the present study has been carried out.

The concept of 'Tourism Promotion Council' was a leading step to exploit the tourism potentials of the state by co-ordinating different agencies and mobilizing resources. It was intended to provide infrastructure facilities to the travellers. The very idea of 'District Tourism Promotion Council' was mooted by Kollam District with the establishment of Quilon Tourism Promotion Council in the year 1986. The primary objective of the organization was to provide basic infrastructure facilities to the tourists. District Tourism Promotion Councils in all the fourteen districts of Kerala provide assistance to travellers. The DTPC is an reliable source of specific local information like the easiest route to a destination, exact date of a festival or the specialty of a destination or an event in the district. A majority of the DTPCs organise conducted tours. The District Tourism Promotion Council is set up with the purpose of fully exploiting the tourism potential of the State through sustained efforts by co-ordinating various Government departments, voluntary agencies and others interested in travel and tourism.

### **3. Significance of the Study**

Kerala is bestowed with various attractive features for tourism development. It is blessed with golden beaches, beautiful lakes, splendid waterfalls, calm backwaters, cascading rivers, well-kept wildlife sanctuaries, tempting hill resorts, graceful valleys, exotic spices, numerous historical places, pilgrim centres, cosmopolitan outlook of the people, colourful fairs and festivals in which tourists are especially interested in. More than 250 tourist spots of varying degrees of importance and potential across the State has been seen. Moreover, the State has innumerable project possibilities which have to be get identified and implemented from time to time based on emerging trends. The concept of DTPCs has received wider acclaim as a novel experiment at grass root level planning with respect to identification, implementation and operation of tourism projects. To keep pace with the alarming growth of tourism industry in global level and by considering the immense potential of the tourism sector of Kerala, a deep study is needed on the working of DTPCs in Kerala. It is hoped that the study will be of great use to the policy makers for attracting more tourists by proper

planning with respect to tourism promotion. It will definitely be useful to prospective investors, potential tourists and also the host community.

#### **4. Objectives of the Study**

The present study is undertaken with a view to evaluate the role of DTPCs in the promotion of tourism in Kerala, from the point of view of officials, tourists and host community. The specific objectives are:

1. To review tourism promotion in India and abroad and also the organization and functioning of DTPCs in Kerala.
2. To enquire into the identification and implementation of the projects of DTPCs for the promotion of tourism in Kerala.
3. To assess the effectiveness of the programmes of DTPCs in Kerala.
4. To assess the benefits of the programmes of DTPCs in Kerala from socio- cultural, economic and environmental point of view.

#### **5. Hypotheses**

The following hypotheses have been formulated on the basis of the objectives of the study.

- H<sub>01</sub> The DTPCs in Kerala are not conducting feasibility studies in the identified destinations before the implementation of their projects.
- H<sub>02</sub> The tourism awareness programmes of DTPCs in Kerala are not effective in creating awareness among host community
- H<sub>03</sub> The product promotion programmes of DTPCs in Kerala are not effective for the promotion of various tourism products.
- H<sub>04</sub> The tourists are not satisfied with the facilities at the various destinations maintained by DTPCs in Kerala.
- H<sub>05</sub> The projects of DTPCs in Kerala are not beneficial to the socio-cultural, economic and environmental point of view of the host community.

#### **6. Variables Used for the Study**

##### 6.1 Identification and implementation of the programmes of DTPCs

###### (a) Identification of the programmes

- i. Development of new and existing destinations
- ii. Provision for facilities at tourism destinations

- iii. Provision for tourism information/awareness programmes
- iv. Conducting campaigns
- v. Marketing of local tourism products
- (b) Implementation of the programmes
  - i. Agency for programme implementation
  - ii. Source of funds for implementation
  - iii. Programme implementation mechanism
  - iv. Problems faced during implementation
  - v. Funds generated from programmes

## 6.2 Assessment of the effectiveness of the programmes of DTPCs

- (a) Awareness programmes to host community
  - i. Print materials
  - ii. Media
  - iii. Web sites
  - iv. Campaigns in educational institutions
  - v. Campaign among small entrepreneurs
  - vi. Publicity boards
  - vii. Sponsored events
- (b) Product promotion programmes
  - i. Advertisement in print/visual media
  - ii. Participation in exhibitions/seminars
  - iii. Information centres
  - iv. Websites
- (c) Provision for amenities/facilities
  - i. Tourism information
  - ii. Entertainment
  - iii. Shopping
  - iv. Tele- communication
  - v. Local conveyance
  - vi. Comfort stations
  - vii. Food and beverages

