

Effect Of Tourism Industry In Kerala: An Empirical Study Of Host Community

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Abstract: Tourism industry has steadily acquired an increasingly significant position in the global economy. A naive impression of it may illustrate the industry merely as a provider of basic facilities with a view to meet the expectations and perceptions of the tourists. A closer look would, however, reveal that, it incorporates and entails a whole set of complex factors and forces. Tourism promotes people-to-people contacts, ethnic cultural understanding, mutual appreciation and co-operation, thereby promoting peace. Kerala is one of the most popular tourist destinations in the world with its unique culture and traditions, combined with its varied demography. The government tourism program, based on the local culture, wildlife experience, charitable work and personal development of the local population, encourages environmentally sustainable tourism. This paper try to analyze the effect of tourism on the host communities and to examine whether tourism have any effect on their socio-economic status.

Keywords: Tourism, Host community, tourists

I. INTRODUCTION

Tourism is one of the most successful and fast growing business activities in the world. Economic diversification and technological improvement has created a very conducive environment for tourism development. Tourism acts as a driving force for employment generation, poverty alleviation and social harmony. It is a multi- dimensional activity. This creates jobs financially, adds to the gross domestic product and leads to growth in resources

and exports. Travel and tourism provides socially and culturally the opportunity to create jobs for minorities and disadvantaged groups, create appropriate management skills training, provide local people with education and technology and alleviate poverty in developed countries. The climate is crucial to ensuring the continued presence of visitors at destinations, so that travel and tourism achieve an optimal balance of their natural resources. India is one of Asia's most famous tourist resorts. In the economic development of the country, Tourism plays a critical role with a contribution of 6.23% to the national GDP and 8.78% to total employment in India. A large number, skilled and unqualified, are the second largest foreign-exchange earners. India has intrigued many people from all over the world, because it is secular and rich in culture. The majority of foreign visitors are from the United States, United Kingdom and Germany. The top 5 states to receive visitors from the incoming countries include Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan.

Kerala, the southern State of India, also known as “Gods Own Country”, is one of the most popular tourism destinations in India. Its tropical climate, beautiful palm-fringed beaches with pristine stretches of sand, the serenity of the backwaters and the clean blue Arabian sea, make Kerala one of the most beautiful destinations in India. Kerala is one of India's top tourism destinations due to its rich cultural heritage, its spas and resorts, where traditional curative treatments and the prospect of relaxation and water sports are practiced. Today, we have a plethora of concepts in tourism like nature tourism, environment friendly tourism, soft tourism, people's tourism, pro-poor tourism, agro-tourism, ethnic tourism, health tourism, medical tourism, endogenous tourism, back water tourism, integrated tourism and so on. A common feature of these several forms is that the base is provided by nature. Today, Kerala Tourism is a global super brand and is regarded as one of the destinations with the highest brand recall. In 2010, Kerala attracted 6.59 lakhs of foreign tourists (an increase of 18.31 per cent) and 85.95 lakhs of domestic tourists (an increase of 8.6 per cent) as compared to the previous year thus making it one of the fastest growing tourism destinations in the world. The tourism industry significantly contributes to the State's economy and has considerable potential in Kerala. The State's eco-sustained tourism policy focuses on local culture, wildlife experiences, and volunteering and local people's personal development. Kerala has been acknowledged to be India's only 'mega tourist brand' and has been able to develop strengths in several core product creation and infrastructure development areas.

The condition of many of the destinations is very poor due to the negligence of the concerned

authorities. Beaches have become the dumping grounds of garbage and waste left by tourists. Again, the tourist infrastructure in most of the destinations is either bad or meagerly maintained and also awareness about the destinations is also reported to be poor. Thus, strenuous efforts from all concerned in the area of tourism promotion is of a pressing need as these efforts alone can help to further augment in the Indian tourism industry.

II. REVIEW OF LITERATURE

In order to streamline the present study and also to bridge the existing literature gap it was felt appropriate to review the studies conducted by individual researchers and institutions in the area of tourism and its different individual researchers and institutions in the area of tourism and its different aspects. A review of such studies, summarized in chronological order, is stated below.

Annamalai Murugan (2008) in his article, “ Tourism Studies in Universities”, observes that the universities have a crucial role to play educating people at all levels and conduct research . He concludes in his study that a concerted effort with a mission-mode is called for and there is confidence that the universities will take up to the challenge of tourism in the near future.

