



Government of Kerala



# 2007 KERALA TOURISM STATISTICS



*Prepared by*  
Research and Statistics Division  
Department of Tourism

[www.keralatourism.org](http://www.keralatourism.org)



Government of Kerala  
Department of Tourism

# Kerala Tourism Statistics - 2007



RESEARCH & STATISTICS DIVISION  
DIRECTORATE OF TOURISM  
Park View, Thiruvananthapuram





## Foreword

Travel & Tourism is one of the world's leading growth sectors. Kerala, renowned as *God's Own Country* is blessed with a rich landscape carpeted with green rice fields and dense tropical forests. While the beach buffs can have unlimited fun at the picturesque beaches and its lagoons, Kerala proves to be an amazing treasure trove for the culture seekers. Equally enchanting are its emerald backwaters, exotic wild life, beautiful waterfalls, historic monuments and misty hill stations. An exotic mixture of nature's very best, Kerala has over the years emerged as an important health tourism destination. For the devout pilgrim too Kerala has much to offer in the form of ancient temples, beautiful churches, mosques etc.

During the year 2007, the international tourist arrival to Kerala crossed 5 lakhs and the foreign exchange earnings grossed over Rs.2640.94 crores. Domestic tourist arrivals during 2007 was 66,42,941 while total revenue generated from the tourism industry is estimated at Rs.11,433 crores.

The book titled **Kerala Tourism Statistics 2007**, prepared by the Research & Statistics division of the Department of Tourism covers data pertaining to international and national tourist inflow, the key markets, trends in tourist arrival and earnings from tourism. My sincere appreciation to all who toiled to bring out this publication. It brings added pleasure to know that such a valuable book is being published every year.

I am confident that this book will be very useful to the planners, research scholars, academicians and stakeholders of the tourism industry.

Suggestions for improvement are most welcome.

Thiruvananthapuram

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## MESSAGE

Kerala has been recognized as the best tourist brand in the world. This is achieved by introducing diverse tourism products, developing new centres of attraction and upgrading existing major tourist centres. I have the gratification of implementing several new projects within the last two and a half years. It is indeed a pleasure to present the statistical data of Kerala Tourism.

This book titled **Kerala Tourism Statistics 2007** covers data pertaining to International and National Tourist inflow, the key markets, trends in tourist arrivals, earnings from tourism and other useful information relating to the tourism industry. The concerted effort behind the preparation of this book is commendable and I am confident that **Kerala Tourism Statistics 2007**, prepared by the Research and Statistics Division of the Department of Tourism will provide important information to planners, research scholars, academicians and the stakeholders of tourism industry.

I wish all success to this endeavour.

Sd/-

Kodyeri Balakrishnan



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## MESSAGE

Kerala, the lush green strip of land on the southwest coast of India lies snuggled between the vast Arabian Sea on its west and the Western Ghats in the east. This tropical paradise with its spectacular and diverse natural attractions has long attracted holidaymakers from across the world. A 600 km long coastline stretching across 11 out of its fourteen districts, numerous canals networked by placid backwaters and misty hill stations dotting the landscape has made it one of the most acclaimed state in the world. Be it the centuries-old holistic medicine of Ayurveda, the unique boat races that is the largest team sport in the world, the ride through the winding waterways in a cosy houseboat or the colourful and exotic festivals, Kerala offers a multitude of experience to the tourists.

The land's natural beauty is further enhanced by a rich tradition of music and arts dating back over a thousand years, making Kerala truly God's Own Country. From the oldest ritual dance drama of Koodiyattom to Kathakali referred to as the first theatre of imagination of the world, Kerala's rich cultural heritage is a feast for the discerning traveller.

This book titled Kerala Tourism Statistics 2007 covers data pertaining to International and National Tourist inflow, the key markets, trends in tourist arrivals, earnings from tourism and much useful information relating to the tourism industry. The concerted effort behind this book is laudable and I am confident that Kerala Tourism Statistics 2007, prepared by the Research & Statistics Division of the Department of Tourism will provide important information to the planners, research scholars, academicians and stakeholders of the tourism industry. I wish this endeavour all success.

Thiruvananthapuram  
20.01.2009

Dr. Venu V







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## SOURCE OF DATA

**The statistics** contained in this book are compiled on the basis of monthly data collected by the department from accommodation units all over Kerala, India Tourism Statistics 2006, and from various studies conducted by Kerala Tourism.

# CHAPTER 1



## Important Statistics on Kerala Tourism





## IMPORTANT STATISTICS ON KERALA TOURISM, 2007

### 1.1 KERALA AT A GLANCE

Location: Southwest tip of India's mainland.  
(North Latitude between 80-18' and 120-48'  
East Longitude between 740-52' and 770-22').

Capital	:	Thiruvananthapuram
Principal Language	:	Malayalam
Area	:	38,863 sq km
Coastal line	:	580 km
Water-bodied Area	:	1,08,760 hectares
Forest Area	:	10,81,509 hectares
Time	:	GMT + 5:30
Districts	:	14 Nos.
Taluks	:	63 Nos.
CD Blocks	:	152
Villages	:	1452
Panchayaths	:	999
Corporations	:	5 Nos.
Municipalities	:	53 Nos.
Cultivated Area	:	2.292 mh
Currency	:	Indian Rupee
Climate	:	Tropical
Wetlands	:	1941 sq km
Per capita production food grain	:	37 kg/annum
Summer	:	February - May
Monsoon	:	June - September
Winter	:	October - January
Highest Peak	:	Anamudi
Longest River	:	Periyar
Average Annual Rainfall	:	2900 mm
Density of Population	:	819 per sq km
Households	:	67,26,356
Male Population (Lakhs)	:	154.69
Female Population (Lakhs)	:	163.73





Kerala's Share in the National Population	:	3.76 per cent
Sex Ratio	:	1058 women for 1000 men
Literacy Rate	:	90.9 per cent
Male Literacy Rate	:	94.2 per cent
Female Literacy Rate	:	87.7 per cent

## 1.2 KERALA TOURIST STATISTICS - 2007 - IN A NUTSHELL

### **Foreign**

No. of Foreign Tourists in 2007	-	515808
No. of Foreign Tourists in 2006	-	428534
% Variation over previous year	-	20.37%
<b>Per Day Expenditure 2007</b>	-	<b>Rs.3200/-</b>
Per Day Expenditure 2006	-	Rs.2900/-
% Variation over previous year	-	10.34%
<b>Average duration of Stay 2007</b>	-	<b>16 days</b>
Average duration of Stay 2006	-	16 days
% Variation over previous year	-	Nil
<b>Foreign Exchange Earnings 2007</b>	-	<b>Rs.2640.94 crores</b>
Foreign Exchange Earnings 2006	-	Rs.1988.40 crores
% Variation over previous year	-	32.82%

### **Domestic**

No. of Domestic Tourists in 2007	-	6642941
No. of Domestic Tourists in 2006	-	6271724
% Variation over previous year	-	5.92%
<b>Per Day Expenditure 2007</b>	-	<b>Rs.1500/-</b>
Per Day Expenditure 2006	-	Rs.1300/-
% Variation over Previous year	-	15.38%
<b>Average duration of Stay 2007</b>	-	<b>6 days</b>
Average duration of Stay 2006	-	6 days
% Variation over Previous year	-	Nil
Earnings from Domestic Tourists 2007	-	Rs. 5978.65 crores
Earnings from Domestic Tourists 2006	-	Rs. 4891.94 crores
% Variation over previous year	-	22.21%
Total Earnings (Direct) 2007	-	Rs. 8619.59 crores
Total Earnings (Direct) 2006	-	Rs. 6880.34 crores
% Variation over previous year	-	25.28%
<b>Total Revenue Generated 2007 (direct and indirect)</b>	-	<b>Rs.11433 crores</b>
<b>Total Revenue Generated (direct and indirect) 2006</b>	-	<b>Rs.9126 crores</b>
% Variation over previous year	-	25.28 %



### 1.3 DISTRICT-WISE AREA & POPULATION (As per Census 2001)

Districts	Area (in Sq. Km)	Male	Female	Total
Thiruvananthapuram	2192	1569917	1664439	3234356
Kollam	2491	1249621	1335587	2585208
Alappuzha	1414	1014529	1094631	2109160
Pathanamthitta	2637	589398	644618	1234016
Kottayam	2208	964926	988720	1953646
Idukki	4358	566682	562539	1129221
Ernakulam	3068	1538397	1567401	3105798
Thrissur	3032	1422052	1552180	2974232
Palakkad	4480	1266985	1350497	2617482
Malappuram	3550	1754576	1870895	3625471
Wayanad	2131	391273	389346	780619
Kozhikode	2344	1399358	1479773	2879131
Kannur	2966	1152817	1256139	2408956
Kasaragod	1992	588083	615995	1204078
<b>Total Kerala</b>	<b>38863</b>	<b>15468614</b>	<b>16372760</b>	<b>31841374</b>

### 1.4. ACCESSIBILITY

**Airports :** Thiruvananthapuram, Karipur (Malappuram) and Nedumbassery (Ernakulam)

**Seaports :** Kochi, Beypore (Kozhikode), Alappuzha, Kollam.

Major Beaches	: Kovalam, Varkala, Fort Kochi, Kappad and Bekal
Major Wildlife Sanctuaries	: Thekkady (Periyar), Parambikkulam, Wayanad, Silent Valley, Aralam, Peechi-Vazhani, Chimmani, Shenduruny, Idukki, Chinnar, Peppara, Neyyar.
Bird Sanctuary	: Thattekad, Kumarakom
Major Hill Stations	: Ponmudi, Peerumade, Thekkady, Munnar and Wayanad

### 1.5. APPROVED HOTELS AS ON MARCH 2007

i) No. of Classified Hotels	:	266
ii) No. of Rooms	:	7654

#### (II) WORLD

1. World Tourist Arrivals (Million) during 2006	:	846
2. World Tourism Receipts (US\$ Billion) during 2006	:	735

#### (III) INDIA'S POSITION IN THE WORLD AS ON 2006

1. Share of India in World Tourist Arrivals	0.52%
2. Share of India in World Tourism Receipts	1.21%
3. India's rank in World Tourist Arrivals	42nd
4. India's rank in World Tourism Receipts	21st

#### (IV) KERALA'S POSITION IN INDIA TOURISM AS ON 2006

Kerala's rank in India Tourism in Foreign Tourist Arrivals	9th
Kerala's rank in India Tourism in Domestic Tourist Arrivals	14th



## 2008 Highlights

### TOURIST STATISTICS - 2008 (Month-wise)

Sl. No.	Month	Foreign			Domestic		
		2008	2007	% variation	2008	2007	% variation
1	January	85028	72814	16.77	645492	588620	9.66
2	February	78155	66131	18.18	586317	501204	16.98
3	March	71026	56151	26.49	580681	485722	19.55
4	April	39538	34487	14.65	643808	557785	15.42
5	May	26348	21098	24.88	719566	639712	12.48
6	June	20578	18262	12.68	566541	502224	12.81
7	July	31610	25199	25.44	574544	478781	20.00
8	August	45711	35563	28.54	600121	525309	14.24
9	September	28292	24708	14.51	572977	529847	8.14
10	October	39748	33534	18.53	655670	555721	17.99
11	November	59923	55647	7.68	695118	618908	12.31
12	December	72972	72214	1.05	750415	659108	13.85
	<b>Total</b>	<b>598929</b>	<b>515808</b>	<b>16.11</b>	<b>7591250</b>	<b>6642941</b>	<b>14.28</b>

### TOURIST STATISTICS - 2008 (District-wise)

Sl. No.	District	Foreign			Domestic		
		2008	2007	% variation	2008	2007	% variation
1	Thiruvananthapuram	234,797	193,924	21.08	1,102,115	948,579	16.19
2	Kollam	8,728	8,854	1.42	180,943	145,524	24.34
3	Pathanamthitta	349	547	36.20	59,832	60,988	1.90
4	Alappuzha	49,866	40,463	23.24	234,700	170,731	37.47
5	Kottayam	27,230	27,358	0.47	230,831	189,411	21.87
6	Idukki	51,025	46,463	9.82	531,970	505,229	5.29
7	Ernakulam	193,013	165,125	16.89	1,509,686	1,109,644	36.05
8	Thrissur	3,398	4,645	26.85	1,671,174	1,546,576	8.06
9	Palakkad	785	615	27.64	324,399	315,591	2.79
10	Malappuram	10,166	9,766	4.10	323,448	313,200	3.27
11	Kozhikode	9,966	10,020	0.54	595,985	570,832	4.41
12	Wayanad	5,638	4,093	37.75	295,465	256,190	15.33
13	Kannur	3,143	3,067	2.48	395,121	375,255	5.29
14	Kasaragode	825	868	4.95	135,581	135,191	0.29
	<b>Total</b>	<b>598,929</b>	<b>515,808</b>	<b>16.11</b>	<b>7,591,250</b>	<b>6,642,941</b>	<b>14.28</b>

## GOVERNMENT OF KERALA - DEPARTMENT OF TOURISM MONTH-WISE STATISTICS OF TOURISTS - 2008



<b>FOREIGN</b>															
Sl. Districts No.	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	Total 2008	Total 2007	% Var over 07
1 ALAPPUZHA	7,336	7,320	7,922	3,363	1,280	699	1,744	3,346	2,129	3,232	4,960	6,535	49,866	40,463	23.24
2 ERNAKULAM	26,323	22,414	18,220	10,315	8,295	5,389	11,713	16,410	9,934	15,703	20,956	27,341	193,013	165,125	16.89
3 IDUKKI	7,482	7,375	6,256	2,495	714	498	2,669	5,522	3,047	3,815	5,695	5,457	51,025	46,463	9.82
4 KASARAGODE	124	103	60	49	34	22	35	30	36	51	85	196	825	868	-4.95
5 KOLLAM	1,551	1,478	889	364	182	106	374	689	342	526	920	1,307	8,728	8,854	-1.42
6 KANNUR	486	551	322	213	108	76	128	190	132	189	312	436	3,143	3,067	2.48
7 KOZHIKODE	1,099	949	729	703	438	409	1,233	1,152	305	628	962	1,359	9,966	10,020	-0.54
8 KOTTAYAM	4,171	3,534	3,206	1,663	820	430	1,274	991	1,407	2,166	3,434	4,134	27,230	27,358	-0.47
9 MALAPPURAM	950	806	939	436	429	725	1,252	1,603	397	515	1,154	960	10,166	9,766	4.10
10 PALAKKAD	102	65	39	30	18	64	151	93	31	44	47	101	785	615	27.64
11 PATHANAMTHITTA	63	40	28	27	20	29	22	33	24	22	18	23	349	547	-36.20
12 THRISSUR	352	399	266	236	201	185	351	279	137	194	377	421	3,398	4,645	-26.85
13 THIRUVANANTHAPURAM	34,149	32,314	31,753	19,409	13,715	11,822	10,385	14,784	10,079	12,401	20,307	23,679	234,797	193,924	21.08
14 WAYANAD	840	807	397	235	94	124	279	589	292	262	696	1,023	5,638	4,093	37.75
<b>TOTAL - 2008</b>	<b>85,028</b>	<b>78,155</b>	<b>71,026</b>	<b>39,538</b>	<b>26,348</b>	<b>20,578</b>	<b>31,610</b>	<b>45,711</b>	<b>28,292</b>	<b>39,748</b>	<b>59,923</b>	<b>72,972</b>	<b>598,929</b>	<b>515,808</b>	<b>16.11</b>
<b>TOTAL - 2007</b>	<b>72,814</b>	<b>66,131</b>	<b>56,151</b>	<b>34,487</b>	<b>21,098</b>	<b>18,262</b>	<b>25,199</b>	<b>35,563</b>	<b>24,708</b>	<b>33,534</b>	<b>55,647</b>	<b>72,214</b>	<b>515,808</b>		
% Variation over 2007	16.77	18.18	26.49	14.65	24.88	12.68	25.44	28.54	14.51	18.53	7.68	1.05	16.11		
<b>DOMESTIC</b>															
1 ALAPPUZHA	21,415	16,846	15,266	17,975	21,408	15,652	15,486	18,044	17,047	23,562	25,555	26,444	234,700	170,731	37.47
2 ERNAKULAM	112,422	104,782	106,148	115,133	126,597	119,441	120,582	119,017	113,189	154,271	156,029	162,075	1,509,686	1,109,644	36.05
3 IDUKKI	46,844	44,139	38,614	41,333	60,519	33,737	31,486	36,412	36,572	47,575	50,474	64,265	531,970	505,229	5.29
4 KASARAGODE	14,020	10,542	11,126	10,811	10,702	10,810	10,462	10,051	10,226	12,133	11,807	12,891	135,581	135,191	0.29
5 KOLLAM	18,458	15,493	13,263	13,234	15,509	14,043	13,220	13,777	13,871	16,527	16,241	17,307	180,943	145,524	24.34
6 KANNUR	35,609	34,141	33,342	34,114	32,571	30,587	29,924	32,529	32,171	33,753	31,945	34,435	395,121	375,255	5.29
7 KOZHIKODE	52,514	45,796	45,855	48,790	53,124	46,811	49,146	51,531	44,513	52,098	53,085	52,722	595,985	570,832	4.41
8 KOTTAYAM	19,252	14,938	13,952	15,745	19,803	14,069	14,241	19,322	17,028	26,541	24,206	31,734	230,831	189,411	21.87
9 MALAPPURAM	27,133	24,633	24,678	28,307	28,175	25,287	27,666	29,489	22,027	29,032	28,552	28,469	323,448	313,200	3.27
10 PALAKKAD	27,895	26,049	26,279	29,100	28,791	24,792	25,543	26,179	25,267	28,525	26,222	29,757	324,399	315,591	2.79
11 PATHANAMTHITTA	5,764	5,322	5,186	4,839	4,442	4,498	4,223	4,380	4,948	4,768	5,751	5,711	59,832	60,988	-1.90
12 THRISSUR	142,073	129,879	130,422	164,677	183,619	117,320	120,073	119,888	128,357	129,279	147,134	158,453	1,671,174	1,546,576	8.06
13 THIRUVANANTHAPURAM	98,136	92,185	94,064	94,406	102,452	88,038	88,905	92,968	81,734	86,945	89,632	92,650	1,102,115	948,579	16.19
14 WAYANAD	23,957	21,572	22,486	25,344	31,854	21,456	23,587	26,534	26,027	10,661	28,485	33,502	295,465	256,190	15.33
<b>TOTAL - 2008</b>	<b>645,492</b>	<b>586,317</b>	<b>580,681</b>	<b>643,808</b>	<b>719,566</b>	<b>566,541</b>	<b>574,544</b>	<b>600,121</b>	<b>572,977</b>	<b>655,670</b>	<b>695,118</b>	<b>750,415</b>	<b>7,591,250</b>	<b>6,642,941</b>	<b>14.28</b>
<b>TOTAL - 2007</b>	<b>588,620</b>	<b>501,204</b>	<b>485,722</b>	<b>557,785</b>	<b>639,712</b>	<b>502,224</b>	<b>478,781</b>	<b>525,309</b>	<b>529,847</b>	<b>555,721</b>	<b>618,908</b>	<b>659,108</b>	<b>6,642,941</b>		
% Variation over 2007	9.66	16.98	19.55	15.42	12.48	12.81	20.00	14.24	8.14	17.99	12.31	13.85	14.28		

## GOVERNMENT OF KERALA - DEPARTMENT OF TOURISM NATIONALITY-WISE STATISTICS OF DOMESTIC AND FOREIGN TOURISTS - 2008

NUMBER OF TOURISTS														
ALP	EKLM	IDK	KASD	KLM	KNR	KOZH	KTM	MLP	PLKD	PTA	THSR	TPVM	WYD	TOTAL
AUSTRALIA	2,012	6,788	1,968	29	291	279	962	138	56	16	152	3,940	224	16,968
AUSTRIA	684	1,773	461	0	106	167	155	8	3	0	75	2,870	63	6,408
BAHRAIN	68	2,033	206	0	12	73	164	62	11	0	2	670	3	3,313
BANGALADESH	27	329	19	0	2	15	2	59	2	0	4	619	35	1,115
BELGIUM	496	2,664	999	5	91	129	414	59	17	0	50	1,818	115	6,899
BRAZIL	177	350	72	14	14	69	59	34	0	5	2	416	4	1,266
CANADA	909	4,471	1,355	59	203	214	775	403	9	5	99	4,792	151	13,541
CHINA	138	992	115	0	59	62	87	45	12	1	32	561	10	2,126
CZECHOSLOVAKIA	141	276	111	12	52	13	25	3	0	6	6	379	23	1,064
DENMARK	888	1,675	769	13	115	89	147	162	16	0	85	2,554	99	6,686
FRANCE	6,441	21,859	8,423	104	1,177	1,031	3,023	258	62	44	548	8,169	720	52,239
GERMANY	4,256	12,072	4,617	50	842	407	1,451	188	42	2	212	18,669	393	43,468
IRAN	87	476	140	3	12	50	26	51	0	0	1	319	67	1,241
ISRAEL	402	2,791	779	12	93	89	253	8	12	0	21	837	51	5,438
ITALY	1,336	5,573	1,711	34	270	234	832	75	12	0	190	6,813	170	17,385
JAPAN	392	2,684	156	5	274	108	108	34	14	0	27	3,454	12	7,320
KENYA	72	246	89	2	3	31	90	122	2	1	0	161	1	821
KOREA	237	969	103	0	111	85	36	64	3	2	15	867	32	2,535
KUWAIT	69	1,612	199	1	5	76	274	286	2	0	7	768	21	3,328
MALAYSIA	422	1,854	172	2	48	112	94	44	51	0	129	594	8	3,571
MALDIVES	191	715	9	12	8	14	4	36	2	0	5	34,430	0	35,435
MEXICO	163	236	54	0	10	26	37	13	0	2	2	225	2	780
NEPAL	73	89	15	0	2	11	14	8	0	1	2	1,670	0	1,891
NETHERLANDS	1,014	4,814	1,330	30	264	279	588	169	46	11	117	3,339	307	12,511
NEW ZEALAND	321	1,573	378	3	79	70	153	23	2	0	92	941	37	3,686
OMAN	115	1,282	203	3	124	609	59	494	16	3	76	576	16	3,621
PAKISTAN	3	216	1	0	0	0	17	0	0	0	0	35	0	276
PHILIPPINES	68	923	45	3	2	52	5	171	0	0	28	464	2	1,771
QATAR	11	1,344	23	0	2	60	61	350	0	0	15	315	5	2,195
RUSSIA	589	1,109	203	6	70	100	130	289	2	1	25	7,150	19	9,766
SAUDI ARABIA	449	6,042	2,390	0	53	597	259	951	28	4	45	1,249	48	12,137
SINGAPORE	99	2,255	528	4	24	107	259	55	14	3	36	703	13	4,130
SOUTH AFRICA	298	3,008	437	6	58	56	643	17	11	0	38	1,412	36	6,051
SPAIN	873	4,733	1,132	9	269	129	734	13	0	0	101	2,434	134	10,632
SRI LANKA	533	1,465	89	4	23	77	51	102	6	0	52	2,328	26	4,796
SWEDEN	703	4,265	1,307	21	230	164	200	111	6	1	31	13,411	148	20,666
SWITZERLAND	1,606	4,219	1,575	23	257	229	952	79	33	0	78	6,281	190	15,603
THAILAND	35	382	19	1	3	40	23	11	2	0	0	202	14	736
U.A.E	260	4,229	1,514	54	211	1,664	676	2,625	14	38	145	1,612	207	13,334
U.K	12,435	31,675	10,833	201	1,816	1,147	7,422	951	88	88	564	72,078	1,366	141,147
U.S.A	4,460	18,666	3,453	37	605	440	3,977	486	92	95	235	10,060	519	43,307
YUGOSLAVIA	26	281	62	0	0	36	4	24	0	0	1	473	0	910
OTHERS	6,287	28,005	2,961	63	838	726	1,985	1,085	97	20	53	14,139	347	56,816
TOTAL FOREIGNERS	49,866	193,013	51,025	825	8,728	9,966	27,230	10,166	785	349	3,398	234,797	5,638	598,929
TOTAL INDIANS	234,700	1,509,686	531,970	135,581	180,943	595,985	230,831	323,448	324,399	59,832	1,671,174	1,102,115	295,465	7,591,250





## GOVERNMENT OF KERALA - DEPARTMENT OF TOURISM

### FOREIGN TOURIST ARRIVALS TO KERALA 2008 TOP ORDER

COUNTRY	NO. OF TOURISTS	% to the Total
U.K	141,147	23.57
FRANCE	52,239	8.72
GERMANY	43,468	7.26
U.S.A	43,307	7.23
MALDIVES	35,435	5.92
SWEDEN	20,666	3.45
ITALY	17,385	2.90
AUSTRALIA	16,968	2.83
SWITZERLAND	15,603	2.61
CANADA	13,541	2.26
U.A.E	13,334	2.23
NETHERLANDS	12,511	2.09
SAUDI ARABIA	12,137	2.03
SPAIN	10,632	1.78
RUSSIA	9,766	1.63
JAPAN	7,320	1.22
BELGIUM	6,899	1.15
DENMARK	6,686	1.12
AUSTRIA	6,408	1.07
SOUTH AFRICA	6,051	1.01
ISRAEL	5,438	0.91
SRI LANKA	4,796	0.80
SINGAPORE	4,130	0.69
NEW ZEALAND	3,686	0.62
OMAN	3,621	0.60
MALAYSIA	3,571	0.60
KUWAIT	3,328	0.56
BAHRAIN	3,313	0.55
KOREA	2,535	0.42
QATAR	2,195	0.37
CHINA	2,126	0.35
NEPAL	1,891	0.32
PHILLIPPINES	1,771	0.30
BRAZIL	1,266	0.21
IRAN	1,241	0.21
BANGALADESH	1,115	0.19
CZECHOSLOVAKIA	1,064	0.18
YUGOSLAVIA	910	0.15
KENYA	821	0.14
MEXICO	780	0.13
THAILAND	736	0.12
PAKISTAN	276	0.05
OTHERS	56,816	9.49
<b>TOTAL</b>	<b>598,929</b>	



**CHAPTER 2**



**Kerala**

**Tourism**







## 2.1 KERALA TOURISM

With its ideal location on India's southernmost tip coast, Kerala, is fast becoming one of the top holiday destinations in the world. From its rich 2000 year old cultural history to its golden beaches, there is something for every holiday maker in Kerala.

This beautiful State has a wide variety of ecological systems which include pristine beaches, coastal plains, the sloping hills of the highlands and the mountains. The Kerala backwaters join these contrasting terrains by a network of interlocking lakes, rivers and canals. All together, Kerala is the ideal destination for a relaxing holiday.

Kerala has been well known for hundreds of years for its practice of Ayurveda - a system of medicine that believes in not simply treating the ailment but attending to the whole person. Travellers from the western world have been travelling here for spiritual and physical awakenings ever since the Beatles made their sojourn to India in the mid 60's. Kerala has experienced a boom in the development of Ayurveda retreats, designed exclusively for Health Tourists. Recently Kerala, with the support of the Government of India, initiated assertive marketing initiatives to specifically promote Kerala as the premier health tourism spot in the world.

Travelling to Kerala is made easier by the proximity of three international airports which cater to more than 6 million passengers each year. Travel within Kerala is equally accommodating with virtually every city and village being connected by roadways. The Indian Railways will transport you around the state providing a beautiful and unique view of the land. The Kerala backwaters offer another spectacular opportunity to see Kerala and are easily traversed by boat. Houseboat rentals are very popular with honeymooners!

With Kerala's proximity to the sea, combined with a beautiful harvest from its many farms, the visitor can look forward to a great cuisine with a variety of food to choose from. The local diet is mainly vegetarian served with delicately spiced sauces. Many restaurants catering to tourists serve continental food as well as Chinese, Thai and some American dishes.



## KERALA - WHERE THE VERDANT GREEN CARPETS UNFOLD

### THE ECONOMIC IMPACT OF TOURISM ON KERALA

Kerala is by far the fastest growing tourist area in India and is recognized as a pioneer and trendsetter in the country. Kerala is now the #1 upscale tourist destination in India due to the surge of publicity it has received. So it is not surprising that tourism is now one of the most significant economic activities in Kerala.

The raw statistics tell part of the story.

- Foreign and domestic tourist arrivals registered remarkable upswings in 2007.
- Foreign tourist arrivals increased by 20.37% during 2007 and the average annual increase since 1991 has been 25%.
- Domestic tourist arrivals also show a steady increase during the same period topping at 5.92%
- 2008 is already showing that the trend of steady growth is continuing with an overall increase of nearly 20% over the same period in 2007.

In terms of monetary impact, tourism accounts for 7.70% of the State's GDP with the total revenue generated by tourism at Rs. 11433 crores.

Alongside of these statistics is the human factor. Tourism accounts for about 10 lakhs in total employment generated in Kerala. These include skilled, semi-skilled and unskilled labourers. The tourism industry invests approximately Rs. 1,000 crores per year in Kerala.

### TOURISM IN KERALA RECEIVES WELL DESERVED RECOGNITION

In recent years the State of Kerala has received several awards and citations for their tourism related activities. These awards are the direct result of the concerted efforts of both the public and private sector working together to take Kerala's tourism industry to a world class level. What follows is a list of some of the accolades Kerala Tourism has received.

- **Best Tourism State Award** from the Government of India in 2006-07. This was followed by two related awards; **Best Tourism Village - Aranmula** and **Best Tourism Website - [www.keralatourism.org](http://www.keralatourism.org)**.
- **SMART TRAVEL-ASIA** selected Kerala as it's #3 **Best Tourism Destination**.
- Kerala is one of the three top finalists in WTTC's **Tourism For Tomorrow** International Destination competition.
- Kerala's tourism promotional film was acknowledged in Berlin with the Golden City Gate Award (ITB Berlin) as the **Best Tourism Film**.

While Kerala excels in gaining awards for it's world class tourism efforts. It is also maintaining the highest standards of ecological activities.



- Kerala was awarded the **PATA Grand Award for ZERO WASTE** in the 'Environment' category. PATA also conferred Gold Awards for **Kumbalangi Tourism Village** and the book **Ayurveda-Mantra of Niramaya**.
- UNESCO awarded Kerala its **Asia Pacific Heritage Award** for heritage conservation in 2006.

## THE ROLE OF GOVERNMENT

None of these awards and acknowledgments would be possible without tremendous amount of planning, coordination and resources at every level. India's National government has taken the lead in this endeavor by creating tourism related legislation, committing technical expertise, manpower and financial resources. The outcome of this commitment is seen in the quality of the promotional and marketing products which have been developed. The afore mentioned award winning promotional film is an example. The development of the infrastructure in and around Kerala has seen constant improvements. This is a direct result of the Government's technical and financial commitment to Kerala and the tourism initiative. Government is also active in researching and encouraging private sector investments in Kerala. Although this is not limited to tourism, the overall benefits of this financial investment improves the quality of the area.

Within India, the development of Tourist Centers, staffed with specially trained employees who and provided with professional quality tourist information products, has been one of the more meaningful programs the Government has supported. The Government supported the opening of "Kerala Houses" in several cities within India to promote Kerala as the premier holiday destination.

Coincidental with the development and promotion of Kerala as a top class tourist destination is the need for providing an abundant opportunity for qualified people to work in tourist related businesses. Government, in concert with private sector initiatives, is involved at every level in educating and employing qualified people. Educational programs directly related to tourism and hospitality are in place to meet the demand for highly qualified professional and trained staff. Maintaining the highest possible standards of hygiene and cleanliness continues to be one of the areas where government plays a vital role. These areas include food handling and preparation, pest control, and water quality.

Other, equally important areas of government involvement revolve around the development of new resources and upgrading already existing tourist activities. The development of tourist related products, development of wayside facilities, and the conservation of nature, history, heritage, and culture are essential, and the involvement of the government in these aspects is vital.

Government is also actively engaged in the promotion of tourism in Kerala. Cultural programs, rural tourism, eco-tours, farm related tourism, and adventure tourism are all receiving promotional boosts from the State and Central Government. Government is also active in linking traditional, industrial and agricultural industries to the tourism initiative. Directly related to this activity is the promotion of responsible tourism as a way to benefit the local population in economic, social, and environmental aspects. Local government is responsible for the approval and classification of tourism units, including homestay programs. It conducts Tourism Impact Studies to maintain a constant stream of data from which



to monitor current activities and to plan for future projects. In order to undertake these surveys and to complete the vast amount of information gathering and data analysis necessary, government has been intimately involved in the development of a 'state of the science' information technology (IT) system.

To complete all of these tasks and to provide the necessary funds to implement these initiatives, Government has researched, planned, developed, and implemented tourism specific legislation. It has also provided standards for the safety and security of tourists and is active in the management of Guest Houses, Residential Bungalows, Tourism Garages, etc.

### **SUPPORTING ORGANIZATIONS AND ACTIVITIES**

The contributions of government in Kerala's development as a first class tourism destination is matched by the efforts of several private sector groups and their activities. These groups have been established to either directly or coincidentally promote Kerala's tourism industry. Without the energy, commitment and financial resources of these special interest groups, Kerala could not have grown to world class status.

#### **KERALA TOURISM DEVELOPMENT CORPORATION (KTDC)**

The KTDC is involved in running hotels and wayside amenity centers throughout Kerala. It promotes and conducts tours all over the State and maintains a high tech reservation system.

#### **DISTRICT TOURISM PROMOTION COUNCILS (DTPC's)**

The DTPCs have undertaken the responsibility of creating and marketing local tourism products and opportunities. They are constantly improving the quality of these tourism products and services through surveys and other data collection means. The DTPCs also monitor and supervise the levels of sanitation in tourist areas. Other related activities of the DTPCs are the creation of awareness of the facilities and services in their specific area as well as the development of tourism clubs and the dissemination of tourism specific information.

#### **TOURIST RESORT (KERALA) Ltd (TRKL)**

The TRKL researches, develops and assists in the implementation of joint venture projects within the State of Kerala. It also oversees the local Land Bank scheme.

#### **KERALA INSTITUTE OF TOURISM & TRAVEL STUDIES (KITTS) and FOOD AND CRAFT INSTITUTES (FCIs)**

These Institutes are actively involved in the recruitment, training, and placing of quality staff in the tourism sites throughout Kerala. All aspects of Human Resources Development for the tourism and hospitality sectors are taken care of by KITTS and FCIs by establishing and monitoring the quality regulations of the Tourism and Travel Training Institutes.

#### **BEKAL RESORT DEVELOPMENT CORPORATION (BRDC)**

The BRDC was developed specifically to benefit tourism and tourist attractions in Bekal and its surrounding impact areas. Their main focus is to provide marketing resources and to be actively involved in local, regional, and statewide marketing promotions.



## DIRECTORATE OF ECO-TOURISM

One of the most progressive groups active in Kerala today is the Directorate of Eco-Tourism. Charged with developing and creating new Eco-Tourism destinations throughout Kerala, this office is also active in the development and maintenance of wild life sanctuaries as tourist attractions.

## KERALA'S MODEL FOR SUCCESS

In order to develop itself as a world class tourist destination, Kerala has successfully adopted these measures

**Strong Brand Positioning**

**Thinking out of the box**

**Product Differentiation**

**Model Public/Private Partnership**

**Tremendous Political Support**

**Public Acceptance**

## TOP PERFORMANCE HIGHLIGHTS

- **RESPONSIBLE TOURISM** is adopted as the cornerstone for the tourism development in Kerala
  - o **Implementation Phase 1** at Kovalam, Kumarakom, Thekkady & Wayanad
  - o **Host of International Responsible Tourism Conference** during March 2008 in Kerala
- **Synergy Quest**

Synergy Quest is a one of its kind **tourism research project** launched by Kerala Tourism to assess the impact of marketing initiatives of Kerala Tourism
- **'My Village, Tourism Friendly Village'** - scheme launched to identify and develop unknown rural tourist destinations with the participation of local bodies
- **'Wake up to Malabar'** - a comprehensive plan to promote North Kerala
- **'Kerala Souvenirs'** - a unique project launched for the design and development of capacity building
- **'Let's Learn'** - a unique Human Resources initiative launched for skill development in the tourism and hospitality sector
- **'Grand Kerala Shopping Festival'** - a bold initiative to make Kerala the shopping hub in the country
- **'Utsavam'** - a year-long festival of traditional arts spread throughout the state
- **'Dream Season'** - campaign launched to tackle seasonality
- **Monsoon Tourism** - campaign launched to attract tourists during the rainy season



- **International Convention Centre** at Thiruvananthapuram is in progress
- **Homestay** - Promotion and Classification of Home Stay opportunities throughout Kerala
- **'Vazhiyoram'** - a unique scheme for development of way side facilities through private participation
- **'Tourism Conservation and Preservation Act'** - enacted to regulate tourism development

## ONGOING AND UPCOMING PROJECTS/SCHEMES

- **Special focus was given to Malabar area** and projects sanctioned to develop the following centers in Malabar:
  - Bekal, Valiyaparamba, Ranipuram in Kasaragod district
  - Muzhuppilangad, Payyambalam, Meenkunnu, Paithalmala, Pazhassi, Thalassery, Kallinappuram beach, Padannakkara in Kannur district
  - Muthanga, Thirunelly, Kuruva, Pookkot, Meenmutty in Wayanad district
  - Thusharagiri and surrounding area, Kappad, Payamkuttimala, Sandbanks Vadakara, Sarovaram in Kozhikode district
  - Kottakkunnu, Nilambur in Malappuram district
  - Punnathoor Elephant Park, Thekkinkad maidanam, Peechi, Vazhani, Kodungallur, Munakkal, Nattika in Thrissur district
  - Neliyampathy, Parambikkulam, Malampuzha in Palakkad district
- **New tourist centers** at Kadambryar, Marayoor, Janakikkad, Perumbavur and surroundings, Kulimala, Ezhattumukhom, Punalur, Perumthenaruvi, Bhoothathankettu, Alappuzha canals and Vaikkom
- **Comprehensive Munnar beautification project**
- **Comprehensive development of Ponmudi Hill Station**
- **Comprehensive development of Alappuzha Canals**
- The **Government of India** is providing assistance for the development of Neyyar Dam, Peechi Dam, Vazhani Dam, Malankara Dam, **Craft village** Iringal, Kumarakom and Vagamon
- **Integrated development of Eco tourism circuit** on Neyyar-Ponmudi-Thenmala-Konni-Gavi-Thekkady-Munnar-Chinnar-Parambikkulam-Nelliyampathy
- **Development of Dharmadom island and Muzhuppilangad beach**
- **Development of Town squares** at Kottayam, Kannur, Thalassery and Alappuzha
- **Opening and operating Pilgrim facilities** at different temples, churches and mosques in Kerala
- **Comprehensive Waste Management** scheme for Munnar and Kovalam
- **Clean Destination Campaign** in association with Kudumbasree at all major tourist destinations



- **Started Tourism Clubs** in all Vocational Higher Secondary schools in the state .
- New **Kerala House** at Mumbai commissioned
- Additional **Guest House** at Ernakulam is commissioned and 50% of the rooms are set apart for tourists.
- **Sarovaram project** at Kozhikkodu started
- **Kerala House** at Chennai initiated
- **International hospitality Management Institute** started at Kozhikode
- New **classification system for homestay** started
- New scheme on **Farm Tourism**
- **Vazhiyoram** -2nd phase announced
- **Food Craft Institutes** brought under Tourism

### Marketing Initiatives

- New initiative for the promotion of **Monsoon Tourism**
- New initiatives for promoting Kerala as one of the **best health tourism** destinations in the world

### Cultural Initiatives

- **Onam Week** celebration with great people participation
- Joint initiative with Cultural Department to **promote traditional arts and festivals**
- Statewide programs for the promotion of **local cultural programmes**

### New Policy Initiatives

- New policy initiative on **Responsible Tourism**
- **DTPCs** reconstituted
- **Destination Management Committees** to be formulated in every tourist destination
- Initiated action for starting **Tourist Information Offices** at West Bengal and Mysore
- Initiated schemes for **promoting souvenir industry**
- Initiative for **identifying lesser known and unseen places** for developing into tourist centers with necessary infrastructure
- Initiative to develop more **dormitory accommodations** at major tourist centers

### PROMOTION AND PUBLICITY

The Department of Tourism has undertaken various innovative initiatives in the areas of promotion and publicity. The result is evident from the very high growth rate of tourist arrivals to Kerala. The major initiatives of these promotions include conducting fairs and festivals, participating in major tourism marts, advertising in print and electronic media etc. The following are some of the International and National festivals and fairs at which the Department of Tourism, Kerala has participated:





- ATM Dubai
- ILTM France
- WTM London
- FITUR-Spain
- TTG Rimini
- ITB Berlin
- Travel and Tourism Fair, Bangalore
- Travel and Tourism Fair, Chennai
- Travel and Tourism Fair, Kolkatta
- India International Travel Mart, Mumbai
- India International Trade Fair, New Delhi
- South Asia Travel and Tourism Exchange, New Delhi

## TOURISM AS AN UPCOMING INDUSTRY

In conclusion, the State of Kerala is determined to attract more and more diverse investments to the tourism industry. According to Kerala Government officials, tourism is a “high growth industry holding great potential”. They are actively inviting entrepreneurs to invest both financial and creative resources in their State. In the field of Health Tourism, Kerala is becoming one of the top destinations in the world. Kerala, with its world class medical infrastructure, can provide high quality health care at about 10 percent of the expense of that found in the United States or the United Kingdom. This is giving rise to the potential of Kerala becoming a major destination for cosmetic and other elective surgical procedures.

Several areas in Kerala have been given a special boost including the Malabar area and the waterways from Manjeswaram to Kovalam. The Department of Tourism is dedicated to improving and maintaining the cleanliness and safety of tourism destinations, tourism festivals, wayside facilities etc. Effort is underway to meet the demand for additional rooms by encouraging Homestays and private investment and development at all levels. And finally, the main focus for the future of tourism in Kerala continues to be the promotion of Kerala as a premier resort destination and to continue developing the basic infrastructure encompassing the tourism destinations. Kerala is also determined to keep these tourist destinations clean, safe, and accessible; ready to serve both domestic and foreign travellers by meeting or exceeding the strict local, national and international travel industry standards.



## 2.2 TOURIST STATISTICS - 2007

- Foreign Tourist arrivals to Kerala during the year 2007 is 5,15,808. It shows an increase of 20.37% over the previous year.
- Domestic Tourist arrivals to Kerala during the year 2007 is 66,42,941. It shows an increase of 5.92% over the previous year.
- Foreign exchange earnings for the year 2007 is 2640.94 Crores, which recorded a growth of 32.82% over the previous year.
- Total Revenue (including direct & indirect ) from Tourism during 2007 is Rs.11433 Crores, showing an increase of 25.28% over last year's figures.
- Considering the district-wise Foreign Tourist arrivals, Pathanamthitta district shows the highest variation of 58.09% over 2006.
- Considering the district-wise Domestic Tourist arrivals, Kollam district shows the highest variation of 18.31% over 2006.
- Month-wise Foreign and Domestic Tourist arrivals are as shown in the **Table 2.2.1**

**TABLE 2.2.1**

Sl. No.	Month	Foreign	Domestic
1	January	72,814	588,620
2	February	66,131	501,204
3	March	56,151	485,722
4	April	34,487	557,785
5	May	21,098	639,712
6	June	18,262	502,224
7	July	25,199	478,781
8	August	35,563	525,309
9	September	24,708	529,847
10	October	33,534	555,721
11	November	55,647	618,908
12	December	72,214	659,108
	<b>TOTAL</b>	<b>515,808</b>	<b>6,642,941</b>



### 2.3. DISTRICT-WISE AND MONTH-WISE STATISTICS OF TOURIST ARRIVALS FOR THE YEAR 2007

The district-wise and month-wise foreign and domestic tourist arrivals for the year 2007 are given in Table 2.3.1, 2.3.2 and 2.3.3. From the table it can be seen that Thiruvananthapuram district recorded the maximum foreign tourist arrival and Pathanamthitta district recorded the least number. But Pathanamthitta district recorded the maximum increase in the percentage of foreign tourist arrivals (58.09) over the previous year. Considering the Domestic tourist arrivals Thrissur district recorded the maximum followed by Ernakulam and Thiruvananthapuram.

**TABLE 2.3.1**

Sl. No.	District	Foreign			Domestic		
		2007	2006	% vari: over 2006	2007	2006	% vari: over 2006
1	THIRUVANANTHAPURAM	193,924	151,578	27.94	948,579	866,712	9.45
2	KOLLAM	8,854	7,918	11.82	145,524	122,998	18.31
3	PATHANAMTHITTA	547	346	58.09	60,988	57,032	6.94
4	ALAPPUZHA	40,463	36,407	11.14	170,731	179,115	-4.68
5	KOTTAYAM	27,358	26,543	3.07	189,411	196,284	-3.50
6	IDUKKI	46,463	44,583	4.22	505,229	515,182	-1.93
7	ERNAKULAM	165,125	131,767	25.32	1,109,644	1,080,591	2.69
8	THRISSUR	4,645	4,142	12.14	1,546,576	1,398,014	10.63
9	PALAKKAD	615	809	-23.98	315,591	300,674	4.96
10	MALAPPURAM	9,766	7,109	37.38	313,200	303,844	3.08
11	KOZHIKODE	10,020	11,154	-10.17	570,832	550,694	3.66
12	WAYANAD	4,093	2,611	56.76	256,190	225,923	13.40
13	KANNUR	3,067	2,730	12.34	375,255	351,309	6.82
14	KASARAGOD	868	837	3.70	135,191	123,352	6.82
	<b>KERALA</b>	<b>515,808</b>	<b>428,534</b>	<b>20.37</b>	<b>6,642,941</b>	<b>6,271,724</b>	<b>5.92</b>

**TABLE 2.3.2  
DISTRICT-WISE AND MONTH-WISE STATISTICS OF FOREIGN TOURISTS 2007**

Sl.No. District	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1 ALAPPUZHA	6,734	6,272	6,074	2,250	1,099	629	869	2,018	1,239	2,988	4,596	5,695	40,463
2 ERNAKULAM	19,014	17,508	15,914	10,454	6,733	7,491	7,591	12,334	7,840	13,198	20,384	26,664	165,125
3 IDUKKI	8,838	8,389	6,399	3,202	941	577	1,404	2,748	1,859	1,528	4,946	5,632	46,463
4 KASARAGODE	130	161	60	94	19	28	17	144	21	48	60	86	868
5 KOLLAM	1,723	1,429	1,053	486	328	315	505	521	255	385	710	1,144	8,854
6 KANNUR	604	478	502	200	161	46	77	104	93	106	221	475	3,067
7 KOZHIKODE	2,066	1,245	977	438	565	484	821	719	522	444	735	1,004	10,020
8 KOTTAYAM	3,996	4,070	3,413	1,643	680	755	556	2,637	1,283	1,948	2,782	3,595	27,358
9 MALAPPUARAM	1,403	1,559	624	308	331	723	1,226	1,480	695	403	538	476	9,766
10 PALAKKAD	85	97	58	27	17	23	33	79	92	32	37	35	615
11 PATHANAMTHITTA	32	87	54	11	48	32	108	33	19	43	47	33	547
12 THRISSUR	339	341	316	322	270	55	533	984	481	218	391	395	4,645
13 THIRUVANANTHAPURAM	27,099	23,825	20,396	14,858	9,777	7,047	11,334	11,221	10,154	11,937	19,850	26,426	193,924
14 WAYANAD	751	670	311	194	129	57	125	541	155	256	350	554	4,093
<b>TOTAL - 2007</b>	<b>72,814</b>	<b>66,131</b>	<b>56,151</b>	<b>34,487</b>	<b>21,098</b>	<b>18,262</b>	<b>25,199</b>	<b>35,563</b>	<b>24,708</b>	<b>33,534</b>	<b>55,647</b>	<b>72,214</b>	<b>515,808</b>

**TABLE 2.3.3  
DISTRICT-WISE AND MONTH-WISE STATISTICS OF DOMESTIC TOURISTS 2007**

Sl.No. District	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
1 ALAPPUZHA	15,970	13,742	12,464	13,058	14,641	10,452	9,701	12,126	11,744	14,950	19,002	22,881	170,731
2 ERNAKULAM	94,787	89,338	66,787	91,145	83,636	90,785	85,915	88,621	89,786	106,349	110,898	111,597	1,109,644
3 IDUKKI	59,398	39,208	34,060	41,936	65,817	31,700	28,590	30,697	34,934	36,401	46,240	56,248	505,229
4 KASARAGODE	10,638	10,860	10,506	11,716	10,166	10,416	12,452	11,967	11,602	11,472	10,767	12,629	135,191
5 KOLLAM	14,118	12,260	12,162	9,274	11,089	8,814	9,350	10,884	12,081	14,001	15,046	16,445	145,524
6 KANNUR	31,392	28,081	27,877	30,811	34,198	29,466	29,252	31,172	33,531	32,241	33,215	34,019	375,255
7 KOZHIKODE	49,254	41,959	45,804	47,761	51,617	43,788	48,940	51,116	45,207	46,563	48,846	49,977	570,832
8 KOTTAYAM	17,835	15,139	13,607	14,996	18,594	14,130	12,553	13,789	14,358	13,502	18,950	21,958	189,411
9 MALAPPUARAM	28,023	24,273	26,146	26,081	29,975	25,919	25,698	26,418	23,668	24,699	25,944	26,356	313,200
10 PALAKKAD	27,260	24,932	25,915	27,163	30,039	24,531	23,497	25,862	27,196	24,754	26,180	28,262	315,591
11 PATHANAMTHITTA	5,116	4,448	4,906	4,548	4,740	6,405	4,750	5,018	4,790	5,301	5,359	5,607	60,988
12 THRISSUR	132,703	106,331	110,199	142,172	173,706	116,076	96,443	120,395	121,608	122,330	149,315	155,298	1,546,576
13 THIRUVANANTHAPURAM	81,488	73,890	76,446	74,685	82,503	71,580	74,018	76,721	81,026	79,324	84,580	92,318	948,579
14 WAYANAD	20,638	16,743	18,843	22,439	28,991	18,162	17,622	20,523	18,316	23,834	24,566	25,513	256,190
<b>TOTAL - 2007</b>	<b>588,620</b>	<b>501,204</b>	<b>485,722</b>	<b>557,785</b>	<b>639,712</b>	<b>502,224</b>	<b>478,781</b>	<b>525,309</b>	<b>529,847</b>	<b>555,721</b>	<b>618,908</b>	<b>659,108</b>	<b>6,642,941</b>





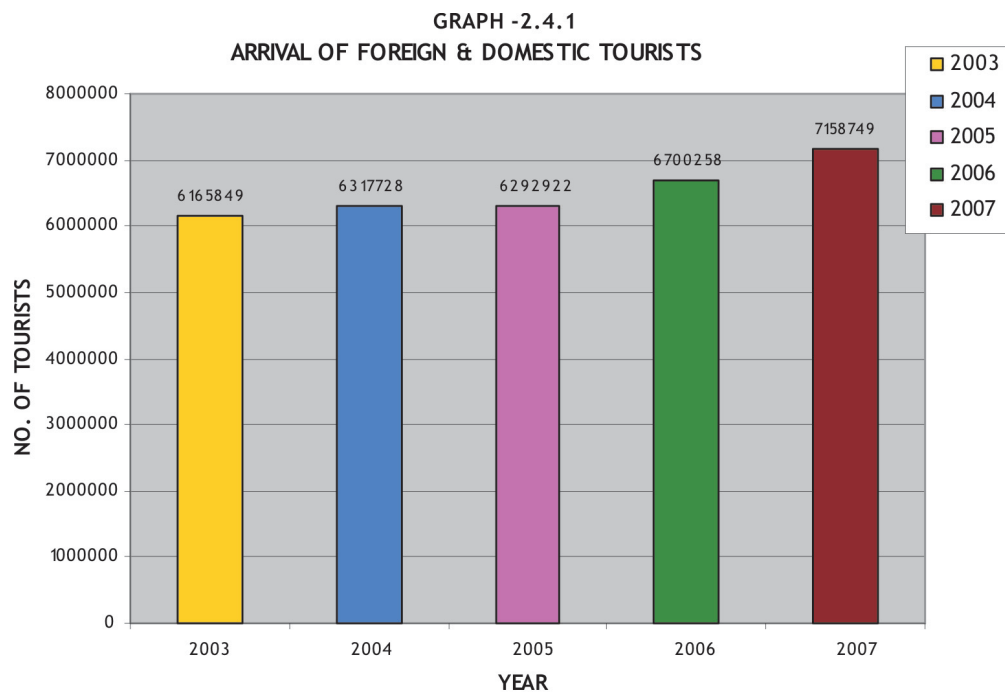
## 2.4. TOTAL NUMBER OF TOURISTS

The following tables gives the data on foreign and Domestic Tourist arrivals for different years. From 2006 onwards, it can be seen that there is a steady increase in Tourist arrivals.

