



Tourism Entrepreneurship in Kerala and Sustainable Development

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ABSTRACT

The article instigates an overview of sustainable development and the role of entrepreneurship by enchanting the example of Kerala Tourist Entrepreneurs and its summaries the recent contributions of such entrepreneurs for the sustainable development of the State. Entrepreneurship is commonly treated as one of the foremost criteria for the progress of any nation/state. New and new enterprises are being established as a sure shot for countless social and environmental anxieties. The importance of tumbling perilous and draining activities of the business endeavors towards the nature is the core of sustainable development. The article is an intense effort to look into the matter of sustainable development of tourism entrepreneurship in Kerala.

Keywords: Sustainable development, Tourism, Unencumbered development, Kerala Government, brittle environment and eco system

INTRODUCTION

The State has been recording notable levels of progress in tourist arrivals in the recent years. But the economic involvement of the tourism industry to the State's economy is not much noteworthy and at the same time it has major environmental allegations. The Kerala government, specifically the tourism department takes inventiveness to make 'tourism' as a paddle of growth (Edward & George, 2008) by way of increasing the inflow of foreign exchange and creation of employment opportunities to support the economy of the state. Likened to the other states in India, Kerala is exceptional for its attractive geographical diversity in its smallest territorial boundary. Kerala the so-called gods own country is well flourished with natural splendours (Thimm, 2017) and eco spots and is one of the popular tourism places in India. This offers the tourists a range of differentiated experience such as wildlife sanctuaries, mountain trucking, beaches, backwaters, evergreen forests and diverse flora and fauna of Kerala.

Expansion of the tourist destinations will be controlled and delimited based on the strategies framed through Area Development Plans. The strength of Tourism in Kerala is its admirable natural resources in the form of beaches, backwaters, hill stations and wildlife sanctuaries (Vasudevan, 2008). Having understood the importance of sustainable development of these places, Kerala Tourism emphasizes on plummeting the antagonistic effect of tourism on the ecology and the natural plenteousness of the State and conserving its valuable environment. Along with the efforts taken by the State to fascinate more and more tourists, the serenity of the natural and ecological environment should be least affected (Sanu S J, 2018). The table and chart below show the international and tourist arrivals to Kerala.

Kerala: International and domestic Tourist Arrivals during 2019

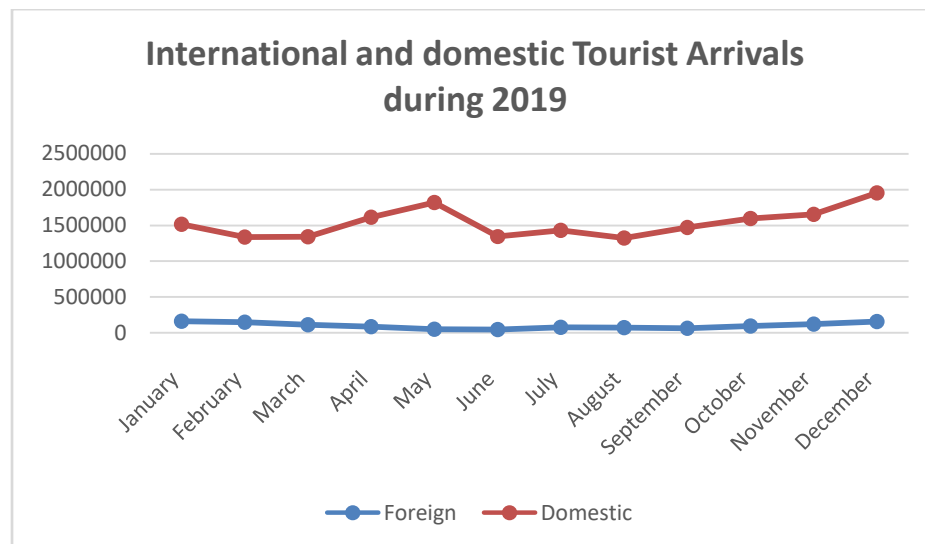
SI No	Month	Foreign	Domestic
1	January	160588	1515551
2	February	148024	1335665
3	March	113857	1339252
4	April	86693	1613257
5	May	49952	1818986



6	June	45675	1341496
7	July	78034	1430508
8	August	74210	1321175
9	September	62942	1468337
10	October	94205	1594093
11	November	120848	1652890
12	December	154743	1953023
	TOTAL	1189771	18384233

(Source: Kerala Tourism Statistics, Government of Kerala, India)

Kerala: International and domestic Tourist Arrivals during 2019 (Chart)



(Source: Primary preparation based on above table)

International Tourist arrivals have grown over the. In the same way if we check the growth rate of domestic tourist arrivals, there is a very good progression trend and strictly under sustainable development. A comparison of 2019 and 2018 is given below

FOREIGN	
No. of Foreign Tourists in 2019	1189771
No. of Foreign Tourists in 2018	1096407
% Variation over Previous year	8.52%
Foreign Exchange Earnings 2019	10271.06 crores
Foreign Exchange Earnings 2018	8764.46 crores
% Variation over Previous year	17.19%

(Source: Kerala Tourism Statistics, Government of Kerala, India)



DOMESTIC	
No. of Domestic Tourists in 2019	18384233
No. of Domestic Tourists in 2018	15604661
% Variation over Previous year	17.81%
Total revenue generated 2019 (Direct and Indirect)	45010.69 Crores
Total revenue generated 2018 (Direct and Indirect)	36258.01 Crores
% Variation over Previous year	24.14%

Kerala is a leader in India when it comes to the destination management, tourism promotion as well as tourist arrivals. The international arrivals show an increase of 8.52% with a remarkable income hike of 17.19%. Like wise in domestic arrivals also there is a tremendous growth of 17.81%.