- viii. Drinking water
- ix. Waste management
- x. Tourist guide
- xi. Safety and security
- xii. Parking

### 6.3 Assessment of benefits of the programmes of DTPCs

#### (a) Socio- cultural

- i. Revival of traditional art, craft and culture
- ii. Restoration of historic building
- iii. Cultural advancement of the community
- iv. Cultural identity of the station
- v. Cultural exchange and education
- vi. Social interaction

#### (b) Economic

- i. Job opportunities
- ii. Expansion of local business units
- iii. Income of the community
- iv. Standard of living of the host community
- v. Infrastructure
- vi. Investment
- vii. Shopping opportunities

#### (c) Environment

- i. Environmental awareness
- ii. Conservation and preservation of nature

## **7. Methodology**

The present study is empirical in nature based on both primary and secondary data.

### **7.1 Sampling Procedure**

Multi-stage sampling has been used to select the sample. In the first stage, sample DTPCs has been selected. In the second stage the tourists, host community and Officials at the destinations maintained by the sample DTPCs have been selected.

#### **7.1.1 Selection of Sample DTPCs**

All the 14 DTTPCs functioning in the 14 revenue districts of Kerala form the population for the study. The southern region comprises of 4 DTTPCs (Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha), the central region consists of 5 DTTPCs (Kottayam, Idukki, Palkkad, Thrissur and Ernakulam) and the northern region comprises of the remaining 5 DTTPCs (Malappuram, Kozhikkode, Kannur, Wayanad and Kasargode). For the intensive study, two DTTPCs were selected from each of the three regions on judgment sampling technique by considering the DTTPCs which have a large number of tourists and maintain a wide variety of tourism products. Accordingly, Thiruvananthapuram and Alappuzha (representing the south), Idukki and Ernakulam (representing the central) and Kozhikkode and Wayanad (representing the north) were selected (Table 1.1).

**Table 1.1: Selection of Sample DTTPCs**

Region	DTTPCs in Kerala	DTTPCs Selected
South	1. Trivandrum	1.Trivandrum 2.Alappuzha
	2. Kollam	
	3. Pathanamthitta	
	4. Alappuzha	
Central	1. Kottayam	1.Idukki 2.Ernakulam
	2. Idukki	
	3. Ernakulam	
	4. Thrissur	
	5. Palakkad	
North	1. Malappuram	1.Kozhikkode 2.Wyanad
	2. Kozhikkode	
	3. Wyanad	
	4. Kannur	
	5. Kasargode	
Total	14	6

### 7.1.2 Selection of Sample Tourists

The monthly average for the peak season tourists (September to February) during the last three years from 2008-2010 constitute the population. A total of 480 tourists consisting of 360 domestic tourists and 120 foreign tourists were selected conveniently for the detailed study (Table 1.2).

**Table 1.2: Selection of Sample Tourists**

Region	DTPCs Selected	Domestic		Foreign			Total		
		Population*	Sample	Population*	Sample				
South	Trivandrum	100715	98	120	26824	32	40	130	16
	Alappuzha	23234	22		6752	8		30	0
Central	Idukki	46683	28	120	6589	7	40	35	16
	Ernakulam	156398	92		28718	33		125	0
North	Kozhikkode	50066	73	120	1156	22	40	95	16
	Wayanad	32382	47		939	18		65	0
Total		407478		360	70978		120	48	0

\*Monthly average of tourists for the peak season-September to February - during the last three years from 2008-2010.

### 7.1.3 Selection of Officials at DTPCs and Host Community

There were 41 project officers in all the six selected DTPCs. All the Officials were selected for the study. For selecting the host community, 25 persons from the various destinations of each DTPC have been selected conveniently and thus constitute a sample of 150 (Table 1.3).

**Table 1.3: Selection of Officials of DTPC and Host Community**

Region	DTPCs Selected	Project Officers Selected	Host Community Selected
South	Trivandrum	11	25
	Alappuzha	5	25
Central	Idukki	6	25
	Ernakulam	9	25
North	Kozhikkode	5	25
	Wayanad	5	25
Total		41	150

### 7.2 Collection of Data

The primary data were collected from three categories of respondents – tourists, host community and officials of DTPC with the help of three separate sets of scientifically pretested structured interview. The secondary data were collected from the official reports of the Ministry of Tourism, Govt. of India; the Department of Tourism, Govt. of Kerala; the State Planning Board as well as from the published and unpublished research reports on



tourism of various tourism promotional agencies, research articles, market research agencies, books and the Internet.