**TABLE 2.4.1**  
TOURIST ARRIVALS 2003-2007

Tourist Arrivals	2003	2004	2005	2006	2007
Tourists (Foreign & Domestic)	6165849	6317728	6292922	6700258	7158749
Percentage of variation over previous year	6.29	2.46	-0.39	6.47	6.84

Graph 2.4.1 shows the trends in tourist inflow to Kerala from 2003 to 2007





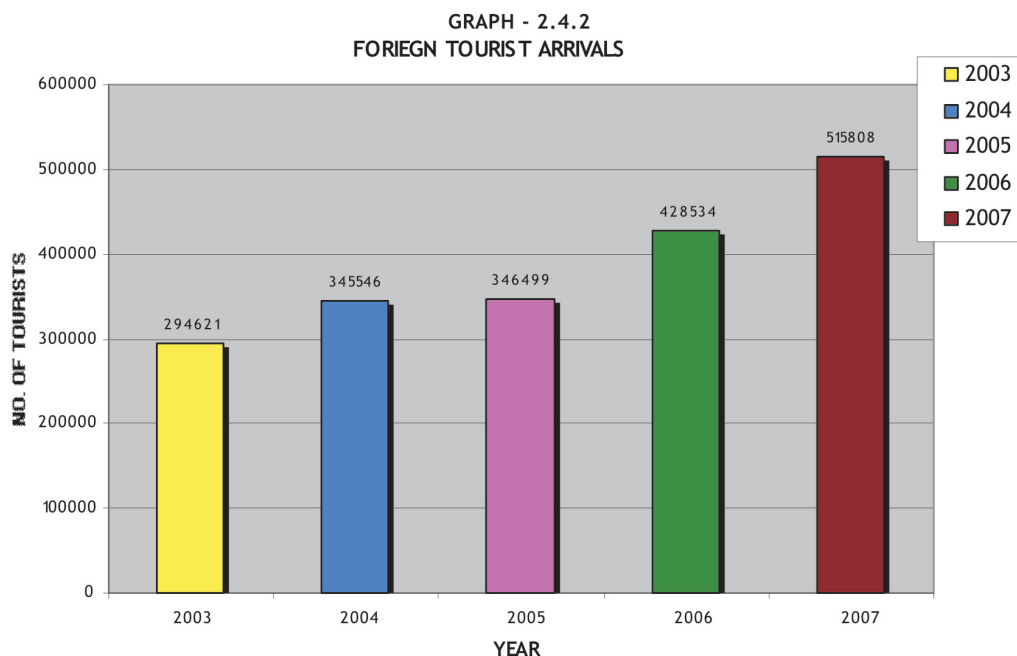
## FOREIGN TOURISTS

Foreign tourist arrival to Kerala during 2007 crossed 5.15 lakhs by witnessing an increase of 20.37% over the previous year. It is observed that there is a consistent growth in foreign tourist arrival to Kerala since 2006. Table 2.4.2 given below indicates the arrival of foreign tourists to Kerala during the last five years and percentage of variation over the previous year. The average annual growth rate is 17.66% during the period 2003-2007.

**TABLE 2.4.2**  
FOREIGN TOURISTS ARRIVALS 2003-2007

Tourist Arrivals	2003	2004	2005	2006	2007
Tourists	294621	345546	346499	428534	515808
Percentage of variation over previous year	26.68	17.28	0.28	23.70	20.37

Graph 2.4.2 shows the growth of foreign tourists from 2003 to 2007





## MONTH-WISE DETAILS OF FOREIGN TOURISTS

Table 2.4.3 shows month-wise arrival of foreign tourists from 2001 to 2007. It is seen that in 2007 the month of 'January' marked the highest and 'June' marked the lowest tourist inflow as earlier. In 2006 also the maximum tourist arrival and minimum tourist arrival were observed during the same month. With the launching of new initiatives such as Dream Season, it can be seen that there is remarkable growth in tourist inflow during the month of May and June from 2006 onwards.

**TABLE 2.4.3**

### MONTH WISE ARRIVAL DETAILS OF FOREIGN TOURISTS

Sl. No.	Month	2001	2002	2003	2004	2005	2006	2007	% of Variation over previous year
1	January	31625	29440	41845	45630	43345	58858	72814	23.71
2	February	30862	29105	36163	43418	41314	56530	66131	16.98
3	March	21957	19246	25261	35006	33479	39584	56151	41.85
4	April	17868	18028	20106	23546	20191	32377	34487	6.52
5	May	10653	10794	12675	14870	14919	20470	21098	3.07
6	June	6571	6610	10820	12734	13239	16209	18262	12.67
7	July	7747	8581	14824	17228	17593	23578	25199	6.88
8	August	13611	14226	19240	27341	24398	28821	35563	23.39
9	September	12391	17808	20253	21103	20064	21888	24708	12.88
10	October	11913	20744	24702	22160	28068	28681	33534	16.92
11	November	19310	26190	32165	38118	42324	44421	55647	25.27
12	December	24322	31792	36567	44392	47565	57117	72214	26.43
	<b>Total</b>	<b>208830</b>	<b>232564</b>	<b>294621</b>	<b>345546</b>	<b>346499</b>	<b>428534</b>	<b>515808</b>	<b>20.37</b>

A month-by-month analysis of international tourist arrivals during 2001-2007 is depicted in the Graph 2.4.3



GRAPH 2.4.3  
MONTH-WISE COMPARISON OF FOREIGN TOURISTS - 2001 TO 2007

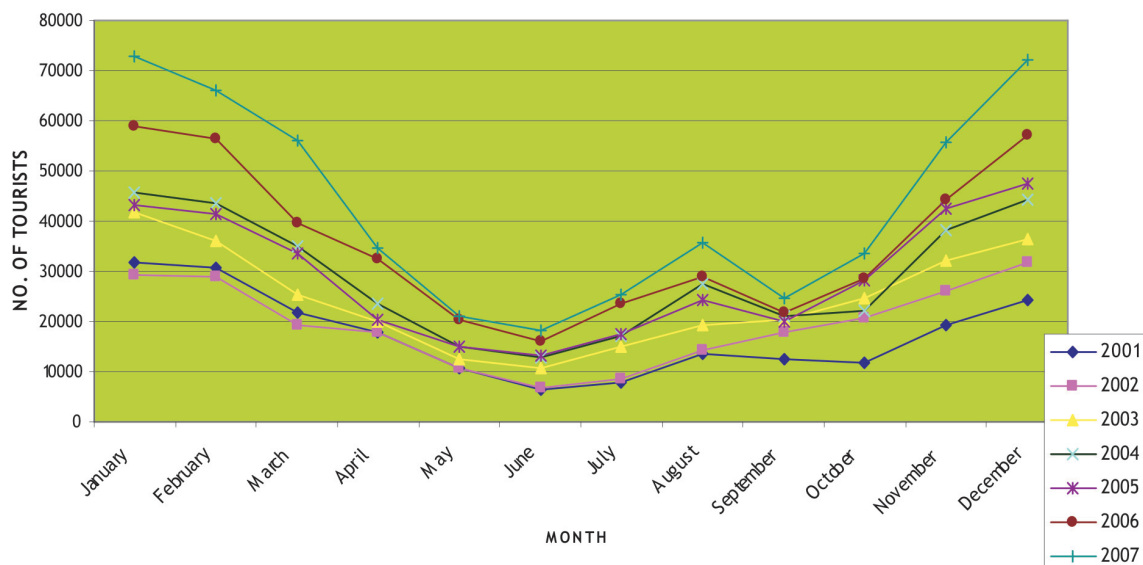


TABLE 2.4.4

DISTRICT-WISE ARRIVAL OF FOREIGN TOURISTS TO KERALA

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to total
		2003	2004	2005	2006	2007	
<b>South Kerala</b>							
1	Thiruvananthapuram	94,835	103,558	119,940	151,578	193,924	37.60
2	Kollam	8,620	8,242	6,813	7,918	8,854	1.72
3	Pathanamthitta	287	330	349	346	547	0.11
4	Alappuzha	26,157	38,024	30,274	36,407	40,463	7.84
	<b>Total</b>	<b>129,899</b>	<b>150,154</b>	<b>157,376</b>	<b>196,249</b>	<b>243,788</b>	<b>47.26</b>
<b>Central Kerala</b>							
5	Kottayam	21,897	23,517	20,017	26,543	27,358	5.30
6	Ernakulam	99,987	109,344	108,773	44,583	165,125	32.01
7	Idukki	31,831	46,031	39,378	131,767	46,463	9.01
8	Thrissur	2,667	2,658	2,421	4,142	4,645	0.90
	<b>Total</b>	<b>156,382</b>	<b>181,550</b>	<b>170,589</b>	<b>207,035</b>	<b>243,591</b>	<b>47.23</b>
<b>North Kerala</b>							
9	Palakkad	661	947	801	809	615	0.12
10	Malappuram	1,402	3,129	5,115	7,109	9,766	1.89
11	Wayanad	621	749	942	2,611	4,093	0.79
12	Kozhikode	3,529	4,702	8,420	11,154	10,020	1.94
13	Kannur	1,438	2,516	2,090	2,730	3,067	0.59
14	Kasaragode	689	1,799	1,166	837	868	0.17
	<b>Total</b>	<b>8,340</b>	<b>13,842</b>	<b>18,534</b>	<b>25,250</b>	<b>28,429</b>	<b>5.51</b>
	<b>Total Kerala</b>	<b>294,621</b>	<b>345,546</b>	<b>346,499</b>	<b>428,534</b>	<b>515,808</b>	<b>100.00</b>





## FOREIGN TOURIST ARRIVALS - DISTRICT-WISE 2003 - 2007

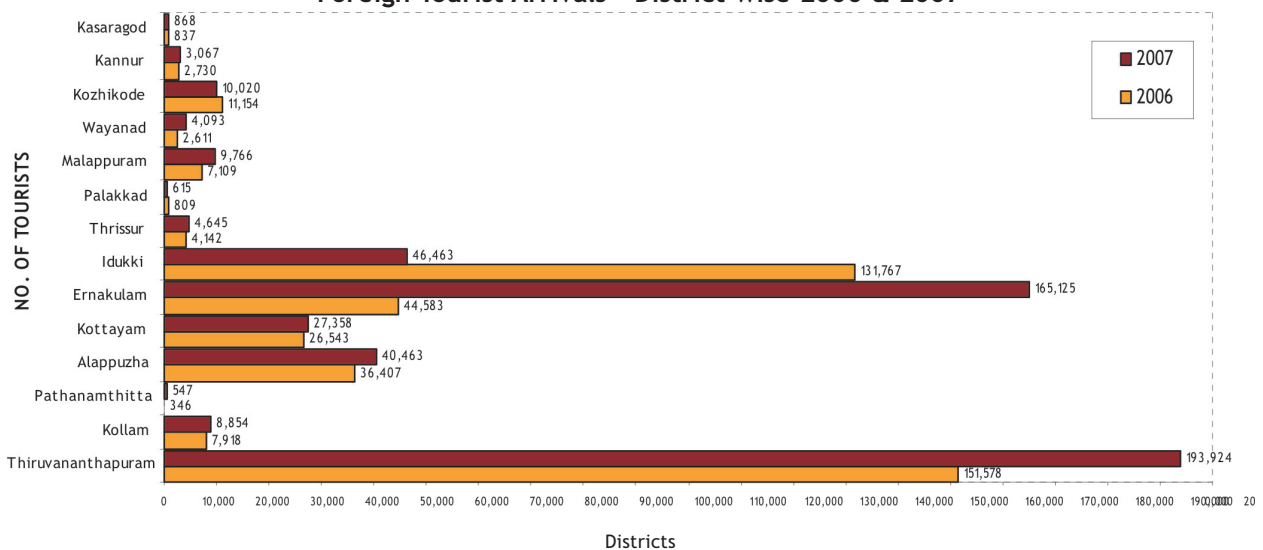
In 2007, Thiruvananthapuram is the leading district on the basis of foreign tourist arrivals to Kerala with a contribution of 37.60 %. Other leading districts are Ernakulam, Idukki, Alappuzha and Kottayam. Tourist arrivals to these five districts constitute 91.76% of the total tourist arrival to Kerala.

**TABLE 2.4.5**

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to the total of 2007
		2003	2004	2005	2006	2007	
1	Thiruvananthapuram	94,835	103,558	119,940	151,578	193,924	37.60
2	Kollam	8,620	8,242	6,813	7,918	8,854	1.72
3	Pathanamthitta	287	330	349	346	547	0.11
4	Alappuzha	26,157	38,024	30,274	36,407	40,463	7.84
5	Kottayam	21,897	23,517	20,017	26,543	27,358	5.30
6	Ernakulam	99,987	109,344	108,773	44,583	165,125	32.01
7	Idukki	31,831	46,031	39,378	131,767	46,463	9.01
8	Thrissur	2,667	2,658	2,421	4,142	4,645	0.90
9	Palakkad	661	947	801	809	615	0.12
10	Malappuram	1,402	3,129	5,115	7,109	9,766	1.89
11	Wayanad	621	749	942	2,611	4,093	0.79
12	Kozhikode	3,529	4,702	8,420	11,154	10,020	1.94
13	Kannur	1,438	2,516	2,090	2,730	3,067	0.59
14	Kasaragod	689	1,799	1,166	837	868	0.17
<b>Total Kerala</b>		<b>294,621</b>	<b>345,546</b>	<b>346,499</b>	<b>428,534</b>	<b>515,808</b>	<b>100</b>

**Graph 2.4.4**

**Foreign Tourist Arrivals - District-wise 2006 & 2007**



**TABLE 2.4.6**

**DISTRICT-WISE - NATIONALITY-WISE STATISTICS OF DOMESTIC AND FOREIGN TOURISTS - 2007**

COUNTRY	ALP	EKLM	IDK	KASD	KLM	KNR	KOZH	KTM	MLP	PLKD	PTA	THSR	TVPM	WYD	TOTAL
AUSTRALIA	1101	6271	1544	14	357	125	267	865	45	19	26	174	3647	167	14622
AUSTRIA	472	1606	576	10	113	48	61	173	33	5	3	43	2504	44	5691
BAHRAIN	71	1394	41	1	54	8	129	15	30	1	0	17	826	20	2607
BANGLADESH	256	3534	300	88	574	115	708	569	196	28	0	341	1986	78	8773
BELGIUM	516	2510	990	6	114	44	132	590	46	11	9	46	1767	63	6844
BRAZIL	85	426	103	2	1	26	31	52	57	1	19	22	472	9	1306
CANADA	628	4133	1153	21	281	99	165	720	371	7	12	67	2693	142	10492
CHINA	81	980	67	5	48	8	62	87	14	5	2	22	625	10	2016
CZECHOSLOVAKIA	131	220	88	1	32	16	34	11	44	1	6	3	360	37	984
DENMARK	250	1375	447	21	81	53	73	137	6	13	13	80	1976	45	4570
FRANCE	3881	20425	8462	124	903	437	919	3093	482	74	24	561	8368	384	48137
GERMANY	2530	9411	4658	64	738	218	358	1516	202	23	7	168	15669	286	35848
IRAN	128	340	64	7	20	45	57	40	32	0	0	17	561	23	1334
ISRAEL	232	2608	620	28	139	96	103	200	38	9	2	103	777	42	4997
ITALY	1014	6258	2091	25	250	137	224	1082	65	31	2	98	6640	135	18052
JAPAN	228	3575	106	11	225	57	93	164	25	18	10	59	3131	14	7716
KENYA	40	267	83	2	6	4	55	84	238	0	0	19	604	2	1404
KOREA	104	1161	48	13	103	26	14	52	121	0	20	76	899	4	2641
KUWAIT	93	1985	53	0	7	4	251	177	122	8	11	15	750	4	3480
MALAYSIA	95	2763	258	1	57	32	131	106	113	32	2	252	909	11	4762
MALDIVES	57	829	9	0	28	2	62	0	21	0	5	28	21596	5	22642
MEXICO	44	501	31	2	8	5	3	34	9	0	1	13	141	24	816
NEPAL	158	70	12	0	2	7	1	3	2	0	0	13	1300	1	1569
NETHERLANDS	649	5874	1474	29	300	202	255	455	351	20	16	88	2803	222	12738
NEW ZEALAND	126	1356	311	4	84	17	63	79	24	21	5	75	981	41	3187
OMAN	42	1010	72	2	32	32	429	31	174	1	2	23	1566	2	3418
PAKISTAN	96	72	3	0	0	43	1	26	5	0	1	1	139	1	388
PHILLIPPINES	49	577	2	1	9	8	9	10	10	3	5	2	756	4	1445
QATAR	41	2369	2	0	10	8	53	30	238	1	1	22	466	6	3247
RUSSIA	276	763	187	10	85	16	116	120	625	5	0	26	4371	32	6632
SAUDI ARABIA	110	5390	393	4	66	29	455	181	994	22	5	84	802	25	8560
SINGAPORE	58	2068	374	6	30	22	58	199	34	12	5	33	1003	36	3938
SOUTH AFRICA	534	3543	426	7	59	26	61	524	61	12	15	110	1329	53	6760
SPAIN	309	3142	1215	14	223	75	104	729	33	2	6	72	2158	94	8176
SRI LANKA	58	1164	65	0	48	45	115	88	32	4	7	141	1972	14	3753
SWEDEN	382	2281	966	7	151	52	194	229	14	12	1	36	5761	87	10173
SWITZERLAND	1196	3734	1462	41	310	73	229	978	134	19	19	98	7672	132	16097
THAILAND	34	442	22	3	2	17	15	24	6	0	4	15	398	103	1085
U.A.E	81	2186	304	40	40	69	1361	321	1947	4	62	92	1441	226	8174
U.K	8447	27725	11004	104	1622	401	1059	6696	1508	81	53	748	60573	869	120890
U.S.A	3366	14897	3681	39	957	214	584	3771	379	80	155	610	10337	363	39433
YUGOSLAVIA	23	439	0	1	2	2	3	6	357	0	0	0	240	98	1171
OTHERS	12391	13451	2696	110	683	104	923	3091	528	30	11	132	10955	135	45240
Total Foreign	40463	165125	46463	868	8854	3067	10020	27358	9766	615	547	4645	193924	4093	515808
Total Domestic	170731	1109644	505229	135191	145524	375255	570832	189411	313200	315591	60988	1546576	948579	256190	6642941





**TABLE 2.4.7**

**MONTH-WISE FOREIGN TOURIST ARRIVALS TO DESTINATIONS - 2007**

Sl. No.	DESTINATIONS	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1	<b>ALAPPUZHA TOTAL</b>	6,734	6,272	6,074	2,250	1,099	629	869	2,018	1,239	2,988	4,596	5,695	40,463
	ALAPPUZHA TOWN	6,498	4,381	3,755	752	312	506	719	1,484	1,129	2,580	4,404	4,983	31,503
	OTHERS (ALP)	236	1,891	2,319	1,498	787	123	150	534	110	408	192	712	8,960
2	<b>ERNAKULAM TOTAL</b>	19,014	17,508	15,914	10,454	6,733	7,491	7,591	12,334	7,840	13,198	20,384	26,664	165,125
	KOCHI CITY	12,363	7,453	15,349	8,346	3,014	7,241	2,066	10,487	5,645	11,823	17,531	24,535	125,853
	OTHERS (EKLAM)	6,651	10,055	565	2,108	3,719	250	5,525	1,847	2,195	1,375	2,853	2,129	39,272
3	<b>IDUKKI TOTAL</b>	8,838	8,389	6,399	3,202	941	577	1,404	2,748	1,859	1,528	4,946	5,632	46,463
	MUNNAR	1,564	1,657	1,287	831	182	125	413	473	198	519	745	1,043	9,037
	THEKKADY	7,068	5,610	4,863	1,898	246	55	184	1,841	1,224	700	2,795	3,554	30,038
	OTHERS (IDK)	206	1,122	249	473	513	397	807	434	437	309	1,406	1,035	7,388
4	<b>KASARAGODE TOTAL</b>	130	161	60	94	19	28	17	144	21	48	60	86	868
	KASARAGODE TOWN	113	153	48	58	6	19	6	46	13	24	18	34	538
	OTHERS (KASD)	17	8	12	36	13	9	11	98	8	24	42	52	330
5	<b>KOLLAM TOTAL</b>	1,723	1,429	1,053	486	328	315	505	521	255	385	710	1,144	8,854
	KOLLAM TOWN	1,623	1,217	924	429	288	303	438	445	109	194	590	787	7,347
	OTHERS (KLM)	100	212	129	57	40	12	67	76	146	191	120	357	1,507
6	<b>KANNUR TOTAL</b>	604	478	502	200	161	46	77	104	93	106	221	475	3,067
	KANNUR TOWN	533	463	459	168	135	24	51	96	41	89	190	384	2,633
	OTHERS (KNR)	71	15	43	32	26	22	26	8	52	17	31	91	434
7	<b>KOZHIKODE TOTAL</b>	2,066	1,245	977	438	565	484	821	719	522	444	735	1,004	10,020
	KOZHIKODE TOWN	1,677	1,005	778	387	348	291	522	547	255	394	580	933	7,717
	OTHERS (KOZH)	389	240	199	51	217	193	299	172	267	50	155	71	2,303
8	<b>KOTTAYAM TOTAL</b>	3,996	4,070	3,413	1,643	680	755	556	2,637	1,283	1,948	2,782	3,595	27,358
	KOTTAYAM TOWN	676	1,737	181	459	305	67	305	328	694	387	143	651	5,933
	KUMARAKOM	3,015	2,322	3,150	941	99	167	237	1,622	525	1,093	2,390	2,849	18,410
	OTHERS (KTM)	305	11	82	243	276	521	14	687	64	468	249	95	3,015



9	<b>MALAPPURAM TOTAL</b>	1,403	1,559	624	308	331	723	1,226	1,480	695	403	538	476	9,766
	MALAPPURAM TOWN	1,328	941	329	288	208	671	1,184	1,335	486	322	437	430	7,959
	NILAMBUR	7	6	8	2	11	1	4	12	2	4	3	1	61
	OTHERS (MLP)	68	612	287	18	112	51	38	133	207	77	98	45	1,746
10	<b>PALAKKAD TOTAL</b>	85	97	58	27	17	23	33	79	92	32	37	35	615
	PALAKKAD TOWN	43	77	23	2	2	7	6	55	71	11	27	10	334
	MALAMPUZHA	23	6	5	9	12	7	8	8	11	6	8	14	117
	OTHERS (PLKD)	19	14	30	16	3	9	19	16	10	15	2	11	164
11	<b>PATHANAMTHITTA TOTAL</b>	32	87	54	11	48	32	108	33	19	43	47	33	547
	PATHANAMTHITTA TOWN	17	75	36	11	24	30	47	15	14	13	21	20	323
	OTHERS (PTA)	15	12	18	0	24	2	61	18	5	30	26	13	224
12	<b>THRISSUR TOTAL</b>	339	341	316	322	270	55	533	984	481	218	391	395	4,645
	THRISSUR TOWN	250	157	179	182	224	16	354	838	305	60	169	117	2,851
	GURUVAYOOR	23	99	84	86	15	19	76	59	155	95	166	237	1,114
	OTHERS (THSR)	66	85	53	54	31	20	103	87	21	63	56	41	680
13	<b>THIRUVANANTHAPURAM TOTAL</b>	27,099	23,825	20,396	14,858	9,777	7,047	11,334	11,221	10,154	11,937	19,850	26,426	193,924
	THIRUVANANTHAPURAM CITY	5,293	3,364	2,572	3,268	4,263	4,385	7,459	3,163	3,578	4,227	6,634	8,145	56,351
	KOVALAM	18,511	19,941	15,591	10,867	4,131	2,122	2,670	6,565	5,327	6,284	11,860	16,794	120,663
	VARKALA	1,362	466	817	670	1,211	522	796	601	1,171	970	747	951	10,284
	OTHERS (TVPM)	1,933	54	1,416	53	172	18	409	892	78	456	609	536	6,626
14	<b>WAYANAD TOTAL</b>	751	670	311	194	129	57	125	541	155	256	350	554	4,093
	WAYANAD TOWN	751	670	126	78	43	38	24	468	109	158	218	44	2,727
	OTHERS (WYD)	0	0	185	116	86	19	101	73	46	98	132	510	1,366
	<b>TOTAL KERALA</b>	<b>72,814</b>	<b>66,131</b>	<b>56,151</b>	<b>34,487</b>	<b>21,098</b>	<b>18,262</b>	<b>25,199</b>	<b>35,563</b>	<b>24,708</b>	<b>33,534</b>	<b>55,647</b>	<b>72,214</b>	<b>515,808</b>



## DOMESTIC TOURISTS

Domestic tourist arrival during 2007 is estimated to be 6642941 as against 6271724 in 2006, showing an increase of 5.92%. **Table 2.4.8.** shows the domestic tourist flow to Kerala during the last five years and percentage variation over the previous years.

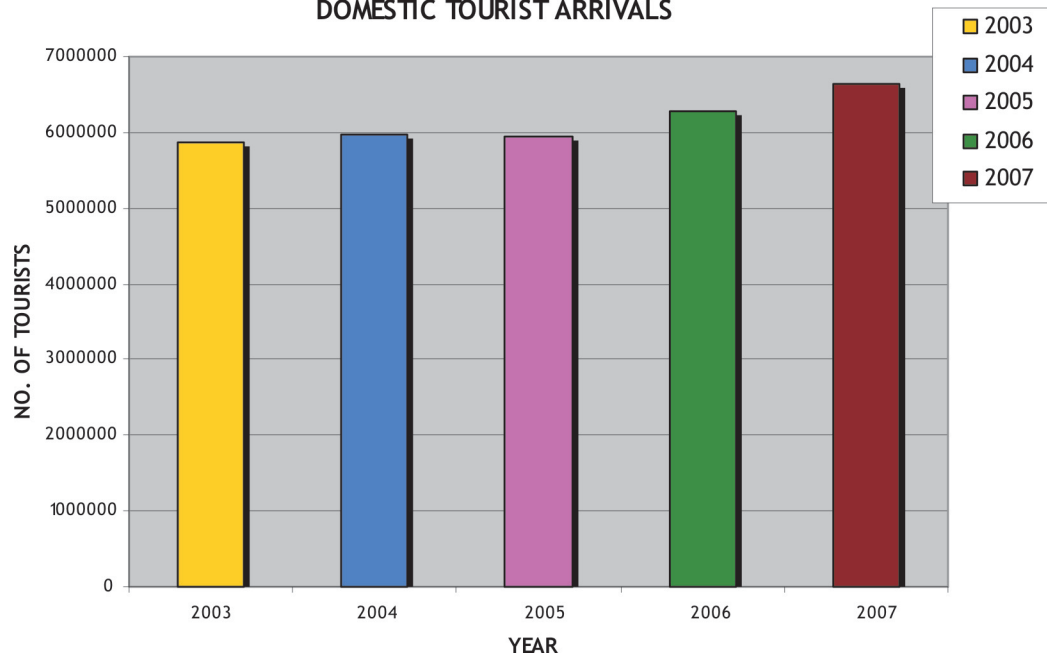
**TABLE 2.4.8**

**DOMESTIC TOURIST ARRIVALS 2003-2007**

Tourist Arrivals	2003	2004	2005	2006	2007
Number of domestic tourists	5871228	5972182	5946423	6271724	6642941
Percentage of variation over previous year	5.44	1.72	-0.43	5.47	5.92

**Graph 2.4.5** shows the growth of domestic tourists from 2001 to 2005

**GRAPH 2.4.5**  
**DOMESTIC TOURIST ARRIVALS**





## MONTH-WISE DETAILS OF DOMESTIC TOURISTS

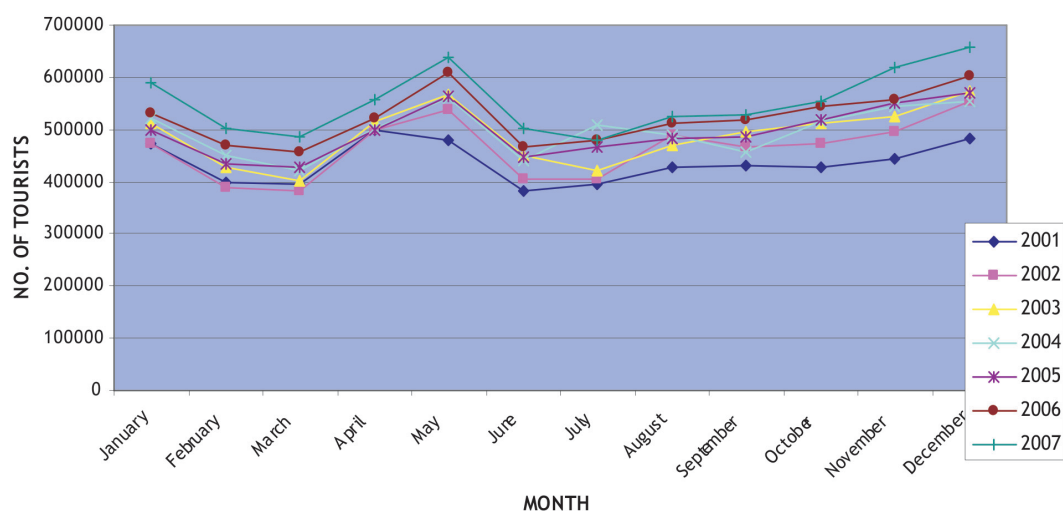
Table 2.4.9 shows month-wise arrival of domestic tourists to Kerala from 2001 to 2007 and a comparative study of month-wise domestic tourist arrivals in 2006 & 2007. In 2007, the highest figure was for December and the lowest was for July. Graph 2.4.6 shows the month-wise arrival trend of domestic tourists.

**TABLE 2.4.9**

**MONTH-WISE ARRIVAL OF DOMESTIC TOURISTS (2001 - 2007)**

Sl. No	Month	2001	2002	2003	2004	2005	2006	2007	% of variation over previous year
1	January	472377	471608	511396	523145	499698	532748	588620	10.49
2	February	399215	387550	427116	451420	432673	469363	501204	6.78
3	March	396320	382452	400503	422727	428235	457435	485722	6.18
4	April	498856	499217	514213	503583	500005	522408	557785	6.77
5	May	479515	537429	566603	561503	562616	610241	639712	4.83
6	June	383196	406500	450537	440469	445652	467879	502224	7.34
7	July	396805	406622	421346	508893	467532	478701	478781	0.02
8	August	428291	488050	469920	489182	483490	511198	525309	2.76
9	September	432608	466928	496977	457398	485205	517659	529847	2.35
10	October	427181	472056	513082	516386	519239	543876	555721	2.18
11	November	442386	494481	526578	544746	552523	556297	618908	11.25
12	December	482942	555363	572957	552730	569555	603919	659108	9.14
	Total	5239692	5568256	5871228	5972182	5946423	6271724	6642941	5.92

**GRAPH 2.4.6**  
**MONTH-WISE COMPARISON OF DOMESTIC TOURISTS**





**TABLE 2.4.10**

**DOMESTIC TOURIST ARRIVALS - DISTRICT-WISE**

Sl. No.	DISTRICT	2003	2004	2005	2006	2007	Proportion to total
<b>South Kerala</b>							
1	Thiruvananthapuram	865048	855787	837211	866712	948579	14.28
2	Kollam	101890	100729	98227	122998	145524	2.19
3	Pathanamthitta	68014	64640	59328	57032	60988	0.92
4	Alappuzha	172119	185906	173626	179115	170731	2.57
	<b>Total</b>	<b>1207071</b>	<b>1207062</b>	<b>1168392</b>	<b>1225857</b>	<b>1325822</b>	<b>19.96</b>
<b>Central Kerala</b>							
5	Kottayam	162779	163084	164909	196284	189411	2.85
6	Ernakulam	1001938	1043479	1025944	1080591	1109644	16.70
7	Idukki	420960	482283	473772	515182	505229	7.61
8	Thrissur	1390491	1378118	1327856	1398014	1546576	23.28
	<b>Total</b>	<b>2976168</b>	<b>3066964</b>	<b>2992481</b>	<b>3190071</b>	<b>3350860</b>	<b>50.44</b>
<b>North Kerala</b>							
9	Palakkad	271169	256015	266837	300674	315591	4.75
10	Malappuram	295102	297203	306431	303844	313200	4.71
11	Wayanad	202909	187701	191184	225923	256190	3.86
12	Kozhikode	461814	498931	553363	550694	570832	8.59
13	Kannur	319338	323645	333855	351309	375255	5.65
14	Kasaragode	137657	134661	133880	123352	135191	2.04
	<b>Total</b>	<b>1687989</b>	<b>1698156</b>	<b>1785550</b>	<b>1855796</b>	<b>1966259</b>	<b>29.60</b>
	<b>Total Kerala</b>	<b>5871228</b>	<b>5972182</b>	<b>5946423</b>	<b>6271724</b>	<b>6642941</b>	<b>100.00</b>

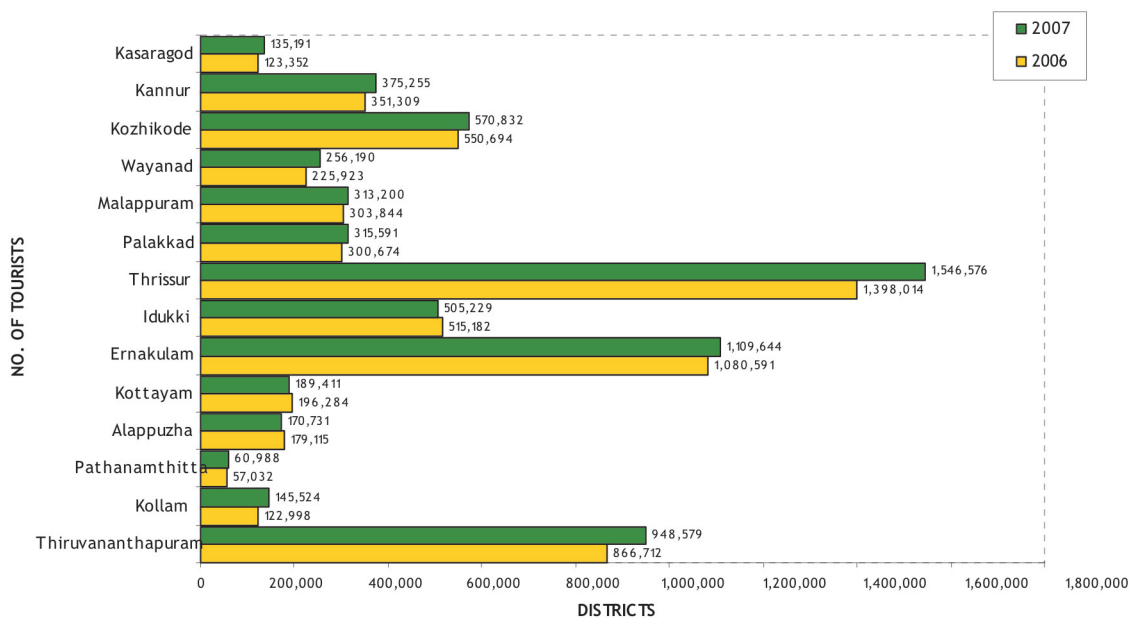


**TABLE 2.4.11**

**DOMESTIC TOURIST ARRIVALS - DISTRICT-WISE**

Sl. No.	DISTRICT	NO. OF TOURISTS					Proportion to total
		2003	2004	2005	2006	2007	
1	Thiruvananthapuram	865,048	855,787	837,211	866,712	948,579	14.28
2	Kollam	101,890	100,729	98,227	122,998	145,524	2.19
3	Pathanamthitta	68,014	64,640	59,328	57,032	60,988	0.92
4	Alappuzha	172,119	185,906	173,626	179,115	170,731	2.57
5	Kottayam	162,779	163,084	164,909	196,284	189,411	2.85
6	Ernakulam	1,001,938	1,043,479	1,025,944	1,080,591	1,109,644	16.7
7	Idukki	420,960	482,283	473,772	515,182	505,229	7.61
8	Thrissur	1,390,491	1,378,118	1,327,856	1,398,014	1,546,576	23.28
9	Palakkad	271,169	256,015	266,837	300,674	315,591	4.75
10	Malappuram	295,102	297,203	306,431	303,844	313,200	4.71
11	Wayanad	202,909	187,701	191,184	225,923	256,190	3.86
12	Kozhikode	461,814	498,931	553,363	550,694	570,832	8.59
13	Kannur	319,338	323,645	333,855	351,309	375,255	5.65
14	Kasaragode	137,657	134,661	133,880	123,352	135,191	2.04
	<b>Total Kerala</b>	<b>5,871,228</b>	<b>5,972,182</b>	<b>5,946,423</b>	<b>6,271,724</b>	<b>6,642,941</b>	<b>100</b>

**GRAPH 2.4.7**  
**DOMESTIC TOURIST ARRIVALS - DISTRICT-WISE 2006 & 2007**







**TABLE 2.4.12**  
**MONTH-WISE DOMESTIC TOURIST ARRIVALS TO DESTINATIONS - 2007**

SI. No.	DESTINATIONS	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC	TOTAL
1	ALAPPUZHA TOTAL	15,970	13,742	12,464	13,058	14,641	10,452	9,701	12,126	11,744	14,950	19,002	22,881	170,731
	ALAPPUZHA TOWN	13,536	8,953	9,431	8,096	8,915	7,100	6,007	4,847	9,522	10,191	10,819	12,979	110,396
	OTHERS (ALP)	2,434	4,789	3,033	4,962	5,726	3,352	3,694	7,279	2,222	4,759	8,183	9,902	60,335
2	ERNAKULAM TOTAL	94,787	89,338	66,787	91,145	83,636	90,785	85,915	88,621	89,786	106,349	110,898	111,597	1,109,644
	KOCHI CITY	36,369	28,025	51,766	54,581	47,159	66,963	42,091	43,950	47,453	59,010	51,387	71,631	600,385
	OTHERS (EKLM)	58,418	61,313	15,021	36,564	36,477	23,822	43,824	44,671	42,333	47,339	59,511	39,966	509,259
3	IDUKKI TOTAL	59,398	39,208	34,060	41,936	65,817	31,700	28,590	30,697	34,934	36,401	46,240	56,248	505,229
	MUNNAR	30,335	10,271	9,058	12,381	22,218	7,664	10,059	7,485	6,083	9,534	12,016	14,427	151,531
	THEKKADY	26,613	9,435	8,427	7,433	4,095	1,270	323	4,902	6,685	6,479	10,530	17,088	103,280
	OTHERS (IDK)	2,450	19,502	16,575	22,122	39,504	22,766	18,208	18,310	22,166	20,388	23,694	24,733	250,418
4	KASARAGODE TOTAL	10,638	10,860	10,506	11,716	10,166	10,416	12,452	11,967	11,602	11,472	10,767	12,629	135,191
	KASARAGODE TOWN	9,888	9,715	8,576	9,367	5,952	9,118	8,650	8,186	9,477	5,896	7,519	9,677	102,021
	OTHERS (KASD)	750	1,145	1,930	2,349	4,214	1,298	3,802	3,781	2,125	5,576	3,248	2,952	33,170
5	KOLLAM TOTAL	14,118	12,260	12,162	9,274	11,089	8,814	9,350	10,884	12,081	14,001	15,046	16,445	145,524
	KOLLAM TOWN	11,086	9,611	5,933	7,473	8,431	7,604	7,279	7,072	8,132	7,230	14,290	9,579	103,720
	OTHERS (KLM)	3,032	2,649	6,229	1,801	2,658	1,210	2,071	3,812	3,949	6,771	756	6,866	41,804
6	KANNUR TOTAL	31,392	28,081	27,877	30,811	34,198	29,466	29,252	31,172	33,531	32,241	33,215	34,019	375,255
	KANNUR TOWN	20,461	18,208	27,547	18,575	17,426	15,326	19,562	18,358	12,762	12,412	16,882	13,189	210,708
	OTHERS (KNR)	10,931	9,873	330	12,236	16,772	14,140	9,690	12,814	20,769	19,829	16,333	20,830	164,547
7	KOZHIKODE TOTAL	49,254	41,959	45,804	47,761	51,617	43,788	48,940	51,116	45,207	46,563	48,846	49,977	570,832
	KOZHIKODE TOWN	47,078	38,160	37,513	38,942	33,084	24,962	13,584	39,021	40,031	41,229	39,860	43,402	436,866
	OTHERS (KOZH)	2,176	3,799	8,291	8,819	18,533	18,826	35,356	12,095	5,176	5,334	8,986	6,575	133,966
8	KOTTAYAM TOTAL	17,835	15,139	13,607	14,996	18,594	14,130	12,553	13,789	14,358	13,502	18,950	21,958	189,411
	KOTTAYAM TOWN	14,164	8,385	8,889	11,411	14,005	8,014	10,074	6,825	12,031	9,633	10,638	16,336	130,405
	KUMARAKOM	64	6,754	3,303	1,017	592	2,729	2,448	5,431	1,509	1,901	5,165	4,289	35,202
	OTHERS (KTM)	3,607	0	1,415	2,568	3,997	3,387	31	1,533	818	1,968	3,147	1,333	23,804



9	<b>MALAPPURAM TOTAL</b>	28,023	24,273	26,146	26,081	29,975	25,919	25,698	26,418	23,668	24,699	25,944	26,356	313,200
	MALAPPURAM TOWN	20,202	17,237	20,014	5,994	12,469	12,043	9,217	7,561	1,652	7,676	4,972	10,982	130,019
	NILAMBUR	2,793	1,903	2,059	3,320	6,092	2,656	2,540	1,788	2,569	2,662	2,963	2,820	34,165
	OTHERS (MLP)	5,028	5,133	4,073	16,767	11,414	11,220	13,941	17,069	19,447	14,361	18,009	12,554	149,016
10	<b>PALAKKAD TOTAL</b>	27,260	24,932	25,915	27,163	30,039	24,531	23,497	25,862	27,196	24,754	26,180	28,262	315,591
	PALAKKAD TOWN	14,260	16,992	16,776	7,685	5,413	2,620	10,477	2,649	12,439	12,087	16,497	14,777	132,672
	MALAMPUZHA	9,608	4,544	4,661	4,550	6,782	8,892	2,599	5,258	6,921	2,085	1,893	3,112	60,905
	OTHERS (PLKD)	3,392	3,396	4,478	14,928	17,844	13,019	10,421	17,955	7,836	10,582	7,790	10,373	122,014
11	<b>PATHANAMTHITTA TOTAL</b>	5,116	4,448	4,906	4,548	4,740	6,405	4,750	5,018	4,790	5,301	5,359	5,607	60,988
	PATHANAMTHITTA TOWN	5,077	2,824	3,478	4,548	2,210	4,206	1,613	2,148	2,186	1,690	2,093	2,240	34,313
	OTHERS (PTA)	39	1,624	1,428	0	2,530	2,199	3,137	2,870	2,604	3,611	3,266	3,367	26,675
12	<b>THRISSUR TOTAL</b>	132,703	106,331	110,199	142,172	173,706	116,076	96,443	120,395	121,608	122,330	149,315	155,298	1,546,576
	THRISSUR TOWN	17,164	15,545	17,737	16,314	9,789	14,613	4,897	19,369	12,235	16,006	23,753	16,536	183,958
	GURUVAYOOR	106,833	84,770	88,047	110,781	146,195	81,290	72,936	88,809	99,885	98,461	114,180	125,725	1,217,912
	OTHERS (THSR)	8,706	6,016	4,415	15,077	17,722	20,173	18,610	12,217	9,488	7,863	11,382	13,037	144,706
13	<b>THIRUVANANTHAPURAM TOTAL</b>	81,488	73,890	76,446	74,685	82,503	71,580	74,018	76,721	81,026	79,324	84,580	92,318	948,579
	THIRUVANANTHAPURAM CITY	70,971	56,336	46,867	62,831	59,351	57,583	59,401	55,292	56,780	64,015	64,226	75,260	728,913
	KOVALAM	6,370	9,367	8,235	9,477	15,328	11,916	7,309	11,041	12,964	10,712	11,570	10,317	124,606
	VARKALA	1,761	1,127	1,510	1,659	1,503	1,306	4,988	3,053	1,531	1,455	1,613	1,682	23,188
	OTHERS (TVPM)	2,386	7,060	19,834	718	6,321	775	2,320	7,335	9,751	3,142	7,171	5,059	71,872
14	<b>WAYANAD TOTAL</b>	20,638	16,743	18,843	22,439	28,991	18,162	17,622	20,523	18,316	23,834	24,566	25,513	256,190
	WAYANAD TOWN	20,638	16,743	4,898	7,091	16,926	13,350	13,451	15,575	15,888	17,480	7,642	8,474	158,156
	OTHERS (WYD)	0	0	13,945	15,348	12,065	4,812	4,171	4,948	2,428	6,354	16,924	17,039	98,034
	<b>TOTAL KERALA</b>	588,620	501,204	485,722	557,785	639,712	502,224	478,781	525,309	529,847	555,721	618,908	659,108	6,642,941