Gopal, R. (2008) studied the key issues and challenges that a hospital faces in promoting medical tourism. The study reveals that the main driving force for patients to visit medical tourists' countries like India, Singapore etc. is the high cost of the treatment as well as the long waiting period. The study also points out that Kerala has been very successful in medical tourism. The presence of several tourist spots like the Alappuzha Beach, Kappad Beach, Kovalam Beach, Marari Beach, Periyar Wild Life Sanctuary, Thekkadi Wild Life Resorts etc. and the ancient art of treatments have made Kerala very successful in medical tourism.

M/s Consulting Engineering Services (India) Pvt.Ltd (2008) in their study, “Evaluation of the Scheme of Financial Assistance to States for Development of Circuits/Destinations”, covers 41 sample projects spread over 10 States. The study evaluates the impact of the scheme , particularly on tourist arrivals, creation of infrastructure like accommodation, travel agencies, guide services, etc., employment generation, income generation, socio-economic upliftment

of local people, and the overall development of the area.

Indian Institute of Tourism and Travel Management (2010) selected a total of 1025 tourists with reduced mobility from six attractions which are essentially historic- cultural in nature for studying “problems and prospectus of Accessible Tourism in India”. The study reveals the domestic tourists cited the critical factors that influence their travel decisions are economic in nature viz. reasonably priced tourism products and better income opportunities. Foreign tourists view the factors, in order of importance are provision of safety support systems, proper information about availability of aids/equipment’s, reasonably priced tourism products and availability of accessible vehicle at destinations. The study also suggests that tourism, travel and hospitality management institutions in India may be advised to incorporate accessible tourism and disability awareness modules in their curriculum for both teaching and training purposes.

Lone et. al., (2013) have been working on an evaluation of the current value of Jammu and Kashmir touristic infrastructure. In this analysis, the performance of tourism infrastructure has been calculated using 08 variables and corporate matrix to show the similarity between them.

The Itoo (2013) revealed the historical development of the Cashmirian tourism industry and its causes during the years 1947 to 1989. The statistics of tourism's arriving in Kashmir show that, given many ups and downs during this time, tourist industry has progressed greatly and has reached its maximum growth in the 80s of the 20th century.

Itoo and Rather (2014) have suggested that in 1989 there were so much disturbance to the life of Srinagar by a popular movement demanding Independence from India backed by several insurgent organizations that hardly any visitors and famous mobile homes on its lakes had been abandoned since 1990. Itoo, M. A., & Rather, F. A. (2014). Tourism of Nineties: A case study of Kashmir Valley. *IMPACT: International Journal of research in Arts and literature*, 2 (4), 109-112.

Zamfir and Corbos (2015) studied the sustainable tourism development in Bucharest. The study revealed that managing sustainable tourism development had become a thrust area of national development. The scholars found that sustainable tourism development was highly beneficial socially, economically, culturally and environmentally. The scholars suggested

useful ideas and guidelines for future researchers in the area of managing sustainable urban tourism development. 44

Giap et. al. (2016) carried out a study on the development drivers of tourism industry in Malaysia. The study revealed that tourism industry had generated considerable foreign exchange revenues for better socio-economic development of Malaysia and other countries. The scholars reported that Malaysia's government disbursements on tourism promotion and infrastructure investments such as improving airport facilities were causal. The scholars suggested certain strategies for tourism development in Malaysia.

Sahadevan (2017) examined the Aqua tourism in Kerala with a focus on angling for recreation. The study revealed that Kerala had paid little attention for the development of recreational fisheries, in mid land and in the coastal regions. The scholar noted that the potential use of pearl spot as a game fish in Kerala, in both fresh 45 and brackish water areas was important from the tourism point of view. The scholar suggested that there is an imperative need to recognize the potential of the species for angling in tourism sector.

Pisolkar and Chaudhary (2018) evaluated the challenges for wellness tourism development in Maharashtra state. The study revealed that wellness tourism had gained a new momentum in Maharashtra and other parts of India. The scholars stated that the government of Maharashtra had promoted medical and wellness tourism for the benefit of the tourists. The scholars suggested that, specific strategies should be designed and adopted to integrate local stakeholders to develop wellness tourism.