### **7.3 Tools of Analysis**

For data analysis, Statistical Package for Social Sciences (SPSS) has been used. The statistical tools such as average, percentages, analysis of variance (ANOVA), chi-square and mathematical tool such as Compound Annual Growth Rate (CAGR) have been used for the analysis.

### **8. Period of Study**

The study limits itself to a ten year period starting from 2001 to 2010. It was during this period that the government recognized the importance of a district level agency for tourism promotion by giving priority in allocating substantial amount to the DTPCs for identification and maintenance of tourism destination and also for creating awareness among host community. The interview for collecting primary data was conducted during the peak season of tourism in Kerala from September 2010 to February, 2011.

### **9. Presentation of the Report**

The study report is presented in seven chapters.

Chapter 1	Introduction
Chapter 2	Tourism Industry – Growth and Development
Chapter 3	Tourism Promotion in India and Abroad and Organization and Functioning of DTPCs in Kerala
Chapter 4	Identification and Implementation of the Projects of DTPCs in Kerala
Chapter 5	Effectiveness of the Programmes of DTPC in Kerala
Chapter 6	Benefits of the Programmes of DTPCs in Kerala
Chapter 7	Summary of Findings, Conclusion and Suggestions

### **10. Major Findings of the Study**

#### **1. Tourism Promotion in India and Abroad and Organization and Functioning of DTPCs in Kerala**

- 1.** Kerala and Andhra Pradesh are the two States where tourism has become the affair of district level authority. In these States, DTPCs have been established to develop the destinations. Regarding the nature of organization of DTPCs in Kerala, there is no

apex institution for its coordination and control. Each DTPC has been registered as an individual unit in the concerned district.

2. The primary resource of DTPC is the project specific funds allotted by the DoT. Almost all DTPCs are functioning only with the assistance of government; facing the problem of financial stringency.
3. There is no uniformity in the staff pattern of DTPCs. Most of the employees are appointed on a temporary/contract basis. Moreover, there is no incentive to the employees for hard work.

## **2. Identification and Implementation of the Projects of DTPCs in Kerala**

### **(a) Identification of Projects of DTPCs**

1. Majority (53.7%) of the officials stated that the idea for a new project come from own research itself. local authorities, tourism club and NGOs also propose some new project idea; their share being 24.4 per cent, 14.6 per cent and 7.3 per cent respectively.
2. All officials irrespective of regions opined that they conduct feasibility study before implementing a project.
3. All DTPCs in all the regions conduct all types of feasibility studies – economic, environmental, social and cultural before the implementation of the project.
4. In majority of the cases, DTPCs themselves develop projects (51.2%). But 29.3 per cent of the officials reported that they get Central government assistance for project development. The technical support of State government is also available to DTPCs for project development.
5. Own fund and financial support from State government are the major sources of funds for project development.

### **(b) Implementation of Projects of DTPCs**

6. DTPCs maintain their destinations properly to retain the existing tourists and also to attract new tourists.
7. Majority of the destinations of DTPCs are maintained by themselves (53.7%), followed by maintenance with the support of other agencies (39.0%). Only 7.3 per cent stated that they outsource the project maintenance work to outside agencies.

- 8.** All DTPCs collect fee for the proper maintenance of destinations.
- 9.** All officials irrespective of regions opined that they utilize the funds collected from the destination for its proper maintenance.
- 10.** Majority of the officials (80.5%) stated that only 50 per cent of the funds collected from the destination are used for its maintenance.
- 11.** Analysis of the opinion of officials of DTPC reveals that the amount collected from the destination is insufficient for its proper maintenance.
- 12.** Government assistance is used for meeting the balance amount required for the proper maintenance of the destination.
- 13.** Regarding the difficulties faced in the implementation of projects, protest from the host community ranked first, followed by lack of basic infrastructure, shortage of staff, financial constraints and environmental issues.

### **3. Effectiveness of the Programmes of DTPCs in Kerala**

#### **(a) Awareness Programmes of DTPCs**

- 1.** Print media is effective in providing awareness to host community as is evident from the opinion of majority of host community.
- 2.** Visual media is very effective in creating awareness among host community as is evident from the analysis of the opinion of both officials and host community.
- 3.** Majority of the host community expresses their view that website is effective in creating awareness among host community.
- 4.** Publicity boards are very effective in creating awareness among host community according to the opinion of majority of the host community.
- 5.** With regard to campaign among general public, most of the host community opined that it is very effective.
- 6.** Regarding campaign among small entrepreneurs in creating awareness among host community, majority of the host community viewed it is effective.
- 7.** Campaign in educational institutions reveals that it is an effective tool for creating awareness among host community even though majority of the officials viewed it as least effective.
- 8.** Organizing/participating events is not effective in creating awareness among host community as is evident from the view of host community.