**TABLE 2.4.13**

**DESTINATION-WISE-NATIONALITY-WISE ARRIVAL OF TOURISTS-2007**

COUNTRY	ALAPPUZHA			ERNAKULAM			IDUKKI			KASARAGODE			KOLLAM		
	ALAPPUZHA TOWN	OTHERS (ALP)	Total	KOCHI CITY	OTHERS (EKLM)	Total	MUNNAR	OTHERS (IDK)	THEKKADY	Total KASARAGODE TOWN	OTHERS (KASD)	Total	KOLLAM TOWN	OTHERS (KLM)	Total
AUSTRALIA	636	465	1,101	4,628	1,643	6,271	385	250	909	1,544	13	14	307	50	357
AUSTRIA	243	229	472	1,222	384	1,606	77	96	403	576	8	2	10	101	113
BAHRAIN	44	27	71	1,170	224	1,394	6	12	23	41	1	0	1	54	54
BANGALADESH	68	188	256	2,233	1,301	3,534	6	66	228	300	2	86	88	516	574
BELGIUM	327	189	516	1,879	631	2,510	180	236	574	990	4	2	6	78	114
BRAZIL	82	3	85	349	77	426	11	31	61	103	2	0	2	1	1
CANADA	434	194	628	3,075	1,058	4,133	244	176	733	1,153	15	6	21	232	281
CHINA	62	19	81	789	191	980	5	35	27	67	5	0	5	34	48
CZECHOSLOVAKIA	94	37	131	172	48	220	43	0	45	88	1	0	1	30	32
DENMARK	167	83	250	1,030	345	1,375	123	106	218	447	12	9	21	72	91
FRANCE	2,405	1,476	3,881	15,585	4,840	20,425	1,449	806	6,207	8,462	82	42	124	669	903
GERMANY	1,854	676	2,530	7,136	2,275	9,411	563	631	3,464	4,658	49	15	64	611	738
IRAN	102	26	128	239	101	340	13	6	45	64	7	0	7	9	20
ISRAEL	163	69	232	2,048	560	2,608	307	71	242	620	17	11	28	120	139
ITALY	648	366	1,014	4,642	1,616	6,258	189	295	1,607	2,091	17	8	25	224	250
JAPAN	161	67	228	2,882	693	3,575	26	11	69	106	9	2	11	201	224
KENYA	28	12	40	220	47	267	8	31	44	83	2	0	2	4	6
KOREA	80	24	104	862	299	1,161	9	16	23	48	10	3	13	97	103
KUWAIT	80	13	93	1,377	608	1,985	22	9	22	53	0	0	0	5	7
MALAYSIA	91	4	95	2,052	711	2,763	111	76	71	258	1	0	1	45	57
MALDIVES	48	9	57	525	304	829	6	3	0	9	0	0	0	28	28
MEXICO	34	10	44	364	137	501	11	3	17	31	2	0	2	7	8
NEPAL	113	45	158	57	13	70	9	0	3	12	0	0	0	1	2
NETHERLANDS	503	146	649	4,310	1,564	5,874	246	346	882	1,474	23	6	29	257	300
NEW ZEALAND	101	25	126	1,042	314	1,356	75	59	177	311	2	2	4	76	84
OMAN	36	6	42	802	208	1,010	19	25	28	72	2	0	2	26	32
OTHERS	12,184	207	12,391	10,411	3,040	13,451	877	542	1,277	2,696	80	30	110	581	683
PAKISTAN	47	49	96	69	3	72	0	1	2	3	0	0	0	0	0
PHILIPPINES	44	5	49	481	96	577	2	0	0	2	1	0	1	5	9
QATAR	29	12	41	1,660	709	2,369	0	2	0	2	0	0	0	2	10
RUSSIA	215	61	276	605	158	763	19	30	138	187	7	3	10	81	85
SAUDI ARABIA	102	8	110	3,857	1,533	5,390	240	85	68	393	4	0	4	40	66
SINGAPORE	31	27	58	1,673	395	2,068	96	95	183	374	1	5	6	13	30
SOUTH AFRICA	353	181	534	2,987	556	3,543	62	116	248	476	2	5	7	41	59
SPAIN	225	84	309	2,523	619	3,142	76	222	917	1,215	13	1	14	197	223
SRI LANKA	51	7	58	902	262	1,164	37	9	19	65	0	0	0	45	48
SWEDEN	304	78	382	1,723	558	2,281	199	274	493	966	3	4	7	131	151
SWITZERLAND	773	423	1,196	2,794	940	3,734	260	271	931	1,462	25	16	41	223	310
THAILAND	30	4	34	385	57	442	6	8	8	22	2	1	3	2	2
U.A.E	71	10	81	1,502	684	2,186	108	95	101	304	31	9	40	26	40
U.K	5,646	2,801	8,447	21,145	6,580	27,725	2,337	1,674	6,993	11,004	52	52	104	1,287	1,622
U.S.A	2,776	590	3,366	12,041	2,856	14,897	575	568	2,538	3,681	30	9	39	868	957
YUGOSLAVIA	18	5	23	405	34	439	0	0	0	0	1	0	1	0	2
<b>TOTAL FOREIGNERS</b>	<b>31,503</b>	<b>8,960</b>	<b>40,463</b>	<b>125,853</b>	<b>39,272</b>	<b>165,125</b>	<b>9,037</b>	<b>7,388</b>	<b>30,038</b>	<b>46,463</b>	<b>538</b>	<b>330</b>	<b>868</b>	<b>7,347</b>	<b>8,854</b>
<b>INDIANS</b>	<b>110,396</b>	<b>60,335</b>	<b>170,731</b>	<b>600,385</b>	<b>509,259</b>	<b>1,109,644</b>	<b>151,531</b>	<b>250,418</b>	<b>103,280</b>	<b>505,229</b>	<b>102,021</b>	<b>33,170</b>	<b>135,191</b>	<b>103,720</b>	<b>145,524</b>



**TABLE 2.4.13**  
**DESTINATION-WISE-NATIONALITY-WISE ARRIVAL OF TOURISTS-2007**

COUNTRY	KANNUR		KANNUR		KOTTAYAM		KOTTAYAM		KUMARAKOM		OTHERS (KTM)		MALAPPURAM TOWN		MALAPPURAM NILAMBUR		OTHERS (MLP)		Total
	TOWN	OTHERS (KNR)	Total	OTHERS (KOZH)	TOWN	OTHERS (KOZH)	Total	OTHERS (KTM)	TOWN	OTHERS (KTM)	Total	OTHERS (MLP)	TOWN	OTHERS (MLP)	Total	OTHERS (MLP)	Total		
AUSTRALIA	103	22	125	202	65	267	218	562	85	865	12	3	30	3	12	45			
AUSTRIA	48	0	48	54	7	61	83	75	15	173	9	0	9	0	24	33			
BAHRAIN	8	0	8	111	18	129	5	10	0	15	12	0	12	0	18	30			
BANGALADESH	85	30	115	221	487	708	319	250	0	569	153	0	153	0	43	196			
BELGIUM	35	9	44	120	12	132	132	441	17	590	23	0	23	0	23	46			
BRAZIL	26	0	26	29	2	31	11	16	25	52	51	0	51	0	6	57			
CANADA	84	15	99	125	40	165	154	479	87	720	212	4	212	4	155	371			
CHINA	8	0	8	40	22	62	25	56	6	87	7	0	7	0	7	14			
CZECHOSLOVAKIA	11	5	16	18	16	34	6	2	3	11	0	0	0	0	44	44			
DENMARK	42	11	53	54	19	73	32	97	8	137	3	0	3	0	3	6			
FRANCE	381	56	437	718	201	919	661	2,305	127	3,093	412	2	412	2	68	482			
GERMANY	192	26	218	295	63	358	386	939	191	1,516	161	6	161	6	35	202			
IRAN	42	3	45	45	12	57	16	23	1	40	32	0	32	0	0	32			
ISRAEL	88	8	96	67	36	103	40	148	12	200	19	0	19	0	19	38			
ITALY	130	7	137	177	47	224	161	893	28	1,082	56	3	56	3	6	65			
JAPAN	49	8	57	84	9	93	47	66	51	164	16	1	16	1	8	25			
KENYA	4	0	4	49	6	55	21	39	24	84	95	0	95	0	143	238			
KOREA	26	0	26	12	2	14	24	27	1	52	121	0	121	0	0	121			
KUWAIT	4	0	4	197	54	251	4	169	4	177	86	3	86	3	33	122			
MALAYSIA	14	18	32	119	12	131	37	50	19	106	76	0	76	0	37	113			
MALDIVES	2	0	2	11	51	62	0	0	0	0	14	0	14	0	7	21			
MEXICO	4	1	5	3	0	3	6	24	4	34	6	0	6	0	3	9			
NEPAL	7	0	7	1	0	1	0	3	0	3	2	0	2	0	0	2			
NETHERLANDS	169	33	202	203	52	255	170	192	93	455	262	0	262	0	89	351			
NEW ZEALAND	17	0	17	55	8	63	14	60	5	79	13	1	13	1	10	24			
OMAN	24	8	32	372	57	429	9	20	2	31	131	4	131	4	39	174			
OTHERS	75	29	104	777	146	923	693	1,383	1,015	3,091	508	1	508	1	19	528			
PAKISTAN	43	0	43	0	1	1	0	26	0	26	1	0	1	0	4	5			
PHILLIPPINES	7	1	8	6	3	9	5	5	0	10	10	0	10	0	0	10			
QATAR	8	0	8	47	6	53	0	12	18	30	185	0	185	0	53	238			
RUSSIA	14	2	16	95	21	116	20	72	28	120	457	0	457	0	168	625			
SAUDI ARABIA	24	5	29	358	97	455	26	141	14	181	752	14	752	14	228	994			
SINGAPORE	7	15	22	42	16	58	30	147	22	199	23	2	23	2	9	34			
SOUTH AFRICA	26	0	26	57	4	61	59	426	39	524	50	0	50	0	11	61			
SPAIN	73	2	75	82	22	104	118	518	93	729	24	0	24	0	9	33			
SRI LANKA	45	0	45	96	19	115	41	46	1	88	18	0	18	0	14	32			
SWEDEN	49	3	52	147	47	194	67	141	21	229	11	0	11	0	3	14			
SWITZERLAND	67	6	73	187	42	229	218	671	89	978	130	2	130	2	2	134			
THAILAND	12	5	17	10	5	15	15	2	7	24	4	2	4	2	0	6			
U.A.E	55	14	69	990	371	1,361	39	226	56	321	1,720	5	1,720	5	222	1,947			
U.K	357	44	401	922	137	1,059	1,334	4,917	445	6,696	1,354	6	1,354	6	148	1,508			
U.S.A	167	47	214	516	68	584	685	2,731	355	3,771	357	2	357	2	20	379			
YUGOSLAVIA	1	1	2	3	0	3	2	0	4	6	353	0	353	0	4	357			
<b>TOTAL FOREIGNERS</b>	<b>2,633</b>	<b>434</b>	<b>3,067</b>	<b>7,717</b>	<b>2,303</b>	<b>10,020</b>	<b>5,933</b>	<b>18,410</b>	<b>3,015</b>	<b>27,358</b>	<b>7,959</b>	<b>61</b>	<b>7,959</b>	<b>61</b>	<b>1,746</b>	<b>9,766</b>			
<b>INDIANS</b>	<b>210,708</b>	<b>164,547</b>	<b>375,255</b>	<b>436,866</b>	<b>133,966</b>	<b>570,832</b>	<b>123,579</b>	<b>37,773</b>	<b>28,059</b>	<b>189,411</b>	<b>130,019</b>	<b>34,165</b>	<b>130,019</b>	<b>34,165</b>	<b>149,016</b>	<b>313,200</b>			



**TABLE 2.4.13**

**DESTINATION-WISE-NATIONALITY-WISE ARRIVAL OF TOURISTS-2007**

COUNTRY	PALAKKAD TOWN		MALAMPUZHA		PALAKKAD		OTHERS (PLKD)		Total		PATHANAMTHITTA TOWN		OTHERS (PTA)		Total		THRISSUR TOWN		OTHERS (THSR)		Total	
AUSTRALIA	11		3		5		19		18		8		26		110		34		30		174	
AUSTRIA	3		0		2		5		1		2		3		34		6		3		43	
BAHRAIN	0		1		0		1		0		0		0		12		3		2		17	
BANGALADESH	15		0		13		28		0		0		0		250		81		10		341	
BELGIUM	4		3		4		11		1		8		9		22		16		8		46	
BRAZIL	1		0		0		1		1		18		19		18		4		0		22	
CANADA	3		3		1		7		11		1		12		40		16		11		67	
CHINA	3		0		2		5		2		0		2		9		2		11		22	
CZECHOSLOVAKIA	0		0		1		1		0		6		6		1		0		2		3	
DENMARK	5		3		5		13		10		3		13		37		28		15		80	
FRANCE	21		18		35		74		18		6		24		311		154		96		561	
GERMANY	14		4		5		23		4		3		7		96		46		26		168	
IRAN	0		0		0		0		0		0		0		17		0		0		17	
ISRAEL	0		5		4		9		1		1		2		78		2		23		103	
ITALY	2		7		22		31		2		0		2		70		19		9		98	
JAPAN	9		5		4		18		4		6		10		28		9		22		59	
KENYA	0		0		0		0		0		0		0		19		0		0		19	
KOREA	0		0		0		0		1		19		20		41		4		31		76	
KUWAIT	8		0		0		8		0		11		11		9		0		6		15	
MALAYSIA	18		7		7		32		0		2		2		73		157		22		252	
MALDIVES	0		0		0		0		5		0		5		22		0		6		28	
MEXICO	0		0		0		0		0		1		1		9		0		4		13	
NEPAL	0		0		0		0		0		0		0		11		0		2		13	
NETHERLANDS	11		7		2		20		15		1		16		51		15		22		88	
NEW ZEALAND	16		4		1		21		4		1		5		64		6		5		75	
OMAN	1		0		0		1		2		0		2		16		0		7		23	
OTHERS	14		9		7		30		10		1		11		99		22		11		132	
PAKISTAN	0		0		0		0		1		0		1		0		1		0		1	
PHILIPPINES	1		2		0		3		0		5		5		0		0		2		2	
QATAR	0		0		1		1		1		0		1		9		11		2		22	
RUSSIA	4		0		1		5		0		0		0		4		19		3		26	
SAUDI ARABIA	14		6		2		22		1		4		5		75		5		4		84	
SINGAPORE	3		5		4		12		2		3		5		0		19		14		33	
SOUTH AFRICA	11		0		1		12		13		2		15		37		47		26		110	
SPAIN	1		1		0		2		3		3		6		48		14		10		72	
SRI LANKA	4		0		0		4		7		0		7		109		25		7		141	
SWEDEN	6		2		4		12		1		0		1		16		11		9		36	
SWITZERLAND	14		5		0		19		7		12		19		21		65		12		98	
THAILAND	0		0		0		0		0		4		4		11		4		0		15	
U.A.E	0		0		4		4		47		15		62		60		19		13		92	
U.K	52		9		20		81		35		18		53		482		146		120		748	
U.S.A	65		8		7		80		95		60		155		432		104		74		610	
YUGOSLAVIA	0		0		0		0		0		0		0		0		0		0		0	
<b>TOTAL FOREIGNERS</b>	<b>334</b>	<b>117</b>	<b>117</b>	<b>164</b>	<b>615</b>	<b>323</b>	<b>224</b>	<b>547</b>	<b>30,457</b>	<b>224</b>	<b>30,531</b>	<b>60,988</b>	<b>2,851</b>	<b>183,958</b>	<b>1,114</b>	<b>680</b>	<b>1,217,912</b>	<b>144,706</b>	<b>4,645</b>			
<b>INDIANS</b>	<b>132,672</b>	<b>60,905</b>	<b>122,014</b>	<b>315,591</b>	<b>30,457</b>	<b>30,531</b>	<b>60,988</b>	<b>2,851</b>	<b>1,217,912</b>	<b>144,706</b>	<b>4,645</b>											



**TABLE 2.4.13**  
**DESTINATION-WISE-NATIONALITY-WISE ARRIVAL OF TOURISTS-2007**

COUNTRY	THIRUVANANTHAPURAM					Total	WAYANAD		Total	TOTAL
	THIRUVANANTHAPURAM CITY	KOVALAM	VARKALA	OTHERS (TVPM)	OTHERS (WYD)		WAYANAD TOWN	OTHERS		
AUSTRALIA	939	2,157	304	247	88	3,647	79	88	167	14,622
AUSTRIA	354	1,687	350	113	44	2,504	32	12	44	5,691
BAHRAIN	566	171	73	16	2	826	2	18	20	2,607
BANGLADESH	1,691	90	199	6	29	1,986	49	29	78	8,773
BELGIUM	398	852	418	99	63	1,767	40	23	63	6,844
BRAZIL	251	210	3	8	9	472	5	4	9	1,306
CANADA	811	1,662	104	116	22	2,693	120	22	142	10,492
CHINA	315	294	2	14	1	625	9	1	10	2,016
CZECHOSLOVAKIA	167	138	51	4	19	360	18	19	37	984
DENMARK	385	1,323	211	57	45	1,976	16	29	45	4,570
FRANCE	2,170	4,428	1,376	394	67	8,368	317	67	384	48,137
GERMANY	2,440	11,149	1,353	727	286	15,669	207	79	286	35,848
IRAN	139	281	68	73	23	561	15	8	23	1,334
ISRAEL	222	471	63	21	42	777	14	28	42	4,997
ITALY	885	5,364	202	189	135	6,640	95	40	135	18,052
JAPAN	2,031	1,011	41	48	14	3,131	7	7	14	7,716
KENYA	421	143	26	14	2	604	1	1	2	1,404
KOREA	352	488	44	15	4	899	0	4	4	2,641
KUWAIT	575	172	0	3	2	750	2	2	4	3,480
MALAYSIA	429	460	5	15	11	909	11	0	11	4,762
MALDIVES	20,315	153	45	1,083	2	21,596	3	2	5	22,642
MEXICO	71	65	0	5	24	141	7	17	24	816
NEPAL	1,132	98	1	69	1	1,300	0	1	1	1,569
NETHERLANDS	637	1,772	262	132	222	2,803	82	140	222	12,738
NEW ZEALAND	263	379	218	121	41	981	18	23	41	3,187
OMAN	400	1,140	0	26	2	1,566	2	0	2	3,418
OTHERS	2,399	8,308	108	140	135	10,955	81	54	135	45,240
PAKISTAN	43	93	0	3	1	139	1	0	1	388
PHILLIPPINES	229	496	17	14	4	756	2	2	4	1,445
QATAR	78	381	3	4	6	466	6	0	6	3,247
RUSSIA	413	3,791	69	98	7	4,371	25	7	32	6,632
SAUDI ARABIA	337	412	0	53	25	802	16	9	25	8,560
SINGAPORE	505	396	88	14	36	1,003	4	32	36	3,938
SOUTH AFRICA	456	833	27	13	53	1,329	45	8	53	6,760
SPAIN	384	1,426	298	50	94	2,158	69	25	94	8,176
SRI LANKA	1,553	324	31	64	14	1,972	11	3	14	3,753
SWEDEN	595	4,358	633	175	87	5,761	57	30	87	10,173
SWITZERLAND	879	5,983	531	279	132	7,672	104	28	132	16,097
THAILAND	126	241	27	4	103	398	26	77	103	1,085
U.A.E	425	941	66	9	60	1,441	166	60	226	8,174
U.K	5,952	50,231	2,471	1,919	869	60,573	633	236	869	120,890
U.S.A	3,736	5,919	509	173	363	10,337	237	126	363	39,433
YUGOSLAVIA	62	169	8	1	5	240	93	5	98	1,171
<b>TOTAL FOREIGNERS</b>	<b>56,531</b>	<b>120,460</b>	<b>10,305</b>	<b>6,628</b>	<b>4,093</b>	<b>193,924</b>	<b>2,727</b>	<b>1,366</b>	<b>4,093</b>	<b>515,808</b>
<b>INDIANS</b>	<b>728,913</b>	<b>124,606</b>	<b>23,188</b>	<b>71,872</b>	<b>256,190</b>	<b>948,579</b>	<b>153,783</b>	<b>102,407</b>	<b>256,190</b>	<b>6,642,941</b>



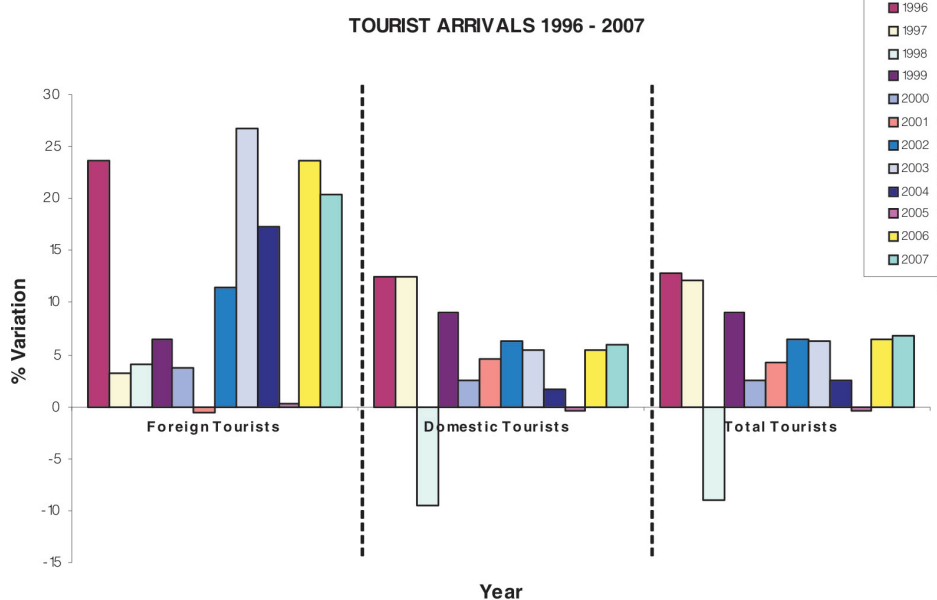
## 2.5 TOURIST ARRIVALS: 1996 - 2007

Tourist arrivals to Kerala in the last 12 years is given in Table 2.5.1. During 1996 the percentage of increase in foreign tourist arrivals recorded 23.7 over the previous year. After that, upto 2001 the percentage of increase was nominal. But from 2006 onwards the percentage of increase in foreign tourist arrivals is above 20%.

**TABLE 2.5.1**

Year	No. of Foreign Tourists	% of increase	No. of Domestic Tourists	% of increase	Total No. of Tourists	% of increase
1996	176855	23.7	4403002	12.45	4579857	12.84
1997	182427	3.15	4953401	12.5	5135828	12.14
1998	189941	4.12	4481714	-9.52	4671655	-9.04
1999	202173	6.44	4888287	9.07	5090560	8.97
2000	209933	3.84	5013221	2.56	5223154	2.60
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	23.70	6271724	5.47	6700258	6.47
2007	515808	20.37	6642941	5.92	7158749	6.84

**GRAPH - 2.5.1**



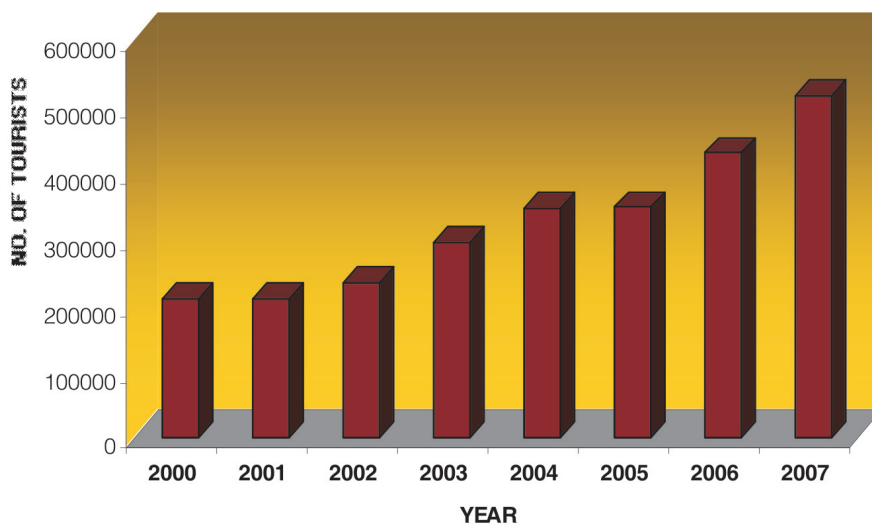


**TABLE 2.5.2**

**FOREIGN TOURIST ARRIVALS TO KERALA DURING THE LAST TEN YEARS**

Sl. No.	MONTH	YEARS									
		1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1	JAN	27,709	31,541	24,388	31,625	29,440	41,845	45,630	43,345	58,858	72,814
2	FEB	23,075	25,624	23,268	30,862	29,105	36,163	43,418	41,314	56,530	66,131
3	MAR	19,877	20,816	17,499	21,957	19,246	25,261	35,006	33,479	39,584	56,151
4	APR	16,493	14,277	13,964	17,868	18,028	20,106	23,546	20,191	32,377	34,487
5	MAY	11,355	10,398	12,923	10,653	10,794	12,675	14,870	14,919	20,470	21,098
6	JUN	5,755	8,040	8,306	6,571	6,610	10,820	12,734	13,239	16,209	18,262
7	JUL	5,535	10,656	8,514	7,747	8,581	14,824	17,228	17,593	23,578	25,199
8	AUG	10,024	14,487	17,764	13,611	14,226	19,240	27,341	24,398	28,821	35,563
9	SEP	12,385	11,806	18,222	12,391	17,808	20,253	21,103	20,064	21,888	24,708
10	OCT	12,531	13,367	17,344	11,913	20,744	24,702	22,160	28,068	28,681	33,534
11	NOV	19,208	19,007	22,592	19,310	26,190	32,165	38,118	42,324	44,421	55,647
12	DEC	25,994	22,154	25,149	24,322	31,792	36,567	44,392	47,565	57,117	72,214
	<b>TOTAL</b>	<b>189,941</b>	<b>202,173</b>	<b>209,933</b>	<b>208,830</b>	<b>232,564</b>	<b>294,621</b>	<b>345,546</b>	<b>346,499</b>	<b>428,534</b>	<b>515,808</b>

**GRAPH 2.5.2**  
**TRENDS IN FOREIGN TOURIST ARRIVALS TO KERALA 2000-2007**







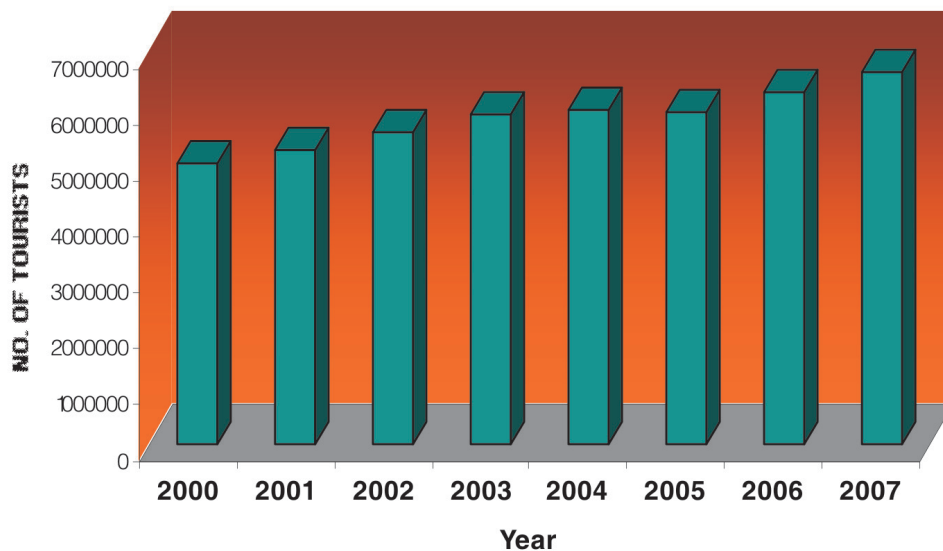
**TABLE 2.5.3**

**DOMESTIC TOURIST ARRIVALS TO KERALA DURING THE LAST TEN YEARS**

Sl. No.	MONTH	YEARS									
		1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1	JAN	354,406	453,729	454,330	472,377	471,608	511,396	523,145	499,698	532,748	588,620
2	FEB	312,576	402,718	382,657	399,215	387,550	427,116	451,420	432,673	469,363	501,204
3	MAR	308,514	419,911	369,231	396,320	382,452	400,503	422,727	428,235	457,435	485,722
4	APR	330,395	456,629	453,194	498,856	499,217	514,213	503,583	500,005	522,408	557,785
5	MAY	347,725	441,644	486,006	479,515	537,429	566,603	561,503	562,616	610,241	639,712
6	JUN	296,525	351,733	356,260	383,196	406,500	450,537	440,469	445,652	467,879	502,224
7	JUL	287,957	356,893	361,034	396,805	406,622	421,346	508,893	467,532	478,701	478,781
8	AUG	367,812	367,486	373,599	428,291	488,050	469,920	489,182	483,490	511,198	535,309
9	SEP	441,951	382,841	386,123	432,608	466,928	496,977	457,398	485,205	517,659	529,847
10	OCT	421,477	403,944	435,426	427,181	472,056	513,082	516,386	519,239	543,876	555,721
11	NOV	429,204	411,233	476,877	442,386	494,481	526,578	544,746	552,523	556,297	618,908
12	DEC	583,172	439,526	478,484	482,942	555,363	572,957	552,730	569,555	603,919	659,108
TOTAL		4,481,714	4,888,287	5,013,221	5,239,692	5,568,256	5,871,228	5,972,182	5,946,423	6,271,724	6,642,941

**GRAPH 2.5.3**

**TRENDS IN DOMESTIC TOURIST ARRIVALS TO KERALA 2000-2007**





**TABLE 2.5.4**

**DISTRICT-WISE ARRIVAL OF FOREIGN TOURISTS DURING LAST TEN YEARS**

Sl. No.	DISTRICT	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1	Thiruvananthapuram	86035	96536	82803	63197	65240	94835	103558	119940	151578	193924
2	Kollam	5068	7430	8997	9970	8478	8620	8242	6813	7918	8854
3	Pathanamthitta	45	141	208	148	177	287	330	349	346	547
4	Alappuzha	9878	10478	12013	12871	17261	26157	38024	30274	36407	40463
5	Kottayam	13006	11832	12876	17744	20488	21897	23517	20017	26543	27358
6	Ernakulam	56199	55546	55819	69972	87357	99987	109344	108773	131767	165125
7	Idukki	13631	10719	24842	25385	24692	31831	46031	39378	44583	46463
8	Thrissur	1507	1634	2057	1950	1979	2667	2658	2421	4142	4645
9	Palakkad	821	1512	1517	809	611	661	947	801	809	615
10	Malappuram	251	855	856	964	1048	1402	3129	5115	7109	9766
11	Wayanad	98	449	561	630	563	621	749	942	2611	4093
12	Kozhikode	2994	2968	5159	3232	3076	3529	4702	8420	11154	10020
13	Kannur	257	1271	1415	1197	1014	1438	2516	2090	2730	3067
14	Kasaragode	151	802	810	761	580	689	1799	1166	837	868
	<b>TOTAL</b>	<b>189941</b>	<b>202173</b>	<b>209933</b>	<b>208830</b>	<b>232564</b>	<b>294621</b>	<b>345546</b>	<b>346499</b>	<b>428534</b>	<b>515808</b>

**TABLE 2.5.5**

**DISTRICT-WISE ARRIVAL OF DOMESTIC TOURISTS DURING LAST TEN YEARS**

Sl. No.	DISTRICT	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1	Thiruvananthapuram	781477	755897	763345	749968	775225	865048	855787	837211	866,712	948579
2	Kollam	80279	110569	96103	90490	91331	101890	100729	98227	122,998	145524
3	Pathanamthitta	25470	76311	67041	72267	67514	68014	64640	59328	57032	60988
4	Alappuzha	157573	111050	127719	121867	139305	172119	185906	173626	179115	170731
5	Kottayam	166814	142143	140320	161828	160269	162779	163084	164909	196284	189411
6	Ernakulam	802060	734837	810527	819442	961820	1001938	1043479	1025944	1080591	1109644
7	Idukki	117267	185579	209639	278081	366861	420960	482283	473772	515182	505229
8	Thrissur	1506424	1285029	1376692	1317797	1369419	1390491	1378118	1327856	1398014	1546576
9	Palakkad	246576	301861	300888	274716	266438	271169	256015	266837	300674	315591
10	Malappuram	78072	250326	241740	285326	272911	295102	297203	306431	303844	313200
11	Wayanad	62974	190559	171040	170880	202291	202909	187701	191184	225923	256190
12	Kozhikode	325877	499062	496060	424531	442602	461814	498931	553363	550694	570832
13	Kannur	82160	96918	76565	326632	317879	319338	323645	333855	351309	375255
14	Kasaragode	48691	148146	135542	145867	134391	137657	134661	133880	123352	135191
	<b>TOTAL</b>	<b>4481714</b>	<b>4888287</b>	<b>5013221</b>	<b>5239692</b>	<b>5568256</b>	<b>5871228</b>	<b>5972182</b>	<b>5946423</b>	<b>6271724</b>	<b>6642941</b>



**TABLE 2.5.6**

**FINANCIAL YEAR-WISE TOURIST ARRIVALS TO KERALA**

Financial Year	Foreign Tourists	% of Increase	Domestic Tourists	% of Increase
1995 - 1996	151081	—	3629971	—
1996 - 1997	178814	18.36	4689775	29.2
1997 - 1998	190476	6.52	4707611	0.38
1998 - 1999	195035	2.39	4782576	1.59
1999 - 2000	189347	-2.92	5679247	18.75
2000 - 2001	229222	21.06	5074915	-10.64
2001 - 2002	202177	-11.8	5213390	2.73
2002 - 2003	258042	27.63	5665661	8.68
2003 - 2004	315406	22.23	5929505	4.65
2004 - 2005	339630	7.68	5935496	0.12
2005 - 2006	382986	12.77	6045363	1.85
2006 - 2007	468658	22.37	6387724	5.66
2007 - 2008	554921	18.41	6879885	7.70

**2.6. TIME OF VISIT**

Kerala Tourism is aiming to change Kerala into a 365 days tourist destination. During 2007, the maximum number of foreign tourists arrived in January followed by December. The most number of foreign tourists arrived during the 1st quarter of the year 2007, constituting 37.82% with 195096 tourists followed by 4th quarter constituting 31.29% with 161395 tourists, the 3rd quarter constituting 16.57% with 85470 tourists and the 2nd quarter constituting 14.32% with 7347 tourists.

During 2007, the maximum number of domestic tourists constituting 1833737 (27.60%) arrived during the 4th quarter followed by the 2nd quarter constituting 1699721 tourists (25.59%), the 1st quarter constituting 1575546 tourists (23.72%) and the 3rd quarter constituting 1533937 tourists (23.09%).

Quarterly breakup of the last five year's figures is given in the following **Table 2.6.1**

**TABLE 2.6.1**

**QUARTERLY COMPARISON - 2003, 2004, 2005, 2006 & 2007**

FOREIGN	NUMBER OF TOURISTS				
	2003	2004	2005	2006	2007
I - Quarter	1,03,269	1,24,054	118138	154972	195096
II - Quarter	43,601	51,150	48349	69056	73847
III - Quarter	54,317	65,672	62055	74287	85470
IV - Quarter	93,434	1,04,670	117957	130219	161395
Total	2,94,621	3,45,546	3,46,499	428534	515808

DOMESTIC	NUMBER OF TOURISTS				
	2003	2004	2005	2006	2007
I - Quarter	1,339,015	13,97,292	1360606	1,459,546	1575546
II - Quarter	1,531,353	15,05,555	1508273	1600528	1699721
III - Quarter	1,388,243	14,55,473	1436227	1507558	1533937
IV - Quarter	1,612,617	16,13,862	1641317	1704092	1833737
Total	58,71,228	59,72,182	59,46,423	6,271,724	6,642,941



## 2.7. SOURCE OF TOURIST ARRIVALS

The foreign tourist arrival to Kerala during 2007 was highest from UK (23.44%) followed by France (9.33%), USA (7.64%), Germany (6.95%), Maldives (4.39%), Italy (3.50%), Switzerland (3.12%) etc. Kerala Tourism witnessed a very high growth rate in the case of foreign & domestic tourist inflow during the last 12 years. 2007 witnessed foreign tourist arrivals exceeding 5 lakhs.

**TABLE 2.7.1**

### FOREIGN TOURIST ARRIVALS TO KERALA IN 2007 - TOP ORDER

Sl. No.	COUNTRY	TOTAL	% to the total No. of foreign tourists
1	U.K	120,890	23.44
2	FRANCE	48,137	9.33
3	U.S.A	39,433	7.64
4	GERMANY	35,848	6.95
5	MALDIVES	22,642	4.39
6	ITALY	18,052	3.50
7	SWITZERLAND	16,097	3.12
8	AUSTRALIA	14,622	2.83
9	NETHERLANDS	12,738	2.47
10	CANADA	10,492	2.03
11	SWEDEN	10,173	1.97
12	BANGALADESH	8,773	1.70
13	SAUDI ARABIA	8,560	1.66
14	SPAIN	8,176	1.59
15	U.A.E	8,174	1.58
16	JAPAN	7,716	1.50
17	BELGIUM	6,844	1.33
18	SOUTH AFRICA	6,760	1.31
19	RUSSIA	6,632	1.29
20	AUSTRIA	5,691	1.10
21	ISRAEL	4,997	0.97
22	MALAYSIA	4,762	0.92
23	DENMARK	4,570	0.89
24	SINGAPORE	3,938	0.76
25	SRI LANKA	3,753	0.73
26	KUWAIT	3,480	0.67
27	OMAN	3,418	0.66
28	QATAR	3,247	0.63
29	NEW ZEALAND	3,187	0.62
30	KOREA	2,641	0.51
31	BAHRAIN	2,607	0.51
32	CHINA	2,016	0.39
33	NEPAL	1,569	0.30
34	PHILLIPPINES	1,445	0.28
35	KENYA	1,404	0.27
36	IRAN	1,334	0.26
37	BRAZIL	1,306	0.25
38	YUGOSLAVIA	1,171	0.23
39	THAILAND	1,085	0.21
40	CZECHOSLOVAKIA	984	0.19
41	MEXICO	816	0.16
42	PAKISTAN	388	0.08
43	OTHERS	45240	8.77
	<b>TOTAL</b>	<b>515,808</b>	



**TABLE 2.7.2**

**NATIONALITY-WISE ARRIVAL OF TOURISTS IN 2006 & 2007**

Sl.No.	COUNTRY	2006	2007	% Variation over previous year
1	AUSTRALIA	12460	14622	17.35
2	AUSTRIA	3625	5691	56.99
3	BAHRAIN	3198	2607	-18.48
4	BANGALADESH	3225	8773	172.03
5	BELGIUM	5427	6844	26.11
6	BRAZIL	674	1306	93.77
7	CANADA	8780	10492	19.50
8	CHINA	1565	2016	28.82
9	CZECHOSLOVAKIA	552	984	78.26
10	DENMARK	3719	4570	22.88
11	FRANCE	37923	48137	26.93
12	GERMANY	24649	35848	45.43
13	IRAN	646	1334	106.50
14	ISRAEL	3805	4997	31.33
15	ITALY	14197	18052	27.15
16	JAPAN	6954	7716	10.96
17	KENYA	944	1404	48.73
18	KOREA	1822	2641	44.95
19	KUWAIT	3152	3480	10.41
20	MALAYSIA	4563	4762	4.36
21	MALDIVES	29687	22642	-23.73
22	MEXICO	526	816	55.13
23	NEPAL	1248	1569	25.72
24	NETHERLANDS	10488	12738	21.45
25	NEW ZEALAND	2217	3187	43.75
26	OMAN	3233	3418	5.72
27	PAKISTAN	85	388	356.47
28	PHILLIPPINES	1111	1445	30.06
29	QATAR	2781	3247	16.76
30	RUSSIA	5077	6632	30.63
31	SAUDI ARABIA	6213	8560	37.78
32	SINGAPORE	3761	3938	4.71
33	SOUTH AFRICA	5423	6760	24.65
34	SPAIN	6981	8176	17.12
35	SRI LANKA	5787	3753	-35.15
36	SWEDEN	6207	10173	63.90
37	SWITZERLAND	10690	16097	50.58
38	THAILAND	739	1085	46.82
39	U.A.E	5656	8174	44.52
40	U.K	91033	120890	32.80
41	U.S.A	40409	39433	-2.42
42	YUGOSLAVIA	107	1171	994.39
43	OTHERS	47195	45240	-4.14
<b>Total Foreign Tourists</b>		<b>428534</b>	<b>515808</b>	<b>20.37</b>
<b>Total Domestic Tourists</b>		<b>6271724</b>	<b>6642941</b>	<b>5.92</b>



## 2.8. MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES

The market performance of different countries in top order is exhibited in **Table 2.8.1**. United Kingdom with an estimated arrival figure of 120890 remained on the top of all tourist-generating countries for Kerala and accounted for 23.46% of the total traffic. Pictorial representation of the same is made in **Graph 2.8.1**. France, USA, Germany and Maldives are respectively on 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> position.

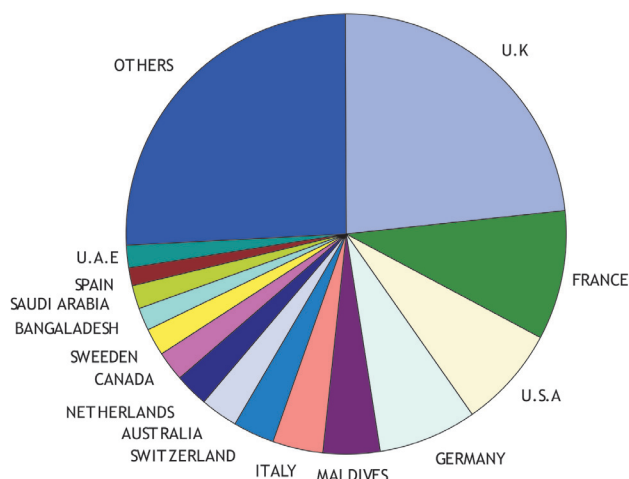
**TABLE 2.8.1**

### MARKET PERFORMANCE OF TOP FIFTEEN COUNTRIES - 2007

Sl. No.	COUNTRY	TOTAL	Proportion to total
1	U.K	120,890	23.44
2	FRANCE	48,137	9.33
3	U.S.A	39,433	7.64
4	GERMANY	35848	6.95
5	MALDIVES	22642	4.39
6	ITALY	18052	3.50
7	SWITZERLAND	16097	3.12
8	AUSTRALIA	14622	2.83
9	NETHERLANDS	12738	2.47
10	CANADA	10492	2.03
11	SWEDEN	10173	1.97
12	BANGALADESH	8773	1.70
13	SAUDI ARABIA	8560	1.66
14	SPAIN	8176	1.59
15	U.A.E	8174	1.58
	Total	382807	74.20
	Others	133001	25.78
	<b>Grand Total</b>	<b>515808</b>	<b>100.00</b>

**Graph 2.8.1**

Market Performance of Top - 15 countries - 2007



The Top fifteen countries have alone constituted 75.70% of the total tourist traffic to Kerala. The ranking of countries according to arrivals during the last three years is given in the following table.



**TABLE 2.8.2**

**RANKING OF COUNTRIES ACCORDING TO HIGHEST ARRIVALS - 2005 TO 2007**

Rank	Nationality	Tourist arrivals in 2005	Nationality	Tourist arrivals in 2006	Nationality	Tourist arrivals in 2007
1	U.K	70,423	U.K	91,033	U.K	120,890
2	Maldives	32,967	U.S.A	40,409	France	48,137
3	France	27,791	France	37,923	U.S.A	39,433
4	U.S.A	27,453	Maldives	29,687	Germany	35,848
5	Germany	22,861	Germany	24,649	Maldives	22,642
6	Italy	10,020	Italy	14,197	Italy	18,052
7	Australia	9,962	Australia	12,460	Switzerland	16,097
8	Switzerland	8,742	Switzerland	10,690	Australia	14,622
9	Netherlands	7,554	Netherlands	10,488	Netherlands	12,738
10	Canada	7,527	Canada	8,780	Canada	10,492
11	Japan	6,055	Spain	6,981	Sweden	10,173
12	Sri Lanka	4,741	Japan	6,954	Bangladesh	8,773
13	Spain	4,595	Saudi Arabia	6,213	Saudi Arabia	8,560
14	Sweden	4,593	Sweden	6,207	Spain	8,176
15	Israel	3,161	Sri Lanka	5,787	U.A.E	8,174

**2.9. SEASONALITY IN FOREIGN TOURIST ARRIVALS TO KERALA**

Kerala Tourism is aiming to change Kerala as a 365 days Tourist Destination. In 2007, the maximum number of Foreign Tourists visited Kerala during January followed by December.

**TABLE 2.9.1**

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% of tourists to the total	14.12	12.82	10.89	6.68	4.09	3.55	4.89	6.89	4.79	6.50	10.78	14.00



**TABLE 2.9.2**

**LEAN & PEAK MONTHS OF FOREIGN TOURIST ARRIVALS TO INDIA FROM TOP 15 COUNTRIES DURING 2006**

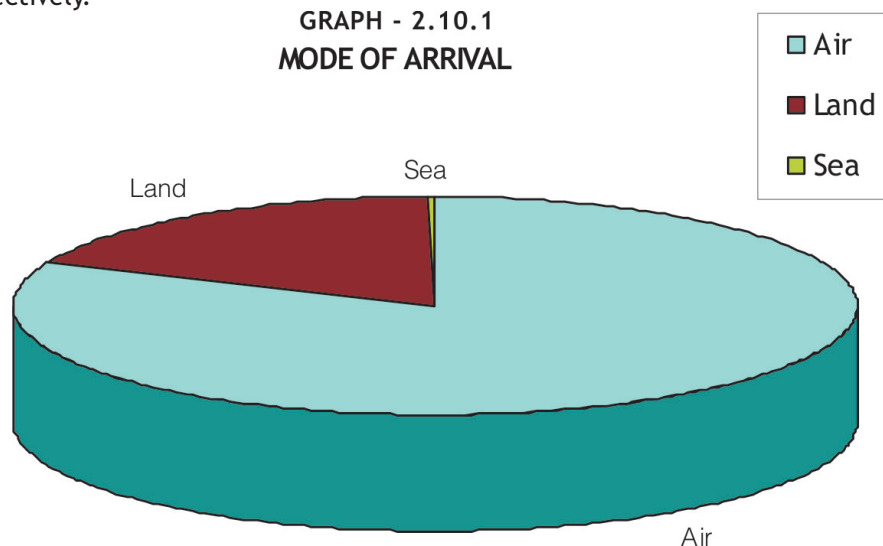
Sl. No.	Nationality	Lean Month	Peak Month
1	U.K.	June	December
2	U.S.A	September	December
3	Canada	May	December
4	France	May	February
5	Germany	June	November
6	Sri Lanka	May	August
7	Japan	May	February
8	Australia	May	December
9	Malaysia	July	December
10	Nepal	April	September
11	Singapore	July	December
12	Italy	May	December
13	Korea (South)	May	January
14	China (Main)	August	November
15	Netherlands	June	July

Source: India Tourism Statistics 2006

**2.10. MODE OF ARRIVAL**

Out of the 5.15 lakh foreign tourist arrivals to Kerala during 2007, a majority arrived by air, followed by land and sea. As per the study report, the corresponding foreign tourist arrivals for 2007 are 81.3%, 18.4% and 0.3% respectively.

**GRAPH - 2.10.1  
MODE OF ARRIVAL**







## 2.11. MONTH-WISE DETAILS OF FOREIGN AND DOMESTIC TOURISTS

Month-wise details of both foreign and domestic tourists and their proportion to total is given in Table 2.11.1.

**TABLE 2.11.1**

### MONTH-WISE DETAILS OF FOREIGN AND DOMESTIC TOURISTS IN 2007

Sl.No.	Month	No. of tourists		Proportion to total	
		Foreign	Domestic	Foreign	Domestic
1	January	72814	588620	14.12	8.86
2	February	66131	501204	12.82	7.54
3	March	56151	485722	10.89	7.31
4	April	34487	557785	6.69	8.40
5	May	21098	639712	4.09	9.63
6	June	18262	502224	3.54	7.56
7	July	25199	478781	4.89	7.21
8	August	35563	525309	6.89	7.91
9	September	24708	529847	4.79	7.98
10	October	33534	555721	6.50	8.37
11	November	55647	618908	10.79	9.32
12	December	72214	659108	14.00	9.92
	<b>Total</b>	<b>515808</b>	<b>6642941</b>	<b>100.00</b>	<b>100.00</b>

**TABLE 2.11.2**

### FOREIGN & DOMESTIC TOURIST ARRIVALS TO KERALA DURING THE LAST 10 YEARS

YEAR	FOREIGN	DOMESTIC	NO. OF TOURISTS	% OF INCREASE
	NO. OF TOURISTS	% OF INCREASE		
1997	182427	3.15	4953401	12.50
1998	189941	4.12	4481714	-9.52
1999	202173	6.44	4888287	9.07
2000	209933	3.84	5013221	2.56
2001	208830	-0.53	5239692	4.52
2002	232564	11.37	5568256	6.27
2003	294621	26.68	5871228	5.44
2004	345546	17.28	5972182	1.72
2005	346499	0.28	5946423	-0.43
2006	428534	23.68	6271724	5.47
2007	515808	20.37	6642941	5.92



## 2.12. EARNINGS FROM TOURISM IN KERALA

Foreign exchange earnings from tourism have shown a steady growth over the years. In 2007, Kerala has earned Rs.2640.94 crores as foreign exchange earnings from tourism against Rs.1988.40 crores in the year 2006, showing a growth of 32.82%. **Table 2.12.1** and **Graph 2.12.1** shows the estimates of earnings from foreign tourists during the last seven years. The average growth rate is 25.99% over the period 2001-2007.