III. STATEMENT OF THE PROBLEM

As a model in the development of tourism among the Indian States, Kerala has successfully promoted its tourism efforts in a focused way. Kerala will develop rapidly in the tourism sector as a green State with favorable climatic and natural environments. There are more than 250 different places of tourist significance and potential throughout the state. In addition, the state has several project opportunities that must from time to time be identified and implemented on the basis of emerging trends. However, based on the available literature, it is revealed that the potential for Kerala tourism for improving the socio-economic development of the State and in improving the socio-economic status of the host community in the tourism

destinations and the role of service providers for the promotion of tourism development of Kerala has not been addressed by the social scientists.

Therefore, a comprehensive study on the potential of Kerala as an integrated tourism hub is important by considering the vast and diversified potential of tourism in the state and the effect of tourism on host community in Kerala. The present study was conducted against this backdrop.

IV. SIGNIFICANCE OF THE STUDY

Kerala is bestowed with various attractive features for tourism development. It is bestowed with golden beaches, beautiful lakes, splendid waterfalls, cascading rivers, calm back waters, well-kept wildlife sanctuaries, tempting hill resorts, graceful valleys, exotic spices, numerous historical and archaeological remnants, and pilgrim centers of different regions, colorful fairs and festivals in which tourists are especially interested in, besides, the cosmopolitan outlook of the people. In terms of grassroots preparation for the selection, execution and operation of tourism initiatives, the idea of integrated tourism is widely praised. A deep analysis of the potential of Kerala as an integrated tourism center by looking at the views of tourists, the host community and service providers in the various tourist destinations is justified in keeping with the alarming growth of the tourism industry worldwide and by taking into consideration the enormous potential of Kerala's tourism sector. It is hoped that the study will be of great use to the policy makers for attracting more tourists by proper planning and implementation with respect to tourism promotion. It will also definitely be useful to prospective investors, potential tourists and also to the host community.

V. OBJECTIVES

The present study is undertaken with a view to evaluate the potential for Kerala as an integrated tourist center, from the point of view of host community. The specific objective is:

- ❖ To evaluate the socio-economic status of host community in Tourism Development in Kerala.

VI. METHODOLOGY OF THE STUDY

The study is analytical and descriptive in nature based on both primary and secondary data.

Sampling

Multi-stage sampling has been used to select the sample. In the first stage, three sample districts have been selected one each from south (Thiruvananthapuram), central (Alappuzha) and north (Waynad) regions of Kerala. In the second stage, the host community at the destinations have been selected. For the selection of sample of host community, 25 respondents from each of the three regions have been selected conveniently and thus constitute a sample of 75 respondents.

Collection of Data

The primary data were collected from host community with the help of scientifically pretested structured interview schedules. The secondary data were collected from official reports of the Ministry of Tourism, Government of India, The Department of Tourism, Government of Kerala, State Planning Board, Kerala, 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.

Tools of Analysis

The collected data were analyzed and interpreted with the help of arithmetic and statistical tools such as average, percentage.

VII. ANALYSIS AND INTERPRETATION**SOCIO-ECONOMIC STATUS OF HOST COMMUNITY IN TOURISM
DESTINATIONS IN KERALA****➤ Profile of Host Community**

For analyzing the personal traits of host community, variable viz., gender, age, education, occupation, and income, category of host community and relation of host community with tourism have been used.

1. Gender

Regarding the gender of host community, Table 1 reveals that 78.67 per cent of them are males and the rest 21.33 are females. The region-wise analysis also finds no variation.

Table 1

Gender-wise Classification of Host Community

Gender	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Male	18	72	19	76	22	88	59	78.67
Female	7	28	6	24	3	12	16	21.33
Total	25	100	25	100	25	100	75	100.00

Source: Primary data.

2.Age

The age of host community is a factor determining the development of tourism of any destination. Usually people belonging to the old generation are traditional and conservative and may not be receptive to new ideas and they are less dynamic, compared to the younger generation. Regarding the age of host community, majority of them (61.33 per cent) are in the age group of 25-44(Table 2). While 18.67 per cent are in the age group of 45-54, 12.00 percent are below the age of 25. But 8.00 per cent are the above the age of 55. The region-wise analysis also finds no such variation.