### **(b) Product Promotion Programmes of DTPCs**

- 9.** Majority of officials and tourists comment print/visual media as the most effective tool for product promotion.
- 10.** Participation in exhibitions as a product promotion programme is viewed as an effective tool by majority of tourist. However, most of the officials viewed it as least effective.
- 11.** Information centres is viewed as the effective product promotion tool by a large majority of the tourists as well as officials.
- 12.** Majority of officials and tourists opined that websites are most effective in product promotion.

### **(c) Provision of Amenities/Facilities**

- 13.** Majority of the domestic and foreign tourists (92.1%) are satisfied with the functioning of information centres.
- 14.** Majority of the tourists (51.5%) are not satisfied as regards the entertainment facility at tourist destinations of DTPCs.
- 15.** Majority of the domestic and foreign tourists (56.5%) are not satisfied with the shopping facility at the destinations of DTPCs.
- 16.** Majority of the tourists in both categories are not satisfied with the facilities with regard to telecommunications at destinations (59.2%).
- 17.** Majority of the tourists in both categories are not satisfied with the facilities with regard to local conveyance (57.7%).
- 18.** Majority of tourists are not satisfied with the sanitation facility at the destinations of DTPCs.
- 19.** Regarding food and beverage facility at the destinations of DTPCs, majority of tourists are not satisfied.
- 20.** Majority of the tourists are not satisfied with the drinking water facility at the destinations of DTPCs.
- 21.** Majority (57.7%)of the tourists are highly satisfied with the waste management facility at the destinations of DTPCs.
- 22.** Majority of the tourists (66.9%) are either satisfied or most satisfied with the tourist guide facility at the destinations of DTPCs.

23. A large majority of foreign as well as domestic tourists are satisfied with the safety and security facility at the destinations of DTPCs (90.6%).
24. Most of the tourists are satisfied with parking facility at the destinations of DTPCs.
25. Only 6.7 per cent of the tourist avail the facility of site-seeing package tour of DTPCs. It is also seen that no foreign tourist avail the facility of package tour of DTPCs.

#### **4. Benefits of the Programmes of DTPCs in Kerala**

##### **(a) Socio-Cultural Benefits of the Programmes of DTPCs**

1. Majority of the host community (55.3%) stated that the level of benefits of DTPC projects in supporting the revival of traditional art, craft and culture is low.
2. A large majority of the host community (86.0%) expresses their view that the level of benefits of DTPC projects is moderate in ensuring restoration of historical building.
3. A large majority of the host community (85.3%) irrespective of regions opined that level of benefits of DTPC projects are moderate in promoting cultural advancement of the community due to increased interaction with tourists.
4. More than two-third of the host community are of the view that the levels of benefits of DTPC projects are low in preserving the cultural identity of station.
5. More than two-third of the host community are of the view that the levels of benefits of DTPC projects are low in providing cultural exchange and education.

##### **(b) Economic Benefits of the Programmes of DTPCs**

6. Entire host community is of the view that level of benefits of DTPC projects is high in providing job opportunities to the host community.
7. A lion share of host community (90.7%) is of the opinion that level of benefits of DTPC projects is high in motivating the expansion of local business units.
8. All the host community unanimously stated that the level of benefits of DTPC projects is high in increasing the income of the community.
9. A large majority of the host community (91.7%) stated that the level of benefits of DTPC Projects is high in increasing the standard of living of the host community.
10. All the host community viewed that the level of benefits of DTPC project is high in increasing the infrastructure in the destination area.

11. A large majority of the host community (90.7%) viewed that the level of benefits of DTPC projects are high in increasing the investment in the tourism destination area.
12. A lion share of host community is of the view that the level of benefits of DTPC project is either high or moderate in increasing the shopping opportunities of the host community (98%).

**(c) Environmental Benefits of the Programmes of DTPCs**

13. Majority of the host community viewed that the level of benefits of DTPC projects in increasing the environmental awareness is either moderate or high.
14. Majority of the host community (83.3%) are of the view that the level of benefits of DTPC project is low in conserving and preserving nature.