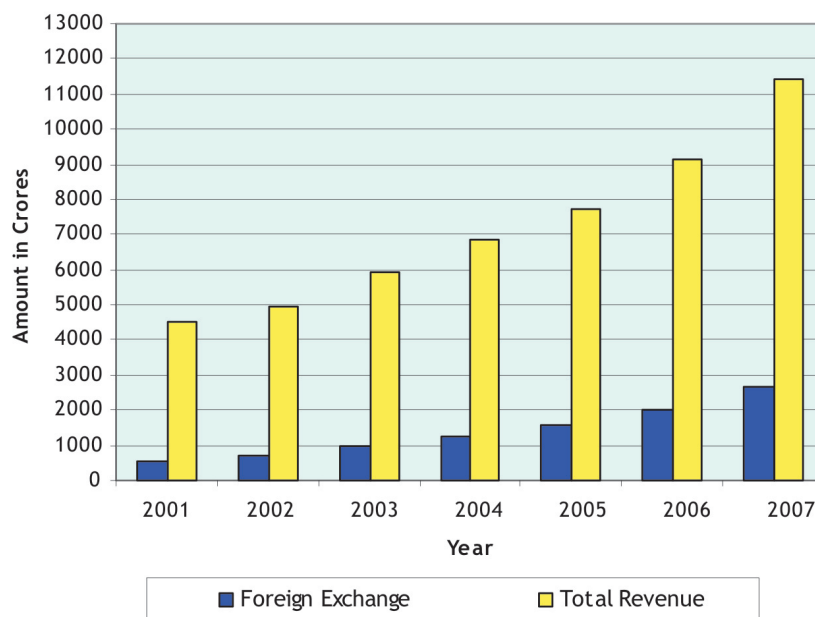
**TABLE 2.12.1**

EARNINGS FROM TOURISM 2001-2007

Year	Foreign Exchange Earnings (Rs. In Crores)	% of Increase	Earnings from Domestic Tourists (Rs. In Crores)	Total revenue generated from Tourism (Direct & Indirect)	% of Increase
2001	535.00	1.85	2561.16	4500.00	9.58
2002	705.67	31.90	3011.31	4931.00	20.42
2003	983.37	39.35	3492.68	5938.00	12.83
2004	1266.77	28.82	3881.92	6829.00	15.01
2005	1552.31	22.54	4281.42	7738.00	13.31
2006	1988.40	28.09	4891.94	9126.00	17.94
2007	2640.94	32.82	5978.65	11433.00	25.28

Graph 2.12.1

**EARNINGS FROM TOURISM 2001-2007**



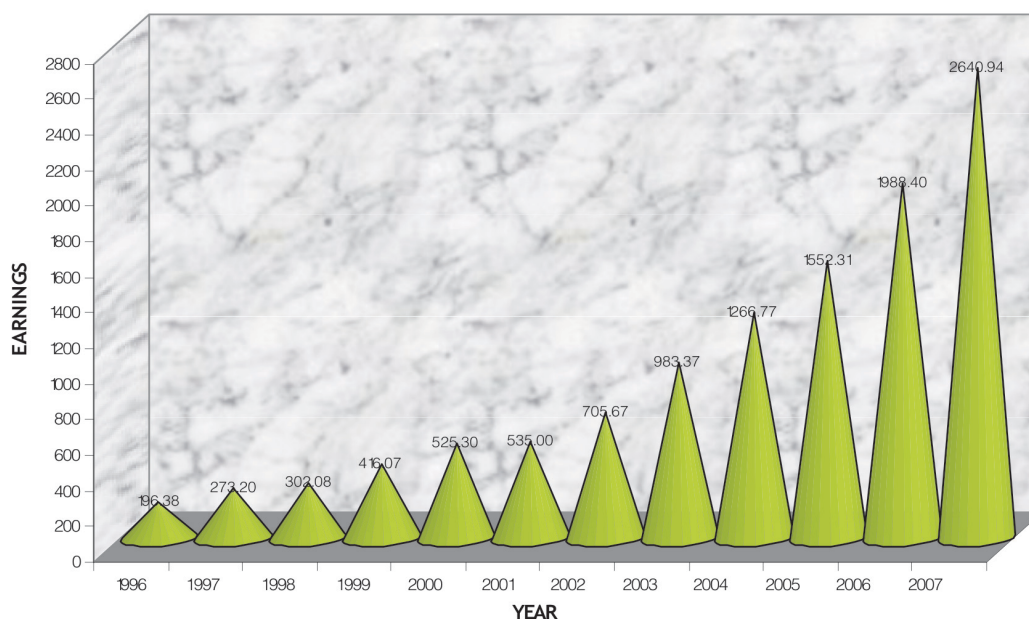


**TABLE 2.12.2**

**FOREIGN EXCHANGE EARNINGS FROM TOURISM DURING LAST 12 YEARS**

Year	Earnings (Rs. In Crs.)	% Variation over previous year
1996	196.38	23.70
1997	273.20	39.12
1998	302.08	10.57
1999	416.07	37.74
2000	525.30	26.25
2001	535.00	1.85
2002	705.67	31.90
2003	983.37	39.35
2004	1266.77	28.82
2005	1552.31	22.54
2006	1988.40	28.09
2007	2640.94	32.82

**GRAPH 2.12.2  
EARNINGS FROM TOURISM**





## 2.13. SUBSIDY TO PRIVATE SECTOR INVESTMENT

As part of the subsidy policy of increasing the private sector investment in the tourism industry, Department of Tourism gives 10% subsidy of the capital investment as investment subsidy. Electricity tariff subsidy is also given to eligible units.

Subsidy is given to the following:

1. Classified Hotels
2. Motels
3. Approved Restaurants
4. Amusement Parks
5. Recreation Clubs approved by Department of Tourism
6. Ropeways at Tourism Destinations
7. For the purchase of Luxury cars, Coaches, Boats and Aircrafts for the Approved Tour Operators.
8. For teaching traditional artforms of Kerala, Kalarippayattu etc. and for the construction of Auditorium and Koothambalam to schools and other institutions.
9. For the institutions teaching tourism-related activities such as Gliding, Trekking, Surfing etc.
10. Tourism oriented Ayurvedic centres.
11. For the construction of traditional Chundan Vallam, Kettuvallam, House Boats etc.
12. For the Handicrafts Emporium approved by State and Central Governments.
13. For the maintenance of ancient and traditional houses under Grihasthali Scheme.
14. Vazhiyoram Project.
15. Farm Tourism.

During the year 2007-2008, Department of Tourism released an amount of Rs.1,49,12,486.00 as electricity subsidy to facilitate the private sector in the Tourism Industry.

## 2.14. RECENT ACCLAIMS AND AWARDS

Govt of India national awards

- Best innovative adventure activity
- Most innovative cultural initiative - Utsavam
- Best responsible tourism award
- Best tourism friendly award - Trivandrum Golf Club
- Best tourist friendly port - Cochin
- Best tourism film - Rhapsodies from God's Own Country
- Kerala tourism website [www.keralatourism.org](http://www.keralatourism.org) bagged one more award for the best tourism website from PC world



## Prestigious awards that came Kerala's way during 2008, 2007, 2006 and 2005

### Pacific Asia Travel Association (PATA) - 2008

- Gold award in the Culture category (Utsavam)
- Gold award in Consumer Travel Brochure category (Kerala Tourism Theme Brochure)

### Pacific Asia Travel Association (PATA) - 2007

- Gold award for Culture Tourism Centre, Aranmula
- Gold Award for Travel Brochure category - Destination Brochures

### Oscar of Tourism Award 2007

- Das Golden Stadttor Award for Print Campaign

### Government of India Awards - 2007

- Best Performing Tourism State - Seven times winner in the last eight years
- Best Tourism Website Portal

### CNBC Travel Award 2007

- Best State Tourism Board
- Best Travel Destination - Thekkady

### World Tourism Travel Council Award - 2006

- One of the three finalists at the WTTC 'Tourism for Tomorrow' awards in the destination category.

### Pacific Asia Travel Association (PATA) - 2006

- Grand award for Environment - Zero Waste Kovalam
- Gold award for Ecotourism - Kumbalangi Tourism Village
- Gold award for Publication - Mantra of Niramaya, Ayurveda

### Oscar of Tourism Award - 2006

- Das Golden Stadttor Award for Best Commercial 2006

### UNESCO Asia-Pacific Heritage Awards - 2006

- Honourable Mention - Arakkal Kettu, Kannur

### Government of India Awards - 2006

- Best Performing Tourism State - Second hat-trick in seven years
- Best Maintained Tourist-friendly Monument - Sakthan Thampuran Palace
- Best Publishing - Mantra of Niramaya, Tourism Handbook



### Galileo - Express Travel & Tourism Awards - 2006

- Best Tourism Board

### Pacific Asia Travel Association (PATA) - 2005

- Gold award for E-Newsletter
- Honourable Mention for Culture - A Day With the Masters, Kerala Kalmandalam

### Government of India Awards - 2005

- Best Marketed and Promoted State
- Best Maintained Tourist-friendly Monument - East Fort
- Best Innovative Tourism Project - Kerala Kalamandalam
- Best Promotion Literature - Life in a New Light
- Best Publishing

### Pacific Asia Travel Association (PATA)

- Grand Award for Heritage, Fort Kochi, 2002
- Gold Award for Marketing, 2003
- Gold Award for CD-ROM, The Green Symphony, 2003
- Gold Award for CD-ROM, Ayurveda, 2004
- Gold Award for Heritage & Culture, East Fort, 2004
- Gold Award for Ecotourism, Thenmala Ecotourism, 2004
- Gold Award for E-Newsletter, 2005
- Honourable Mention for Culture, A Day With the Masters, Kerala Kalmandalam, 2005
- Gold award for Ecotourism, Kumbalangi, 2006
- Gold award for Publication, Ayurveda, 2006
- Grand award for Environment, Zero Waste Kovalam, 2006
- Gold Award for Cultural Tourism Centre, Aranmula, 2007
- Gold Award for Travel Brochure category, Destination Brochures, 2007
- Gold Award in the Culture category (Utsavam), 2008
- Gold Award in Consumer Travel Brochure category (Kerala Tourism Theme Brochure), 2008



**CHAPTER**

**3**



**Inbound Tourism -  
Foreign Tourist  
Arrivals in India**





### 3.1. INBOUND TOURISM - TOURIST ARRIVALS TO INDIA

TABLE 3.1.1

STATE/UT-WISE DOMESTIC AND FOREIGN TOURIST VISITS TO INDIA DURING THE YEARS 2004, 2005 & 2006

Sl. No.	State/U.T.	2004		2005		2006	
		Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1	Andhra Pradesh	89,440,272	501,019	93,529,554	560,024	111,715,376	669,617
2	Arunachal Pradesh	39,767	321	50,560	313	80,137	607
3	Assam	2,288,093	7,285	2,467,652	10,782	2,768,824	10,374
4	Bihar	8,097,456	38,118	8,687,220	63,321	7,774,732	84,942
5	Chhattisgarh	1,897,200	3,000	324,495	912	363,759	1,094
6	Goa	2,085,729	363,230	1,965,343	336,803	2,098,654	380,414
7	Gujarat	7,748,371	21,179	9,457,486	55,758	11,936,957	92,182
8	Haryana	5,399,099	66,153	5,913,394	59,353	6,019,927	67,854
9	Himachal Pradesh	6,345,069	204,344	6,936,840	207,790	7,671,902	281,569
10	Jammu & Kashmir	6,881,473	40,242	7,239,481	44,345	7,646,274	46,087
11	Jharkhand	461,486	4,375	2,042,723	6,035	2,091,188	4,368
12	Karnataka	27,194,178	530,225	30,470,316	545,225	36,195,907	505,524
13	Kerala	<b>5,972,182</b>	<b>345,546</b>	<b>5,946,423</b>	<b>346,499</b>	<b>6,271,724</b>	<b>428,534</b>
14	Madhya Pradesh	8,619,486	145,335	7,090,952	160,832	11,062,640	186,587
15	Maharashtra	13,392,212	1,218,382	14,329,667	1,449,875	16,880,348	1,712,302
16	Manipur	93,476	249	94,299	316	116,984	295
17	Meghalaya	433,495	12,407	375,901	5,099	401,529	4,287
18	Mizoram	38,598	326	44,715	273	50,987	436
19	Nagaland	10,056	1,084	17,470	883	15,850	426
20	Orissa	4,125,536	28,817	4,632,976	33,310	5,239,896	39,141
21	Punjab	361,568	7,312	431,036	4,353	353,907	193,933
22	Rajasthan	16,033,896	971,772	18,787,298	1,131,164	23,483,287	1,220,164
23	Sikkim	230,719	14,646	251,744	16,523	292,486	18,026
24	Tamil Nadu	42,279,838	1,058,012	43,213,128	1,179,316	58,340,008	1,319,501
25	Tripura	260,907	3,171	216,330	2,677	230,645	3,245
26	Uttarakhand	11,720,570	62,885	14,215,570	75,995	16,666,525	85,284
27	Uttar Pradesh	88,371,247	1,037,243	95,440,947	1,174,597	105,549,478	1,328,974
28	West Bengal	12,380,389	775,694	13,566,911	895,639	15,808,371	998,029
29	Andaman & Nicobar Islands	105,004	4,578	30,225	2,147	118,580	9,045
30	Chandigarh	599,448	16,137	614,176	23,284	704,531	25,217
31	Daman & Diu	399,800	4,111	394,914	6,164	420,628	5,517
32	Delhi	1,866,552	839,574	2,061,782	1,511,893	2,237,130	1,974,836
33	Dadra & Nager Haveli	532,016	168	526,142	1,226	478,000	1,400
34	Lakshadweep	3,889	1,285	6,908	941	22,941	2,142
35	Puducherry	558,445	32,053	574,011	36,009	652,735	46,273
<b>TOTAL</b>		<b>366,267,522</b>	<b>8,360,278</b>	<b>391,948,589</b>	<b>9,949,676</b>	<b>461,762,847</b>	<b>11,748,226</b>

Source:- India Tourism Statistics 2006



### 3.2 FOREIGN TOURIST ARRIVALS TO INDIA

Foreign tourist arrivals to India, which were 1.28 million in 1981, have reached a level of 4.45 million in 2006 showing an average annual growth of 5.5% during 1981- 2006. The foreign tourist arrivals to India during 2006 were 4.45 million as compared to 3.92 million in 2005. During the year 2006, India witnessed a growth of 13.5% over 2005 in foreign tourist arrivals. The annual growth in foreign tourist arrivals to India registered during the last four years, i.e. 2003 to 2006, has been above 13%. The growth in foreign tourist arrivals to India during the eighties & nineties did not follow any consistent pattern. While 3 years, viz. 1986, 1992 and 1995, saw double-digit growth, there was negative growth in the years 1984, 1990, 1991, 1993 and 1998.

Table 3.2.1 gives the number of foreign tourist arrivals to India in the years 1981 to 2006 and the percentage change over the previous year. The country-wise details of foreign tourist arrivals to India from 2004 to 2006 are given in Table 3.2.2.

**TABLE 3.2.1**

#### FOREIGN TOURIST ARRIVALS TO INDIA, 1981-2006

Year	Foreign Tourist Arrivals	Annual Growth %
1981	1279210	2.0
1982	1288162	0.7
1983	1304976	1.3
1984	1193752	-8.5
1985	1259384	5.5
1986	1451076	15.2
1987	1484290	2.3
1988	1590661	7.2
1989	1736093	9.1
1990	1707158	-1.7
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2358629	-0.7
1999	2481928	5.2
2000	2649378	6.7
2001	2537282	-4.2
2002	2384364	-6.0
2003	2726214	14.3
2004	3457477	26.8
2005	3918610	13.3
2006	4447167	13.5
<b>2007</b>	<b>5081504</b>	<b>14.3</b>



**TABLE 3.2.2**

**LEAN AND PEAK MONTHS OF FOREIGN TOURIST ARRIVALS TO INDIA DURING 2006 FROM TOP 15 COUNTRIES**

S. No.	Nationality	Lean Month	Peak Month
1	U.K.	June	December
2	U.S.A	September	December
3	Canada	May	December
4	France	May	February
5	Germany	June	November
6	Sri Lanka	May	August
7	Japan	May	February
8	Australia	May	December
9	Malaysia	July	December
10	Nepal	April	September
11	Singapore	July	December
12	Italy	May	December
13	Korea (South)	May	January
14	China(Main)	August	November
15	Netherlands	June	July

Source:- Bureau of Immigration, India Tourism Statistics 2006

It may be seen from Table 3.2.2 that the no. of foreign tourist arrivals to India in 2006 was maximum during the winter season (October-December with 31.4%) and minimum during the summer season (April-June with 19.2%). The arrivals during the two quarters of January-March and October-December comprised 59.9% of the total arrivals in 2006. The corresponding figure for 2005 was 60.2 %.

**3.3. MODE OF TRAVEL**

Out of the 4.45 million foreign tourist arrivals to India in 2006, a majority (87.1%) arrived by air, followed by land (12.3%) and sea (0.6%). The corresponding figures for 2005 were 86.5%, 13.1% and 0.4% respectively. Arrivals through land routes comprised tourists mainly from Bangladesh, Pakistan and Nepal. Table 3.3.1.shows the foreign tourist arrivals to India via air, land and sea during 1996-2006. It may be seen that air travel has been the prominent mode of travel for foreign tourists over the years accounting for above 80% share in each during this period.]

**TABLE 3.3.1**

**FOREIGN TOURIST ARRIVALS TO INDIA ACCORDING TO MODE OF TRAVEL, 1996-2006**

% Distribution by mode of travel

Year	Arrivals	Air	Sea	Land
1996	1923695	98.5	0.1	1.4
1997	1973647	98.5	0.0	1.5
1998	1974815	98.5	0.0	1.5
1999	2025031	98.4	0.0	1.6
2000	2152926	98.5	0.0	1.5
2001	2537282	87.1	0.9	12.0
2002	2384364	81.9	0.6	17.5
2003	2726214	83.1	0.5	16.4
2004	3457477	85.6	0.5	13.9
2005	3918610	86.5	0.4	13.1
2006	4447167	87.1	0.6	12.3

Source:- Bureau of Immigration, India Tourism Statistics 2006



### 3.4. PORT OF ENTRY

During 2006, the maximum number of foreign tourist arrivals were registered at Delhi airport (32.0%), followed by Mumbai airport (23.3%), Chennai airport (9.8%), Bangalore airport (5.3%) and Kolkata airport (2.8%). The corresponding figures for Delhi, Mumbai, Chennai and Kolkata airports in 2005 were 31.8%, 24.4%, 9.9% and 3.0% respectively. The 4 metro airports i.e. Delhi, Mumbai, Chennai and Kolkata accounted for 67.9% of total foreign tourist arrivals to India in 2006, as compared to 69.1% in 2005.

The following Table 3.4.1 gives the percentage of foreign tourist arrivals to India at the 4 major airports during 1996-2006. It is clear from the table that, during this period, Delhi airport remained the number one airport in terms of arrivals (with more than 30% arrivals) followed by Mumbai airport (with more than 23% arrivals).

**TABLE 3.4.1**

#### FOREIGN TOURIST ARRIVALS TO INDIA THROUGH MAJOR AIRPORTS, 1996-2006

Year	Arrivals	% of Arrivals in				
		Mumbai Airport	Kolkata Airport	Chennai Airport	Delhi Airport	Others
1996	1923695	29.3	2.9	11.3	35.1	21.4
1997	1973647	33.6	3.4	13.1	39.7	10.2
1998	1974815	33.4	3.4	12.7	39.9	10.6
1999	2025031	33.5	3.4	13.6	38.6	10.9
2000	2152926	34.0	3.5	13.8	38.2	10.5
2001	2537282	26.7	4.4	12.0	33.7	23.2
2002	2384364	25.4	3.9	11.5	28.6	30.6
2003	2726214	24.1	3.7	10.5	30.8	30.9
2004	3457477	25.1	3.3	10.3	32.2	29.1
2005	3918610	24.4	3.0	9.9	31.8	30.9
2006	4447167	23.3	2.8	9.8	32.0	32.1

Source:- Bureau of Immigration India Tourism Statistics 2006

**TABLE 3.4.2**

#### FOREIGN TOURIST ARRIVALS TO INDIA ACCORDING TO GENDER, 1996-2006

Year	Arrivals	Gender		Distribution (%)
		Male	Female	Not Reported
1996	1923695	65.3	34.7	0.0
1997	1973647	61.5	38.5	0.0
1998	1974815	65.4	34.6	0.0
1999	2025031	69.5	30.5	0.0
2000	2152926	61.9	38.1	0.0
2001	2537282	41.1	24.5	34.4
2002	2384364	50.2	27.5	22.3
2003	2726214	55.7	32.1	12.2
2004	3457477	54.9	33.9	11.2
2005	3918610	52.5	33.1	14.4
2006	4447167	57.1	36.2	6.7

Source: Bureau of Immigration India Tourism Statistics 2006



### 3.5. CLASSIFICATION ACCORDING TO AGE-GROUP

Age group-wise classification of the foreign tourist arrivals to India in 2006 shows that, maximum tourists (21.4%) were from 35-44 year age group followed by 45-54 years (19.6%), 25-34 years (18.3%) and lowest in the age-group of 65 years and above (7%). The figure for 2005 was maximum for the age group of 35-44 years (21.3%) followed by 45-54 years (19.5%), 25-34 years (18.8%), and lowest in the age-group 65 years and above (8.7%).

The Table 3.5.1 gives the percentage distribution of foreign tourist arrivals in India during 1996-2006. It may be seen from this table that the proportion of foreign travellers in different age groups has not changed much in the last 5-6 years. However, the proportion of travellers aged 45 or above has increased from about 30% in 1996 to about 41% in 2006.

**TABLE 3.5.1**

#### FOREIGN TOURIST ARRIVALS TO INDIA ACCORDING TO AGE-GROUP, 1996 TO 2006

Year	Arrivals	% Distribution by Age-Group (in years)*						
		0-14	15-24	25-34	35-44	45-54	55-64	65 and above
1996	1923695	12.6	9.1	21.7	26.8	18.3	8.8	2.7
1997	1973647	9.9	10.1	23.4	26.9	18.9	8.2	2.0
1998	1974815	5.0	16.8	23.8	26.0	18.2	8.3	1.9
1999	2025031	3.1	14.0	23.4	27.5	20.8	9.2	2.0
2000	2152926	3.9	11.4	22.6	27.0	23.1	9.9	2.1
2001	2537282	7.0	10.8	20.1	21.1	19.4	11.9	6.7
2002	2384364	9.2	10.0	19.4	21.6	19.4	11.5	7.7
2003	2726214	7.2	10.0	19.5	21.6	19.4	11.5	7.7
2004	3457477	8.5	9.8	18.8	21.3	19.4	12.8	8.2
2005	3918610	8.6	9.6	18.8	21.3	19.5	13.0	8.7
2006	4447167	9.6	8.7	18.3	21.4	19.6	13.5	7.0

Source:- Bureau of Immigration, India Tourism Statistics 2006

### 3.6. PURPOSE OF VISIT

About 98% of foreign tourist arrivals to India during 2006 were for the purpose of 'tourism and others' while 1.9% were for education and employment. The maximum number of visitors who came for education and employment were from Israel (12.1%), followed by Yemen (8.6%) and Bahrain (6.3%).

### 3.7. NATIONALITY-WISE ARRIVALS AND TOP 15 MARKETS FOR INDIA

The share of foreign tourist arrivals from top 15 countries (excluding Bangladesh) during the year 2006 was 64.7% as compared to 63.4% in 2005. Arrivals from all the top 15 tourist generating countries for India registered positive growth during 2006, as compared to 2005. More than 15% growth was registered in the case of Korea-South (41.1%), China (38.8%), Germany (30.4%), Singapore(20.3%), Nepal (18.9%), Italy (18.2%), Japan(15.7%) and France(15.2%). Table 3.7.1 gives the percentage share and rank of top 15 source countries for India during 2005 and 2006.



**TABLE 3.7.1**

**TOP 15 SOURCE COUNTRIES FOR FOREIGN TOURIST ARRIVALS TO INDIA DURING 2005 & 2006**

Rank	2005			2006		
	Country	Tourist Arrivals	% Share	Country	Tourist Arrivals	% Share
1	UK	651083	16.6	UK	734240	16.5
2	USA	611165	15.6	USA	696739	15.7
3	Canada	157643	4.0	Canada	176567	4.0
4	France	152258	3.9	France	175345	3.9
5	Sri Lanka	136400	3.5	Germany	156808	3.5
6	Germany	120243	3.1	Sri Lanka	154813	3.5
7	Japan	103082	2.6	Japan	119292	2.7
8	Malaysia	96276	2.5	Australia	109867	2.5
9	Australia	96258	2.5	Malaysia	107286	2.4
10	Nepal	77024	2.0	Nepal	91552	2.1
11	Singapore	68666	1.8	Singapore	82574	1.9
12	Italy	67642	1.7	Italy	79978	1.8
13	Netherlands	52755	1.3	Korea (S)	70407	1.6
14	Korea (S)	49895	1.3	China (M)	62330	1.4
15	Spain	45247	1.2	Netherlands	58611	1.3
	Total of top 15 Countries	2896761	63.4		2876409	64.7
	<b>All Countries</b>	<b>3918610</b>	<b>100.0</b>		<b>4447167</b>	<b>100.0</b>

Source:- Bureau of Immigration, India Tourism Statistics 2006



**TABLE 3.7.2**  
**FOREIGN TOURIST ARRIVALS TO INDIA DURING 1981 TO 2006 FROM TOP 15 SOURCE COUNTRIES OF 2006**

Year	U.K.	U.S.A	Canada	France	Germany	Sri Lanka	Japan	Australia	Malaysia	Nepal	Singapore	Italy	Korea	China (South)	Netherlands (Main)
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1981	116684	82052	25358	57272	55471	75842	29032	20940	26458	11851	17950	28503	2665	1371	10780
1982	120772	86806	25991	59267	50885	76143	29103	23395	26552	12115	19026	29791	4110	2107	10724
1983	136823	95847	29857	50158	52120	81716	26662	23436	25796	12001	21252	27947	3139	1716	11358
1984	124205	95651	25135	47148	48930	75449	29566	24546	22993	13401	19204	23570	3078	1386	12101
1985	119544	95920	29022	44091	45738	69063	30573	22047	23265	15883	18485	23187	3939	2247	13158
1986	160685	125364	39837	65948	64811	75631	36402	33264	26209	13957	24189	38548	1767	1533	15297
1987	166590	134876	37677	64432	72300	74351	46240	32883	28480	16965	26380	41151	2990	1705	18819
1988	200509	122888	37498	69799	78812	67680	58707	31462	29635	19715	27565	47612	3572	2099	21327
1989								30443	33120	19116	29377	50751	3895	2727	22716
1990	235151	125303	41046	79496	71374	68400	59122	30076	34278	20614	32570	49194	3986	3089	24353
1991	212052	117332	36142	69346	72019	70088	46655	22700	30617	21834	28363	41129	3967	3476	19845
1992	244263	152288	43386	74304	84422	71935	60137	26646	35201	25244	35039	51138	5171	4778	30145
1993	274168	158159	47800	70694	83340	76898	49616	28795	35334	28048	40223	40315	4791	5157	30856
1994	300696	176482	56441	73088	85352	89009	63398	33142	40762	34732	44157	43510	7227	5833	35094
1995	334827	203343	63821	82349	89040	114157	76042	36150	50039	34562	48632	53015	9831	5111	40147
1996	360686	228829	74031	93325	99853	107351	99018	48755	53370	43426	47136	49910	16173	5613	40246
1997	370567	244239	78570	91423	105979	122080	99729	50647	60401	43155	52004	53854	15392	7369	44843
1998	376513	244687	80111	97898	93993	118292	89565	57807	47496	38199	54328	54058	16321	4312	54227
1999	345085	251926	82892	85891	85033	120072	73373	73041	52613	25859	53310	50677	19188	6487	48820
2000	432644	348292	84013	100022	83881	129193	98159	53995	60513	38801	46612	50419	23411	14420	46370
2001	405472	329147	88600	102434	80011	112813	80634	52691	57869	41135	42824	41351	27150	13901	42368
2002	387846	348182	93598	78194	64891	108008	59709	50743	63748	37136	44306	37136	29374	15422	31669
2003	430917	410803	107671	97654	76868	109098	77996	58730	70750	42771	48368	46908	35584	21152	40565
2004	555907	526120	135884	131824	116679	128711	96851	81608	84390	51534	60710	65561	47835	34100	51211
2005	651803	611165	157643	152258	120243	136400	103082	96258	96276	77024	68666	67642	49895	44897	52755
2006	734240	696739	176567	175345	156808	154813	119292	109867	107286	91552	82574	79978	70407	62330	58611
Compound annual growth rate(%) 1981-2006	7.6	8.9	8.1	4.6	4.2	2.9	5.8	6.9	5.8	8.5	6.3	4.2	14	16.5	7



**TABLE 3.7.3**

**FOREIGN EXCHANGE EARNINGS (FEE) OF INDIA FROM TOURISM DURING 1991-2006**

Year	FEE in INR terms		FEE in US\$ terms	
	Rs. in Crores	% Change over previous year	US \$ in Millions	% Change over previous year
1991	4318		1861	
1992	5951	37.8	2126	14.2
1993	6611	11.1	2124	-0.1
1994	7129	7.8	2272	7.0
1995	8430	18.2	2583	13.7
1996	10046	19.2	2832	9.6
1997	10511	4.6	2889	2.0
1998	12150	15.6	2948	2.0
1999	12951	6.6	3009	2.1
2000	15626	20.6	3460	15.0
2001	15083	-3.5	3198	-7.6
2002	15064	-0.1	3103	-3.0
2003	20729	37.6	4463	43.8
2004	27944	34.8	6170	38.2
2005*	33123	18.5	7493	21.4
2006*	40375	21.9	8934	19.2

\* Revised Estimates

The Foreign Exchange Earnings (FEE) from tourism for India in 2006 was Rs. 40375 crores. In US\$ terms, it was \$ 8.93 billion

The month-wise foreign exchange earnings from tourism and corresponding percentage change over previous years during 2004-2006 in INR terms and US\$ terms are given in **Tables 3.7.4** and **3.7.5**.





**TABLE 3.7.4**

**MONTH-WISE FOREIGN EXCHANGE EARNINGS FROM TOURISM (RS. IN CRORES) DURING 2005 AND 2006**

Month	Foreign Exchange Earnings (Rs. in Crores)		Percentage Change 2006/05
	2005*	2006*	
January	3272	3970	21.3
February	3136	3793	21.0
March	2985	3378	13.2
April	2156	2850	32.2
May	1957	2350	20.1
June	2144	2566	19.7
July	2556	2990	17.0
August	2273	2698	18.7
September	2135	2640	23.7
October	2921	3739	28.0
November	3560	4227	18.7
December	4028	5174	28.5
Total	33123	40375	21.9

\*Revised Estimates

**TABLE 3.7.5**

**MONTH-WISE FOREIGN EXCHANGE EARNINGS FROM TOURISM  
(IN MILLION US\$) DURING 2005 AND 2006**

Month	Foreign Exchange Earnings (Rs. in Crores)		Percentage Change 2006/05
	2005*	2006*	
January	749	894	19.4
February	717	854	19.1
March	683	761	11.4
April	494	627	26.9
May	449	517	15.1
June	492	564	14.6
July	585	645	10.3
August	520	582	11.9
September	489	569	16.4
October	643	831	29.2
November	784	940	19.9
December	888	1150	29.5
Total	7493	8934	19.2

\* Revised Estimates

Source: India Tourism Statistics 2006

## CHAPTER

4



# World Tourism Scenario and India's Position in the World





## 4.1 WORLD TOURIST TRAFFIC

International tourist arrivals worldwide registered a growth of 5.4% during the year 2006 as compared to 5.5% during 2005 and 10.0% during 2004 over previous years. The total international tourist arrivals in 2006 was 846 million. France is the topmost country in terms of arrivals in 2006 with Spain, USA, China, Italy, UK and Germany in 2nd, 3rd, 4th, 5th, 6th and 7th positions respectively. The top 10 international tourist attracting countries in 2006 accounted for around 47% share. By region, the highest tourist arrivals were in Europe, which attracted 461.0 million tourists in 2006, with 5.1% growth over 2005. Growth rate in 2006 was maximum.

**TABLE 4.1.1**

### FOREIGN TOURIST ARRIVALS TO INDIA AND THE WORLD, 1996-2006

Year	India		World		Percentage Share of India	Rank of India
	Numbers (in million)	% Change	Numbers (in million)	% Change		
1996	2.29	8.0	572.4	6.3	0.40	-
1997	2.37	3.5	596.0	4.1	0.40	-
1998	2.36	-0.4	614.3	3.1	0.39	47th
1999	2.48	5.1	637.4	3.8	0.39	46th
2000	2.65	6.9	684.7	7.4	0.38	50th
2001	2.54	-4.2	684.4	-0.0	0.36	51st
2002	2.38	-6.3	704.7	3.0	0.34	54th
2003	2.73	14.7	692.2	-1.8	0.39	51st
2004	3.46	26.7	761.4	10.0	0.46	44th
2005	3.92	13.3	803.0	5.5	0.49	41st
2006	4.45	13.5	846.0	5.4	0.52	42nd

Source:- Bureau of Immigration, World Tourism Organization & India Tourism Statistics 2006



**TABLE 4.1.2**

**COUNTRIES WHICH ARE ABOVE INDIA IN TERMS OF TOURIST ARRIVALS, 2004-2006**

2004			2005			2006		
Rank	Nationality	Tourist Arrivals (000)	Rank	Nationality	Tourist Arrivals (000)	Rank	Nationality	Tourist Arrivals (000)
1	France	75121	1	France	75910	1	France	79083
2	Spain	52430	2	Spain	55914	2	Spain	58451
3	USA	46085	3	USA	49206	3	USA	51063
4	China	41761	4	China	46809	4	China	49600
5	Italy	37071	5	Italy	36513	5	Italy	41058
6	UK	25677	6	UK	28039	6	UK	30654
7	Mexico	20618	7	Mexico	21915	7	Germany	23569
8	Germany	20137	8	Germany	21500	8	Mexico	21353
9	Russian Fed	19892	9	Turkey	20273	9	Austria	20269
10	Austria	19373	10	Austria	19952	10	Russia Fed.	20199
11	Canada	19145	11	Russian Fed	19940	11	Turkey	18916
12	Turkey	16826	12	Canada	18771	12	Canada	18265
13	Malaysia	15703	13	Malaysia	16431	13	Ukraine *	15629
14	Ukraine	15629	14	Ukraine	15629	14	Malaysia	17547
15	Poland	14290	15	Poland	15200	15	Hong Kong (China)	15822
16	Hong Kong	13655	16	Hong Kong (China)	14773	16	Poland	15670
17	Greece	13313	17	Greece	14276	17	Greece *	14276
18	Hungary	12212	18	Thailand	11567	18	Thailand	13882
19	Thailand	11737	19	Portugal	10612	19	Portugal	11282
20	Portugal	10639	20	Hungary	10048	20	Netherlands	10739
21	Netherlands	9646	21	Netherlands	10012	21	Macao (China)	10683
22	S.Arabia	8599	22	Macao (China)	9014	22	Hungary	9259
23	Macao (China)	8324	23	Croatia	8467	23	Croatia	8659
24	Croatia	7912	24	Egypt	8244	24	Egypt	8646
25	Egypt	7795	25	Saudi Arabia	8037	25	South Africa	8396
26	Ireland	6953	26	South Africa	7369	26	Ireland	8001
27	Belgium	6710	27	Ireland	7334	27	Saudi Arabia*	8037
28	South Africa	6678	28	Switzerland	7229	28	Switzerland	7863
29	Singapore	6553	29	Singapore	7080	29	Singapore	7588
30	Switzerland	6530	30	Belgium	6747	30	Japan	7334
31	Japan	6138	31	Japan	6728	31	Belgium	6995
32	Czech Rep	6061	32	Czech Rep	6336	32	Morocco	6558
33	Tunisia	5998	33	Korean Rep	6023	33	Tunisia	6550
34	UAE	5871	34	UAE	5871	34	Czech Rep	6435
35	Korean Rep	5818	35	Morocco	5843	35	Korean Rep	6155
36	Morocco	5477	36	Brazil	5358	36	Brazil *	5358
37	Indonesia	5321	37	Australia	5020	37	Bulgaria	5158
38	Brazil	4794	38	Indonesia	5002	38	Australia *	5020
39	Australia	4774	39	Bulgaria	4837	39	Indonesia	4871
40	Bulgaria	4630	40	Denmark	4562	40	Denmark *	4562
41	Norway	3628	41	<b>India</b>	3919	41	Bahrain	4519
42	Puerto Rico	3541				42	<b>India</b>	4447
43	Bahrain	3514						
44	<b>India</b>	3457						

Source: World Tourism Organisation & India Tourism Statistics 2006

\* Tourist arrival figures of 2005 repeated, as figures for 2006 are not available.



## 4.2 INTERNATIONAL TOURISM RECEIPTS

### TABLE 4.2.1

#### INTERNATIONAL TOURISM RECEIPTS WORLDWIDE AND BY REGIONS

2000-2006 (RECEIPTS IN BILLION US \$)

Region	2000	2001	2002	2003	2004	2005	2006*
<b>World</b>							
Receipts	474.1	462.2	480.1	527.2	629.0	678.0	735.0
% Annual Change	3.7	7.4	3.9	9.8	19.3	7.8	8.4
<b>Africa</b>							
Receipts	10.4	11.5	11.9	16.0	18.9	21.6	24.2
% Annual Change	-3.7	10.6	3.5	34.4	18.1	14.3	12.0
% Share in World	2.2	2.5	2.5	3.0	3.0	3.2	3.3
<b>America</b>							
Receipts	130.8	119.8	113.4	114.1	132.0	144.7	153.4
% Annual Change	9.1	-8.4	-5.3	0.6	15.7	9.6	6.0
% Share in World	27.6	25.9	23.6	21.6	21.0	21.3	20.9
<b>Asia &amp; the Pacific</b>							
Receipts	85.2	88.0	96.3	93.5	123.9	134.5	153.4
% Annual Change	7.8	3.3	9.4	-2.9	32.5	8.6	14.1
% Share in World	18.0	19.0	20.0	17.7	19.7	19.8	20.9
<b>Europe</b>							
Receipts	232.4	227.4	242.2	283.8	328.9	350.5	377.6
% Annual Change	-0.5	-2.2	6.5	17.2	15.9	6.6	7.7
% Share in World	49.0	49.2	50.4	53.8	52.3	51.7	51.4
<b>Middle East</b>							
Receipts	15.2	15.6	16.2	19.7	25.2	26.2	26.8
% Annual Change	8.6	2.6	3.8	21.6	27.9	3.9	2.3
% Share in World	3.2	3.4	3.4	3.7	4.0	3.9	3.6
<b>India</b>							
Receipts	3.5	3.2	3.1	4.5	6.2	7.5	8.9
% Annual Change	16.7	-8.6	-3.1	45.2	37.8	20.9	18.7
% Share in World	0.73	0.69	0.65	0.85	0.98	1.10	1.21

\* Provisional

Source: World Tourism Organization & India Tourism Statistics 2006



**TABLE 4.2.2**

**INTERNATIONAL TOURISM RECEIPTS AND INDIA'S SHARE AND RANK, 1991-2006**

Year	World travel receipts (US \$ Billion)	Travel receipts India in	Percentage Share of India (US \$ billion)	Rank of India
1991	277.5	1.86	0.67	--
1992	320.4	2.13	0.66	--
1993	327.0	2.12	0.65	--
1994	356.2	2.27	0.64	--
1995	404.7	2.58	0.64	--
1996	438.3	2.83	0.65	--
1997	441.8	2.89	0.65	--
1998	444.1	2.95	0.66	34th
1999	457.3	3.01	0.66	35th
2000	474.1	3.46	0.73	36th
2001	462.2	3.20	0.69	36th
2002	480.1	3.10	0.65	37th
2003	527.2	4.46	0.85	37th
2004	629.0	6.17	0.98	26th
2005	678.0	7.49*	1.10	22nd
2006	735.0	8.93*	1.21	21st

\* Revised Estimates

Source: World Travel Receipts-World Tourism Organization & India Tourism Statistics 2006



**TABLE 4.2.3**

**COUNTRIES WHICH ARE ABOVE INDIA IN TERMS OF TOURISM RECEIPTS, 2004-2006**

2004			2005			2006		
Rank	Nationality	Tourism Receipts (US\$ million)	Rank	Nationality	Tourism Receipts (US\$ million)	Rank	Nationality	Tourism Receipts (US\$ million)
1	USA	74547	1	USA	81680	1	France	46342
2	Spain	45248	2	Spain	47970	2	Spain	51115
3	France	45289	3	France	42276	3	USA	85694
4	Italy	35656	4	Italy	35398	4	Italy	38129
5	UK	28221	5	UK	30675	5	China	33949
6	Germany	27668	6	China	29296	6	UK	33695
7	China	25739	7	Germany	29173	7	Germany	32760
8	Turkey	15888	8	Turkey	18152	8	Australia	17840
9	Austria	16012	9	Australia	16866	9	Turkey	16853
10	Australia	15191	10	Austria	16012	10	Austria	16658
11	Greece	12872	11	Greece	13731	11	Canada	14632
12	Canada	12871	12	Canada	13584	12	Greece	14259
13	Japan	11269	13	Mexico	11803	13	Thailand	12423
14	Switzerland	10556	14	Switzerland	11040	14	Mexico	12177
15	Mexico	10796	15	Netherlands	10475	15	Switzerland	10635
16	Netherlands	10333	16	Hong Kong	10292	16	Hong Kong (China)	11630
17	Thailand	10034	17	Thailand	9591	17	Belgium	10221
18	Belgium	9233	18	Belgium	9868	18	Netherlands	11348
19	Hong Kong	8999	19	Malaysia	8543	19	Malaysia	10424
20	Malaysia	8198	20	Macao (China)	7980	20	Sweden	9081
21	Portugal	7707	21	Portugal	7712	21	<b>India*</b>	<b>8934</b>
22	Croatia	6848	22	<b>India *</b>	<b>7493</b>			
23	South Africa	6282						
24	Poland	6274						
25	Sweden	6196						
26	<b>India*</b>	<b>6170</b>						

Source:- World Tourism Organization & India Tourism Statistics 2006

\*Rank based on the Revised Methodology for Estimation of Foreign Exchange Earnings.





## CHAPTER

## 5



# Outbound Tourism Indian Nationals Going Abroad





## 5.1. OUTBOUND TOURISM - INDIAN NATIONALS GOING ABROAD

The total count of departures of Indian nationals to other countries for the years 1991 to 2006 compiled by the Bureau of Immigration (BOI) from Embarkation cards are given in **Table 5.1.1**. While the annual growth rate of outbound Indians during the years 1991 and 2000 did not follow any consistent pattern, it shows an increasing trend since 2001. The port-wise number of departures of Indian nationals from 2002 to 2006, presented in **Table 5.1.2**, shows that maximum number of Indians went abroad from Mumbai Airport (28.4%), followed by Delhi (21.2%) and Chennai (12.5%). It may be seen that during 2005 maximum number of Indians (583543) went to Singapore followed by Bahrain (466849) and Thailand (352766).

**TABLE 5.1.1**

### STATISTICS OF INDIAN NATIONALS GOING ABROAD, 1991 TO 2006

Year	No. of Outbound Indians	Percentage change over the previous year
1991	1942707	-14.8 %
1992	2161301	11.3 %
1993	2733304	26.5%
1994	2734830	0.1 %
1995	3056360	11.8 %
1996	3463783	13.3 %
1997	3725820	7.6 %
1998	3810908	2.3 %
1999	4114820	8 .0%
2000	4415513	7.3 %
2001	4564477	3.4 %
2002	4940244	8.2 %
2003	5350896	8.3 %
2004	6212809	16.1 %
2005	7184501	15.6 %
2006	8339614	16.1 %

Source:-Bureau of Immigration



**TABLE 5.1.2**

**PORT-WISE DEPARTURES OF INDIANS GOING ABROAD, 2002-2006**

Port/Land Checkpost Year	2002	2003	2004	2005	2006
Mumbai (Airport)	1738301	1743463	1909773	2152002	2368115
Delhi (Airport)	1084097	1149508	1283733	1510735	1764264
Chennai (Airport)	628059	684314	845947	923250	1039973
Cochin (Airport)	259970	347567	427412	497966	591236
Trivandrum (Airport)	299815	323477	345253	403627	474309
Hyderabad (Airport)	187451	238934	296150	383500	461616
Calicut (Airport)	227707	266534	333638	382720	454606
Bangalore (Airport)	122709	145236	209554	255518	369508
Kolkata (Airport)	162033	169972	191535	215223	232219
Ahmedabad (Airport)	45160	62859	80125	110131	95714
Others	184942	219032	289689	349829	488054
Total	4940244	5350896	6212809	7184501	8339614

Source:-Bureau of Immigration & India Tourism Statistics 2006

# CHAPTER

# 6



# Domestic Tourism in India





## Domestic Tourism in India

The compilation of domestic tourism statistics is undertaken by the Statistical Cells in the Departments of Tourism of State/UT Governments. The statistics are based on the monthly returns collected from hotels and other accommodation establishments. The information is collected by using specific formats, and aggregate centre-wise statistics are sent to the Market Research Division of the Ministry. Most of the States/UTs have been furnishing information on domestic and foreign tourist visits to the State, as also number of nights spent by them. However, there are certain data-gaps as some of the States have not been furnishing complete information as required to tabulate data on an All-India basis. The figures of domestic and foreign tourist visits various States/UTs for the years 2004 to 2006 have been compiled/estimated on the basis of data available.

**TABLE 6.1.1**

### DOMESTIC & FOREIGN TOURIST VISITS TO STATES/UTS, 1991-2006

Year	Tourist Visits			Annual Growth Rate		
	Domestic	Foreign	Total	Domestic	Foreign	Total
1991	66670303	3146652	69816955	-	-	-
1992	81455861	3095160	84551021	22.2 %	-1.6 %	21.1 %
1993	105811696	3541727	109353423	29.9 %	14.4 %	29.3 %
1994	127118655	4030216	131148871	20.1 %	13.8 %	19.9 %
1995	136643600	4641279	141284879	7.5 %	15.2 %	7.7 %
1996	140119672	5030342	145150014	2.5 %	8.4 %	2.7 %
1997	159877208	5500419	165377627	14.1 %	9.3 %	13.9 %
1998	168196000	5539704	173735704	5.2 %	3.7 %	5.1 %
1999	190671034	5832015	196503049	13.4 %	5.3 %	13.1 %
2000	220106911	5893542	226000453	15.4 %	1.1 %	15.0 %
2001	236469599	5436261	241905860	7.4 %	7.8 %	7.0 %
2002	269598028	5157518	274755546	14.0 %	-5.1 %	13.6 %
2003	309038335	6708479	315746814	14.6 %	30.1 %	14.9 %
2004	366267522	8360278	374627800	18.5 %	24.6 %	18.6 %
2005	391948589	9949676	401898265	7.0 %	19.0 %	7.3 %
2006	461762847	11748226	473511073	17.8 %	18.1 %	17.8 %

Source: India Tourism Statistics 2006





**TABLE 6.1.2**

**PERCENTAGE SHARES AND RANKS OF DIFFERENT STATES/UTS IN DOMESTIC AND FOREIGN TOURIST VISITS DURING 2006**

S. State/U.T.	Tourist Visits No. (numbers)		Percentage Share		Rank	
	Domestic	Foreign	Domestic	Foreign	Domestic	Foreign
1 Andhra Pradesh	111715376	669617	24.19	5.70	1	7
2 Arunachal Pradesh	80137	607	0.02	0.01	32	32
3 Assam	2768824	10374	0.60	0.09	17	23
4 Bihar	7774732	84942	1.68	0.72	11	16
5 Chhattisgarh	363759	1094	0.08	0.01	26	31
6 Goa	2098654	380414	0.45	3.24	19	10
7 Gujarat	11936957	92182	2.59	0.78	9	14
8 Haryana	6019927	67854	1.30	0.58	15	17
9 Himachal Pradesh	7671902	281569	1.66	2.40	12	11
10 Jammu & Kashmir	7646274	46087	1.66	0.39	13	19
11 Jharkhand	2091188	4368	0.45	0.04	20	26
12 Karnataka	36195907	505524	7.84	4.30	4	8
13 Kerala	6271724	428534	1.36	3.65	14	9
14 Madhya Pradesh	11062640	186587	2.40	1.59	10	13
15 Maharashtra*	16880348	1712302	3.66	14.57	6	2
16 Manipur	116984	295	0.03	0.00	31	35
17 Meghalaya	401529	4287	0.09	0.04	25	27
18 Mizoram	50987	436	0.01	0.00	33	33
19 Nagaland	15850	426	0.00	0.00	35	34
20 Orissa	5239896	39141	1.13	0.33	16	20
21 Punjab	353907	193933	0.08	1.65	27	12
22 Rajasthan	23483287	1220164	5.09	10.39	5	5
23 Sikkim	292486	18026	0.06	0.15	28	22
24 Tamil Nadu	58340008	1319501	12.63	11.23	3	4
25 Tripura	230645	3245	0.05	0.03	29	28
26 Uttarakhand	16666525	85284	3.61	0.73	7	15
27 Uttar Pradesh	105549478	1328974	22.86	11.31	2	3
28 West Bengal	15808371	998029	3.42	8.50	8	6
29 Andaman & Nicobar Islands	118580	9045	0.03	0.08	30	24
30 Chandigarh	704531	25217	0.15	0.21	21	21
31 Daman & Diu	420628	5517	0.09	0.05	24	25
32 Delhi**	2237130	1974836	0.48	16.81	18	1
33 Dadra & Nager Haveli	478000	1400	0.10	0.01	23	30
34 Lakshadweep	22941	2142	0.00	0.02	34	29
35 Puducherry	652735	46273	0.14	0.39	22	18
<b>Total</b>	<b>461762847</b>	<b>11748226</b>	<b>100.00</b>	<b>100.00</b>		

\* Estimated as all India growth of state

\*\*Estimate using tourist visits figures of sample of Hotel furnished by state Govt.