Table 2

Age-wise Classification of Host Community

Age	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Below 25	1	4	3	12	5	20	9	12.00
25-34	9	36	5	20	9	36	23	30.66
35-44	5	20	13	52	5	20	23	30.67
45-54	6	24	3	12	5	20	14	18.67
55 and above	4	16	1	4	1	4	6	8.00
Total	25	100	25	100	25	100	75	100.00

Source: Primary data.

3. Education

The education of host community also affects their attitude towards tourists and tourism development. As regards the education of host community, 40.00 per cent are SSLC while, 26.66 per cent are below SSLC. But, 20.00 per cent are Plus Two and the rest 13.34 per cent are either graduates or post graduates (Table 3). The region-wise analysis also finds no wide variation.

Table 3
Education of Host Community

Education	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Below SSLC	10	40	5	20	5	20	20	26.66
SSLC	8	32	10	40	12	48	30	40.00
Plus Two	4	16	6	24	5	20	15	20.00
Graduate	2	8	4	16	2	8	8	10.67
Post graduate	1	4	0	0	1	4	2	2.67
Total	25	100	25	100	25	100	75	100

Source: Primary data.

4.Occupation

While analyzing the occupational status of the host community, it is observed that majority (46.67 per cent) of them are doing some business or profession. But 17.33 per cent are engaged in agriculture and 16.00 per cent are salaried group. Only 13.33 per cent are unemployed. The remaining 6.67 per cent are households. The region- wise analysis also finds no wide variation (Table4).

Table 4
Occupational Status of Host Community

Occupation	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Salaried	5	20	2	8	5	20	12	16.00
Business/Profession	15	60	12	48	8	32	35	46.67
Agriculture	2	8	5	20	6	24	13	17.33
Unemployed	1	4	4	16	5	20	10	13.33
Household	2	8	2	8	1	4	5	6.67
Total	25	100	25	100	25	100	75	100.00

Source: Primary data.

5. Monthly Income

Regarding monthly income of host community, it is evident that majority (46.67 per cent) of them have income up to Rs.5000. But 28.00 per cent have monthly income of Rs. 10000.Only 14.67 per cent have monthly income in the range of Rs.10001-15000. Remaining respondents (10.66 per cent) have monthly income above Rs.15000 (Table5).The region-wise analysis also does not find any considerable variation.

Table 5
Monthly Income of Host Community

Monthly Income (Rs.)	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Below 5000	14	56	12	48	9	36	35	46.67
5000-10000	5	20	8	32	8	32	21	28.00
10001-15000	3	12	3	12	5	20	11	14.67
15001-20000	2	8	1	4	1	4	4	05.33
20001-25000	1	4	1	4	1	4	3	04.00
Above 25000	0	0	0	0	1	4	1	01.33
Total	25	100	25	100	25	100	75	100.00

Source: Primary data.

6.Improvement of Employment

From the Table 6, it is noted that, the whole respondents (100.00 per cent) are of the view that through tourism development initiatives of their locality has definitely improved their employment opportunities to a large extent. The region-wise analysis also finds no variation.

Table 6
Opinion of Host Community on Improvement of Employment

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	25	100	25	100	25	100	75	100.00
Not improved	0	0	0	0	0	0	0	0
Total	25	100	25	100	25	100	75	100.00

Source: primary data

7. Opinion of Host Community on Improvement of Income

The views of host community in respect of improvement of income are tabulated in Table 7. All the respondents (100.00 per cent) supported the theoretical view, stating that their income has improved due to the development of tourism activities in their locality. Thus it seems that, people involvement in either tourism or tourism related activities have the

potential to improve their income level satisfactorily.

Table 7
Opinion of Host Community on Improvement of Income

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	25	100	25	100	25	100	75	100.00
Not improved	0	0	0	0	0	0	0	0
Total	25	100	25	100	25	100	75	100.00

Source: primary data

8. Improvement of Savings

From Table 8, it is clear that host community amounting to 96.00 per cent held the view that their saving status has improved. Only 4.00 per cent recorded poor responses towards their saving status. No significant variation had found in different regions in this respect.