Safety and Security of Tourists

The tourism sector is extremely penetrating to pieces regarding safety and security of the tourists. The accidents such as ‘Kumarakam Boat Accident’ and ‘Athirappilly Waterfalls accident’ are instances for a trivial decay in the tourist places in Kerala. Occurrences of tourist accidents in Kerala are actually a question to be addressed by the tourist department in Kerala. Such reports have been leading to a minor descending trend in the international arrivals across the globe. Tourists, particularly foreign tourists, observe themselves as susceptible in a foreign land and carefully look at this dimension while determining their travel plans. The word ‘Suraksha’ also mean ‘environmental protection’, which forms a critical requirement for confirming sustainable development of tourism in a state. Suraksha, which literally means ‘security’ or ‘protection’ in Hindi, translates to this significant tourism dimension. Accordingly, the following sections cover Kerala’s response to this dimension through two parameters, ‘safety and security’ and ‘environmental protection’.

Insured Holidays: A Concept of Risk Management

Kerala Tourism Development Corporation (KTDC) has introduced for the first time in India the concept of insured holidays. When a tourist picks from KTDC’s exclusive packages or on remaining successively for three nights or more in any of KTDC’s first-class properties, the tourist will inevitably turn out to be insured for a sum of Rs.2 lakh during the specified period. Under this, all the premium holiday packages of KTDC will be insured, guaranteeing a totally relaxed and stress-free holiday by freeing a tourist of all apprehensions that precede a holiday.

The insurance scheme will cover.

- Medical expenses for injury caused by accident
- Death, Permanent Total Disability and Permanent Partial Disability
- Personal liability subject to a limit of Rs. 1 lakh
- Loss of passport and baggage
- Cost of alternate travel expenses in the event of accident and damage to vehicle
- Medical expenses for: (initial 72 hrs), acute gastro-enteritis, stroke, heart attack

Environmental Protection

The exclusive feature of Kerala tourism is that it is principally hooked on on the natural resources like hill stations, beaches, backwaters, sanctuaries, lagoons, forests etc. In this background, the fortification of the environment and ecological balance and the deterrence of any damage to these, safeguarding sustainable tourism development have been seen as perilous by the State. Actions have also been taken by the State through its ‘green palm’ certification of houseboats for guaranteeing constructive environmental approach. Now a days, optimistic creativities and efforts are being made by voluntary organizations and NGOs in the State towards the above goal. However, remarking those firmer dealings are necessitated for the future, the State has proposed severe environmental measures as part of its Vision 2025. A key deed schema under the Vision 2025 is to trail sustainable tourism development, with a focus on protection and conservation of heritage. Under this,



Kerala recommends to work towards an enduring plan of assessing the 'carrying capacity' of all the tourist centers to regulate developments and launch systems and procedures to implement sustainable tourism development, including conservation, preservation and benefit allotment with local communities/people.

In the recent period of debauched expansion environmentalist and the policy makers are really conscious about the critical role of local communities in shielding the ecology of any region. The part of local communities in tourism is foreseeable because of many reasons. It is very obligatory to perform the role of communities by them as they are philanthropic a chance to the outsiders to enter their own land of living as tourists. They are the key troupes in safeguarding the natural resources in their own locality and such a behavioral pattern will unquestionably help the peoples to conserve bio diversity in any of the locality in the world. The faultless and effective way of using natural resources is the only way of conserving the resources for tomorrow and the local communities will of course do their extreme in their locality. Moreover, the benefits of tourism should eventually reach to the local peoples which will lead to social and economic development of the locality. Therefore, sustainable tourism is possible more through the active involvement of local communities.

The Government of Kerala plans to approve an Act for the conservation and preservation of special tourism zones. Government would have the right to notify certain areas as 'special tourism zones. Detailed guidelines will be prepared for the conservation and preservation of the special tourism zones. Any development/activity in the special tourism zones will be carried out only according to the guidelines. A special 'Tourism Conservation and Preservation Committee' will be formed for each special tourism zones for the preparation, implementation and monitoring of the guidelines.

The Kerala government adopted "Responsible Tourism" as the spine of its tourism policy and selected Kumarakom, Kovalam, Wayanad and Thekkady as important terminuses for executing the notion. The objective is to encourage community rendezvous in tourism- planning and programmes. The community assignation arose creation of micro enterprises, undertaking group farming, and setting up of ethnic restaurants run by women from BPL families. The initiative has been buoyed by strong policy interventions that aligned motivations and supports within the framework. The tourism strategy thus progressively evolved into the more comprehensive and united concept of sustainable tourism. The recent Tourism Policy 2012 reinforces the need to have a comprehensive sustainable development strategy to promote tourism. It has balanced economic vitality with environmental, social and cultural thoughts.

CONCLUSION

The justifiable tourism in its ways of activity plays a vigorous role in harmonizing the financial system without disturbing the natural balance of ecologies in the state. In olden days if the Arabs and Dutch were the catalysts to surge the stride of international trade in India. Tourism is the admirer to figure up a separate economic diverse in the country. The adverse thought of tourism is its hostile things towards the environment, whereas, the concept of sustainable development is under execution in the State. The Government of Kerala adhere strictly with this sustainable development policy and also the State is hardily working to announce new policies and precautions to free the environment from harmful activities without disturbing the progress of leisure industry.

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