# CHAPTER

# 7



**Approved**

**Hotels**





## 7.1 AVAILABILITY OF ACCOMMODATION FACILITY IN CLASSIFIED HOTELS

As per the data from Ministry of Tourism, Government of India, the total number of classified hotels as on March 2007 is 266. The total number of rooms available is 7654. The category-wise number of classified hotels is given in Table 7.1.1. The detailed list of all classified hotels as on March 2007 is given as Annexure I.

**TABLE 7.1.1**

### DETAILS OF AVAILABILITY OF ACCOMMODATION FACILITY IN CLASSIFIED HOTELS - 2006 & 2007

Category	2006		2007 (Provisional)	
	No. of Hotels	No. of Rooms	No. of Hotels	No. of Rooms
1	2	3	4	5
5 Star Deluxe	1	100	1	100
5 Star	5	288	8	903
4 Star	12	826	12	416
3 Star	154	4252	154	4252
2 Star	60	1154	67	1195
1 Star	6	170	4	115
Heritage / Resort	20	673	20	673
<b>Total</b>	<b>258</b>	<b>7463</b>	<b>266</b>	<b>7654</b>

As per the India Tourism Statistics 2006, Department of Tourism & Culture there are 258 classified hotels in the state, out of which 154 are three star hotels (60%). Considering the area-wise distribution of these three star hotels, it can be seen that 40% hotels are functioning in 5 corporations and the remaining are scattered elsewhere. Considering the depromotive policy region such as Kovalam, Kumarakom, Munnar, Thekkady and all city corporation areas as a whole, the number of three star hotels under this area is 77%. In Malabar region the share of three star hotel is only 12%. In the light of the above statistics as well as the comprehensive plan to promote north Kerala - 'Wake up to Malabar', it is clear that more and more new initiatives in the field of hotel industry is to be promoted in Malabar region.

## 7.2 HOTEL OCCUPANCY STATISTICS

In the annual report of Continuous Tourist Survey for the year 2006-2007, it is stated that the accommodation for nearly 72% of the foreign tourists is in star hotels and resorts, while 23% of the tourists stayed at non classified hotels. But in the case of domestic tourists, almost 93% of tourists stayed at star or other type of hotels. The average occupancy rate of hotels through out the year is 40%. The accommodation status is detailed in Tables 7.2.1 and 7.2.2.



**TABLE 7.2.1**

**ACCOMMODATION OF FOREIGN TOURISTS**

Accommodation	Percentage
Star Hotels and Resorts	71.5
Other Hotels	22.8
Heritage Homes	1.4
Ayurvedic Centres	2.6
Religious / Charity Homes	0.7
Others	1.0
Total	100

**TABLE 7.2.2**

**ACCOMMODATION OF DOMESTIC TOURISTS**

Accommodation	Percentage
Star Hotels and Resorts	30.3
Other Hotels	62.6
Heritage Homes	1.4
Ayurvedic Centres	2.7
Religious / Charity homes	1.2
Homestays	1.1
Others	0.7
Total	100

**7.3 APPROVED HOTELS IN INDIA**

**TABLE 7.3.1**

**NUMBER OF APPROVED HOTELS IN INDIA AND AVAILABILITY OF ROOMS DURING 2005 & 2006**

Category	No. of Hotels		No. of Rooms	
	2005	2006	2005	2006
One Star	54	46	1629	1435
Two Star	209	217	5673	5823
Three Star	447	477	19985	20342
Four Star	80	111	5483	7354
Five Star	117	71	7367	8470
Five Star Deluxe	80	86	15739	20943
Heritage Hotel	58	67	1970	2211
Classification awaited	145	133	9767	8924
<b>Total</b>	<b>1190</b>	<b>1208</b>	<b>67613</b>	<b>75502</b>



Category of Apartment Hotels	No. of Hotels	No. of Rooms
Three Star Apartment Hotels in Delhi	1	52
Four Star Apartment Hotels in Noida	1	44
Three Star Apartment Hotels in Kochi	1	58
Five Star Deluxe Apartment Hotels in Mumbai	1	80
Five Star Apartment Hotels in Pune	1	100

#### 7.4. OCCUPANCY RATES OF DIFFERENT CATEGORIES OF HOTELS BY DOMESTIC & FOREIGN TOURISTS DURING 2006

An analysis of data received from some of the approved hotels indicates that the average hotel occupancy rate in 2006 was 60.4 % compared to 67.7 % in 2005. In estimating the hotel occupancy rate, information on number of rooms in hotels, number of guests checked in (separately for domestic and foreign guests), bed nights occupied, etc. received from a sample of hotels of various categories (star categories, heritage and unapproved hotels) located in selected States have been analysed. The States are Andhra Pradesh, Goa, Gujarat, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal, Delhi, Orissa, Bihar, Assam, Punjab and Uttaranchal. The table below indicates the occupancy rates of different categories of hotels by domestic and foreign tourists:-

**TABLE 7.4.1**

#### OCCUPANCY RATE, 2005 & 2006

Category	Domestic tourists		Foreign tourists		Total	
	2005	2006	2005	2006	2005	2006*
1 Star	45.3 %	16.9 %	15.9 %	5.2 %	61.2 %	22.1 %
2 Star	44.4 %	22.3 %	11.5 %	5.6 %	55.9 %	22.9 %
3 Star	48.4 %	49.3 %	14.6 %	13.5 %	63.0 %	62.8 %
4 Star	47.3 %	54.4 %	25.7 %	27.0 %	73.0 %	81.4 %
5 Star	35.4 %	34.0 %	43.8 %	48.8 %	79.2 %	82.8 %
5* Deluxe	28.9 %	42.0 %	40.4 %	45.5 %	69.3 %	87.5 %
Heritage	26.9 %	16.1 %	46.1 %	32.3 %	73.0 %	48.4 %
Others	46.0 %	49.4 %	6.2 %	5.3 %	52.2 %	54.7 %
Overall	39.4 %	34.7 %	28.3 %	25.7 %	67.7 %	60.4 %

Source:-Information compiled from returns submitted by Approved Hotels to Ministry of Tourism.

\* Occupancy Rate is calculated on the basis of information received from about 100 hotels in different categories.

Out of 60.4% occupancy in 2006, 34.7% was by domestic tourists and 25.7% by foreign tourists. The occupancy levels in the hotels of 5-star and 5-star deluxe category was 82.8% & 87.5% respectively, whereas the occupancy rate of heritage hotels was observed to be 48.4% during the year. The average occupancy was the highest for 5-star deluxe hotels among all the categories.



**Abstract List of Approved Health Centres in Kerala as on December 2008**

Sl. No.	Districts	Number of Units
1	THIRUVANANTHAPURAM	20
2	KOLLAM	6
3	PATHANAMTHITTA	2
4	ALAPPUZHA	6
5	KOTTAYAM	13
6	IDUKKI	2
7	ERNAKULAM	12
8	THRISSUR	6
9	PALAKKAD	3
10	MALAPPURAM	0
11	KOZHICODE	4
12	WAYANAD	1
13	KANNUR	1
14	KASARAGODE	0
	<b>TOTAL KERALA</b>	<b>76</b>

**Abstract List of Approved Grihasthali Units in Kerala as on June 2008**

Sl. No.	Districts	Number of Units
1	THIRUVANANTHAPURAM	2
2	KOLLAM	0
3	PATHANAMTHITTA	0
4	ALAPPUZHA	11
5	KOTTAYAM	13
6	IDUKKI	0
7	ERNAKULAM	9
8	THRISSUR	0
9	PALAKKAD	2
10	MALAPPURAM	1
11	KOZHICODE	1
12	WAYANAD	0
13	KANNUR	0
14	KASARAGODE	1
	<b>TOTAL KERALA</b>	<b>40</b>

**STATUS OF NEW HOMESTAY SCHEME (24-10-2008)**

Sl.No.	District	No. of Approved & Recommended Applications	No. of Homestays as per Classification		
			Diamond	Gold	Silver
1	THIRUVANANTHAPURAM	33	7	14	12
2	KOLLAM	16	11	3	2
3	PATHANAMTHITTA	8	2	5	1
4	ALAPPUZHA	47	9	14	24
5	KOTTAYAM	81	24	26	31
6	IDUKKI	100	12	28	60
7	ERNAKULAM	69	16	28	25
8	THRISSUR	18	9	7	2
9	PALAKKAD	16	5	3	8
10	MALAPPURAM	13	3	5	5
11	KOZHICODE	5	0	3	2
13	WAYANAD	13	0	4	9
12	KANNUR	8	1	0	7
14	KASARAGODE	2	1	1	0
	<b>TOTAL</b>	<b>429</b>	<b>100</b>	<b>141</b>	<b>188</b>

# CHAPTER

# 8



**Travel Trade**







### **8.1 TRAVEL AGENTS, TOUR OPERATORS AND TOURIST TRANSPORT OPERATORS**

In order to provide quality services to the tourists, the Ministry of Tourism grants recognition to travel agents, tour operators, tourist transport operators, adventure tour operators and domestic tour operators in the country, as per the prescribed guidelines. As on 26th June 2007, 327 travel agencies, 433 tour operators, 169 tourist transport operators, 17 adventure tour operators and 13 domestic tour operators were registered with the Ministry. The State-wise distributions of these units are given in Table 8.1.1.



**TABLE 8.1.1**

**STATE-WISE NUMBER OF RECOGNIZED TOUR OPERATORS, TRAVEL AGENCIES, TOURIST TRANSPORT OPERATORS, ADVENTURE TOUR OPERATORS & DOMESTIC TOUR OPERATORS**

As on 26.6.2007

Sl. No.	State/UT	Tour Operators	Travel Agencies	Tourist Transport Operators	Adventure Tour Operators	Domestic Tour Operators
1.	Andhra Pradesh	6	12	2	-	-
2.	Arunachal Pradesh	1	-	-	-	-
3.	Assam	4	-	-	-	-
4.	Bihar	2	2	-	-	-
5.	Chhattisgarh	-	-	-	-	-
6.	Goa	14	4	-	-	-
7.	Gujarat	5	8	2	-	-
8.	Haryana	5	4	-	-	-
9.	Himachal Pradesh	-	-	-	-	-
10.	Jammu & Kashmir	6	1	-	-	2
11.	Jharkhand	-	-	-	-	-
12.	Karnataka	7	23	13	-	2
13.	Kerala	18	4	19	-	-
14.	Madhya Pradesh	1	2	-	-	-
15.	Maharashtra	43	71	10	1	3
16.	Manipur	-	-	-	-	-
17.	Meghalaya	-	-	-	-	-
18.	Mizoram	-	-	-	-	-
19.	Nagaland	1	-	-	-	-
20.	Orissa	5	-	-	-	-
21.	Punjab	-	4	2	-	-
22.	Rajasthan	5	2	-	-	-
23.	Sikkim	-	-	-	-	-
24.	Tamil Nadu	23	45	22	-	4
25.	Tripura	-	-	-	-	-
26.	Uttar Pradesh	9	5	3	-	-
27.	Uttarakhand	-	1	-	1	-
28.	West Bengal	5	15	1	-	-
29.	Andaman & Nicobar Islands	-	2	-	-	-
30.	Chandigarh	-	1	1	-	-
31.	Dadra & Nagar Haveli	-	-	-	-	-
32.	Daman & Diu	-	-	-	-	-
33.	Delhi	272	119	59	15	2
34.	Lakshadweep	-	-	-	-	-
35.	Puducherry	1	4	1	-	-
	<b>Total</b>	<b>433</b>	<b>327</b>	<b>169</b>	<b>17</b>	<b>13</b>

## CHAPTER

## 9



## Human Resource Development





## 9.1. KITTS (KERALA INSTITUTE OF TOURISM AND TRAVEL STUDIES), THIRUVANANTHAPURAM

The Kerala Institute of Tourism and Travel Studies (KITTS) is one of the most sought-after institutions in the country today, which imparts quality education and hands-on training to the travel and tourism professionals of tomorrow. Set in a beautiful, lush green ten acre campus with a sprawling palace in the centre, the ambience KITTS offers is different and inspiring. There cannot be a better place to do a tourism programme than in India's most popular tourism destination.

KITTS was established by the Ministry of Tourism, Govt. of Kerala on World Tourism Day in 1988. Listed in the WTO's world directory of tourism education and training institutions, KITTS is a member of TAAI and IATO.

KITTS has opened a chapter at Malayattoor, Ernakulam. The Kerala Institute of Hospitality Management Studies (KIHMS) has been set up by KITTS and has started functioning from the Malayattoor centre. KITTS has also started a study centre at Thalassery and Alappuzha. These centres conduct various short term courses.

### Advantages

At KITTS, an exhaustive library with audio visual aids provides the latest know-how in travel, tourism, aviation, management, marketing, culture and related fields.

A state-of-the-art computer centre imparts training in computer applications including airline ticketing and reservation.

A comprehensive language lab helps the students develop their communication and presentation skills and also learn foreign languages.

A dedicated placement cell coordinated by a senior faculty member and managed by the students ensures tremendous reach when it comes to career options. The alumni of KITTS are well placed.

With its nature-rich campus, airy classrooms and state-of-the-art infrastructure, KITTS offers you the ideal learning environment. Which is complemented by innovative, comprehensive study schemes that are based on syllabi that are revised every year to keep the programmes on par with the constantly evolving market.

### Courses

#### ■ Master of Business Administration- Travel & Tourism (MBA)

A two-year full-time MBA in Travel & Tourism is approved by AICTE and affiliated to the University of Kerala. Courses offered at KITTS Trivandrum:



#### ■ **Diploma in Air Hostess, Travel and Hospitality Management**

The Kerala Institute of Tourism and Travel Studies, which has been shaping competent professionals in the tourism and travel sector for nearly two decades, has introduced an innovative programme in Air Hostess, Travel and Hospitality Management in association with the Ashok Institute of Hospitality and Tourism Management, New Delhi.

#### ■ **Certificate Course in Front Office Management**

The six month certificate programme on Front office Management aims to develop the required skills for pursuing a successful career in the challenging and exciting field of hospitality and customer service. Course offered at the Study Centre of KITTS at Alappuzha

#### ■ **Certificate Course in Airline Ticketing and Travel Agency Management**

This course is of 6 months duration and is offered at the KITTS Study Centres at Thalassery

#### ■ **Certificate Course in Front Office Management and House Keeping Management**

This course is aimed at creating professionals in the field of hotel reception and house keeping. Course offered at KIHMS Malayatoor- Hospitality wing of KITTS

#### ■ **Certificate Course in Guide Training**

KITTS, the Travel and Tourism Institute under the Ministry of Tourism, Government of Kerala is a gateway to your career in tourism. Fostered by the tourism industry over the last 18 years, KITTS is a centre of excellence in the field of travel and tourism education.

#### ■ **Level-1 IATA/UFTAA Foundation Course**

KITTS in association with SPEEDWINGS academy is offering Level-1 IATA/UFTAA foundation course. KITTS was established by the Ministry of Tourism, Government of Kerala. SPEEDWINGS academy is one of the most professional airline academics in India.

#### ■ **Level 2 IATA/UFTAA Consultant**

KITTS in association with SPEEDWINGS academy is offering Level-2 IATA/UFTAA Consultant course. KITTS was established by the Ministry of Tourism, Government of Kerala.

#### ■ **IATA/FIATA Cargo Introductory Course**

KITTS in association with SPEEDWINGS academy is offering IATA-/FIATA cargo introductory course. KITTS was established by the Ministry of Tourism, Government of Kerala.

#### ■ **IATA-FIATA Dangerous Goods Regulations**

KITTS in association with SPEEDWINGS academy is offering IATA-FIATA Dangerous Goods Regulations course. KITTS was established by the Ministry of Tourism, Government of Kerala.

#### ■ **Post Graduate Diploma in Tourism and Hospitality Management (PGDTH)**

Step into KITTS, the premier Travel and Tourism Institute in the country with an ISO 9001-2000 certification. Fostered by the tourism industry for the last two decades, KITTS under the Ministry of Tourism, Govt. of Kerala is a centre of excellence in the field of Travel and Tourism education. This course has been designed with the intent of meeting the demands of both the Travel and Hospitality Industry.



## Contact

### Kerala Institute of Tourism and Travel Studies

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E mail: kitts@vsnl.com

### KIHMS

### Kerala Institute of Hospitality Management Studies

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Ph: 0484-2468180

### KITTS Study Centre

Rani Plaza, 2nd Floor, Logan's Road, Thalassery - 670101

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### KITTS Study Centre

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Ph: 0477 2263444

## 9.2.IHMCT

### INSTITUTE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (IHMCT)

### KOVALAM, THIRUVANANTHAPURAM

#### COURSES OFFERED:

**1. Three year B.Sc programme in Hospitality and Hotel Administration:**

The Bachelor of Science programme in Hospitality and Hotel Administration is offered by the National Council of Hotel Management and Catering Technology and the Indira Gandhi National Open University. The three year programme equips trainees with all the required Skills, Knowledge and Attitude to efficiently discharge managerial and supervisory responsibilities in the hospitality sector. Students with minimum plus 2 qualification are admitted to the course through an All India Joint Examination conducted by the National Council during the month of April.

**2. Post Graduate Diploma in Accommodation Operation and Management:**

A one & a half year programme (One year at the Institute & six months training in the Hotel)  
Eligibility: Graduation

**3. Craft Course in Food Production:**

A one & a half year programme (One year at the Institute & six months training in Hotel)  
Eligibility: 10th Standard pass





#### SHORT TERM COURSES:

Sl No	Course Title	Eligibility	Duration 1½ Years	Approx. Fees	Max. Age
1.	Diploma Course in Bakery & Confectionary	10+2 Pass	One year in the Institute and six months training at the hotel	Rs.30020/	22 Yrs
2	Diploma in Food & Beverage Service	10+2 Pass	"	Rs.23200	22 Yrs
3	Diploma Course in Front Office Operations	10+2 Pass	"	Rs.23200/	22 Yrs
4	Craftsmanship Course in Food Production	10 <sup>th</sup> Pass	"	Rs.21830/-	22 Yrs
5	PG Diploma Course in Accommodation Operation and Management	Any Degree	"	Rs.19550	25 Yrs

### QUALITY POLICY

To impart knowledge, develop skills and enhance attitudes to meet the evolving challenges of the hospitality industry by continually improving the effectiveness of our quality management system.

To complement the government's efforts in the promotion of tourism by providing professionals to the industry.

#### General Information

**Hostel:** Separate accommodation facility is provided to the outstation students. The facility is available to accommodate 182 boys and 32 girls. Well-experienced wardens look after the welfare of each hostel.

**Gym:** "A healthy mind stays in a healthy body". The college has a well-equipped gym.

**Bank:** Banking facility is provided in the institution campus.

**Resource Recovery Facility - Zero Waste Campus:** Over the last few years, the Institute has been able to substantially reduce its usage of natural gas and this create additional revenue streams. IHMCT also implemented a "Zero Waste" concept in the campus, similar to that of "Zero Waste Kovalam", intended to manage and eliminate waste and set-up a bio-gas plant for managing biodegradable waste. This measure has helped the institute to reduce its weekly consumption of natural gas, also enabling it to manage its waste in a responsible manner.

**Extra-curricular:** To develop the all round personality, the students are categorised into different houses and they take active participation in cultural, literary and sports competitions.

**CATA' FEST:** The annual two-day cultural and literary interhouse competitions bring out the talents and the competition spirit of the young minds.

**SPORTS DAY:** The annual sports day showcases the sportsman spirit of the students.



#### CONTACT DETAILS :

INSTITUTE OF HOTEL MANAGEMENT AND CATERING TECHNOLOGY (Ministry of Tourism, Govt. of India)

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### 9.3. SIHM

#### State Institute of Hospitality Management (SIHM), Kozhikkode

The State institute of hospitality management is run by the Dept. of Tourism, Govt. of Kerala and is affiliated to the National Council for Hotel Management and Catering Technology (NCHMCT), New Delhi and IGNOU. Initially it offers a three year BSc degree in Hospitality and Hotel Administration (BSc H&HA) and sixty students from all over India is enrolled here based on the All India Entrance Exam conducted by the NCHMCT. International reputed, the course is highly sought after in the hospitality industry all over the world. The students who pass out have ample opportunities in hotels, airlines, cruise ships etc. as well as in other industries.

The campus is currently located at the West Hills in Kozhikkode which is a scenic place and the hostel facility is provided for the students in the same campus itself. State-of-the-art practical labs including Kitchen, Restaurants, and Guest Rooms etc. are being set for the core subjects in addition to computer and internet facilities. A well-equipped library with a selection of books of Indian and International authors, periodicals etc. are also being set up in a fast pace.

The core areas of study are:

- a) Food Production and Patisserie
- b) Front Office Operations
- c) Food and Beverage Service
- d) Accommodation Operations

In addition to the core areas students are taught ancillary subjects like Marketing, Human Resources and Strategic Management, Food Science & Nutrition, Tourism etc. as part of their curriculum. Students also have to undergo a six months industrial training at any of the reputed luxury hotels in India or outside, which will be arranged by SIHM.

More job-oriented courses related with hospitality management will be started from the next year onwards.

**Name of the Course: BSc Hotel & Hospitality Administration.**

**Course duration: Three years**

**Affiliation: NCHMCT & IGNOU**

**Qualification: +2 Pass**

**Method of Selection: All India Entrance Exam by NCHMCT**



## **I. INSTITUTE OF HOTEL MANAGEMENT**

1. Institute of Hotel Management & Catering Technology, Bangalore
2. Institute of Hotel Management & Catering Technology, Bhopal
3. Institute of Hotel Management & Catering Technology, Bhubaneswar
4. Chandigarh Institute of Hotel Management & Catering Technology, Chandigarh
5. Dr. Ambedkar Institute of Hotel Management & Catering Technology, Chandigarh
6. Institute of Hotel Management & Catering Technology, Chennai
7. Institute of Hotel Management & Catering Technology, Dehradun
8. Institute of Hotel Management & Catering Technology, Delhi-Pusa
9. Institute of Hotel Management & Catering Technology, Delhi-Lajpat Nagar
10. Institute of Hotel Management & Catering Technology, Gandhinagar
11. State Institute of Hotel Management & Catering Technology, Gangtok
12. Institute of Hotel Management & Catering Technology, Goa
13. Institute of Hotel Management & Catering Technology, Gurdaspur
14. Institute of Hotel Management & Catering Technology, Guwahati
15. Institute of Hotel Management & Catering Technology, Gwalior
16. Institute of Hotel Management & Catering Technology, Hazipur
17. Institute of Hotel Management & Catering Technology, Hyderabad
18. Institute of Hotel Management & Catering Technology, Jaipur
19. State Institute of Hotel Management & Catering Technology, Jodhpur
20. Institute of Hotel Management & Catering Technology, Kolkata
21. Institute of Hotel Management & Catering Technology, Lucknow
22. Institute of Hotel Management & Catering Technology, Mumbai
23. Institute of Hotel Management & Catering Technology, Shillong
24. Institute of Hotel Management & Catering Technology, Shimla
25. Institute of Hotel Management & Catering Technology, Srinagar
26. Institute of Hotel Management & Catering Technology, Trivandrum

## **II. FOOD CRAFT INSTITUTES**

1. Food Craft Institute, Ajmer
2. Food Craft Institute, Aligarh
3. Food Craft Institute, Balangir
4. Food Craft Institute, Darjeeling
5. Food Craft Institute, Faridabad
6. Food Craft Institute, Kalamassery
7. Food Craft Institute, Puducherry
8. Food Craft Institute, Udaipur

# CHAPTER 10



## Plan Outlays





**TABLE 10.1.1**

**ANNUAL PLAN OUTLAY (2007-08)**

**INCOME AND EXPENDITURE OF KERALA TOURISM DURING THE YEAR 2007-2008**

<b>(A) Income</b>		<b>Amount (Rs.)</b>
	<b>3452 - Tourism 2007-08</b>	
01 - Plan		27,500,000.00
Non Plan		38,995,000.00
	<b>3452 - Tourism 2007-08</b>	
80 - Plan		905,800,000.00
Non Plan		136,582,005.00
	<b>5452-Capital Expenditure for Tourism 2007-08</b>	
01 - Basic Facility		153,500,000.00
Plan		
<b>Total</b>		<b>1,262,377,005.00</b>
<b>(B) Expenditure</b>		<b>Amount (Rs.)</b>
	<b>3452 - Tourism 2007-08</b>	
01 - Basic Facility		
Plan		12,800,000.00
Non Plan		35,652,143.00
	<b>80 - General</b>	
Plan		746,393,326.00
Non-Plan		103,941,118.00
	<b>5452-Capital Expenditure for Tourism 2007-08</b>	
01- Basic Facility		107,147,399.00
Plan		
<b>Total</b>		<b>1,005,933,986.00</b>

**TABLE 10.1.2**

**ALLOCATION AND EXPENDITURE FOR TOURISM DURING THE YEAR 2007-2008**

Sl. Title No.	Name of Project	Plan Allocation (Lakhs)	Final Appropriation	Expenditure (31 Mar. 2008)	Amt. Surrendered (Rs.)
1	5452-01-190-99 K. T.D.C.	310.00	310.00	3,10,00,000.00	Nil
2	5452-01-190-98 Tourist Resort (Kerala) Ltd.	75.00	75.00	7500000.00	Nil
3	5452-01-190-96 Bekkal Resort Development Corporation	50.00	50.00	5000000.00	Nil
4	3452-80-800-79 Assistance to District Tourism Promotion Councils (DTPC) and Conventions and Visitors Promotion Bureau	200.00	200.00	2000000.00	Nil
5	3452-80-800-78 KITTS and Kerala Institute of Hospitality Management Studies	50.00	50.00	5000000.00	Nil
6	3452-80-800-92 Studies on impact of tourism including collection of Tourist Statistics	5.00	5.00	499714.00	286.00
7	3452-80-104-98 Marketing	1500.00	1700.00	17000000.00	Nil
8	3452-80-104-99 Conservation, Preservation and Promotion of Heritage, Environment and Culture	400.00	400.00	39999994.00	6.00
9	3452-80-800-76 Infrastructure facilities and matching grants for schemes sponsored by Govt. of India	200.00	200.00	20,000,000.00	Nil
10	5452-01-800-94 RIDF - Tourism Road Projects	1000.00	1000.00	61,046,399.00	38,953,601.00
11	3452-80-800-90-26 Incentive for creation of infrastructure facilities and tourism products in the private sector	150.00	150.00	14,912,486.00	87514.00
12	3452-80-800-90-29 Upgradation and creation of infrastructure	4153.00	3978.00	238,481,132.00	159,318,868.00
13	3452-80-800-97 Strengthening & Modernisation of Tourism Institutions	25.00	25.00	2,500,000.00	Nil
14	3452-01-102-95 Development of Ecotourism products	300.00	275.00	12,800,000.00	14,700,000.00
15	3452-80-800-56 Muziris Heritage Project	400.00	400.00	40,000,000.00	Nil
16	3452-80-800-53 Pathiramanal Ecotourism Project	50.00	50.00	5,000,000.00	Nil
17	3452-80-800-54 Kerala Shopping Festival	1500.00	1500.00	15,000,000.00	Nil
18	3452-80-800-52 Development of Tourism Centres in Malabar Region	400.00	400.00	40,000,000.00	Nil
19	3452-01-800-98 Guest Houses	100.00	100.00	2601000.00	73,99,000.00
	<b>TOTAL</b>	<b>10868.00</b>	<b>10868.00</b>	<b>866,340,725.00</b>	<b>220,459,275.00</b>





**TABLE 10.1.3**

**NON - PLAN ALLOCATION AND EXPENDITURE FOR DURING UNDER THE YEAR 2007-2008**

Sl. No.	Title	Name of Project	Allotted Amount (Rs.)	Expenditure Amount (Rs.)	Amount Surrendered (Rs.)
1	3452-01-101-96	Maintenance of Garden in Dam sites	1000.00		1000.00
2	3452-01-103-99	Transport	3,70,94,000.00	3,50,85,143.00	20,08,857.00
3	3452-80-001-99	Administration	2,82,06,000.00	2,22,42,158.00	59,63,842.00
4	3452-80-001-97	Offices of Regional Joint Directors	43,98,005.00	43,98,005.00	
5	3452-80-001-96	District Offices	45,52,000.00	27,01,077.00	18,50,923.00
6	3452-80-001-95	Guest Houses, Yathri Nivases, Tourist Lodges	8,76,51,000.00	6,47,19,067.00	2,29,31,933.00
7	3452-80-104-98	Tourism Marketing	51,36,000.00	40,54,548.00	10,81,452.00
8	3452-80-001-98	Tourist Information Centers	66,39,000.00	58,26,263.00	8,12,737.00
9.	3452-01-800-99	Buildings - Others	9,00,000.00		9,00,000.00
10.	3452-01-800-98	Maintenance of Guest Houses and Classified Buildings	10,00,000.00	5,67,000.00	4,33,000.00
<b>TOTAL</b>			<b>17,55,77,005.00</b>	<b>139,593,261.00</b>	<b>3,59,83,744.00</b>





**Table 10.1.4**  
**100% Plan Performance in 2007-08**

Sl No.	Head of Account	Name of Scheme	(Rs. in Lakhs)
			Original
1	5452-01-190-99	Kerala Tourism Development Corporation	310.00
2	5452-01-190-98	Tourist Resort (Kerala) Ltd	75.00
3	5452-01-190-96	Bekal Resort Development Corporation	50.00
4	3452-80-800-79	Assistance to District Tourism Promotion	
5	3452-80-800-78	Council and Convention and Visitors Promotion Bureau	200.00
6	3452-80-800-92	Kerala Institute of Tourism & Travel Studies (KITTS) and Kerala Institute of Hospitality Management Studies	50.00
7	3452-80-800-92	Studies on impact of tourism including collection of tourist statistics	5.00
8	3452-80-104-99	Marketing	1500.00
9	3452-80-800-76	Conservation, preservation and promotion of heritage, environment and culture	400.00
10	3452-01-800-94	Infrastructure facilities and matching grants for schemes sponsored by Govt. of India	200.00
11	3452-80-800-90(26)	RIDF - Tourism Road projects	1000.00
12	3452-80-800-90(29)	Incentive for creation of infrastructure facilities and tourism products in the private sector	150.00
12	3452-80-800-90(29)	Upgradation and creation of infrastructure at tourist centres - Schemes to be implemented by the Dept. of Tourism	4153.00
13	5452-01-800-98	Guest Houses	100.00
14	3452-80-800-97	Strengthening & Modernisation of tourism institutions	25.00
15	3452-01-102-95	Development of Ecotourism products	300.00
16	3452-80-800-54	Kerala Shopping Festival	1500.00
17	3452-80-800-53	Pathiramanal Ecotourism Projects - (State share)	50.00
18	3452-80-800-52	Development of Tourism Centre in Malabar (State Share)	400.00
19	3452-80-800-56	Muziris heritage projects	400.00
<b>Total</b>			<b>10,868.00</b>



**Table 10.1.5**  
**Department of Tourism**  
**Plan Fund Allocation for the Financial year 2008-09 + SDG-1**

SI No	Head of Account	Name of Scheme	Original	SDG	Additional Amount	Total
1	5452-01-190-99	Kerala Tourism Development Corporation	900.00			900.00
2	5452-01-190-98	Tourist Resort (Kerala) Ltd.	1.00			1.00
3	5452-01-190-96	Bekal Resort Development Corporation	25.00	200.00		225.00
4	3452-01-190-79	Assistance to District Tourism Promotion Councils (DTPC) and Conventions and Visitors Promotion Bureau	200.00			200.00
5	3452-80-800-78	Kerala Institute of Tourism & Travel Studies (KITTS) and Kerala Institute of Hospitality Management Studies	100.00			100.00
6	3452-80-800-92	Studies on Impact of Tourism including collection of tourist statistics	10.00			10.00
7	3452-80-104-98	Marketing	1,500.00			1,500.00
8	3452-80-104-99	Conservation, Preservation and Promotion of Heritage, Environment and Culture (Promotion of Local Cultural Programme, Boat Race, Fairs, Festivals)	250.00		5.00	255.00
9	3452-80-800-76	Infrastructure facilities and matching grants for schemes sponsored by Govt. of India	300.00			300.00
10	5452-01-800-94	RIDF-Tourism Road Projects	1,500.00			1,500.00
11	3452-80-800-90 (26) - 33	Incentive for Creation of Infrastructure facilities and tourism products in the private sector (Subsidies)	200.00			200.00
12	3452-80-800-90(29)	Upgradation and creation of Infrastructure	743.00			743.00
13	5452-01-800-98(01)	Guest House	100.00	100.00		200.00
14	3452-80-800-97	Strengthening & Modernization of Tourism Institutions	50.00			50.00
15	3452-01-102-95	Development of Ecotourism products	150.00			150.00
16	3452-80-800-54	Kerala Shopping Festival*	0.00	2000.00		2,000.00
17	3452-80-800-53	Pathiramanal Ecotourism Project-(State Share)	0.00	100.00		100.00
18	3452-80-800-52	Development of Tourism Centres in Malabar (State Share)*	0.00	300.00		300.00
19	3452-80-800-56	Muziris Heritage Project*	0.00	300.00		300.00
20	3452-80-800-51	Tsunami Projects	3,725.00			3,725.00
21	3452-80-800-50	Centre for Protection of Elephants*	0.00	50.00		50.00
22	3452-80-800-49	Establishment of Rubber Check Dam Across the Pampa River*	0.00	10.00		10.00
23	3452-80-800-48	Assistance to Vayalar Panchayath for acquiring land for establishing Martyrdom Square and Vayalar Swaramandapam*	0.00	50.00		50.00
24	3452-80-800-47	Feasibility study for tourism in the Canoli Canal and the coastal areas in Kozhikode*	0.00	50.00		50.00
25	3452-80-800-46	Development of Kuthuparambu Town Square*	0.00	25.00		25.00
26	3452-80-800-45	Development of Thrissur Sakthan Square*	0.00	50.00		50.00
<b>Total</b>			<b>9,754.00</b>	<b>3235.00</b>	<b>5.00</b>	<b>12,994.00</b>

SI No: 3,13, 16 to 19,21 to 26-Sanctional in the First SDG; July 2008;

SI No: 8, Additional Sanctioned Amount- (GO (Rt) No. 5713/08 Fin. Dated 8 July 2008)

SI No: 11, Detailed Head 33 (Subsidies)- (GO (Rt) No. 62113/08 Fin. Dated 26 July 2008)



**Table 10.1.6**

**MINISTRY OF TOURISM, GOVERNMENT OF INDIA**

(Rs. in Crores)

Sl. No.	Name of Scheme Annual Plan (2007-08)	Budget Estimates
1.	a) Externally Aided Project (Buddhist Centers)	6.00
	b) UNDP Endogenous Projects	2.00
2.	Assistance to IHMs/FCIs/IITTM/NIWS/NIAS /NCHMCT	50.00
3.	Capacity Building for Service Providers	15.00
4.	Overseas Promotion and Publicity including Market Development Assistance	165.00
5.	Domestic Promotion and Publicity including Hospitality	70.00
6.	Incentives to Accommodation infrastructure	20.00
7.	Construction of Building for IISM at Gulmarg Kashmir (J&K Package)	7.00
8.	Market Research including 20 years' perspective plan	5.00
9.	Assistance for Large Revenue Generating Project	40.00
10.	Computerization and information Technology	20.00
11.	Creation of Land Bank for Hotels	10.00
12.	Equity contribution to ITDC	73.00
13.	Assistance to Central Agencies for Tourism Infrastructure Development	10.00
14.	Product/Infrastructure Development for Destination and Circuits	460.00
	<b>Total</b>	<b>953.00</b>

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**TABLE 10.1.7**

**STATE-WISE TOURISM PROJECTS SANCTIONED DURING THE YEAR 2006-07**

Sl. No.	State	No. of Projects Sanctioned	Amount Sanctioned (Rs. in Lakh)	Amount Released (Rs. in Lakh)
1.	Andhra Pradesh	3	1540.56	1195.44
2.	Assam	9	2453.39	1813.21
3.	Arunachal Pradesh	12	1887.80	1497.24
4.	Bihar	2	1937.29	974.59
5.	Chhattisgarh	16	3540.17	2491.12
6.	Goa	0	0.00	0.00
7.	Gujarat	7	443.65	359.51
8.	Haryana	5	1836.16	902.39
9.	Himachal Pradesh	8	1871.00	1226.13
10.	J&K	29	5233.82	3392.90
11.	Jharkhand	3	956.35	769.99
12.	Karnataka	4	1323.89	1081.81
13.	Kerala	18	4474.02	3441.61
14.	Madhya Pradesh	10	3668.47	2797.75
15.	Maharashtra	13	2839.05	2278.46
16.	Manipur	9	939.35	649.48
17.	Mehgalaya	9	1435.29	1149.93
18.	Mizoram	9	2613.38	2044.80
19.	Nagaland	8	2340.32	1862.51
20.	Orissa	13	2826.84	1974.66
21.	Punjab	13	3223.37	1968.68
22.	Rajasthan	8	953.84	763.06
23.	Sikkim	13	2609.42	1647.77
24.	Tamil Nadu	11	1866.41	1496.87
25.	Tripura	4	291.27	96.01
26.	Uttarakhand	16	1907.50	1434.34
27.	Uttar Pradesh	7	3329.06	2663.24
28.	West Bengal	10	2978.32	2195.35
29.	Andaman & Nicobar	0	0.00	0.00
30.	Chandigarh	2	15.00	14.00
31.	Dadar Nagar Haveli	0	0.00	0.00
32.	Delhi	5	2400.09	1209.54
33.	Daman & Diu	0	0.00	0.00
34.	Lakshadweep	1	7.00	5.60
35.	Puducherry	1	500.00	400.00
<b>Total</b>		<b>278</b>	<b>64242.08</b>	<b>45797.99</b>

Note: This includes projects relating to Circuits, Destinations, Large Revenue Generating Projects, Rural Tourism (Software and Hardware) Projects, IT, Event, Fair & Festivals Projects



# CHAPTER 11



## Surveys And Studies





## SURVEYS AND STUDIES

Kerala Tourism conducts various studies and surveys to get important inputs for the formulation of policies and programmes for the development of the tourism industry in the state. In addition, regular month-wise data collection of foreign and domestic tourists visiting Kerala is also collected from all the accommodation units coming under the purview of the tourism industry. Evaluation studies are also conducted to find out the effectiveness of the schemes being implemented by Kerala Tourism. The summary of the two studies completed recently, viz. 'Continuous Tourist Survey which was conducted for a period of three years from 2004-2007' and 'Study on Local Impacts of Tourism', is included herewith.

### 11.1. CONTINUOUS TOURIST SURVEY FOR A PERIOD OF THREE YEARS (2004-2007) - HIGHLIGHTS

The Tourism Industry is expected to be on an upswing in Kerala. Foreign tourist arrivals to Kerala have been showing an increasing trend in the last few years and Kerala Tourism remain a Superbrand among all other states in India. India's rich cultural and geographic diversity provides the basis of a wide range of tourist products and experiences, which include among others - leisure, culture, adventure, spirituality, eco-tourism, wellness & health. Apart from acknowledging the traditionally recognized advantages of developing tourism for promotion of people to people understanding, earning of the foreign exchange, vast employment generation, it can play a major role in furthering the socio-economic objectives of the nation.

#### 11.1.1 Executive Summary

Government of Kerala, Department of Tourism entrusted Datamation Research Analyst, New Delhi to conduct Continuous Tourists Survey (CTS), analysis and interpretation of data of both domestic and foreign tourists, visiting the state for three years from 2004 May to 2007 April.

#### The objectives of the CTS are:

1. Review the current system and practices of tourism data collection, market research and use of information technology for compiling and interpreting tourist data to develop a scientific and relevant data management system for the state;
2. Profiling tourists - demographic, economic, social and cultural, and factors attracting them to Kerala;
3. Type of tourists/tourism;
4. Determine mode of arrival and important tourist destinations, provide qualitative details and their overall experience;
5. Provide qualitative details on the preferences of present attractions and future expectations;
6. Evolve criteria to select destination / circuits and infrastructure mix for tourism development with due consideration to carrying capacities;
7. Conduct survey outside Kerala (generating markets) to understand the perception of tourists about Kerala, especially those who have not included Kerala in their travel plan;
8. Estimate room occupancy and average room rent in the classified and unclassified hotels; and
9. Assess requirements of human resource in tourism industry and suggest plans for their development





## Sampling

Simple Random Sampling (SRS) has been adopted in interviewing tourists from across the State. 1.05 lakh foreign and domestic tourists were interviewed during the survey period.

Sample size

Tourist Category	2004-05	2005-06	2006-07	Total
Foreigners	3907	4543	5066	13516
Non-Keralite	12391	13773	38657	64821
Keralite	5260	9100	12303	26663
All	21558	27416	56026	105000

The tourist destinations selected for the survey are as follows:

S.No.	District	Destination
1	Thiruvananthapuram	Thiruvananthapuram city-Varkala-Kovalam
2	Kollam	Backwaters, Thenmala
3	Kottayam	Kumarakom
4	Idukki	Munnar-Thekkady-Vagamon
5	Alappuzha	Backwaters
6	Ernakulam	Kochi-Aluva-Paravoor
7	Thrissur	Guruvayoor-Parambikulam-Athirappilly
8	Kozhikode	Kozhikode city-Kappad
9	Palakkad	Malampuzha-Nelliyampathy
10	Malappuram	Nilambur
11	Kannur	Muzhuppilangad
12	Wayanad	Edakkal-Pookot Lake
13	Kasaragode	Bekal
14	Pathanamthitta	Erumeli

The final report on the study and the findings of the CTS for the period from May 2004 to April 2007 is as follows:

## Accommodation

Kerala has in 2005, 247 classified hotels with 8166 rooms, which increased from 204 hotels and 7011 rooms in 2004. During the year 2005, it has registered an increase of 21% in the number of hotels and 16% in rooms.



## Tourist's trends

- Kerala recorded 6.5 million domestic and foreign tourists arrival in the year 2006. The average annual growth in domestic tourists is more than 18 % over the past decade;
- In 2006, the International tourists recorded a growth of 23.68%. The flow of domestic tourists increased by 5.47% during the same year;
- Thiruvananthapuram, Thrissur, Ernakulam and Kozhikode attracted more than 71% of the tourists.
- International tourist's Country of Origin data shows that England contributed between 27 and 32% followed by USA, France and Germany. In all the three years more than 58% of the foreign tourists were from England, USA, France and Germany.

## Tourist's Profile

### A. International

- 83% - 96% of the international tourists were in the age group of 22 to 55 years. Only a very small percentage (3%) of tourists was upto the age of 21 or above 55 years of age 5.7%.
- International tourists visiting Kerala are well educated as about 73 to 93% were above graduates and above. On an averages for the three years, graduates and postgraduates accounted for about 85%.
- About 38% of the tourists visiting Kerala were professionals followed by businessman (19.4%) and students (11%).
- Use of website has increased from 30% in 2004-05 to 41.6% in 2005-06 and to 56% in 2006-07. The average for the 3 years was 43.7%. The tour agents also play a very important role in imparting information to the foreign tourists.
- Air travel was used by 81% of the tourists in 2006-07. It has increased from 56% in 2004-05 and 66% in the year 2005-06.
- About 20-27% of the tourists who arrived through air came to Mumbai and 9-17% to Chennai. About 39% of the second year tourists arrived directly to Kerala.
- Around 32% of the tourists of 2004-05 visited Kochi and Thiruvananthapuram, but during 2005-06 and 2006-07 38% and 39% of the tourists began their tour at Kochi, while 34% of the tourists visited Thiruvananthapuram.
- For about 63% of the foreign tourists this is their first trip. About 20 % have visited two times and only about 18% visited more than three times.
- About 74% of the foreign tourists were attracted by the natural beauty followed by beaches & backwaters (15%). Ayurveda and Yoga is another great attraction of Kerala.
- More than 86 % of the visits were for leisure and remaining 14% for visiting friends, official trips, and business purposes.



- About 63 to 77% of the tourists arranged the tour program by themselves and about 14-20% through tour and travel agents. 4-10% came with the help of their friends.
- For about 36 to 40% of tourists, the stay was in the range of 6-10 days and for about 16 to 32% it was in the range of 11-15 days. The average length of stay is 16 days for 2004-05 and 15 days for the years 2005-06 and 2006-07.
- On an average, all tourists of first year sample expect to spend 6 nights in the first destination (cities) of their travel and the corresponding figures for second and third years are 7 and 8 respectively.
- For intra Kerala travel, Taxi was used for 21-49% of the tourists' trips and. Public transport like train and KSRTC were used by nearly 34-49% of the trips.
- About 46-72% of the tourists stayed in star hotels and resorts, while 22-38% of the tourists stayed at non classified hotels. Other accommodation facilities are used by only very few visitors.
- The average daily expense varies from Rs.2723/- in 2004-05 Rs. 3130 in 2005-06 and Rs.3727/-in 2006-07 which shows that the average expenditure is increasing over the years.
- The research data shows that about 48% of the foreign tourists spend in the range of 3001 8000. Where as about 57 per cent of the Domestic Non-Keralite spend below3001. 56% of the Domestic tourists Keralite spent upto Rs 500/- this can be attributed to expenditure on income and travel are less in this category of tourists.

**Percentage of tourists according to tourists Category**

Expenditure Range	Foreigner	Domestic Non-Keralite	Domestic Keralite
Upto Rs. 500	1.8	19.1	56.0
501-1500	24.3	27.6	38.5
1501 - 3000	17.3	21.0	
3001-5000	16.9	19.3	5.50
5001-8000	30.6	11.6	-
8001 & Above	9.1	1.4	-

- Average daily expenditure is highest in case of foreign tourists and the analysis shows that the expenditure has increased during the study period. Table below gives average daily expenditure of different category of tourists and the years of survey:

**Average daily expenditure (Rs.) and Category of tourists**

Survey Period	Foreigner	Domestic Non-Keralite	Domestic-Keralite
2004-05	2723	1752	708
2005-06	3130	2750	528
2006-07	3727	2651	640



- Accommodation accounts for about 36 % of the total expenditure incurred by the international tourists. Followed by food and beverages 25.5 % the estimated average per day expenditure incurred by tourists in 2004-05 amounted to Rs.2800/- in 2005-06, Rs. 3018 and Rs. 3782 in 2006-07. This can be partly attributed to increase in price level.
- The average expenditure according to tourists country of origin shows that per day expenditure of the tourists from Canada is highest.
- Nearly 25-46% of the tourists decided to go back to their home after their tour of Kerala. On an average 34.8 tourists in 2006-07 informed that they are going back to their homes from Kerala. Around 12-20% wanted to visit Tamil Nadu and 10-12% Karnataka.
- About 99% of the tourists were satisfied with their visit of Kerala and about 91% expressed the hope of visiting again.

### Domestic Non-Keralite

Domestic Non-Keralite tourists (91484) were interviewed at important tourist destinations spread over Kerala.

Domestic Tourists	2004-05	2005-06	2006-07	2004-07
Non-Keralite	12391	13773	38657	64821
Keralite	5260	9100	12303	26663
All	17651	22873	50960	91484

- More than 50 % of the tourists were from neighbouring states, i.e. Tamil Nadu, Karnataka and Andhra Pradesh. Tourists from the western part of the country like Goa, Maharashtra, and Gujarat amounted to about 22 % of the tourists.
- 85-96% of the domestic tourists are between the age group of 22 to 55 years. Only a very small percentage (3%) of tourists were under the age of 21 and those above 55 years of age were 2.6%.
- Domestic tourist visiting Kerala are well educated as about 76 to 90 % were above graduation. On an average, for the three years, graduates and postgraduates accounted for about 79%. About 27% of the tourists visiting Kerala were professionals followed by businessmen (26%) and students (10%).
- In all the survey periods, friends (48%) were the main source of information. Web and Tourism Brochures and Television shares the remaining major portion of imparting information.
- About 52% of the trips are undertaken by rail and 34% by road. Air travel accounts for about 13.6% of the trips. About 54 % landed at Kochi. It is interesting to record that Kozhikode Airport is increasingly being used, maybe due to its better connectivity and accessibility. About 18.7% of the domestic tourists prefer beaches & backwater and 7.5% wildlife. Culture and pilgrimage amounted to 7.5%. 61-76% of the tourists are leisure seekers. Business is the purpose for nearly 7-14% of the sampled tourists, while visiting friends & relatives accounts for nearly 7-10% of the tourists.