Table 8
Opinion of Host Community on Improvement of Savings

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	25	100	24	96	23	92	72	96.00
Not improved	0	0	1	4	2	8	3	04.00
Total	25	100	25	100	25	100	75	100.00

Source: primary data

9. Improvement of Investment

From Table 9, it is clear that host community amounting to 81.33 per cent held the view that their investment behavior has improved considerably. Only 18.67 per cent recorded poor responses towards their investment status. However the views of host community in the southern region were of the opinion that their investment behavior had improved a great extent.

Table 9

Opinion of Host Community on Improvement of Investment

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	23	92	20	80	18	72	61	81.33
Not improved	2	8	5	20	7	28	14	18.67
Total	25	100	25	100	25	100	75	100.00

Source: primary data

10. Improvement of Individual Assets

From the analysis it was observed that majority (89.33 per cent) of the respondents are of the opinion that their asset holdings improved based on tourism development in their locality. Only 10.67 per cent had the reverse opinion. The region- wise analysis also finds no significant variation.

Table 10

Opinion of Host Community on Improvement of Individual Assets

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	22	88	23	92	22	88	67	89.33
Not improved	3	12	2	8	3	12	8	10.67
Total	25	100	25	100	25	100	75	100.00

Source: primary data

11. Improvement of Education to Children

From the analysis, it is observed that the majority (84.00 per cent) of the host community opined that their employment in the tourism sector had helped in improving the educational status of their children. It was also noticed that 16.00 per cent of the respondents found it has not improved. The region- wise analysis also finds no significant variation.

Table 11

Opinion of Host Community on Improvement of Education to Children

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	20	96	21	84	22	88	63	84.00
Not improved	5	4	4	16	3	12	12	16.00
Total	25	100	25	100	25	100	75	100.00

Source: primary data

12. Opportunity for Cultural Exchange

Majority host community (57.33 per cent) were of the view that their opportunity for cultural exchange were improved through tourism development initiatives in their locality. Not less than 42.66 per cent of the host community expressed totally negative responses in this respect. Region –wise analysis also finds no significant variation

Table 12

Opinion of Host Community on Opportunity for Cultural Exchange

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	15	60	12	48	16	68	43	57.33
Not improved	10	40	13	52	9	32	32	42.66
Total	25	100	25	100	25	100	75	100.00

Source: primary data

13. Proficiency in Foreign Languages

From Table 13, it is clear that host community amounting to 54.67.00 per cent were of the opinion that the tourism development had helped them to improve the proficiency of foreign language. Not less than 34.00 per cent of the host community felt that tourism development in the locality had not helped them in improving the proficiency of foreign languages. Region-wise analysis also finds no significant variation in this respect, but in the central region, not less than 52.00 per cent of the host community were of the opinion that their proficiency in foreign languages has not improved considerably with tourism development.

Table 13

Opinion of Host Community on Proficiency in Foreign Languages

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	15	60	12	48	14	56	41	54.67
Not improved	10	40	13	52	11	44	34	45.33
Total	25	100	25	100	25	100	75	100.00

Source: primary data

14. Opinion of Host Community on Use of Technology

From Table 14 it is clear that host community amounting to 60.00 per cent were of the opinion that the tourism development had not helped them to improve the skill of the use of technology. Not less than 40.00 per cent of the host community felt that tourism development in the locality had helped them in improving the use of technology. Region-wise analysis also finds no significant variation in this respect.

Table 14

Opinion of Host Community on Use of Technology

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	10	40	8	32	12	48	30	40.00
Not improved	15	60	17	68	13	52	45	60.00
Total	25	100	25	100	25	100	75	100.00

Source: primary data

15. Exposure to Media

Exposure to electronic media, such as radio programs, television programs, and access to internet facilities, is an important factor in the social development of people in any part of the world. It helps them to form a view on issues and matters connected with the society. The versions projected by the host community in relation to exposure to electronic media are quoted in Table 15. The analysis reveals that the majority (60.00 per cent) host community are viewed that their exposure to media had not improved in connection with tourism development in their locality. However 40 per cent are viewed that their status relating to exposure to media had improved just because of the effect of tourism development. The region-wise analysis also finds no significant variation.

Table 15

Opinion of Host Community on Exposure to Media

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	10	40	9	36	11	44	30	40.00
Not improved	15	60	16	64	14	56	45	60.00
Total	25	100	25	100	25	100	75	100.00

Source: primary data

16. Infrastructural Facilities in the Locality

From Table 16 it is clear that host community amounting to 64.00 per cent were of the opinion that the tourism development had helped a lot to improve the infrastructural facilities at the destination. Not less than 36.00 per cent of the host community felt that tourism development in the locality had not helped in improving the infrastructural facilities. Region-wise analysis also finds no significant variation in this respect.

Table 16

Opinion of Host Community on Infrastructural facilities in the Locality

Opinion	Regions						Total	
	South		Central		North			
	No	%	No	%	No	%	No	%
Improved	10	40	20	80	18	52	48	64.00
Not improved	15	60	5	20	7	48	27	36.00
Total	25	100	25	100	25	100	75	100.00

Source: primary data

VIII. FINDINGS

The analysis and interpretation were made by incorporating the primary data collected from host communities of the selected regions under study. In this section, an attempt is made to summarize the findings of the study. It is hoped that the results of the study would be beneficial to the planners, policy makers, administrators, researchers, , host community and general public.

➤ **Major Findings of the Study**

1. Regarding the gender of host community, the analysis revealed that 78.67 per cent of them

are males and the rest 21.33 are females. The region-wise analysis also finds no variation.

2. Regarding the age of host community, majority of them (61.33 per cent) are in the age group of 25-44.
3. As regards the education of the host community, majority of them are having the qualification SSLC (40.00 per cent). About 13.34 per cent are either graduates or post graduates. The region-wise analysis also finds no wide variation.
4. While analyzing the occupational status of the host community it is observed that majority (46.67 per cent) of them are doing some business or profession.
5. Regarding monthly income of host community, it is evident that majority (46.67 per cent) of them have income up to Rs.5000 only.
6. The whole respondents (100.00 per cent) of the host community were of the view that through tourism development initiatives of their locality has definitely improved their employment opportunities to a large extent. The region-wise analysis also finds no variation.

Regarding the improvement of income of the host community, the whole respondents (100.00 per cent) supported the theoretical view, stating that their income has improved due to the development of tourism activities in their locality. Thus it seems that, people involvement in either tourism or tourism related activities have the potential to improve their income level satisfactorily.

7. Regarding the saving status of the host community the study revealed that not less than 96.00 per cent held the view that their saving status has improved.
8. From the analysis it was observed that majority (89.33 per cent) respondents were of the opinion that their asset holdings improved based on tourism development in their locality.
9. A vast majority (84.00 per cent) of the host community held the view that their employment in the tourism sector helped in improving the educational status of their children.
10. The analysis reveals that the majority (60.00 per cent) of the host community are of the view that their exposure to media had not improved in connection with tourism development in their locality.
11. Majority respondents of host community (57.33 per cent) were of the view that their opportunity for cultural exchange was improved through tourism development initiatives in their locality.

12. It is clear from the study that, host community amounting to 64.00 per cent were of the opinion that the tourism development had helped a lot to improve the infrastructural facilities at their destinations.
13. Majority host community (60.00 per cent) held the view that the tourism development had not helped them to improve the skill of the use of technology.
14. Majority host community (54.67.00 per cent) were of the opinion that the tourism development had helped them to improve the proficiency of foreign language. Not less than 34.00 per cent of the host community felt that tourism development in the locality had not helped them in improving the proficiency of foreign languages. But in the central region, the results shows that not less than 52.00 per cent of the host community were of the opinion that their proficiency in foreign languages has not improved considerably with tourism development.

IX. CONCLUSION

Tourism is one of the most successful and fast growing activities in the State Kerala. It acts as a driving force for employment generation, poverty alleviation and social harmony. The Government of Kerala had taken concerted steps in the promotion and development of tourism industry at regional and local levels. The State Kerala is bestowed with various attractive features for tourism development. A balanced climate, green vegetation, natural tourist spots, fully literate population etc. are considered as Kerala's strength in tourism to refer it as a paradise for tourists. From a close analysis, it is revealed that the Government of Kerala through various District Tourism Promotion Councils undertake a number of programs for awareness creation, product promotion and provision of amenities at tourism destinations etc. The tourism projects are beneficial to the host community from the socio-cultural, economic and environmental point of view. Through this study, it is found that socio-economic status of host communities improved by tourism activities in Kerala.

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