- About 52 to 75% of the tourists arranged the tour program by themselves and about 9 to 17% travelled through tour and travel agents. 10-14% came with the help of their friends. On an average, for three years 67% of trips were planned and arranged by self, 11% each through tour agents and friends.
- Most of them (76-92%) plan to stay in Kerala for less than 10 days. Only 3-7% plan to stay for more than 3 weeks. The average length of stay for 2006-07 domestic tourists is 9 days and for the first and 2005-06 tourists are 6 and 7 days.
- For 35 to 39% of the tourist's trips taxi was used. Public transport was used by about 12-36%.
- About 30-40% of the tourists stayed in star hotels and 52% stayed in non-star hotels.
- Among the domestic tourists of the survey period, nearly 38-57% spent more than Rs.1500 per day.
- Nearly 6-15% spent more than Rs.5000 per day.
- Average expenditure by domestic non-Keralite tourist was Rs. 1752, Rs. 2750, and Rs. 2651 for the years 2004, 2005 and 2006 respectively.
- The expenditure on accommodation is highest followed by internal travels.
- Nearly 65-90% of the tourists decided to go back to their home after their tour of Kerala.
- 96% of the tourists were satisfied with their tour to Kerala.
- 84-95% of the tourists hope to visit Kerala again.

### Domestic Tourists (Kerala)

- 5260, 9100 and 12303 Kerala tourists were interviewed during 2004-05, 2005-06 and 2006-07. Ernakulam contributes to about 14.3% of the Keralite domestic tourists, followed by Thiruvananthapuram with about 12.9%. From every district, a good number of tourists are visiting destinations in other districts.
- About 81- 88% were between age group of 22 to 55 years. 11 % tourists were in the age below 21 and about 4% were above 55 years of age.
- More than 71% of the tourists are graduates or above.
- 18.8% of the tourists were professionals among 2004-05 and 2005-06 tourists and business people amounted for 28.5% of the tourists in the year 2006, followed by students and government officials.
- Nearly 24-38% of the tourists were accompanied by 5 or more people, while 7-14% came alone. The highest proportion of 2004-05 and 2006-07 samples came with one companion, while 2005-06 sample had 7 or more people. Around 43% came with their family and 28-40% visited the destinations with their friends.
- More than half of the domestic sample tourists came to the place to stay for one to two days.
- Nearly 23-27% planned to stay for 4 days or more.
- 48-65% of the sample tourists had used private transportation facility for their tour programme. 39% used public transport for travel.



- Nearly 34-52% of the tourists stayed in lodges while 23% stayed at unclassified hotels. Only 8-13% of the visitors stayed at star hotels.
- For 56-63% of the Keralite tourists, average daily expenditure is less than Rs.500. Nearly 13-24% of them spent more than Rs.1000. The average daily expenditure for 2004-05 was Rs.708 and the corresponding figures for the 2005-06 and 2006-07 tourists were Rs.528 and Rs.640 respectively.
- The highest expenditure is on journey followed by food and for all other items the expenditure is very low.
- About 63% tourists came here for 'Leisure' followed by 'Pilgrimage'. 'Visiting friends and relatives' and 'business' are other important reasons to come to this place.
- Nature's beauty attracted more than 50% of the tourists. Privacy of the tourist places fascinated some of them (19-26%) to repeat their tour. 'Facilities in the tourist destinations' is another major reason of revisit.

## Hotel

- Amongst the 230 hotels surveyed, 44% started functioning during the last 10 years. 54% of them are private limited companies and 38% are single owned.
- Nearly 65% of the hotels have restaurant in the hotel itself. Conference hall, room service, TV, hot-cold water, refrigerator, telephone, transport, laundry etc are facilities available in most of the hotels. Cultural show is available in 37% of the hotels and in 38% of the hotels bar facility is available.
- Three star hotels employ highest number of persons followed by non-star and two star hotels. The average number of personnel in the present survey of hotel industry is 35. During the survey, we inferred from a large number of hotels, acute shortage of trained and quality manpower. The burgeoning BPO and IT Industry, has made this shortage all the more acute since both industries employ similar profiles of people. In Kerala market, recruiting front office staff, fluent in English is increasingly becoming very difficult. Moreover, the labour cost in the Hotel Industry tends to be very high, due to high involvement of the Trade Unions.
- Nearly 36% of the hotels earn Rs.5 lakh or more per month and 56% of the hotels have an income of more than Rs.1 lakh monthly. The average monthly income of the sample hotels is Rs.8,38,730. Increasing electricity tariffs were considered as one of the major deterrent for the sustenance of the Hotels.
- Kerala cuisine is available in all hotels. Other south and north Indian and continental food are available in a large number of star hotels and heritage homes.

## Carrying Capacity of Kovalam

- Kovalam is a prime destination consisting of four crescent shaped beaches.
- In 1986, 88% of the foreign tourists visiting Kerala came to Kovalam. However, there is a declining trend in foreign tourists visits to Kovalam, though the tourists in real number is increasing.
- The percentage of foreign tourists increased from 13% in 2004 to 16% in 2005.



- In the event of 100% resort occupancy and daily inflow of at least 2000 tourists/day, the beach capacity in Zone 1 and 2 exceeds the desirable level by 138% and 43% respectively.
- The resort density of these zones exceeds desirable limit by 98% and 50% respectively.
- The beach is generally visited by about 2400 tourists per day as against a standard beach capacity of 1000 tourists per day.
- Removal of unauthorized constructions in the beach front, establishment of an integrated cultural, recreational and resource centre, environmental conservation, improvement of roads and footpaths, and parking areas are proposed.
- Water supply system exclusively for Kovalam or in combination with the neighbouring areas is proposed.
- Replacing the existing overhead lines with underground cable system from Vizhinjam substation to ITDC transformer and for distribution lines.
- Formation of No. 2 Kovalam feeder as standby for continuous supply and upgradation of Vizhinjam substation from 66 KV to 110 KV.

### Tourist projections

- Growth rates for domestic and foreign tourists were estimated from the arrival trends of tourists as given in the table below:

Period	Kerala		
	Domestic	Foreign	Total
1995-2006	6.0	19.9	6.0
2000-06	3.6	14.8	3.5

- Tourist's projections for foreign and domestic tourists have been carried out adopting growth rates as envisaged for domestic tourists (7%) and foreign tourists (9%) in Kerala's Tourism Vision 2025, and moderated growth rates of 3.5% and 6% based on tourist arrival trends for the last 15 years. Base year tourist's arrival for the year 2005 has been adopted for projecting the tourist's arrivals.

### 11.1.2. RESEARCH TRENDS

1. The World Travel & Tourism Council (WTTC) released in April 05, the World Travel & Tourism Competitiveness Monitor of 2004. The new statistics reveal that Brazil and India are the most price competitive countries in terms of Travel & Tourism.
2. Michael Knowles, Consultant and Director for the Tourism Control Intelligence (France and USA), identified the following as the mega trends in global tourism industry:
3. An older, better-educated population in Europe and North America will increasingly seek eco-tourism and cultural travel products.
4. London, New York, Sydney and Dubai will be the leading tourism poles through the end of the decade.
5. Non-residents will pay significantly higher entry fees to tourist attractions than those paid by locals.



6. Tourism Satellite Accounting will be adopted by several developing countries but ignored by the US, China, Japan, Russia and most Western European countries.
7. Antarctica will become an eco-tourism destination, complete with hotels, restaurants and full-service tours.
8. Shopping, from mega shows to folk craft centers will increasingly become a critical feature for tourism destinations.
9. Rides on private spacecraft will become a recreational outing for the wealthy.
10. Cruise ships will sell condominiums, becoming ocean-going resorts.
11. In spite of organized international efforts to fight them, sex and drug-focused tourism will flourish.
12. Airlines, travel agents and tour operators will associate themselves with financial institutions to offer consumer travel loans.
13. National economies in Cuba, Egypt, Spain and Thailand will become dangerously dependent on tourism.
14. Enormous infrastructure projects will significantly expand automobile-accessible tourism options (Channel Tunnel car lane, Bahrain-Qatar causeway, etc.).
15. China will be the first country to receive 100 million international arrivals in a 12-month period, sometime around 2018 - France will follow within 2-3 years.

### Product & Service Trends

16. Hotel rooms increasingly equipped as offices with full-size desks, computers, and advanced communications technologies, will minimize the need for business centers.
17. Small super-luxury boutique inns will take market share from Four Seasons, Ritz Carlton and Fairmont.
18. Hub airports will install capsule-cocoon hotels in terminal facilities.
19. Hotel and restaurant facilities will be designed for an aging population with lower rise steps, more handrails and wider doors.
20. Travel guidebooks will become highly specialized and more frequently consulted - primarily on the web.
21. The distinction between business and leisure hotels will erode as business clients seek fitness and entertainment activities and vacation guests demand advanced telecommunications.
22. "100% Satisfaction Guaranteed" will replace "Let the Buyer Beware."
23. Growth in demand for home food delivery will outpace all other food service segments.
24. An aging population and growing infatuation with healthy living will bring a wave of European holistic spas and 'health-tells' to North America and Asia.
25. A new wave of budget conference & exhibition hotels will be built to meet the convention needs of cost conscious companies.





26. European and Japanese new-built hotels will be obliged to design larger guest rooms closer to North American standards.
27. Center-city urban resorts will challenge sun, sand & sea vacation villages in the leisure market.
28. Credit card check-in/check-out, F&B vending machines, self-cleaning bathrooms and self-serve laundries will eliminate most human contact in budget hotels.

## Investment & Finance

29. Intense competition for hotel operating contracts will push management fees as low as 1% of gross, 5% of IF and \$4 per reservation.
30. Airlines will continue to rack up significant losses as they struggle to deal with high fuel costs, new security requirements, and an onslaught of no-frills carriers and brutal competition from 'open skies' agreements.
31. By the end of the decade, a score of management companies will control the world inventory of branded hotel rooms.
32. Hotel operating companies will sell their remaining equity in real estate to free up capital for expansion of management contracts.
33. Perroom, hotel acquisitions in Europe will reach stratospheric new records
34. Franchising will experience explosive growth as Hotel Companies strategically reposition to get out of the hotel business and into the business of hotels

## Human Resources

35. Critical shortages of skilled staff will encourage hospitality corporations to develop or outsource proprietary training centers.
36. The introduction of new technologies in the upscale tourism industry will not replace the human element in service delivery - on the contrary, it will gain importance.
37. Unionized hotel and restaurant workforces will trade scheduling and task flexibility for job security and quality-of-life benefits.
38. Tourism and hotel management schools will move out of the classroom and out of the library, onto the web and into the field.
39. Powerful unions, a shorter workweek and reluctance to taper social benefits will maintain Europe's standing as the world's most expensive tourism destination.
40. Middle Eastern countries enforcing employment quotas for nationals will experience reduced productivity and higher labor costs.

## Marketing

41. The Internet will become the dominant distribution channel for all travel and tourism products eliminating most intermediaries.
42. Understanding customers as people - their likes, dislikes, habits, interests and hobbies - will become critical to establishing competitive advantage in hospitality marketing.
43. Customer retention will replace customer acquisition as travel agencies' strategic objective.



44. Data warehousing and data mining will provide one-to-one and relationship-marketing opportunities never imagined.
45. Print media advertising will move onto the Web.
46. Increasingly value-conscious customers will demand more and better product information.
47. Consumers will increasingly expect to negotiate hotel and airline rates.
48. Cross-sector strategic alliances between food service, lodging, travel and entertainment companies will prove to be effective marketing formats.
49. Better understanding of psychographics consumer behavior will lead to more precise identification of customer segments and sub-segments.
50. Hotel revenue management systems will become more sophisticated and be relocated from the reservations department to sales & marketing.
51. Revenue management tactics will be applied to pricing in restaurants, amusement parks, golf courses, tour buses, cinemas, convention centers and sports stadiums.
52. Market share and product profitability will be replaced by customer share and customer profitability as measures of marketing effectiveness in the hotel industry.

### Safety & Security

53. Consumers will systematically consult travel health sites before checking ticket or room availability.
54. Crime and terrorism will render some traditional tourist destinations untouchable.
55. Customer credit cards will replace coded key cards in most hotels. Guest room safes will be enlarged to accommodate standard laptop computers.
56. International hotel companies will refuse management contracts and franchises for hotels without in-room sprinkler systems.
57. Terrorism fears will keep Israel, Indonesia, Iraq and India off the mainstream tourist circuit for the near future.
58. Advanced encryption technology will make on-line payment genuinely secure.

### Financial Management & Cost Control

59. Zero-based budgeting will become the industry norm.
60. To improve energy and water conservation, hotels will install usage meters and levy charges for consumption.
61. Deregulation of the global telecommunications market will benefit the hospitality industry more than the deregulation of the airline markets.
62. As hotel reservations made through global distribution systems diminish, GDS will exploit communication advances to reduce fees and costs.
63. While hotel and cafe guests will increasingly expect wireless Internet access, other factors will encourage hospitality operators to invest in it - serving as a platform for mobile point-of-sales, reducing cable costs and more efficient restaurant table auditing.



### 11.1.3. METHODOLOGY

Keeping in view the objective of the study, an appropriate methodology has been adopted for collection of secondary and primary data by interviewing the Tourists and other stakeholders in the study area and execution of the study. Well-educated interviewers were selected and trained for carrying out the Tourist interview and other field surveys. Pilot interviews were conducted to test the questionnaire and modifications, if needed, were carried out.

#### a. Selection of Tourist Destinations:

Tourist destinations were selected in consultation with the DOT officials. The main criteria being the tourist arrivals, accessibility to tourism, attraction centres and the destinations cover different segments of the tourism product. Selected tourist destinations are given in **Table 11.1**.

**Table 11.1**  
Selected Tourist Destinations Surveyed

S.No.	District	Destination
1	Thiruvananthapuram	Thiruvananthapuram City-Varkala-Kovalam
2	Kollam	Backwaters, Thenmala
3	Kottayam	Kumarakom
4	Idukki	Munnar-Thekkady-Vagamon
5	Alappuzha	Backwaters
6	Ernakulam	Kochi-Aluva-Paravoor
7	Thrissur	Guruvayoor-Parambikulam-Athirappilly
8	Kozhikode	Kozhikode City-Kappad
9	Palakkad	Malampuzha-Nelliyampathy
10	Malappuram	Nilambur
11	Kannur	Muzhuppilangad
12	Wayanad	Edakkal-Pokkotu Lake
13	Kasaragode	Bekal
14	Pathanamthitta	Erumeli

#### b. Sampling:

Simple Random Sampling (SRS) has been adopted in interviewing tourists from across the State. Based upon the tourists' arrivals, as recorded in the Tourism Statistics in each district using PPS sampling technique, the sample sizes of each district and for each year has been fixed. Collection of data went through out the year from all official destinations. For interviewing the tourists separate structured and approved questionnaires for foreign and domestic tourists were used. The questionnaires were translated in local language.



Sampling criteria /features included collection through out the year (regularity); size based on seasonal arrival of tourists, as per DoT statistics (seasonality); collection from all official destinations instruments (spatiality); separate structured and approved questionnaires for foreign and domestic tourists. **Table 11.2** gives the sample size of International and Domestic tourists.

**Table 11.2**

**Sample size**

Tourist Category	2004-05	2005-06	2006-07	2004-07
Foreigners	3907	4543	5066	13516
Non-Keralite	12391	13773	38657	64821
Keralite	5260	9100	12303	26663
All	21558	27416	56026	105000

#### 11.1.4. TOURIST PROFILE

The following sections presents the profile of the tourists, their mode of arrival, accommodation pattern, expenditure pattern, their satisfaction with the present destination and suggestions to improve the areas etc. of both domestic and international tourists.

##### a. International Tourists

This part of the report is based on the information collected from 13516 international tourists who arrived during May 2004 - April 2007 in different tourist destinations of this state.

##### b. Country of Origin

The **Table 11.1.1** shows distribution of International/foreign tourists by Country of Origin. More tourists to Kerala arrived from England (between 27 and 32%) followed by USA, France and Germany. In all the three years about 58% of the foreign tourists were from England, USA, France and Germany. England alone amounted to more than 28% of the tourists. Tourists from Asian or from any other developing countries were meager. This trend was observed in all the quarters of last three years.



**Table 11.1.1**

**Country of Foreign/International Tourist Arrivals**  
(Percentage)

Country	2004-05	2005-06	2006-07	2004-07
England	32.1	27.1	27.6	28.7
USA	8.2	11.5	10.4	10.1
France	11.8	11.9	9.7	11.1
Germany	10.9	9.7	7.5	9.2
Italy	3.9	3.7	5.9	4.6
Australia	3.1	4.9	5.3	4.5
Russia	2.1	2.2	2.5	2.3
Spain	2.3	2.2	2.8	2.4
Holland	4.1	3.3	3.3	3.5
Canada	2.8	3.4	2	2.7
Other European Countries	7.0	7.1	8.4	7.6
Gulf Counties	1.3	1.1	1.9	1.5
Other Asian Countries	5.2	6.7	7.2	6.4
Others	5.2	5.2	5.5	5.3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 11.1.2 Age Distribution

The distribution of foreign tourists according to age shows that 83% - 96% were in the age group of 22 to 55 years. Only a very small percentage (3%) of tourists were upto the age of 21 or above 55 years of age (5.7%). This trend is observed in all the three year periods of our survey. **Table 11.1.2** gives the distribution of tourists according to age groups and **Graph 11.1.1** shows the percentage distribution of tourist by the age group.

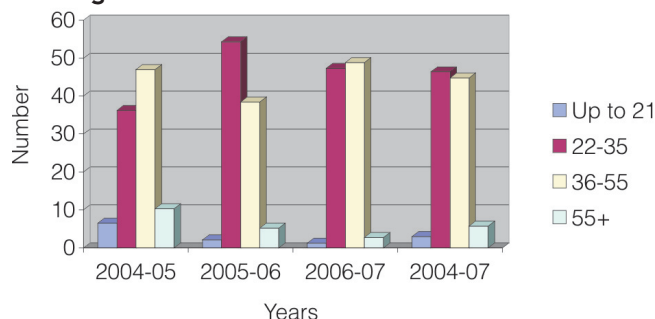
**Table 11.1.2**

**AGE DISTRIBUTION - INTERNATIONAL TOURISTS**  
(Percentage)

Age Group (years)	2004-05	2005-06	2006-07	2004-07
Up to 21	6.5	2.1	1.2	3.0
22-35	36.2	54.3	47.3	46.4
36-55	47.0	38.4	48.8	44.8
55+ 10.3	5.2	2.7	5.8	
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.1**

**Age Distribution - International Tourists**





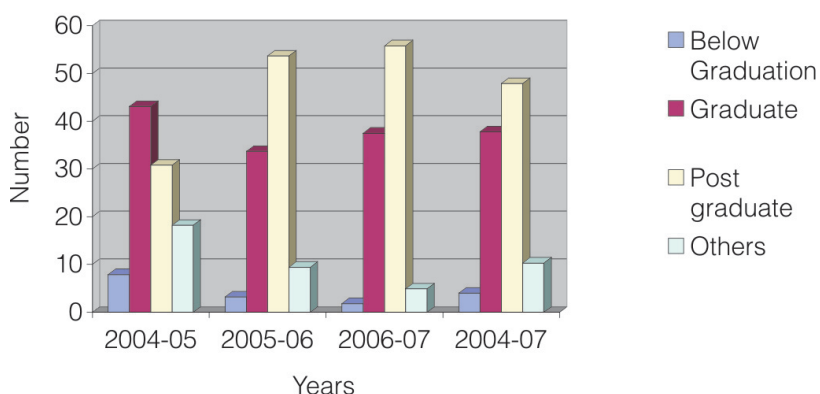
### 11.1.3 Educational Qualifications

The distribution of tourists according to educational qualification shows that tourists visiting Kerala are well educated as about 73 to 93% were above graduation. On an average for the three years graduates and postgraduates accounted for about 85%. The percentage distribution of tourists is given in **Table 11.1.3** and shown in **Graph 11.1.2** show the percentage distribution of Tourist by Educational Qualifications

**Table 11.1.3**  
**EDUCATIONAL QUALIFICATION**  
 (Percentage)

Education	2004-05	2005-06	2006-07	2004-07
Below Graduation	7.9	3.2	1.8	4.0
Graduate	43.1	33.7	37.5	37.8
Post graduate	30.8	53.7	55.8	47.9
Others	18.2	9.4	4.9	10.3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.2**  
**Education and Qualification**



### 11.1.4 Occupational Structure

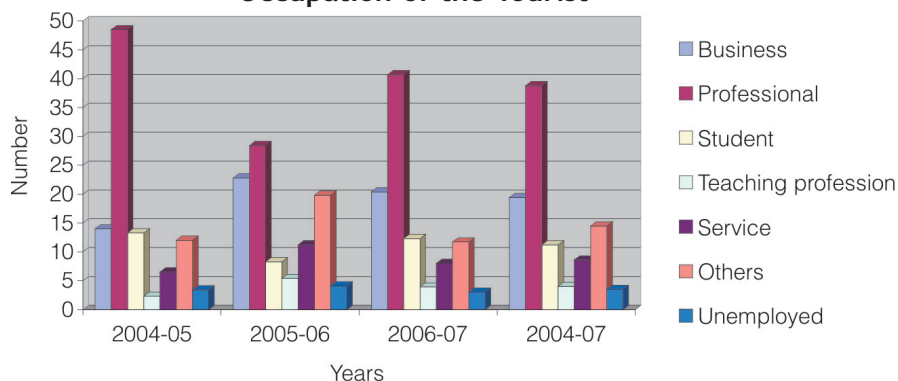
About 38% of the tourists visiting Kerala were professionals followed by businessmen (19.4%) and students (11%). Percentage distribution of tourists according to Occupation is given in **Table 11.1.4** and **Graph 11.1.3**.



**Table 11.1.4**  
OCCUPATION OF THE TOURIST

Occupation	2004-05	2005-06	2006-07	2004-07
Business	14	22.8	20.4	19.4
Professional	48.5	28.4	40.7	38.8
Student	13.3	8.3	12.3	11.2
Teaching profession	2.3	5.4	3.9	4.0
Service	6.5	11.2	8.0	8.6
Others	12.0	19.8	11.7	14.5
Unemployed	3.4	4.1	3.0	3.5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.3**  
Occupation of the Tourist



### 11.1.5 Source of Information about Kerala

Data analysis shows that use of web is the favourite source of information about Kerala, as it has increased from 30% in 2004-05 to 41.6 % in 2005-06 and to 56% in 2006-07. The average for the 3 years was 43.7%. The tour agents also play a very important role in imparting information to the foreign tourists. Table 11.1.5 gives the percentage distribution of tourists according to use of sources of information.

**Table 11.1.5**  
SOURCE OF INFORMATION ABOUT KERALA TOURISM

Source	2004-05	2005-06	2006-07	2004-07
Web	30.1	41.6	56	43.7
Tour guides	28.2	28.2	25.1	27.0
Friends	21.7	15.9	11.6	16.0
Official material	6	2.1	1.9	3.2
Visited before	4.8	5.3	5.4	5.2
Others	9.2	6.9	0	5.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



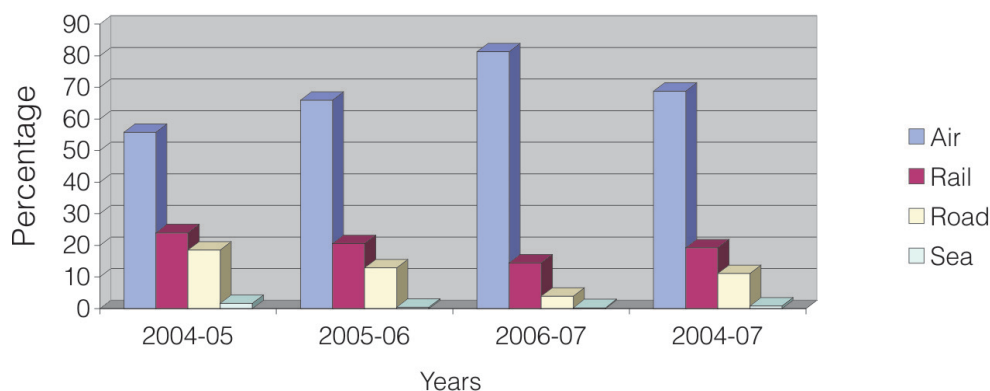
### 11.1.6 Mode of Travel to Kerala

Table 11.1.6 shows that Air travel was used by 81% of the tourists to travel in 2006-07. It has increased from 56% in 2004-05 and 66% in the year 2005-06. Average for the three years is 68.8%. Nearly 15-24% arrived through rail. Graph 11.1.4 shows the Mode of Travel to Kerala.

**Table 11.1.6**  
MODE OF TRAVEL TO KERALA

Mode	2004-05	2005-06	2006-07	2004-07
Air	55.8	66.0	81.3	68.8
Rail	24.0	20.6	14.5	19.3
Road	18.5	12.9	3.9	11.1
Sea	1.7	0.5	0.3	0.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.4**  
Mode of travel to Kerala



About 20-27% of the tourists who arrived through air came to Mumbai and 9-17% to Chennai (Table 11.1.7). About 39% of 2005-06 tourists arrived directly to Kerala while the corresponding figures for 2004-05 and 2006-07 are 28% and 25% respectively. The remaining sample tourists arrived at Delhi, Karnataka and other places.

**Table 11.1.7**  
PLACE FIRST ARRIVED IN INDIA  
(Percentage)

Place	2004-05	2005-06	2006-07	2004-07
Mumbai	20.3	25.4	27.0	24.9
Chennai	9.2	12.5	17.0	13.7
Delhi	10.1	8.2	15.2	11.8
Kerala	27.7	39.4	24.8	30.2
Karnataka	7.2	7.4	15.0	10.7
Others	25.5	7.1	1.0	8.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>





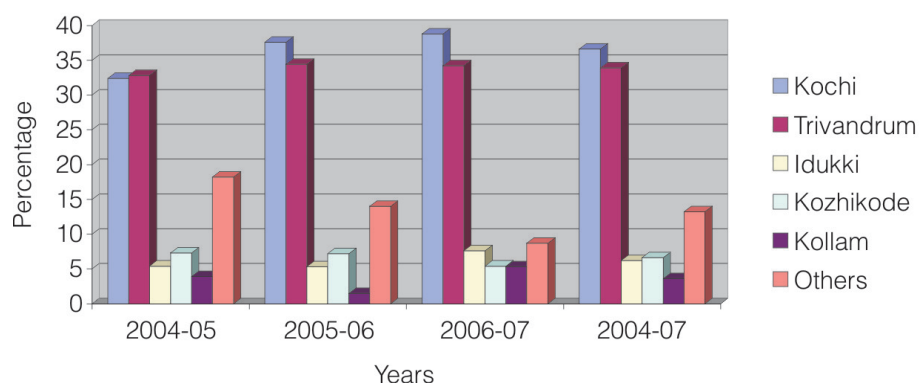
### 11.1.7 Place First Visited in Kerala

Around 32% of the tourists of first year visited Kochi and Thiruvananthapuram, but during the second and third year 38% and 39% of the tourists began their tour of Kerala at Kochi, while 34% of the tourists visited Thiruvananthapuram initially. Only very low proportions started their tour at other places. **Table 11.1.8** and **Graph 11.1.5** shows the percentage distribution of tourist according to first place visited in Kerala.

**Table 11.1.8**  
**PLACE FIRST VISITED IN KERALA**  
(Percentage)

PLACE	2004-05	2005-06	2006-07	2004-07
Kochi	32.4	37.6	38.8	36.6
Thiruvananthapuram	32.8	34.4	34.2	33.9
Idukki	5.4	5.3	7.6	6.2
Kozhikode	7.3	7.2	5.4	6.6
Kollam	3.9	1.5	5.3	3.6
Others	18.2	14.0	8.7	13.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.5**  
**Place First Visited in Kerala**



### 11.1.7 Frequency of Visits

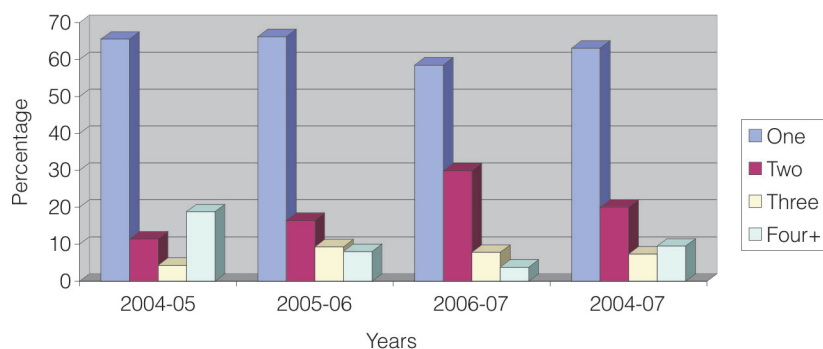
Distribution of tourists according to frequency of visits to Kerala shows that on an average for the three years, about 63% of the foreign tourists visited once implying that this is their first trip. About 20% have visited two times and only about 18% visited more than three times. Analysis shows that for about 40% of the tourists, Kerala is their favourite destination as they have visited it more than 2 times. **Table 11.1.9** and **Graph 11.1.6** gives the frequency of visits to Kerala during the 3 years survey period and average of three years.



**Table 11.1.9**  
**FREQUENCY OF VISIT TO KERALA**  
 (Percentage)

Frequency	2004-05	2005-06	2006-07	2004-07
One	65.5	66.2	58.5	63.1
Two	11.4	16.5	29.9	20.0
Three	4.3	9.3	7.8	7.3
Four	18.8	8.0	3.8	9.5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.6**  
**Frequency of Visit to Kerala**



### 11.1.9 Main Attractions & Purpose of Trip

Table 11.1.10 gives the percentage distribution of foreign tourists visit according to main attractions. About 74% of the foreign tourists were attracted by the natural beauty followed by beaches and backwaters. (15%) Ayurveda and Yoga is another great attraction of Kerala, but have not figured in the sample.

**Table 11.1.10**  
**MAIN ATTRACTIONS IN KERALA\***

Attractions	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
Nature's beauty	870	22.3	1804	39.7	3735	73.7
Beaches & Backwaters	1719	44.0	1853	40.8	776	15.3
Climate	102	2.6	836	18.4	253	5.0
Culture	586	15.0	68	1.5	150	3.0
Ayurveda & yoga	547	14.0	118	2.6	30	0.6
Pilgrim centers	29	0.7	73	1.6	122	2.4
Others	54	1.4	527	11.6	0	0

\* Multiple choices



## Ayurvedic Tourism:

Ayurveda evolved around 600 BC in India. It believes in the treatment of not just the affected part, but the individual as a whole. Making it the natural way to rejuvenate yourself, eliminate all toxic imbalances from the body and thus regain resistance and good health.

Kerala's equable climate, natural abundance of forests and the cool monsoon season (June-November) are best suited for Ayurvedic curative and restorative packages. Kerala is the only State in India which practices this system of medicine with absolute dedication.

Detailed analysis of the foreign and domestic non-Keralite tourist trips visiting Ayurveda Centres were analysed. Significant characteristics are presented as follows:

## Foreign Tourists

**Table 11.1.11**  
AGE DISTRIBUTION

Age Group	No.	%
22-35	65	48.9
36-55	66	49.6
55+	2	1.5
<b>Total</b>	<b>133</b>	<b>100</b>

**Table 11.1.12**  
EDUCATIONAL QUALIFICATION

Education	No.	%
Graduate	27	20.3
Post Graduate	104	78.2
Others	2	1.5
<b>Total</b>	<b>133</b>	<b>100</b>

**Table 11.1.13**  
OCCUPATION OF THE TOURIST

Occupation	No.	%
Business	42	31.6
Professional	51	38.3
Student	9	6.8
Service	17	12.8
Others	10	7.5
Unemployed	4	3.0
<b>Total</b>	<b>133</b>	<b>100</b>



**Table 11.1.14**  
AVAILABILITY OF AYURVEDA FACILITIES IN THE HOTELS IN KERALA

Hotel Category	No.
1- star	2
2 - star	15
3 - star	32
4- star	7
5 -star	2
<b>Total</b>	<b>58</b>

**Table 11.1.15**  
NATIONALITY OF FOREIGN TOURISTS STAYING AT THE AYURVEDIC CENTRES

Nationality	No.	%
England	30	22.6
USA	19	14.3
France	17	12.8
Germany	16	12.0
Italy	15	11.3
Australia	12	9.0
Holland	8	6.0
Other European Countries	10	7.5
Others	6	4.5
<b>Total</b>	<b>133</b>	<b>100</b>

Average per day expenditure of International Tourists staying at the Ayurveda Centres is Rs.3904/- Amongst the foreign tourists in our sample, 686 tourists purchased Ayurveda products and services and the total amount for that is Rs.1,063,860



## Domestic Non-Keralite Tourists

**Table 11.1.16**  
STATE-WISE DISTRIBUTION OF DOMESTIC NON-KERALITE TOURISTS  
AVAILING AYURVEDA CENTRES

State	No.	%
Tamil Nadu	218	21.2
Karnataka	177	17.2
Maharashtra	115	11.2
Andhra Pradesh	104	10.1
Delhi	94	9.1
Gujarat	62	6.0
Goa	52	5.1
Uttar Pradesh	31	3.0
Madhya Pradesh	62	6.0
Other states	114	11.1
<b>Total</b>	<b>1029</b>	<b>100</b>

**Table 11.1.17**  
DISTRIBUTION OF NON-KERALITE TOURISTS  
AVAILING AYURVEDA CENTRES AND AGE GROUP

Age group	No.	%
22-35	364	35.4
36-55	634	61.6
55+	31	3.0
<b>Total</b>	<b>1029</b>	<b>100</b>

**Table 11.1.18**  
EDUCATIONAL QUALIFICATION-WISE DISTRIBUTION OF  
NON-KERALITE TOURISTS AVAILING AYURVEDA CENTRES

Education	No.	%
Graduate	416	40.4
Post graduate	572	55.6
Others	41	4.0
<b>Total</b>	<b>1029</b>	<b>100</b>



**Table 11.1.19**

**OCCUPATIONAL PROFILE OF NON-KERALITE TOURISTS AVAILING AYURVEDA CENTRES**

Occupation	No.	%
Professional	136	13.2
Govt. Service	270	26.2
Business	478	46.5
Retired	41	4.0
Others	73	7.1
Unemployed	31	3.0
<b>Total</b>	<b>1029</b>	<b>100</b>

Average per day expenditure of these tourists - Rs.2987/-

Among the domestic Non-Keralites 14,612 purchased Ayurvedic products and services; and the total amount is Rs.63,39,748/-.

Distribution of trips according to specific purpose shows that more than 86 % were for leisure, and remaining 14% for were visiting friends, official trips, and business purposes. Table 11.1.20 and Graph 11.1.7 shows the percentage of distribution of trips to Kerala according to specific purpose.

**Table 11.1.20**

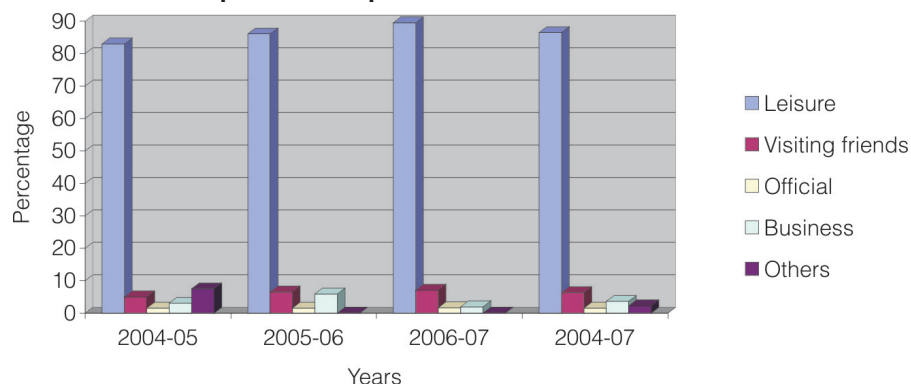
**SPECIFIC PURPOSE OF VISIT TO KERALA**

(Percentage)

Attractions	2004-05	2005-06	2006-07	2004-07
Leisure	83.0	86.1	89.5	86.5
Visiting friends	5.0	6.5	7.0	6.3
Official	1.5	1.5	1.6	1.5
Business	3.0	5.9	1.9	3.6
Others	7.5	0.0	0.0	2.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.7**

**Specific Purpose of Visit to Kerala**





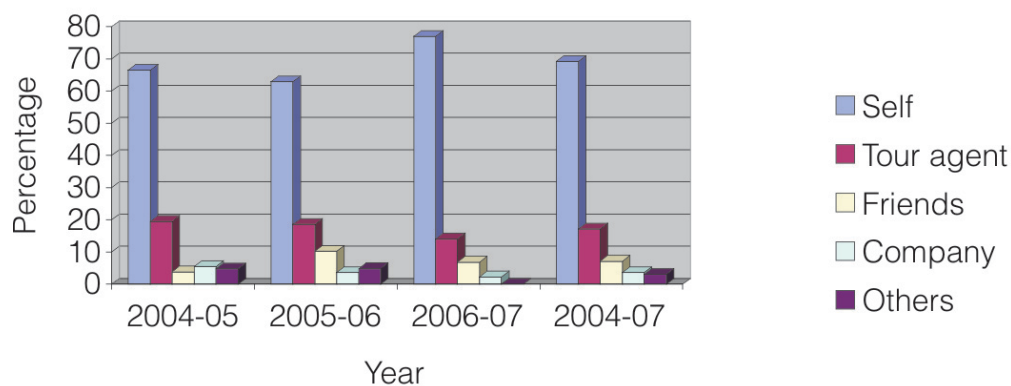
### 11.1.10 Facilitation of Trips

About 63 to 77% of the tourists arranged the tour program by themselves and about 14-20 % travelled through tour and travel agents. 4-10% came with the help of their friends. On an average for three years 69 % of trips were planned and arranged by self, 17 % through tour agents and about 7 % through friends. **Table 11.1.21** gives the percentage distribution of tourists according to facilitators. **Graph 11.1.8** shows the trips by Facilitators.

**Table 11.1.21**  
FACILITATOR OF THE VISIT TO KERALA  
(Percentage)

Facilitator	2004-05	2005-06	2006-07	2004-07
Self	66.5	62.9	77.0	69.2
Tour agent	19.5	18.5	14.0	17.1
Friends	3.8	10.2	6.8	7.1
Company	5.5	3.6	2.2	3.6
Others	4.7	4.8	0.0	3.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.8**  
Facilitator of the Visit to Kerala



**Table 11.1.22** gives the distribution of foreign tourists visit according to length of stay, which shows that for about 36 to 40 % of the tourists the stay was in the range of 6-10 days and for about 16 to 32% it was in the range of 11-15 days. The average length of stay was 16 days for 2004-05 and 15 days for the years 2005-06 and 2006-07.



**Table 11.1.22**  
EXPECTED NO. OF DAYS' TOUR IN KERALA

No. of days	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
1- 5	582	14.9	795	17.5	179	3.5
6-10	1411	36.1	1849	40.7	1919	37.9
11-15	637	16.3	777	17.1	1603	31.7
16-20	496	12.7	300	6.6	613	12.1
21-25	203	5.2	291	6.4	269	5.3
26+	578	14.8	531	11.7	483	9.5
<b>Total</b>	<b>3907</b>	<b>100</b>	<b>4543</b>	<b>100</b>	<b>5066</b>	<b>100</b>
<b>Avg. length of stay</b>	<b>16</b>		<b>15</b>		<b>15</b>	

On an average, all the tourists of 2004-05 sample spend 6 nights in the first destination (cities) of their travel and the corresponding figures for second and third years are 7 and 8 respectively.

**Table 11.1.23**  
AVERAGE NIGHTS SPENT IN FIRST DESTINATION (DISTRICTS) IN KERALA

First Destination	2004-05		2005-06		2006-07	
	No.	Avg. Nights	No.	Avg. nights	No.	Avg. nights
Kochi	1250	7	1578	7	1770	9
Thiruvananthapuram	1368	7	1562	7	1716	7
Kollam	82	5	128	5	233	7
Kozhikode	173	5	281	5	373	7
Idukki	211	6	395	6	420	6
Alappuzha	90	6	121	6	111	6
Kottayam	95	6	158	6	148	6
Thrissur	78	5	92	5	126	7
Others	560	5	228	5	169	7
<b>Total</b>	<b>3907</b>	<b>6</b>	<b>4543</b>	<b>7</b>	<b>5066</b>	<b>8</b>





**Table 11.1.24**

**AVERAGE NIGHTS SPENT IN FIRST DESTINATION (CITIES) IN KERALA**

Destination	2004-05	2005-06	2006-07
Kovalam	5	4	4
TVM city	2	3	2
Varkala	2	2	2
EKM city	5	5	5
Kumarakom	4	4	4
Alappuzha	4	4	4
Munnar	4	3	3
Thekkady	2	2	2
Bakel	2	2	2
Parambikulam	2	2	2
Athirappilly	2	2	2
KZD city	2	2	3
Others	5	4	5

The tourists interviewed decided to visit a second destination during their tour in Kerala. The sample tourists of 2004-05 on an average expected to spend 4 nights in the second destination of their travel while the second and third year tourists planned to spend 5 and 6 nights respectively. Table 11.1.25 and 11.1.26 gives the expected days tourists hopes to stay at different destinations at the District and cities.

**Table 11.1.25**

**EXPECTED AVERAGE NIGHTS AT DIFFERENT DESTINATION (DISTRICT) IN KERALA**

(Average nights)

District	Destination and Years								
	2004-05			2005-06			2006-07		
	2 <sup>nd</sup> *	3 <sup>rd</sup> *	4 <sup>th</sup> *	2 <sup>nd</sup> *	3 <sup>rd</sup> *	4 <sup>th</sup> *	2 <sup>nd</sup> *	3 <sup>rd</sup> *	4 <sup>th</sup> *
Ernakulam	5	4	3	5	4	3	7	5	3
Thiruvananthapuram	5	3	3	5	3	3	6	3	3
Kollam	3	2	0	3	3	0	5	4	0
Kottayam	4	2	2	4	3	3	5	4	2
Alappuzha	4	2	2	5	4	2	6	4	2
Thrissur	2	2	1	5	2	1	6	3	2
Kozhikode	3	2	3	4	3	3	6	5	3
Idukki	3	2	2	5	4	2	5	4	2
Others	2	2	2	3	2	2	5	3	3
Total	4	3	3	5	3	3	6	4	3

\* Destination



**Table 11.1.26**

**EXPECTED AVERAGE NIGHTS AT DIFFERENT DESTINATION (CITY) IN KERALA**  
(Average nights)

City	Destination and Years								
	2004-05			2005-06			2006-07		
	2nd*	3rd*	4th*	2nd*	3rd*	4th*	2nd*	3rd*	4th*
Kovalam	4	2	2	4	2	2	3	2	2
TVM city	2	1	2	2	1	2	2	1	1
Varkala	2	0	0	1	0	0	1	0	0
EKM city	3	3	2	3	3	2	4	3	2
Kumarakom	4	2	1	4	3	2	4	3	2
Alappuzha	4	2	1	3	3	1	4	2	2
Munnar	2	2	0	2	2	0	2	2	0
Thekkady	2	1	1	2	2	2	2	2	2
Bakel	2	0	0	2	0	0	2	0	0
Parambikulam	1	0	0	1	0	0	2	0	0
Athirappilly	1	0	0	2	0	0	2	0	0
KZD city	2	2	2	2	2	2	3	2	2
Others	4	2	2	4	2	2	4	2	2

\* Destination

### 11.1.12 Mode of Travel

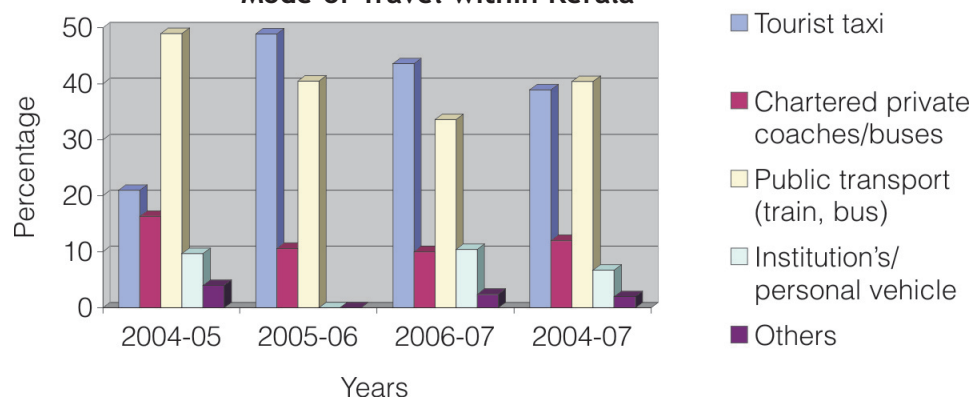
Distribution of trips for internal travel shows taxi was used for 21-49% of the tourist's trips and Public transport like train and KSRTC were used by nearly 34-49%. During 2004-05 and 2006-07, more tourists used public transport compared to 2006-07. On an average tourist taxi was utilized for about 39 % of the trips and public transport for about 40 % of the trips. **Table 11.1.27** gives the percentage distribution of trips by mode usage for internal travel. **Graph 11.1.9** shows the mode of travel within Kerala.



**Table 11.1.27**  
MODE OF TRAVEL WITHIN KERALA

Mode of Travel	2004-05	2005-06	2006-07	2004-07
Tourist taxi	21.0	48.9	43.6	38.9
Chartered private coaches/buses	16.3	10.6	10.0	12.0
Public transport (train, bus)	49.0	40.5	33.6	40.4
Institution's/personal vehicle	9.7	0.0	10.4	6.7
Others	4.0	0.0	2.4	2.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.9**  
Mode of Travel within Kerala



### 11.1.13 Distribution of Tourist According to Accommodations

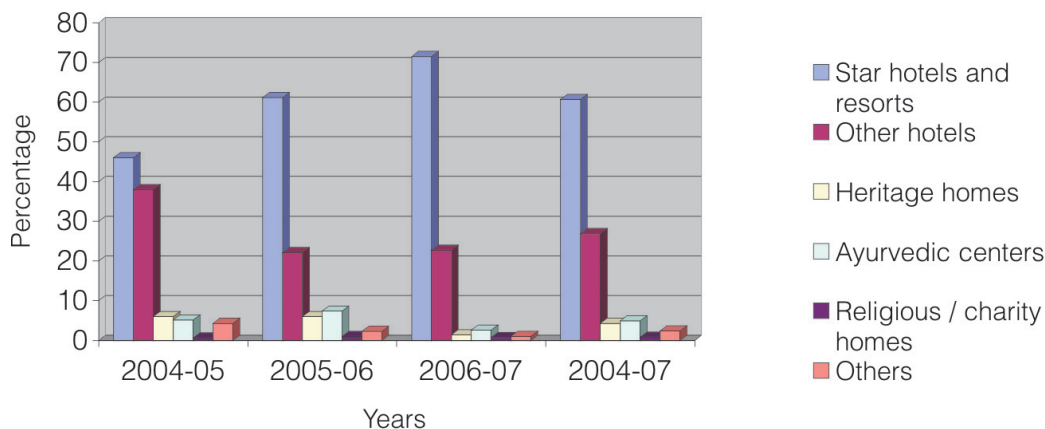
**Table 11.1.28** gives the distribution of tourists staying in different categories of accommodation. About 46-72% of the tourists stayed in star hotels and resorts, while 22-38% of the tourists stayed at non-classified hotels. Other accommodation facilities were used by only very few visitors. The Ayurvedic centers attracted tourists only during the monsoon season. **Graph 11.1.10** shows the percentage of tourists according to accommodation.

**Table 11.1.28**  
PERCENTAGE OF TOURISTS ACCORDING TO ACCOMMODATION CATEGORY  
(Percentage)

Accommodation	2004-05	2005-06	2006-07	2004-07
Star hotels and resorts	46.0	61.2	71.5	60.7
Other hotels	38.0	22.1	22.7	26.9
Heritage homes	6.0	6.0	1.4	4.3
Ayurvedic centres	5.1	7.4	2.6	4.9
Religious/charity homes	0.6	1.0	0.7	0.8
Others	4.3	2.3	1.0	2.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Graph 11.1.10**  
**Percentage of Tourists According to Accommodation**



### 11.1.14 Average Daily Expenditure

Nearly 32-57% of the sample tourists of 2004-07 spent more than Rs.3000 per day. About 7 - 12% spent Rs.8000 or more per day. The average daily expense varies from Rs.2723 in 2004-05 to Rs.3727 in 2006-07. **Table 11.1.29** gives the percentage distribution of tourists according to average daily expenditure in Kerala.

**Table 11.1.29**  
**AVERAGE DAILY EXPENDITURE IN KERALA**

Expenditure (Rs.)	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
Up to 500	629	16.1	409	9.0	92	1.8
501- 1500	1378	35.3	1018	22.4	1229	24.3
1501-3000	643	16.5	659	14.5	878	17.3
3001-5000	541	13.8	749	16.5	854	16.9
5001-8000	429	11.0	1163	25.6	1550	30.6
8001+	287	7.3	545	12.0	463	9.1
Total	3907	100	4543	100	5066	100
Average	Rs. 2723		Rs. 3130		Rs. 3727	

### 11.1.15 Major Heads of Expenditure

Analysis of expenditure according to major heads shows that the accommodation accounts for about 36% of the total expenditure incurred by the tourists cost which is the highest, followed by food and beverages - 25.5% (**Table 11.1.30**). The estimated average per day expenditure incurred by tourists amounted to Rs. 2800 in 2004-05, Rs. 3018 in 2005-06 and Rs. 3782 in 2006-07. This can be partly due to increase in prices.



**Table 11.1.30**  
**EXPECTED AVERAGE PER DAY BUDGET (RS.) IN KERALA**  
 (Percentage)

Expected Budget for	2004-05	2005-06	2006-07	2004-07
Accommodation	32.6	41.0	36.0	36.6
Food & Beverages	23.5	20.9	30.7	25.5
Handicrafts	9.1	9.7	9.9	9.6
Ayurveda products/services	5.4	8.0	9.2	7.7
Spices	4.5	5.0	5.6	5.1
Others	24.8	15.4	8.7	15.5
Total	100	100	100	100
<b>Average/day expenditure</b>	<b>2800</b>	<b>3018</b>	<b>3782</b>	<b>9600</b>

The average expenditure according to tourists by country of origin shows that per day expenditure of the tourists from Canada is the highest. The Table 11.1.31 shows that there is no significance difference between the tourists of different nations in their daily expenditure in Kerala.

**Table 11.1.31**  
**EXPECTED AVERAGE PER DAY BUDGET BY COUNTRY**  
 (Average)

Country	Expenditure			
	2004-05	2005-06	2006-07	2004-07
England	2857	3175	3927	3320
USA	2973	3156	3845	3325
France	2815	2989	3916	3240
Germany	2750	2958	3958	3222
Italy	2728	2752	3754	3078
Australia	3026	3126	4051	3401
Russia	2518	2715	3286	2840
Spain	2774	2933	3569	3092
Holland	2758	2956	3582	3099
Canada	3212	3269	4228	3570
Other European Countries	2767	3016	3786	3190
Gulf Counties	2962	3153	3857	3324
Other Asian Countries	2467	2657	3165	2763
Others	2458	2643	3184	2762
<b>Total</b>	<b>2800</b>	<b>3018</b>	<b>3782</b>	<b>3200</b>



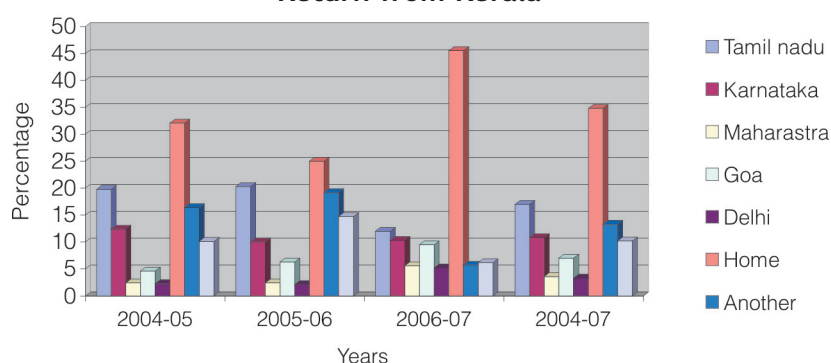
### 11.1.16 Return Journey

Table 11.1.32 shows that nearly 25-46% of the tourists decided to go back to their home after their tour in Kerala. On an average, 34.8% of tourists in 2006-07 informed that they are going back to their homes from Kerala. Around 12-20% wanted to visit Tamil Nadu and another 10-12%, Karnataka. Graph 11.1.11 shows the return destination from Kerala.

**Table 11.1.32**  
RETURN FROM KERALA

Destination	2004-05	2005-06	2006-07	2004-07
Tamil Nadu	19.8	20.3	12.0	17.0
Karnataka	12.4	10.0	10.3	10.8
Maharashtra	2.4	2.4	5.6	3.6
Goa	4.6	6.3	9.5	7.0
Delhi	2.3	2.1	5.2	3.3
Home	32.1	25.0	45.5	34.8
Another state	16.4	19.2	5.7	13.3
Other country	10.1	14.7	6.2	10.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.11**  
Return from Kerala



### 11.1.17 Tourists Opinion and Future Visits

About 99 % of the tourists were satisfied with their visit to Kerala and about 91% expressed the hope of visiting again. Tables 11.1.33 and 11.1.34 gives the distribution of tourists according to degree of satisfaction.



**Table 11.1.33**

**SATISFACTION WITH THE TOUR IN KERALA**

(Percentage)

Satisfaction	2004-05	2005-06	2006-07	2004-07
Satisfied	98.6	97.3	100.0	98.7
Not satisfied	1.4	2.7	0.0	1.3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11.1.34**

**VISIT KERALA IN FUTURE**

(Percentage)

Destination	2004-05	2005-06	2006-07	2004-07
Yes	93.4	85.2	93.9	90.8
No	3.3	3.5	2.8	3.2
Not decided	3.3	11.3	3.4	6.0
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**11.1.17 Domestic Tourists**

During the three-year period of 2004-07, 91484 tourists were interviewed at important tourist destinations spread over Kerala State. The tourists were analyzed for (A) having origin and destination in Kerala and (B) having origin and destination outside Kerala State. Analysis has been carried out separately for the two segments. Table 11.1.35 gives the year-wise number of domestic tourists interviewed in each segment.

**Table 11.1.35**

**SAMPLE SIZE**

Domestic Tourist	2004-05	2005-06	2006-07	2004-2007
Non-Keralite	12391	13773	38657	<b>64821</b>
Keralite	5260	9100	12303	<b>26663</b>
<b>All</b>	<b>17651</b>	<b>22873</b>	<b>50960</b>	<b>91484</b>

**A. Profile of Non Keralite Tourists**

**11.1.18 State of Origin of Domestic Tourists**

The following sections presents profile of Non-Keralite domestic tourists (64824) who visited the state during May 2004 - April 07. The sample size of Non-Keralite tourists has been 64821 (12391 tourists for the first year of survey, 13773 for the second year and 38657 for the third year).

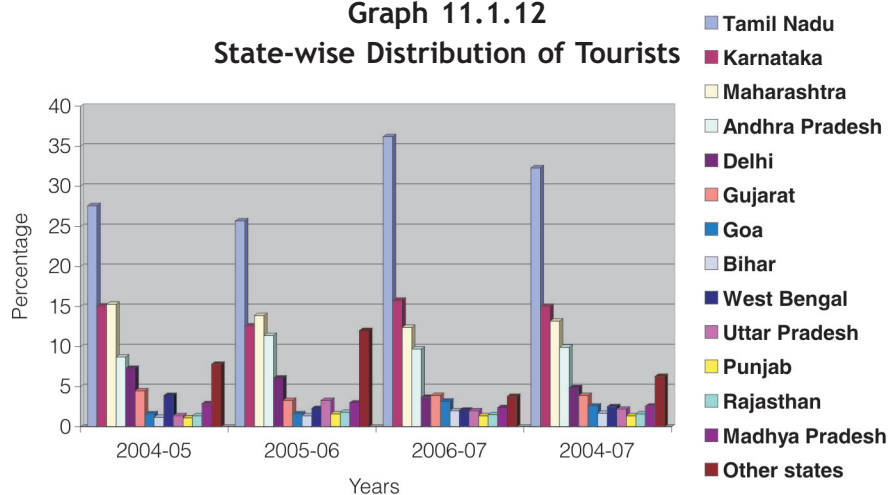


**Table 11.1.36** gives the percentage distribution of Non-Keralite tourists by the state of origin. More than 50% of the tourists were from neighboring States i.e. Tamil Nadu, Karnataka and Andhra Pradesh. Tourists from the western part of the country like Goa, Maharashtra and Gujarat amounted to about 22%. The table shows that very low proportions of tourists from the remaining states of India are visiting Kerala and this needs special attention of our planners and promoters. **Graph 11.1.12** shows the state-wise arrival of tourists.

**Table 11.1.36**  
**STATE-WISE DISTRIBUTION OF TOURISTS**  
(Percentage)

State	2004-05	2005-06	2006-07	2004-07
Tamil Nadu	27.6	25.7	36.2	32.3
Karnataka	15.1	12.6	15.8	15.0
Maharashtra	15.3	13.9	12.4	13.2
Andhra Pradesh	8.7	11.4	9.7	9.9
Delhi	7.3	6.1	3.7	4.9
Gujarat	4.5	3.3	3.9	3.9
Goa	1.6	1.6	3.2	2.6
Bihar	1.2	1.4	2.0	1.7
West Bengal	3.9	2.3	2.1	2.5
Uttar Pradesh	1.4	3.3	2.0	2.2
Punjab	1.1	1.6	1.4	1.4
Rajasthan	1.4	1.8	1.5	1.6
Madhya Pradesh	2.9	3.0	2.4	2.6
Other states	7.8	12.0	3.8	6.3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.12**  
**State-wise Distribution of Tourists**







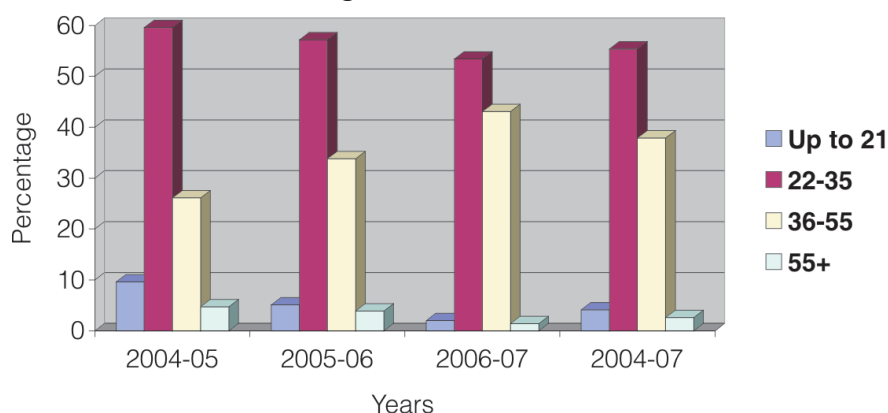
### 11.1.19 Age Distribution

The distribution of domestic (Non-Keralite) tourists according to age shows that 85-96% are between the age group of 22 to 55 years. Only a very small percentage (3%) of tourists are under the age of 21 or above 55 years of age (2.6%). This trend is observed in all the three year periods of our survey. It is interesting to note that the percentage of tourists above 55 is decreasing over the years. **Table 11.1.37** gives the distribution of tourists according to age groups and **Graph 11.1.13** shows the distribution for the three years and average of the three years.

**Table 11.1.37**  
AGE DISTRIBUTION

Age Group (Years)	2004-05	2005-06	2006-07	2004-07
Upto 21	9.6	5.1	2.0	4.1
22-35	59.6	57.2	53.4	55.4
36-55	26.1	33.8	43.1	37.9
55+	4.7	3.9	1.4	2.6
<b>Total</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**Graph 11.1.13**  
Age Distribution



### 11.1.20 Educational Qualifications

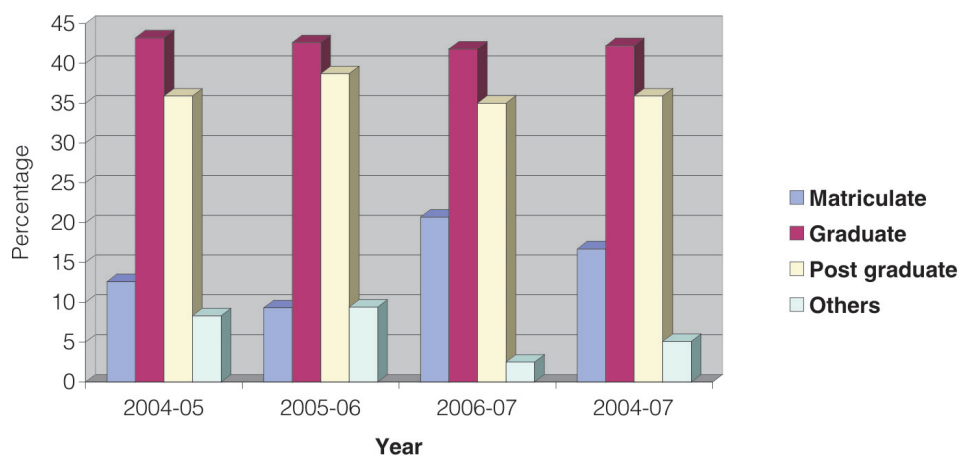
The distribution of tourists according to educational qualifications shows that tourists visiting Kerala are well educated as about 76 to 90% were graduates and above. On an average, for the three years, graduates and postgraduates accounted for about 79% among the domestic tourists, nearly 16% are matriculates. The percentage distribution of tourists is given in **Table 11.1.38** and shown in **Graph 11.1.14**.



**Table 11.1.38**  
EDUCATIONAL QUALIFICATION

Education	2004-05	2005-06	2006-07	2004-07
Matriculate	12.6	9.3	20.7	16.7
Graduate	43.2	42.6	41.8	42.2
Post Graduate	35.9	38.7	35.0	35.9
Others	8.3	9.4	2.5	5.1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.14**  
Education Qualification



### 11.1.21 Occupational Structure

About 27% of the tourists visiting Kerala were professionals followed by businessmen (26%) and students (10%). Percentage distribution of tourists according to Occupation is given in **Table 11.1.39**.

**Table 11.1.39**  
OCCUPATION OF THE TOURIST

Occupation	2004-05	2005-06	2006-07	2004-07
Professional	31.0	12.6	31.7	27.5
Govt. Service	10.8	22.0	20.0	18.7
Business	24.0	20.4	28.9	26.2
Student	22.4	12.5	5.8	10.4
Teaching	1.9	3.3	2.4	2.5
Retired	2.3	2.9	1.9	2.2
Others	4.8	19.2	6.2	8.7
Unemployed	2.6	7.1	3.1	3.9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



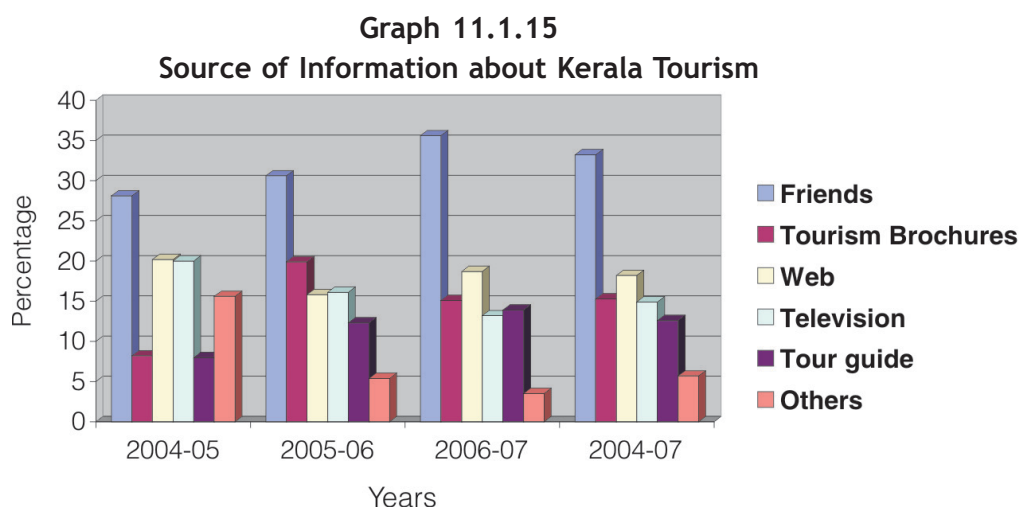
### 11.1.22 Source of Information about Kerala

Data analysis shows that the tourists got the information about Kerala tourism from many sources. 'Friends' is the major source (48%) of information. In all the survey periods friends is the main source of information. Web, Tourism Brochures and Television share the remaining major portion of imparting information. **Table 11.1.40** and **Graph 11.1.15** shows the percentage distribution of sources used by tourists for getting information about Kerala and its tourism products.

**Table 11.1.40**  
SOURCE OF INFORMATION ABOUT KERALA TOURISM\*  
(Percentage)

Source	2004-05	2005-06	2006-07	2004-07
Friends	28.1	30.6	35.6	33.2
Tourism Brochures	8.2	19.9	15.1	15.3
Web	20.2	15.8	18.7	18.2
Television	20.0	16.1	13.2	14.9
Tour Guides	8.0	12.3	13.9	12.6
Others	15.6	5.4	3.5	5.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

\*more than one source



### 11.1.23 Mode of Travel to Kerala

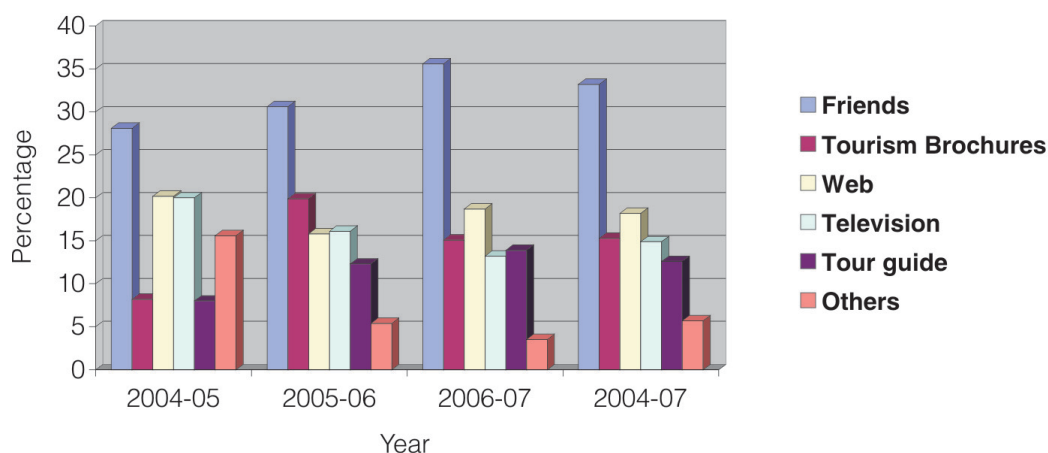
**Table 11.1.41** reveals that rail and road are the main mode of arrival to Kerala. About 52 % of the trips are undertaken by rail and 34 % by road. Air travel accounts for about 13.6 % of the trips. Tourists travelling by air, were analyzed for the airport used for arrival and the analysis showed that about 54 % landed at Kochi. It is interesting to record that Kozikode airport is increasingly being used, may be due to its better connectivity and accessibility. (**Table 11.1.42**). **Graph 11.1.16** shows the mode of arrival.



**Table 11.1.41**  
MODE OF ARRIVAL TO KERALA

Mode	2004-05	2005-06	2006-07	2004-07
Air	17.1	15.7	11.8	13.6
Rail	46.4	50.1	54.5	52.0
Road	36.5	34.2	33.7	34.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.16**  
Mode of Arrival to Kerala



**Table 11.1.42**  
PLACE ARRIVED IN KERALA BY AIR

Place	2004-05	2005-06	2006-07	2004-07
Thiruvananthpuram	32.7	36.6	35.7	35.2
Kochi	61.4	57.2	50.2	54.6
Kozhikode	5.9	6.2	14.0	10.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 11.1.24 Frequency of Visits

Distribution of tourists according to frequency of visits to Kerala shows that on an average for the three years, about 44.3% of the tourists visited once, implying that this is their first trip. About 22% have visited two times and only about 34% visited more than three times. Table 11.1.43 gives the frequency of visits to Kerala during the 3 years survey period and average of three years.



**Table 11.1.43**

**FREQUENCY OF VISIT TO KERALA**

Frequency	2004-05	2005-06	2006-07	2004-07
One	52.9	53.0	38.4	44.3
Two	16.4	19.8	25.3	22.4
Three	6.3	10.2	14.5	12.0
Four	7.6	4.7	6.9	6.6
Five +	16.8	12.3	15.0	14.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**11.1.25 Purpose of Trips**

Table 11.2.9 gives the percentage distribution of domestic tourists visit according to main attractions. About 18.7% of the tourists sought beaches & backwater and 7.5% wanted to see wildlife. Culture and pilgrimage also amounted to 7.5%. Table 11.1.45 gives the distribution of tourists according to specific purpose of trip.

**Table 11.1.44**

**MAIN ATTRACTIONS IN KERALA\***

Attractions	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
Beaches & backwaters	4746	38.3	5551	40.3	7226	18.7
Culture/pilgrim centre	1660	13.4	1804	13.1	2896	7.5
Wildlife	706	5.7	2038	14.8	2906	7.5
All these	7781	62.8	7382	53.6	30717	79.5

\*more than one attraction

Majority of the tourists are leisure seekers (61-76%). Business is the purpose for nearly 7-14% of the sample tourists, while visiting friends & relatives accounted for nearly 7-10% of the tourists. Graph 11.1.17 shows the distribution of trips according to specific purpose.

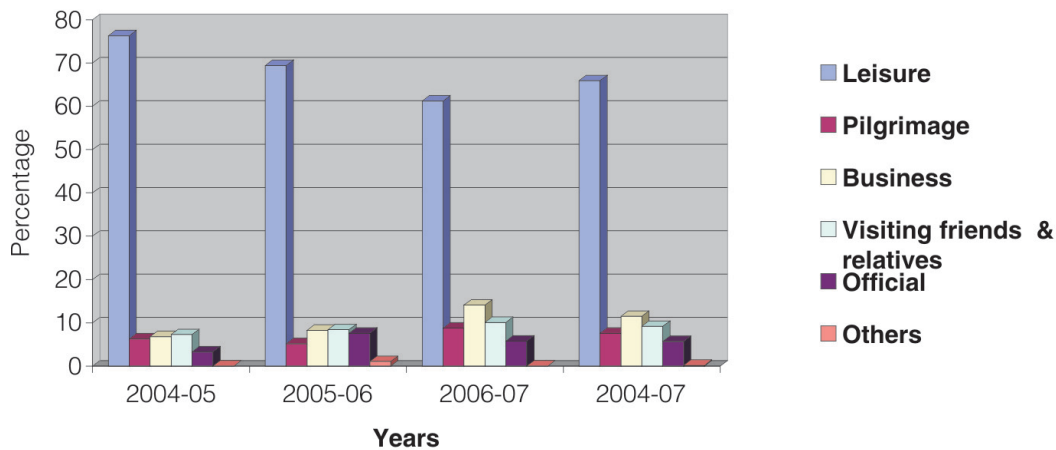
**Table 11.1.45**

**SPECIFIC PURPOSE OF VISIT TO KERALA**

Purpose	2004-05	2005-06	2006-07	2004-07
Leisure	76.3	69.4	61.2	65.9
Pilgrimage	6.3	5.2	8.8	7.6
Business	6.8	8.3	14.1	11.5
Visiting friends & relatives	7.3	8.4	10.1	9.2
Official	3.3	7.6	5.8	5.7
Others	0	1.1	0	0.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>



**Graph 11.1.17**  
Specific Purpose of Visit to Kerala



### 11.1.26 Facilitation of Trip

About 52 to 75 % of the tourists arranged the tour programme by themselves and about 9 to 17% travelled through tour and travel agents. 10-14% came with the help of their friends. On an average, for three years, 67% of trips were planned and arranged by self, 11% through tour agents and about 11% through friends. **Table 11.1.46** gives the distribution of tourists according to facilitators. **Graph 11.1.18** shows the percentage distribution of trips according to facilitator.

**Table 11.1.46**  
FACILITATOR OF THE VISIT TO KERALA

Facilitator	2004-05	2005-06	2006-07	2004-07
Self	52.1	58.9	75.5	67.5
Tour agent	10.3	17.0	9.5	11.2
Friends/relatives	14.6	10.7	10.2	11.1
Company/ sponsor	12.4	5.9	3.5	5.7
Others	10.6	7.4	1.3	4.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.18**  
Facilitator of the Visit to Kerala





### 11.1.27 Length of Stay

Most of them (76-92%) planned to stay here for less than 10 days. Only 3-7% planned to stay for more than 3 weeks. The average length of stay for the third year domestic tourists is 9 days and for the first and second years tourists are 6 and 7 days. **Table 11.1.47**

**Table 11.1.47**  
**EXPECTED NO. OF DAYS' TOUR IN KERALA**

No. of days	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
1- 5	10842	87.5	6377	46.3	14328	37.1
6-10	508	4.1	5950	43.2	14984	38.8
11-15	285	2.3	758	5.5	3966	10.3
16-20	310	2.5	234	1.7	2766	7.2
21-25	223	1.8	179	1.3	1326	3.4
26+	223	1.8	275	2.0	1287	3.2
<b>Total</b>	<b>12391</b>	<b>100</b>	<b>13773</b>	<b>100</b>	<b>38657</b>	<b>100</b>
<b>Average</b>	<b>6</b>		<b>7</b>		<b>9</b>	

The tourists who arrived at Kochi planned to spend 5 nights and the tourists Thiruvananthpuram stayed for 4 nights. This means number of nights spent by the total sample tourists is 3 in their first destination. Among the sample domestic tourists of first, second and third year, 10552, 11084 and 20456 planned to stay at a second destination and the mean number of nights is 2, 2 and 3 respectively.

Among the sample domestic tourists of first, second and third year, 3416, 4017 and 16804 planned to stay at a third destination and the mean number of nights is 2, 2 and 3 respectively.

Among the sample domestic tourists of first, second and third year 1711, 2258 and 8485 planned to stay at a fourth destination.

### 11.1.28 Mode of Travel

Distribution of trips for internal travel shows Taxi was used for 35 to 39% of the tourist's trips and chartered private coaches/bus/public transport like train and KSRTC were used by nearly 12-36%. During 2004-05 and 2006-07, more tourists used public transport compared to 2006-07. **Table 11.1.48** gives the percentage distribution of trips by mode usage for internal travel.



**Table 11.1.48**  
MODE OF TRAVEL WITHIN KERALA\*

Mode	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
Tourist taxi	4448	35.9	6542	47.5	15276	39.5
Chartered private coaches/buses	1536	12.4	2768	20.1	14142	36.6
Public transport (train, bus)	5799	46.8	4669	33.9	7053	18.3
Institution/personal vehicles	397	3.2	1184	8.6	1940	5.0
Others	211	1.7	152	1.1	246	0.6

\*more than one method

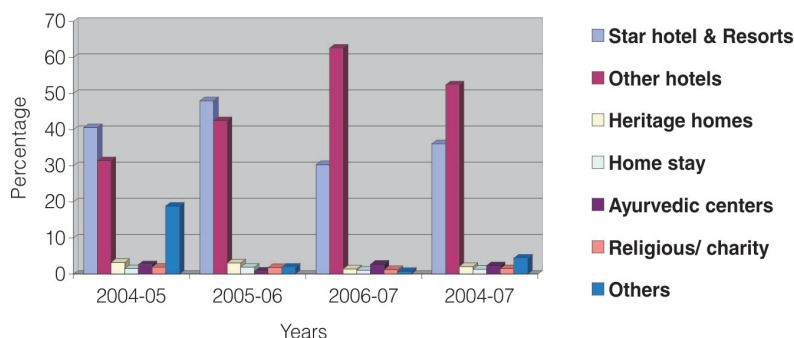
### 11.1.29 Distribution of Tourists According to Accommodation

Table 11.1.49 gives the distribution of tourists staying in different categories of accommodations in Kerala. About 30-40% of the tourists stayed in star hotels, resorts and other hotels were preferred by 62% of the tourists in 2006-07. Other accommodation facilities were used by only very few visitors. Graph 11.1.19 shows the distribution of tourists according to choice of accommodation.

**Table 11.1.49**  
ACCOMMODATION

Accommodation	2004-05	2005-06	2006-07	2004-07
Star hotels & resorts	40.6	48	30.3	36.1
Other hotels	31.4	42.5	62.6	52.4
Heritage homes	3.2	3.1	1.4	2.1
Home stay	1.5	1.9	1.1	1.3
Ayurvedic centres	2.6	0.8	2.7	2.3
Religious/charity	1.9	1.8	1.2	1.5
Others	18.8	1.9	0.7	4.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.19**  
Accommodation







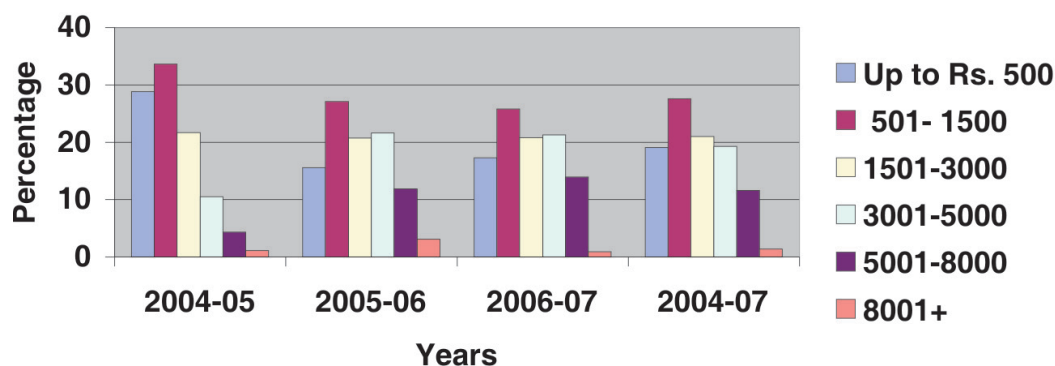
### 11.1.30 Average Daily Expenditure

Among the domestic tourists of the survey period, nearly 38-57% spent more than Rs.1500/- per day. Nearly 6-15% spent more than Rs.5000/- per day. Average expenditure by domestic Non-Keralite tourist was Rs.1752, Rs.2750, and 2651 for the years 2004, 2005 and 2006 respectively. **Table 11.1.50** gives the percentage distribution of tourists according to expenditure range in Kerala. **Graph 11.1.20** shows the distribution of tourists according to expenditure range.

**Table 11.1.50**  
AVERAGE DAILY EXPENDITURE IN KERALA

Expenditure (Rs.)	2004-05		2005-06		2006-07		2004-07	
	No.	%	No.	%	No.	%	No.	%
Up to Rs. 500	3569	28.8	2148	15.6	6673	17.3	12390	19.1
501- 1500	4163	33.6	3732	27.1	9980	25.8	17875	27.6
1501-3000	2689	21.7	2851	20.7	8056	20.8	13596	21.0
3001-5000	1301	10.5	2975	21.6	8243	21.3	12519	19.3
5001-8000	533	4.3	1639	11.9	5367	13.9	7539	11.6
8001+	136	1.1	428	3.1	338	0.9	902	1.4
Total	12391	100	13773	100	38657	100	64821	100
Average	1752/-		2750/-		2651/-		2384/-	

**Graph 11.1.20**  
Percentage of Expenditure



### 11.1.31 Return Journey

**Table 11.1.51** gives that nearly 65-90% of the tourists decided to go back to their home after their tour of Kerala. Average for the three years shows that 80.6% goes back to their home.



**Table 11.1.51**  
DESTINATION FROM KERALA

Destination	2004-05	2005-06	2006-07	2004-07
Home	64.8	67.4	90.4	80.6
Another state	35.2	32.6	9.6	19.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11.1.52** About 96 % of the tourists were satisfied with their tour of Kerala. Table reveals that degree of satisfaction increased over the years.

**Table 11.1.52**  
SATISFACTION WITH THE TOUR OF KERALA

Satisfaction	2004-05	2005-06	2006-07	2004-07
Satisfied	87.5	94.1	99.4	96.0
Not satisfied	5.2	4.6	0.6	2.3
Cannot say	7.3	1.3	0	1.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Table 11.1.53** shows that about 84-95% of the tourists hope to visit Kerala again.

**Table 11.1.53**  
VISIT KERALA IN FUTURE

Visit	2004-05	2005-06	2006-07	2004-07
Yes	83.5	85.4	94.9	90.7
No	6.7	5.8	5.1	5.6
Not decided	9.8	8.8	0	3.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 11.1.32 Domestic Tourists (Kerala)

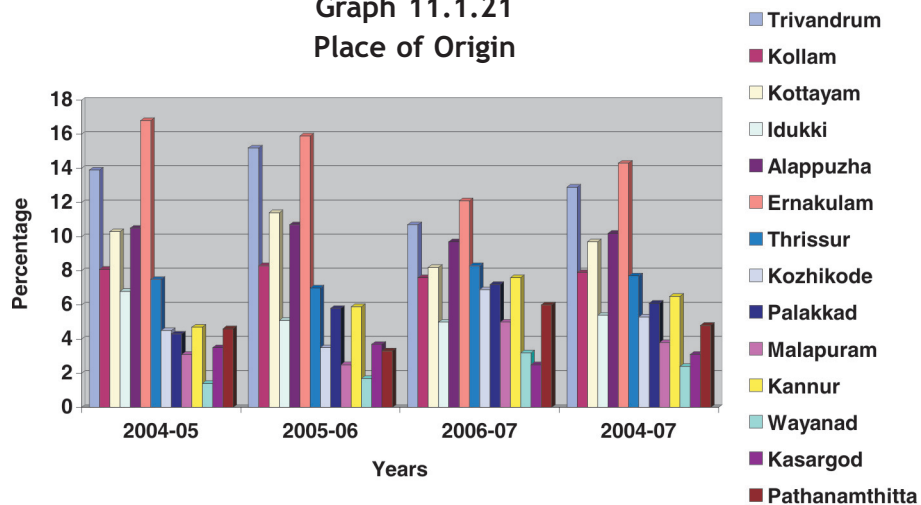
The sample number of Kerala tourists was 5260, 9100 and 12303 for the years 2004, 2005 and 2006 respectively. The **Table 11.1.54** shows that Ernakulam contributed to about 14.3% of the tourists followed by Thiruvananthapuram with about 12.9%. From every district a good number of tourists are visiting destinations in other districts. **Graph 11.1.21** shows the distribution of tourists according to place of origin.



**Table 11.1.54**  
PLACE OF ORIGIN OF THE KERALITE TOURISTS

Districts	2004-05	2005-06	2006-07	2004-07
Thiruvananthapuram	13.9	15.2	10.7	12.9
Kollam	8.1	8.3	7.6	7.9
Kottayam	10.3	11.4	8.2	9.7
Idukki	6.8	5.1	5	5.4
Alappuzha	10.5	10.7	9.7	10.2
Ernakulam	16.8	15.9	12.1	14.3
Thrissur	7.5	7	8.3	7.7
Kozhikode	4.5	3.5	6.9	5.3
Palakkad	4.3	5.8	7.2	6.1
Malappuram	3.1	2.5	5	3.8
Kannur	4.7	5.9	7.6	6.5
Wayanad	1.4	1.7	3.2	2.4
Kasaragode	3.5	3.7	2.5	3.1
Pathanamthitta	4.6	3.3	6	4.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.21**  
Place of Origin





### 11.1.33 Age Distribution

The distribution of Keralite domestic tourists according to age shows that 81- 88% are between age group of 22 to 55 years. 11 % tourists were below 21 and 40% were above 55 years of age. Table 11.1.55 gives the distribution of tourists according to age groups.

**Table 11.1.55**  
AGE DISTRIBUTION

Districts	2004-05	2005-06	2006-07	2004-07
Up to 21	13.8	12.7	9	11.2
22-35	55.7	58.5	62.4	59.8
36-55	25.4	23	25.8	24.7
55+	5.1	5.8	2.8	4.3
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

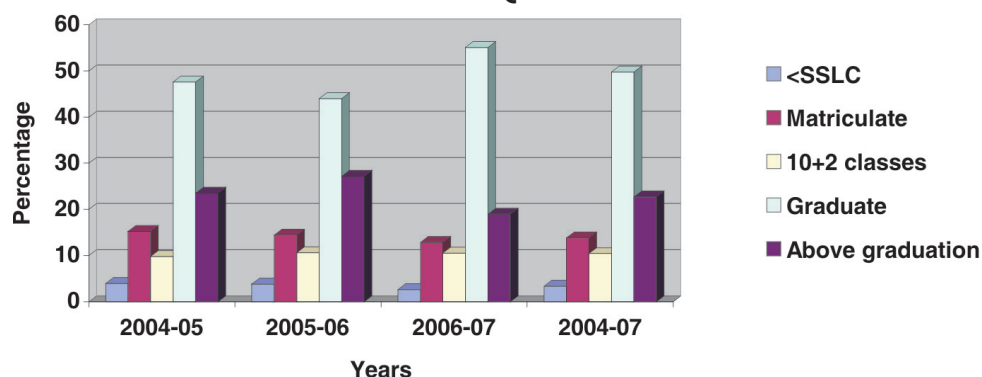
### 11.1.34 Educational Qualifications

The distribution of tourists according to educational qualifications shows that more than 71% of the tourists educated graduate or above Matriculate and 10+2 amounted to about 25% (Table 11.1.56).

**Table 11.1.56**  
EDUCATIONAL QUALIFICATIONS

Education	2004-05	2005-06	2006-07	2004-07
<SSLC	3.9	3.8	2.6	3.3
Matriculate	15.2	14.4	12.8	13.8
10+2 classes	9.8	10.6	10.5	10.4
Graduate	47.6	44	55.1	49.8
Above graduation	23.5	27.2	19	22.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.22**  
Educational Qualification





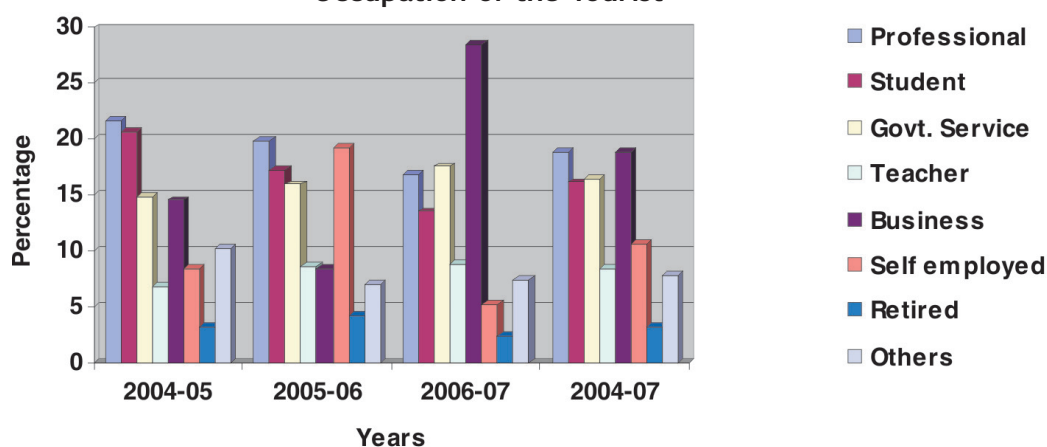
### 11.1.35 Occupational Structure

The **Table 11.1.57** shows that 18.8 % of the tourists were professionals among the first and second year tourists and business people amounted for 28.5 % of the tourists in the year 2006-07. Followed by students and government service. **Graph 11.1.23** shows the distribution of tourists according to occupation.

**Table 11.1.57**  
OCCUPATION OF THE TOURIST

Occupation	2004-05	2005-06	2006-07	2004-07
Professional	21.7	19.8	16.8	18.8
Student	20.6	17.2	13.5	16.1
Govt. Service	14.8	15.9	17.5	16.4
Teacher	6.7	8.6	8.8	8.3
Business	14.5	8.3	28.5	18.9
Self employed	8.4	19.2	5.2	10.6
Retired	3.2	4.1	2.3	3.1
Others	10.1	6.9	7.4	7.8
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100.0</b>

**Graph 11.1.23**  
Occupation of the Tourist



### 11.1.36 Persons Accompanied

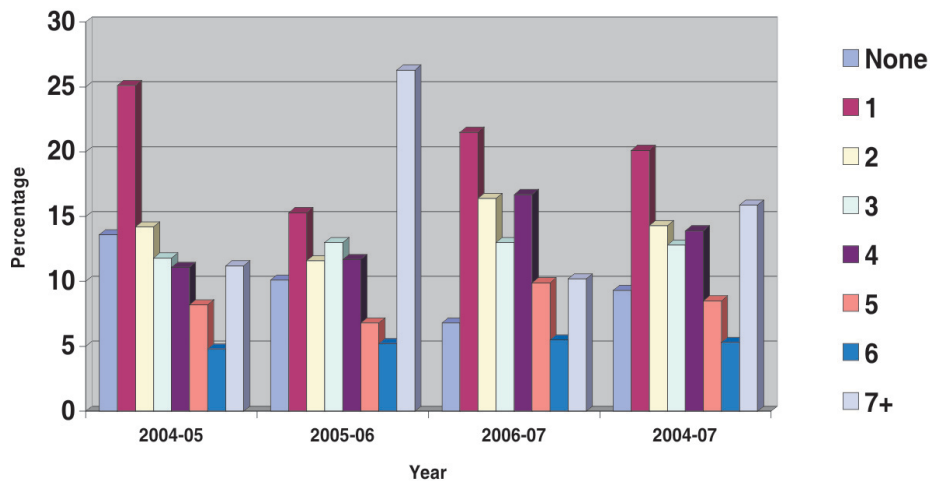
**Table 11.1.58** shows that nearly 24-38% of the tourists were accompanied by 5 or more people, while 7-14% came alone. The highest proportion of first and third year samples came with one companion, while the second year sample had 7 or more people with them. **Graph 11.1.24** shows distribution of tourists according to number of persons accompanied.



**Table 11.1.58**  
NO. OF PERSONS ACCOMPANYING THE TOURIST

No. of Persons	2004-05	2005-06	2006-07	2004-07
None	13.6	10.1	6.8	9.3
1	25.1	15.3	21.5	20.1
2	14.2	11.6	16.4	14.3
3	11.8	13	13	12.8
4	11.1	11.7	16.7	13.9
5	8.2	6.8	9.9	8.5
6	4.8	5.2	5.5	5.3
7+	11.2	26.3	10.2	15.9
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.24**  
No. of Persons Accompanying the tourists





Among the Kerala tourists, around 43% came with their family (Table 11.1.59) and 28-40% visited the destinations with their friends.

**Table 11.1.59**  
RELATIONSHIP WITH THE COMPANION

Relationship	2004-05	2005-06	2006-07	2004-07
None	10.3	12.5	1.4	6.8
Family	43.7	42	42.8	42.7
Friends	29.6	28	39.5	33.7
Students	8.5	7.7	10.3	9.1
Colleagues	3.8	7.9	2.4	4.5
Others	4.1	1.9	3.6	3.1
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

### 11.1.37 Length of Stay

The Table 11.3.7.gives that more than half of the domestic sample tourists came to the place to stay for one or two days. Nearly 23-27% planned to stay for 4 days or more. The average length of stay is 3 days.

**Table 11.1.60**  
EXPECTED NO. OF DAYS TOUR

No. of days	2004-2005		2005-2006		2006-2007	
	No.	%	No.	%	No.	%
1	1563	29.7	2876	31.6	2993	24.3
2	1297	24.7	2339	25.7	3311	26.9
3	942	17.9	1774	19.5	2689	21.9
4	815	15.5	1219	13.4	1902	15.5
5	442	8.4	546	6.0	1197	9.7
6+	201	3.8	346	3.8	211	1.7
<b>Total</b>	<b>5260</b>	<b>100</b>	<b>9100</b>	<b>100</b>	<b>12303</b>	<b>100</b>
<b>Average</b>	<b>3</b>		<b>3</b>		<b>3</b>	

### 11.1.38 Mode of travel to Kerala

The Table 11.1.61 shows that about 48-65% of the sample tourists had used private transportation facility for their tour programme. 39% used public transport for travel.



**Table 11.1.61**  
MODE OF TRAVEL

Mode	2004-05	2005-06	2006-07	2004-07
Public transport (train, bus)	52.3	35.5	37.3	39.6
Private transport	47.7	64.5	62.7	60.4
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

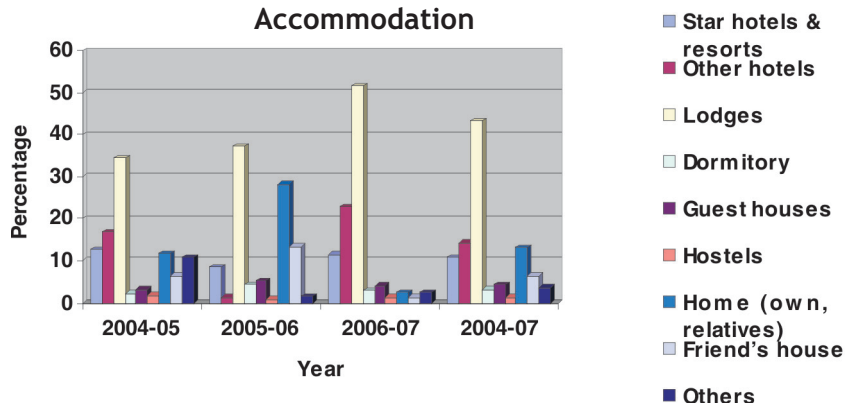
### 11.1.39 Distribution of tourists according to Accommodation

Table 11.1.62 gives the distribution of tourists staying in different accommodation categories in Kerala. Nearly 34-52% stayed in lodges while 1-23% stayed at other hotels. Only 8-13% of the visitors stayed at star hotels. Graph 11.1.25 shows the distribution according to accommodation.

**Table 11.1.62**  
ACCOMMODATION

Accommodation	2004-05	2005-06	2006-07	2004-07
Star hotels & resorts	12.7	8.4	11.4	10.7
Other hotels	16.9	1.3	22.8	14.3
Lodges	34.4	37.2	51.6	43.3
Dormitory	2.1	4.2	2.8	3.1
Guest houses	3.2	5.1	4	4.2
Hostels	1.8	0.8	1.2	1.2
Home (own, relatives)	11.8	28.2	2.5	13.1
Friend's house	6.4	13.4	1.3	6.4
Others	10.7	1.4	2.4	3.7
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.25**  
Accommodation







### 11.1.40 Average daily expenditure

The **Table 11.1.63** gives that the average daily expenditure for 56-63% of the Keralite tourists is less than Rs.500/-. Nearly 13-24% of them spent more than Rs.1000/-. The average daily expenditure for first year was Rs.708/- and the corresponding figures for the second and third year tourists were Rs.528/- and Rs.640/- respectively.

**Table 11.1.63**  
AVERAGE DAILY EXPENDITURE

Expenditure(Rs.)	2004-05		2005-06		2006-07	
	No.	%	No.	%	No.	%
Up to Rs. 500	3303	62.8	5605	61.6	6888	56.0
501- 1000	700	13.3	2457	27.0	3873	31.5
1001-1500	284	5.4	592	6.5	864	7.0
1501-2000	642	12.2	337	3.7	678	5.5
2001+	331	6.3	109	1.2	0	0
<b>Total</b>	<b>5260</b>	<b>100</b>	<b>9100</b>	<b>100</b>	<b>12303</b>	<b>100</b>
<b>Avg./day expenditure</b>	<b>708/-</b>		<b>Rs.528/-</b>		<b>640/-</b>	

The tourists had the opinion that the highest expenditure is for journey followed by food and for all other items the expenditure is very low. **Table 11.1.64** gives that on an average for 3 years about 60 % of the expenditure is on accommodation followed by food which is about 27 %. **Graph 11.1.26** shows the distribution of expenditure according to major items.

**Table 11.1.64**  
EXPECTED HIGHER EXPENDITURE DURING THIS VISIT (%)

Purpose	2004-05	2005-06	2006-07	2004-07
Journey	62.3	56.2	66.2	62.0
Food	21.8	33.7	25.1	27.4
Dress	5.1	4.2	3.4	4.0
Home appliances	1.7	1.9	1.7	1.7
Toys	1.9	2.7	0.8	1.7
Others	7.2	1.3	2.8	3.2
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100.0</b>

**Graph 11.1.26**  
Expected Expenditure

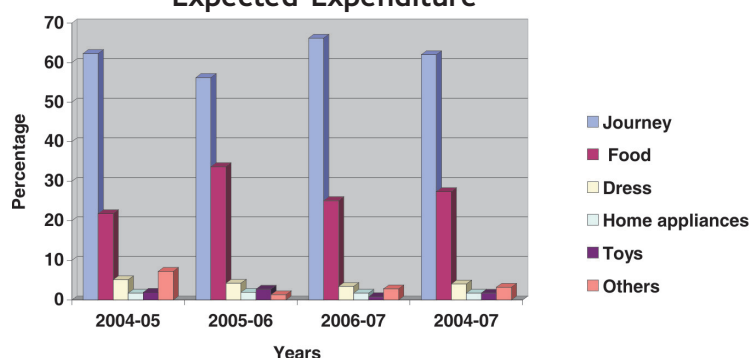


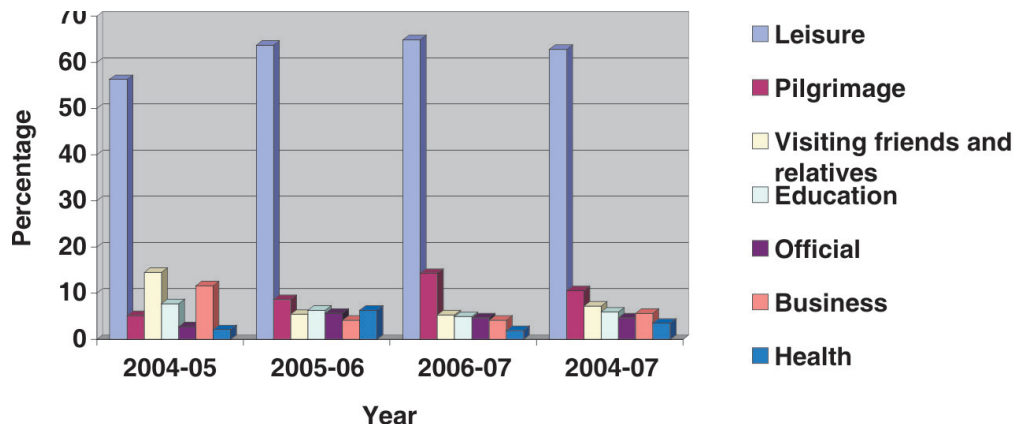


Table 11.1.65 gives the percentage distribution of domestic tourists' trips according to specific purpose. About 63% of the tourists came here for 'Leisure' followed by 'Pilgrimage'. 'Visiting friends and relatives' and business are other important reasons to come to this place. Graph 11.1.27 shows the specific purpose of visit.

**Table 11.1.65**  
SPECIFIC PURPOSE OF THIS VISIT

Purpose	2004-05	2005-06	2006-07	2004-07
Leisure	56.3	63.7	64.9	62.8
Pilgrimage	5.1	8.6	14.3	10.5
Visiting friends and relatives	14.5	5.4	5.3	7.2
Education	7.7	6.3	4.9	5.9
Official	2.7	5.6	4.6	4.6
Business	11.6	4.1	4.1	5.6
Health	2.1	6.3	1.9	3.5
<b>Total</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**Graph 11.1.27**  
Specific Purpose of this Visit



#### 11.1.41 Tourists Opinion on tour and future visits

Table 11.1.66 gives reasons why tourists came again to the destination. Nature's beauty attracted more than 50% of the tourists. Privacy of the tourist places fascinated some of them (19-26%) 'Facilities in the tourist destinations' is another major reason of revisit. Graph 11.1.28 shows the reason for revisit.

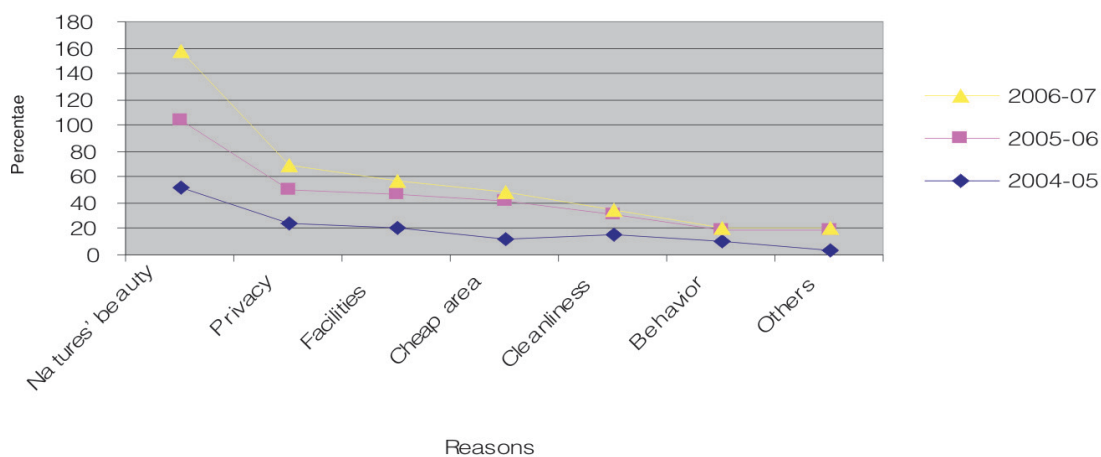


**Table 11.1.66**  
MAIN REASONS FOR REVISIT TO THIS DESTINATION

2004-05		2005-06		2006-07	
No.	%	No.	%	No.	%
2767	52.6	4586	50.4	6743	54.8
1252	23.8	2366	26.0	2374	19.3
1078	20.5	2348	25.8	1407	11.4
594	11.3	2721	29.9	961	7.8
831	15.8	1456	16.0	411	3.3
552	10.5	755	8.3	180	1.5
168	3.2	1465	16.1	227	1.9

\*More than one reason

**Graph 11.1.28**  
Reasons for Revisit





### 11.1.42 Domestic and Foreign Tourists from the Business Generating Markets:

The tourist located in the Generating Markets or visiting the Generating Markets is of importance to understand motivational and behavioral pattern towards planning a holiday in Kerala. To fulfill this objective, we interviewed 400 domestic and foreign tourists in Delhi; 500 each in Chennai, Bangalore, Hyderabad, Mumbai and 200 in Goa and 300 in Ahmedabad Table 11.1.66.

**Table 11.1.66**  
SAMPLE SIZE OF THE TOURISTS INTERVIEWED

Generating Markets	Indian		Foreign		Total
	Nos.	%	Nos.	%	
Ahmedabad	234	78	66	22	300
Bangalore	389	78	111	22	500
Chennai	406	81	94	19	500
Delhi	297	74	103	26	400
Goa	152	76	48	24	200
Hyderabad	400	80	100	20	500
Mumbai	390	78	110	22	500
<b>Total</b>	<b>2268</b>	<b>78</b>	<b>632</b>	<b>22</b>	<b>2900</b>

Attempt was made to reach out to all nationalities and age groups of foreign tourists visiting the Generating Markets, and also to the women tourists from both domestic and foreign strata. We find that:

- The awareness about Kerala as a Tourism Destination is much higher (over 80%) amongst the foreign tourists who have not included Kerala in their original travel plans, compared to the domestic tourists. This trend is consistent across all centers of Delhi, Chennai, Bangalore, Hyderabad, Mumbai, Ahmedabad and Goa.
- That the high degree of awareness about Kerala as a destination is not getting translated into actual bookings for Kerala.
- In Mumbai, Goa, Ahmedabad, and Delhi large chunk of the tourists do not prefer Kerala as a destination, and would not like to visit Kerala even in the future. Majority of the domestic tourists interviewed in these Markets have also not visited Kerala in the past, and are unlikely to prefer in future.
- Reasons cited by the domestic tourists for not preferring Kerala as a destination are poor connectivity and not having easy access, high cost of travel to Kerala compared to other destinations. Therefore not only the destination needs to be popularized amongst the domestic tourists, but the cost aspects need to be kept in mind for the budget traveller; and connectivity of Kerala with other markets particularly by train and air needs to be improved significantly.
- The domestic tourist prefers international destinations as compared to Kerala. This position emerges even in the traditional southern markets barring Bangalore; in Hyderabad and Chennai a traveller prefers an international destination for a holiday compared to Kerala.



- Support for Kerala as a destination is highest in Karnataka, where not only the awareness levels about the destination are high; but also the tourists prefer Kerala as a destination, as compared to an international destination.
- The awareness levels about Kerala as a destination, intention to visit the destination and the reasons cited for attraction in Kerala are much more positive amongst the international tourists.
- We believe that the Kerala tourism needs to further reinforce promotions amongst the International segments to help inclusion of Kerala in their travel plans; even while they visit other Centers, particularly the Southern Centers from where travel into Kerala can be very easy; however this is not happening to a scale it should happen.
- Large number of foreign tourists visiting Tamil Nadu, Karnataka and Andhra Pradesh; do not include Kerala in their travel plans as yet.

**Suggestions offered for encouraging tour to Kerala are:**

- Travel is made cheaper to accommodate budget tourists;
- Connectivity - rail and air enhanced; and
- Better marketing and publicity about Kerala as a tourist destination.

*Detailed analysis on Assessment of the Business Generating Markets is presented in Chapter II of CTS report 2005-06*

## 11.1.43. HOTELS, HANDICRAFT AND TOUR AND TRAVEL OPERATORS

### A. Hotels Survey

To estimate the facilities available, Hotels - classified and unclassified, Restaurants, Handicraft and Tour and Travel Operators were surveyed in a predesigned questionnaire. The Survey covered 230 accommodations units of various categories - stars, resorts, heritage hotels and others, spread out throughout the State. Non star hotels constituted about 36% followed by 3-Star (25%) and 2-Star hotels, ten 4-Star Hotels (4%), and eight 5-Star Hotels (4%). The specific objective of the study was to understand the dynamics of the hotel industry, handicraft industry and tour and travel operators in Kerala. The sub objectives specifically are to:

- Assess the distributional pattern of hotels
- Determine the relative size
- Analyze the growth pattern
- Determine the ownership structure
- Assess availability of rentable rooms
- List various facilities available in hotels
- Find out the tariff ranges
- Income generated
- Tax paid to government
- Review details of financial facilities
- Assess the nature of human resources employed and



- Identify type of food available
- Income from tour operations
- Understand the human resource employed
- Income from handicraft outlets
- Personnel in this industry

## B. According to the study on Hotels the data revealed that:

- 44% of the hotels started functioning during last 10 years, 54% of them are private surveyed limited companies, and 38% are single owned.
- Nearly 65% of the hotels have restaurant in the hotel itself. Conference hall, room service, TV, hot- cold water, refrigerator, telephone, transport, laundry etc are facilities available in most of the hotels. Cultural show is available in 37% of the hotels and in 38% of the hotels, bar facility is available.
- Three star hotels employ highest number of persons followed by non star and two star hotels. The average number of personnel in the present sample of hotel industry is 35. During the survey, we inferred from a large number of hotels about an acute shortage of trained and quality manpower.
- Nearly 36% of the hotels earn Rs.5 Lakhs or more per month and 56% of the hotels have an income of more than Rs.1 lakh monthly. The average monthly income of the sample hotels is Rs.8,38,730/-. Increasing electricity tariffs was considered as one of the major deterrent for the sustenance of the hotels.
- Kerala cuisine is available in all hotels. Other south and north Indian and continental food are available in a large number of star hotels and heritage homes.

## C. Available Facilities

The survey revealed that:

- About 65% of the hotels have restaurant in the hotel itself. The facility of Conference hall, room service, TV, hot- cold water, refrigerator, telephone, transport, laundry etc are available in most of the hotels.
- Cultural facilities are available in 37% of hotels.
- ATM counters operate in only in very few hotels. These facilities are rare in other types of hotels.
- Kerala cuisine is available in all categories of the Hotels. Other types of south Indian and north Indian as well as continental food are available in a large number of star hotels and heritage homes. Chinese food is very rare in various categories of hotels.
- In 64% of the hotels, bar facility is not available. Non-availability of the bar facility is a serious drawback for the growth of hotel Industry and the policy of Bar Licenses in the State must be re-examined to ensure consistency and providing of growth opportunity for the Hotel Operators.
- Majority of the hotels are not providing enough facilities for indoor and outdoor sports.



- In about half of the hotels internet facility is available. Wireless internet in the five star hotels need to be provided to ensure consistent delivery of services to the visiting Tourists who have business needs apart from leisure and recreation.
- Two and three stars hotels provide majority of the single room AC accommodation. Non-AC single rooms are most available in non-starred hotels. About 60 percent of AC double rooms are provided by two and three star hotels alone. Dormitories are not available in the star hotels and if available they are in the Non-AC category. Suites and villas are mainly provided by star hotels.

### C. Employment

The analysis of data on employment in the hotels reveals that:

- Three star hotels employ 40%, the highest number of persons followed by non-star hotels (23%) and two star hotels (15%). Low percentages of employment is seen in other categories of the hotels, consistent with their penetration in the market itself viz. Heritage Homes, Guest House.
- The average number of employees amounted to only 35 persons. However in the case of the non-star category, we find that the situation is very different and they employ comparatively lesser number of persons, compared to other categories.
- Star Category of hotels are experiencing an acute shortage of manpower. Not only it is difficult to attract talented, high quality people conversant with fluent English, a pre-requisite for an international destination such as Kerala; but it has been difficult for the Kerala's hotel industry to retain its talented manpower within the State. The talent has been lured by many markets outside the State. Additionally the IT and BPO industries, due to better packages and incentives, have been drawing away significant resources from the Industry..
- All categories of hotels have regular and casual employees in management, front office, service and kitchen. Regular employees are working in most of the other departments.
- The proportion of the employees in the Front Office and Marketing is higher in star hotels compared to others
- In non-star categories of hotels, bulk of the employment is in back-office such as in the Kitchen and service.

### D. Hotel earnings

- There is a systematic increase in the tariff rate as one opts for higher star hotels. In comparison to the last survey conducted in the year 2004-2005; there has been a systematic increase in the Hotel Tariffs.
- Nearly 36% hotels earn Rs.500,000/- or more per month. More than half of the hotels have an income above Rs.100,000/- per month.
- About 47% of the monthly earning is from the 3 star hotels and 2 star.
- Nearly 48% of the hotels pay 6-10% of its monthly earnings as taxes to government. 14% of the hotels pay more than 15% as tax.
- Most of the Star hotels accept credit cards and facility of Money Exchange is available.



## E. Business Travel & MICE Tourism:

### Scope for MICE travel

Our interactions with the travel trade revealed that there is vast scope for travel and hotel stays related to the Meetings, Incentives, Conferences and Exhibitions (MICE) segment in Kerala. This opportunity has not been properly exploited; even though few chain hotels in Kerala might have done comparatively better than others.

### MICE Business for Hotels in Kerala:

India is undoubtedly a unique conference destination as it offers exotic holidays which can be combined with International business trips. India has truly arrived on the MICE scene with the opening of the world class conference and convention centres. In Kerala, Cochin, which is rich with the lustrous beaches and emerald backwaters, is an ideal leisure destination in the business tourism. Nestled in the midst of the nature, Le Meridian. Cochin boasts of a number of well equipped conference and banquet halls. It houses a convention hall to seat 1,600 approx. The recent additions to the hotel are four new conference halls, 52,000 sq. ft. of air-conditioned space and 95,000 sq. ft. of lawn area. Ayurveda is the major attraction amongst the business delegates and their families. Jewish Synagogue and Dutch Palace are the other attractions of Cochin.

Most interviewed hotels reported that the MICE business is between 5-10 per cent of their total occupancy; and some Chain Hotels reported that it was about 15-20%; and that too mostly from the incentive business.

### (a) Sources of Bookings for Business Traveler:

- Local or Regional representative offices of the companies in the city
- Chain Sales outlets located in different cities
- Direct enquiries and direct walk-ins
- Travel agents and Tour Operators
- GDS and CRS (in the chain) and
- Common Hotel websites.

### (b) Promotion of the Business Travel segment by the Kerala Hotels:

#### Kerala Hotels promote their MICE business by

Visit of sales personnel to local offices of major corporate trade associations viz. the Sea Food Exporters Association, Marine Products Export Development Authority, Spices Board, and Coconut Board, Rubber Board, Coir Board, Kochi Shipyard, Kochi Refineries; and local chapters of National level Trade Chambers viz. CII, ASSOCHAM as they contribute substantially to the MICE business. The MICE segment is also promoted from the hotel's websites as well as through other MICE related web-sites. Kerala hotels also promote their hotel facilities through their websites and also go through National and International Trade shows focusing on MICE business. There is a much larger role for the Travel Agents and Tour Operators





in getting incentives and conference business and for this business the hotels work very closely with the Kerala Travel Trade.

**Business tourism is also promoted through:**

- Direct mail, e-mail based promotions and relationship marketing directly with the companies and travellers who have stayed in the hotels before;
- Participation in trade shows and specialized road shows;
- Advertising in the print and electronic media in the source countries and their listing in the Kerala Tourism's official website also appeared to be contributing actively to the promotion of the hotel;
- Advertising in the International Trade Directories and International Trade websites; as well as advertising in the shopping marts;
- Running online campaign and through their own websites;
- Usual sale strategies viz. personal relations, attractive discounts; and
- Working through overseas agents and travel agents for the MICE segment.

**Expectations of the MICE guests:**

On the expectations of the MICE guests, the hotels said that they were similar to other business guests; however, most business guests tend to concentrate on their work, finish and leave; MICE guests are more interested in the leisure activities. They need information and assistance on shopping, sightseeing and other entertainment. They use hotel facilities like swimming pool and health club more than normal business guests and are very demanding.

**Expectations of the MICE Organizers:**

The Organizers of the MICE require hotel rates to be all-inclusive with meals and negotiate harder for discounts. MICE organizers also ask for separate desks for check-in and greater flexibility in the check-in and check-out timings. MICE Organizers also need value added services such as IT related services, discounts on business center services such as photocopying etc.

Travel agents across the country were contacted for assessing their feedback about business travel to Kerala.

A large number of travel agents were contacted across the country from Delhi, Bangalore, Chennai, Hyderabad, Ahmedabad, Mumbai, and Goa to assess their views about business travel to Kerala. The interviews with the Travel Trade about the corporate business travel revealed the following:

Most corporates directly book rooms with the hotels as they have sufficient volumes to negotiate deals and rates with the Hotels in Kerala. According to the Travel Trade, both hotels and corporate prefer dealing directly with each other since the Hotels in Kerala want to save out on the commission to be paid to the travel agents; apart from this, the hotels are apprehensive of delayed payments from the Travel Trade.



The hotels in Kerala are smart and deliberately keep out the Travel Agents from the booking process. The hotels furnish better rates to the Corporate in direct deals and bookings and provide them with better add-on services and facilities like credit periods. However, the hotels are not prepared to pass on the same low rates to travel agents, or the same credit and other services. They do not want to expose lower rates to travel agents.

Many IT Businesses from Chennai, Hyderabad and Bangalore have started their own in-house travel desks. These are operated by travel agents who provide the entire gamut of services to the Corporate Houses in terms of ticketing, transport, and hotel bookings. The hotels in Kerala need to specifically target these IT companies.

There is another trend witnessed in recent times in relation to the corporate business travel in Kerala. Retired and experienced hotel managers have been helping the corporate with the procurement of good rates and provide administration interface with the Hotels.

Travel agents feel that the Kerala hotels have to plan and prepare appropriately to offer facilities and services for MICE travelers. The Travel Trade has the ability to put together attractive packages including transport and entertainment for the hotels in Kerala. Below are the suggestions emerging from the Travel Trade to make MICE travel a success:

- (a) The MICE segment is very price sensitive and the rates offered have to be very competitive
- (b) 24-hour facilities for the MICE segment have to be created
- (c) Creation of entertainment and sightseeing facilities even in the Business Conferences.

The hotel managers of some classified Hotels in Kerala were contacted to get their assessment about the business travel to the State. The following points emerged from these interviews.

**Critical Success Factors for Kerala Hotels positioned in the Business Travel segment:**

- (a) **Pricing:** Room rate is a very important criterion for the travel managers to decide on hotels of their choice, since Corporates are constantly looking at the hotels that provide them value for their money.
- (b) **Chain Hotels and Brand:** The Chain Hotels because of their brand outweigh business travelers considerations.
- (c) **Facilities:** The hotels in Kerala need to improve their business services, and a good business centre, internet access, preferably Wi-fi access, secretarial assistance, Concierge guidance, and information about the city, entertainment options available there, dining facilities and transportation facilities, to and from the hotels, mean a lot to the business traveler.
- (d) **Free giveaways and Loyalty Programs:** The loyalty programs and free giveaways mean a lot to the business traveler. Large number of hotels surveyed in Kerala offer add-on benefits and free-services like complimentary breakfast, airport transfers, free room for an additional night, discount in restaurants etc.
- (e) **Personalized and flexible service:** Business travellers look for flexible services such as early check-ins and late check-outs, free over stays, no charge for half-day stays etc. The business traveller seeks efficient services in check-ins, message deliveries, billings etc. The staff in the



hotels in Kerala needs to be trained further for attracting business travellers to the state. Trained staff will ensure repeat guests and spread the good word around, compared to leisure travellers.

#### **Complaints of Travel Trade against Kerala hotels:**

- (a) **Payment of commission:** Hotels are reluctant to pay the due commission. The payments are also delayed in many cases.
- (b) **Direct solicitation of business:** If a client is introduced to the hotel, they directly start dealing with them in the future; leaving the agent out.
- (c) **Non-transparent rates:** It has been noticed that the hotels in Kerala do not maintain sufficient transparency in rates and do not offer good rates to the agents and certain other categories of travellers.
- (d) **Difficulties in the peak season:** In the peak season, many hotels act difficult and do not easily give confirmations that often get delayed.

#### **Loyalty Programs and Incentives:**

Chain Hotel Managers in Kerala have a well-defined Loyalty Programs in place; which are based on earning points and getting free stays in hotels of the chain. Most independent hotels in the state do not have formal schemes but they work on informal systems and incentives. Most successful hotels interviewed in Kerala said that they had formal schemes but work on informal systems and incentives, for bookers and travel managers. Most hotel managers from the chains as well as from others were important tools in procuring higher business.

#### **Interviews with Business Travellers:**

We interviewed a small section of business travellers, travelling to Kerala from Delhi, Mumbai, Ahmedabad, Mumbai, Bangalore, Hyderabad and Chennai. The business travelers concurred on the points below mentioned below in the order of importance:

The business travellers also expressed major need for evening entertainment and leisure activities, and they felt evening entertainment would make stay in hotels more enjoyable and fulfilling. Entertainment choices that emerged were:

- Good quality bar/pub in the hotel
- Good quality and innovations in the menu
- Cultural programmes and folk programmes
- Swimming pools, night club and dancing area
- Pool/billiard and computer games
- In-house library with the choice of magazines and business books



## F. Suggestions for improvements in the Hotels in Kerala:

1. Substantial improvements are needed in the room service, since most hotels still take a lot of time in delivering orders
2. Housekeeping too needs substantial improvement since the time lag in getting services is very long
3. More efficiency needed at the time of peak check-in and check-out since this requires a lot of time; ranging from 20-30 minutes
4. Too much interference and intrusion by the hotel staff
5. Billing service needs improvement since there are many mistakes in the bills at times
6. Bell boys and hotel staff appear to be forever soliciting for tips. The bell boys are not too well trained; and they are unable to explain properly about AC, lighting, working of TV and other gadgets and services in the room
7. Hotels have different rate slabs for different people, regardless of the quantum of business and negotiations undertaken at any point of time
8. Lack of personal touch and recognition by the hotel staff
9. Business centres are exorbitantly priced business centers, and as a result rarely used by the frequent business traveller
10. Exorbitantly priced hotel transport services
11. Prohibitive local and central Govt. taxes that make the hotel tariff very expensive and unviable.

## G. Indian Hotel Industry Survey 2006-2007

The Federation of Hotel and Restaurant Association of India (FHRAI) New Delhi carried out Indian Hotel Industry Survey 2006-07 on various aspects of the Hotel industry. Table below presents salient key statistics for hotels in Kochi and Thiruvananthapuram of Kerala State. The tables shows that 75.7% and 61.5% of the guest were domestic travellers in Kochi and Thiruvananthapuram respectively. More than 50% percent of the guests were for the purpose of leisure. Average stay(days) for the domestic guests was 4.6% and 4.1%, for foreign guest it was 3.1% and 2.9% for Kochi and Thiruvananthapuram respectively. The percentage of repeat guests was 43 and 30.8 for Kochi and Thiruvanthapuram respectively. Net income in case of Kochi Hotels was 23.8 % and for Thiruvananthapuram 20%.



Composition	3 & 2-Star	4-3 & 2-Star
Number of responses	15	12
Parameters.	Kochi	Thiruv'puram
<b>Typical room profile of an average hotel</b>		
Total average rooms	45.1	56.6
<b>Guest Analysis</b>		
Domestic	75.7	61.5
Foreign	24.3	38.6
Total business	47.9	44.1
Total leisure	52.1	55.9
Av. Stay (days) of domestic guests	4.6	4.1
Av. Stay (days) of foreign guests	3.1	2.9
Av. Stay (days) of business guests	2.7	2
Av. Stay (days) of leisure guests	2.3	2.6
Percentage of repeat guests	43	30.8
<b>Av. No. of Employees per room</b>	2.1	1.3
<b>Revenue</b>		
Departmental expenses	44.3	38.7
Departmental income	55.7	61.4
Operating expenses	28.4	30.5
House profit	27.3	30.9
Net Income	23.80%	20.00%

## Kochi

Kochi saw occupancy increase by 9.5% and a relatively steady average rate in 2006-07. The city benefits from being the key point of entry for tourists to access popular destinations such as Kumarakom, Thekkady and Munnar. Moreover, the recent growth of the IT and ITes sector, well-educated workforce and comparatively lower real estate rental rates has resulted in the advent of multinational firms in the city. Kochi port ranks among India's major seaports and talks of upgrading the facility are on. Around 1500 rooms are being planned for the hotel market in Kochi in the next few years and going forward, the long term outlook for Kochi seems encouraging. The analysis shows that average occupancy is increasing over the years. There is no significant increase in the average rate over the years.

## Thiruvananthapuram

Thiruvananthapuram experienced an occupancy ascend of 4.8% in 2006-07 and average rate showed a considerable increase by approximately 137.7%. Tourism contributes heavily towards city's economy owing to it being a well-established hub used by travellers to further visit other destinations within Kerala. Besides this there are several recognized Ayurveda centres in and around the city, which actively promote tourism in the state.



Years	Average Occupancy Percentage		Average Rate (Rs.)	
	Cochin	Thiruvananthapuram	Cochin	Thiruvananthapuram
2000-01	68.2	57.0	816	1153
2001-02	58.7	55.4	1306	966
2002-03	57.6	60.30	1089	983
2003-04	69.0	51.1	1368	1302
2004-05	64.8	47.5	1062	1805
2005-06	65.9	57.6	1247	1665
2006-07	75.4	62.4	1237	3959

Detailed analysis and interpretation of the study are presented in Survey Report 2005-2006.

### 11.1.44 HANDICRAFT OUTLETS, TOUR & TRAVEL ESTABLISHMENTS AND RESTAURANTS

#### Facilities Survey:

To assess the facilities available to the tourists visiting Kerala, 20 handicraft outlets, 40 tour and travel establishments and 39 restaurants were interviewed to elicit information relevant to tourism development in all the 14 districts of Kerala.

#### A. Handicraft Outlets:

Handicrafts outlets located within the premises of hotels and in closed proximity of major tourists destinations were interviewed on aspects like year of establishment, employees, items of souvenir etc., marketed by such outlets. The salient findings of the survey are given below:

- Seventy percent of the outlets were started during last 20 years from 1986 onwards.. The growth in the outlets growth coincides with the peak period in Kerala Tourism. This is a good sign from the employment and income point of view. It suggests that the people engaged in handicraft work can find a market easily.
- The average number of employees in them is 5 and the monthly average income is Rs.42,700/-.
- About 80% of the outlets are situated within the hotels premises and in close proximity to major tourism destinations;
- 60% of the Foreign Tourists preferred buying spices, Kath kali models, Medicated coir mats, rala boats and other souvenirs;
- About 80% domestic tourists preferred buying Kerala's traditional souvenirs like elephant models, Kathkali models; and a small percentage of domestic tourists also prefer buying spices.
- The handicrafts shops employ 3 to 5 staff members to manage their tourists (both foreigners and domestic).
- Two-third of the outlets employ four or more persons as permanent staff. This is a very healthy sign, since Handicraft outlets require specialized manufacturing and merchandizing skills.



Therefore permanent staff is able to do relatively more justice to the sales of the handicrafts and it is very important for the Kerala Govt. to start building the capacities of these team members for handling effective sales and marketing from these outlets. The sales staff has to be trained in the soft skills such as Sales & Merchandising, Retail Outlet Management, Customer Care and Back-Room Effective Inventory Management.

- Only 10 outlets have temporary personnel and among them 46% had only 2 casual staff. The average number of employees in these outlets is 5.
- Only 20% of the Outlets earn more than 25% of their income from tourists and their main source of income is non tourists. This probably could be due to the fact that the source of income is from sales of handicrafts in the merchandising segment and in the domestic market.
- Both the foreign and domestic tourists spend very little in purchasing handicrafts and souvenirs in Kerala. As per Ministry of Tourism, Govt. of India's estimates of the year 2002; a foreign tourist spends Rs.12, 187/- on handicrafts. Silk remains one of the most sought after value items amongst the tourists and 23% of the total expenditure was on silk alone. Other handicraft items of high value bought by respondent tourists include metal and jewellery, cotton and wool textiles and leather products. CTS have revealed average spending on the handicrafts by the foreign tourists in the year 2005-2006, Rs. 244/- by domestic tourists and Rs. 294/- by foreign tourists.
- Moreover as per MOT estimates, the handicrafts have shown an increasing trend amongst the foreign tourists aged between 25 and 54 years of age and it declined thereafter. The UNESCO Craft/Tourism Index was found to be Rs. 609 (about US\$13) and as per Govt. of India estimates about one fifth of the total tourists interviewed during the survey had incurred total expenditure exclusively on handicraft items beyond Rs. 5,000 and upto Rs. 10,000/-.
- Eighty percent of the handicraft outlets earn only Rs.50,000/- or less. The average monthly earnings is Rs.42,700/-.
- Half of the outlets pay 6-10% of their monthly earnings as tax while 20% outlets pay more than 10%.
- Only 20% of the outlets earn more than 25% of their income from tourists. Even though the outlets are in the tourist destinations most of their earnings are from the local people (non-tourists) and possible merchandizing.

It would be desirable for Kerala Tourism to construct UNESCO Crafts-Index for the State; in order to motivate foreign as well as domestic tourists to buy more Handicrafts. The UNESCO Crafts-Tourism Index is defined as expenditure on Handicrafts per tourist per day of stay in US Dollars. This shall enable the Kerala Tourism to know where it stands on its ability to make the tourists spend their money for the state's crafts. The state can make use of this information to improve its performance compared to other states.

## B. Tour & Travel Establishments Survey:

There are 39 members of the Travel Agents Association of India (TAAI) operating from Trivandrum and more than 40 Members from Kochi. There is IATA as well as non-IATA registered Tour Operators in Kerala State. The Skal International Association comprising of eminent Tour Operators, Travel Agencies, Airlines



and Hoteliers is very active in Kochi. The Kerala Travel Mart (KTM) has been organized every year in Kochi and has proven to be a very useful congregation point for the Travel Trade of the State and for the country as a whole.

The business done by various Tour Operators in the State varies considerably; however some of the primary data collected from the field reveals sizeable increase in the group bookings in 2005 compared to 2004. Kochi based ITL estimates that 2000-3000 FIT Travellers in 2005 visited Kerala as part of overall India Travel; and estimated 100 tourists visited Kerala directly. As per ITL most of the Travellers visiting Kerala, have been staying in 3 star hotels.

On an average, a travel trade business in Kerala typically employs 10-12 people. The key functions amongst travel agencies and tour operators are those of the Group Tours, Ticketing, Administration and Accounts. These account for 55% of all the employees in this sector. The travel trade agencies interviewed by our research staff indicated that the number of their customers had increased by more than 15% over 2004; and this represents a robust growth in the travel trade business. However we feel that although this business will increase definitely, employment will not increase proportionately due to extensive usage of internet and web in the travel trade.

**Significant findings of the Tour and Travel Establishment survey are:**

In 10% of the tour and travel establishments, more than 40 employees are engaged; and in 45% of the establishments 20 or more are working. The average number of employees is 20. The average monthly income of these establishments is Rs.349,673/- and their half of their income is from tourists.

86% of the employees are engaged in the Sales and Marketing. On a national comparative scale; the Travel & Tour Establishments can be compared with some of the mid-size agencies located in developed markets viz. Hyderabad & Bangalore.

**Travel Trade Training Institutions:** As per MOT, Govt. of India there are total of 172 Training Institutions in the area of tour & travel management, 11 of them are Govt. promoted and 78 of them are affiliated to Universities while the balance are privately owned/managed ones. Out of these some of the Capacity Building Institutions are based in Kerala, notable of them being the GOK backed Kerala Institute for Travel & Trade Studies (KITTS), Thiruvananthapuram who have been doing a commendable job in building the capacities of the travel trade.

Some of the famous private travel trade institutes are: YMCA, Trade Wings Institute of Management, SITA Academy. Govt. approved Institutions are the Indian Institute of Management-Kozhikode and Indian Institute of Tourism & Travel.

It is interesting to see that in 45% of the total establishments, more than 20 employees are working and in 10% more than 40 employees are engaged.

Among the 40 establishments, 15 (37.5%) earn more than Rs. 100,000/- per month and 9 establishments (22.5%) earn more than Rs. 500,000/- per month. The average monthly income of these establishments is Rs.3,49,673/-.

Half of the establishments pay 6-10% of their earnings as local taxes and other central taxes; while 15% establishments pay more than 10% of their earnings as taxes.





It is encouraging that half of the monthly earning of the Tour and Travel establishments is from the tourists visiting the state. Balance income is from other sources including bookings, ticketing and other services rendered outside of the state.

### C. Restaurants Survey:

Among the 39 restaurants interviewed, 44 percent were started during last 10 years. In one fourth of them, more than 20 persons are employed. The average number of employees in the present sample of Restaurants is 18. The restaurants were interviewed in a pre-designed questionnaire.

The monthly income of 8% of the restaurants is more than Rs.5 lakhs and the average income is Rs.2,07,071. For 8% of the restaurants, more than 50% of their monthly income is from the tourists.

These restaurants cater to both domestic and foreign tourists travelling to key destinations in Kerala. As per 2004 estimates, conventional restaurants account for the largest population (30%) followed by bakeries/related outlets (16%), quick service outlets (16%) and equivalent of dhabas (Thattukadas) (13%).

We estimate that there is an annual increase of 10-15% in the number of restaurants in Kerala.

### Employment in the Restaurants:

Seeing from the trend across the country, there is an average of 26 people employed (both permanent and temporary) for every 100 chairs in restaurants and almost 80% are employed in the kitchen and service functions, while the balance are almost equally distributed between management, store, security, maintenance and delivery. The Kerala picture is similar as is evident from the data below.

The number of restaurants is also increasing over the years in Kerala. About 44% of them started functioning since last 10 years.

In 25% of the restaurants, more than 20 employees are working and in 38% 11-15 employees are engaged. The average number of employees in restaurants is 18 and bulk of them are engaged in the kitchen and service. All the restaurants employee staff in kitchen and service, but in other departments viz. Accounts, Purchase, Stores, Security, Maintenance and Delivery, very few employ separate staff.

Only 20% of those employed in the service function of restaurants, cafes and fast food outlets are hotel management degree/diploma holders. Approximately 75% of them are either SSC pass or school dropouts.

Approx. 83% of people employed in other functional areas of restaurants such as store, delivery, security and maintenance SSC pass or school dropouts.

Only 8% restaurants are have an income of above Rs.5 lakhs and this might be the reason for the low payment of the taxes. Only 15% of the restaurants pay more than 10% of their monthly income as local and other taxes.

For about 54% of the restaurants more than 25% of their monthly income is from the tourists visiting the State, while for 8% more than 50% of the income is from tourists visiting the State. Balance income is generated from other segments of the population.



### Projected Annual Demand vs. Supply for Trained Manpower:

The supply of trained manpower in Kerala is based on the statistic that only 65% of the students obtaining formal training are joining the hotels and restaurants. There is a shortage of trained manpower in the Hotels and Restaurants

#### 11.1.45. Tourist Traffic Projection

Tourist projections for foreign and domestic tourists have been carried out adopting growth rates as envisaged for domestic tourists (7%) and foreign tourists (9%) in the Kerala's Tourism Vision-2025 and moderated growth rates of 3.5% and 6% based on tourists arrival trends for the last 15 years. Base year tourists arrival for the year 2005 has been adopted for projecting the tourists arrivals.

Period	Kerala		
	Domestic	Foreign	Total
1995-2006	6.0	19.9	6.0
2000-06	3.6	14.8	3.5

Tourist Projections for Kerala have been carried out with the moderated growth rates based on the tourists growth during the period. Table below presents the projected tourists for the Kerala State.

	GROWTH RATES					TOTAL
	Domestic		Foreign tourists		Assumed	
	3.5%	7%*	6%	9%*	Assumed	Kerala tourism-2025
2005	59.5	59.46	4.3	4.3	63.74	63.74
2010	72.0	82.2	5.4	6.0	77.4	88.2
2015	85.5	115.3	7.2	9.3	92.7	124.6
2020	101.5	161.7	9.7	14.3	111.2	176.0
Growth	71%	172%	126%	233%	74%	176%

\* Kerala Tourism Vision-2025

According to assumed moderated growth rates, domestic traffic will increase by 71% and foreign tourists by 126% during the 15 years period. Estimated tourists, as growth rates envisaged by the Tourism Vision 2025, growth of domestic tourists by 172% and foreign tourists by 233 percent seems to be too ambitious and may not materialize. It is hoped that the growth of tourists with the moderated growth rates may be achieved as it is based on the past trends, and if the development of tourism infrastructure continue to develop at the pace already set in, the targets may be achievable.

We suggest a more conservative rate of growth in tourism in the long term for the following reasons:

1. Balancing tourism with corresponding development of necessary infrastructure, due to various demands on limited capital resources.
2. Premature aggressive marketing of a tourism product whose basic transport, accommodation, utility, health and security infrastructure are inadequate, and whose hospitality human resources are limited; can irrevocably damage a destination's image.
3. Allowing residents time to gradually adjust to tourism and participate in its planning and socio-economic benefits.
4. Avoiding imbalance in economic development and over-dependence on tourism.



## 11.2 LOCAL IMPACT OF TOURISM : A STUDY BY KITTS

### Introduction

The growth and development of tourism industry as we experience today is a post world war phenomenon. Mechanization, urbanization, growth of higher disposable income, higher standard of living, demand for leisure and recreation, search for authenticity and quest for knowledge have immensely contributed to the growth of modern tourism. By making new and better addition to the stock of tourism products, this dynamic industry has occupied a pride place in the development paradigm of almost all countries. Emerged as a multi-faceted and multi-dimensional industry, tourism has grown to such an extent in the 1970s that the world experienced a peculiar situation which later came to be known as mass tourism. Though, in the beginning, tourism was known as smokeless and hence harmless industry, mass tourism created dire consequences to society, culture and environment. Later, it was revealed that uncontrolled growth of tourism can create uncompensated loss to humanity as the industry heavily depends on nature, culture, society and environment. Academic interest and enquiry into the intricacies and complexities of tourism started in the 1980s when the search for an alternative to mass tourism acquired power and strength.

Advocates of tourism, whether it is mass or alternative, focused their argument on its benefits mainly on the economic front. Since most of the alternative forms are based on nature, environment, culture, tradition, flora and fauna, tourism began to spread from advanced European countries to the so called third world - less developed - part of the world where untapped tourism resource exists in abundance. Considering the labour intensive nature, less developed nations considered tourism whole-heartedly for their economic ills. Academic discussion on the economic impact of tourism mostly revolves around the benefits, specifically on employment, income, foreign exchange and regional development.

Tourism creates employment to the skilled, semi skilled and unskilled personnels by generating direct, indirect and induced employment. When tourist visit the destination, they make use of the facilities and avail various types of services, for which they make due payment. This results in creating income to the region. Besides, governments at local, regional and national levels are benefited through tax payment at different levels, by the industry. A much broader perception on tourism would reveal its capacity to generate foreign exchange while promoting regional development. Thus by making significant contribution to government revenue, foreign exchange, income employment and regional development, tourism acquired a pride of place in the development paradigm of many countries. But a detailed academic examination of this phenomenon revealed that always the destination need not be benefited through tourism as there are possibilities for leakages. The leakages take many forms so that the multiplier effect will not be realized as expected, resulting in generating poor economic benefits.

Discussions on socio-cultural and environmental impacts of tourism strengthened globally especially in the context of growing environmental movements and sustainable development. Linking local community with tourism and promoting participatory tourism development are recognized as effective tools for ensuring sustainability in tourism. Moreover, as most of the tourism resources fall under public / common property, it is only through social/political action that the resource base can be protected for ensuring sustainability. However, there is no disagreement among academicians, policy makers and practitioners that the destination community is destined to embrace most of the negatives of tourism development. It is in this context, attempts to promote sustainable / responsible tourism accentuated globally. Development



of niche tourism products and markets increased local significance in tourism and micro destination gained popularity across the world.

Kerala, popularly branded as God's Own Country officially declared tourism as an industry in 1986. Though in the beginning only scanty attention was given to tourism in the development agenda of state's economy, gradually the situation changed and today it is reckoned as one of the most dynamic sectors in Kerala. Realising the economic significance of tourism, the state government has initiated new and innovative programmes, which have resulted in placing the state at an enviable position among its counterparts. Today, this narrow strip of land offers wide variety of tourism products and a lion's share of them are nature / culture based. The new initiatives and globally acceptable practices in the tourism sector enabled the state to bag good number of national as well as international awards and recognitions. In terms of tourist arrivals as well as receipts the performance of the state is above national average. The compound growth rate of domestic and foreign tourists to India for the period from 1991 to 2005 is estimated as 13.28 percent and 6.24 percent respectively. During the same period Kerala achieved 14 percent growth in domestic tourist arrivals and 12 percent in international arrivals. As per the estimate made by State Planning Board (2007), Government of Kerala, tourism generates ten lakh employment opportunities and Rs. 9126 crores as income.

### 11.2.1 Local Impact of Tourism

A pertinent question in this context is that how far the local economy is benefited out of this commendable growth that the state has achieved during the last two decades. An examination of tourism attractions in Kerala shows that most of them are local specific. The beaches, backwaters, hill stations, scenic spots, heritage, art forms etc. are developed as tourism products imbibing the local ambience. However, it is observed that the industry is promoted mainly by business people who belong to places other than the destination. Experience over tourism development has raised several questions particularly on its economic aspects. Questions related to use of resources including manpower, employment generated, income generated, leakages from tourism and linkages of tourism are discussed to examine the local impact of tourism in any region. If a region has to develop economically due to tourism, tourism should strengthen the economic variables at the destination. This in turn depends on the involvement of local people in tourism as well as its linkages. More over, these involvements and linkages will definitely reduce leakages and accentuate the multiplier process both in income and employment. Notwithstanding the fact that tourism is propagated as a sunrise sector in the economy of Kerala, no serious attempts have been made to examine the local benefits of tourism. Deliberations on the benefits always focus on macro level and discussions on micro level are not properly promoted. In this backdrop, an attempt is made to examine the local impact of tourism development in Kerala giving emphasis to economic aspect. The outcome is expected to help policy makers for framing action programmes so as to enhance the economic benefit to local people.

### The Study Area

Given the tourism scenario of Kerala, we have identified three destinations namely, Kovalam, Kumarakom, and Thekkady for examining the local impacts. All these three destinations are popular among both domestic and foreign tourists. While Kovalam is famous as a beach destination, Thekkady is famous for wildlife and the speciality of Kumarakom is the backwaters.



## Objectives

The broad objective of the study is to make an assessment of the local impact of tourism in Kerala. It examines the various avenues for employment, income generation, local involvement in tourism, role of support services, potential for local employment linkages and leakages. Finally, a SWOT analysis at micro level is also attempted.

## Methodology

As a prelude to the research work, an attempt is made to identify the major stakeholders in tourism in all the three identified destinations. Though some stakeholders fall in general category that can be seen in any tourism destination, we made an attempt to identify other stakeholders who are local specific also. All kinds of stakeholders in a two kilometer vicinity of the destination are considered for this purpose. The information collected is supplemented by the inferences given by local households in all three localities. The major stakeholders identified are given below.

<b>Destination</b>	<b>Stakeholders Identified</b>
<b>Kovalam</b>	<ul style="list-style-type: none"><li>• Hotels</li><li>• Restaurants</li><li>• Resorts</li><li>• Home stays</li><li>• Handicrafts</li><li>• Taxi drivers</li><li>• Auto rickshaw drivers</li><li>• Local community</li></ul>
<b>Thekkady</b>	<ul style="list-style-type: none"><li>• Hotels</li><li>• Restaurants</li><li>• Resorts</li><li>• Home stays</li><li>• Handicrafts</li><li>• Taxi drivers</li><li>• Auto rickshaw drivers</li><li>• Spices</li><li>• Local community</li></ul>
<b>Kumarakom</b>	<ul style="list-style-type: none"><li>• Hotels</li><li>• Restaurants</li><li>• Resorts</li><li>• Taxi drivers</li><li>• Auto rickshaw drivers</li><li>• Local community</li></ul>

## Selection of sample

From the above list of the stakeholders in the three locations, simple random sampling technique is used to select sample unities for detailed study. Based on the nature, information availability, cooperation, importance in the tourism industry etc. of stakeholders, about 30% of the units were selected as sample. In the case of spices in Thekkady, we could collect information from all units. Separate questionnaires



were designed for all segments and a pilot study is conducted among all groups at Kovalam for experimenting the questionnaire. With the feedback obtained from the field, appropriate revision was made and a final questionnaire prepared.

## 11.2.2 BACKWATER TOURISM

### Executive Summary

Backwater tourism is a unique product of Kerala. The state is enriched with 44 rivers and a good number of lakes including freshwater lakes. These lakes are the abode of backwater tourism in Kerala. Imbibing indigenous technology, local water transport system and Kerala architectural style arrangements have been made available to enjoy the serene beauty of backwaters as well as stays in houseboats with modern amenities. It is no wonder that both domestic and foreign tourist are attracted to the houseboats which provide them with unique experiences. In addition to this, various boat races also attract tourists from far and wide. All this gradually led to the development of a new segment of tourism market in Kerala focusing on the backwaters. Two major attractions of backwater tourism in the state are house boats and boat races. While houseboats with several facilities are available round the year, the latter is found only on specific occasions or periods. However, it is found that both domestic and foreign tourists are interested in spending their leisure time in houseboats. As the influx of tourists to the backwaters began to increase, Department of tourism, Government of Kerala made its intervention in this area by introducing regulations and other stipulations for ensuring quality services to tourists as well as measures for ensuring safety and security of tourists. Concurrently, since the backwater environment is prone to pollution through tourism activities, regulatory mechanism for safe disposal of wastes were also introduced. The registration, licensing and allotment of star categories, based on specific parameters have to be viewed in this context. Essential and optional conditions are introduced for approval and award of star categories. Today, houseboat as a tourism product is immensely marketed both at Alleppey and Kumarakom in the state. Though houseboats are available in almost all districts in the state, Kumarakom in Kottayam district and the Alleppey district are famous for backwater tourism in the state. Approximately 600 boats of different varieties are deployed in these areas under single proprietorship / partnership and company form. Notwithstanding the popularity of houseboats among tourist in these two destinations and the introduction of various regulatory mechanisms by the Department of Tourism for streamlining the activities and ensuring quality service to tourist, no earnest effort has been made so far to evaluate houseboat operators in the state. Accordingly, KITTS was assigned the task of conducting an evaluative study of houseboats in the state in 2007.

### Methodology

The primary activity of the evaluation study started with a field visit to Alleppey which is a major backwater destination in the state. During the field visit, besides office bearers of District Tourism Promotion Council including its Secretary Mr. Vinukumar, some houseboat owners and elected representatives of local self government were contacted to collect firsthand information about houseboat operations in this area. Among other things it is found that we could collect only an approximate number of house boats operating at Alleppey as the practice of obtaining registration is not strictly followed by all. Keeping in mind the backwater tourism experience of the state, it was decided to conduct the evaluation from two important destinations namely Alleppey and Kumarakom. It is estimated that approximately six hundred house boats of various categories operate at Alleppey. Since premier, deluxe,



ordinary and other categories of boats are available, we followed stratified sampling technique and a sample of 80 units was identified for collecting primary data from Alleppey. Simultaneously at Kumarakom a sample of thirty units was identified for the same purpose.

The second phase of the study started with the testing of questionnaire in the field. After pre-testing a detailed questionnaire was prepared and the boat owners were contacted during the month of June and July 2007. Since house boat operation is a tourism business activity and rules and regulations are also involved, we found it very difficult to get all information as expected. Though the identified sample houseboat owners are contacted in person by our field investigators, we could collect fully answered questionnaire from 88 representatives from the two destinations. Partially filled up questionnaires were not considered for analysis. Similarly, the data given in this report is the information reported by the house boat owners. In certain cases the reported figures does not convey the actual position. However, the results enabled us to make a general understanding of the houseboat operators in these two destinations and the major issues involved.

### Structure of the Report

The report is structured in to five chapters. The executive summary is followed by brief account of backwater tourism in Kerala focusing Alleppey and Kumarakom. The essential and optical condition for registration of house boats is also given. The third and fourth chapters are devoted for evaluation of houseboats at Alleppey and Kumarakom respectively.

### Major Findings

Since this is a maiden attempt to conduct an evaluative study of house boats, a detailed profile of houseboat operation is made. The profiling is done in terms of ownership, classification/category and facilities. Regarding various categories, deluxe is most prominent at Alleppey (45%) and 19% of them fall under gold star. Houseboats are owned under sole proprietorship, partnership and company forms also. Interestingly it is noted that 46% do not possess any registration at all. However, barring a small percentage almost all units ensure safety and security measures in terms of life jackets, fire extinguishers etc. While in Alleppey 70% refused to reveal the age of houseboats, in Kumarakom it is reported between 1 to 30 years. Regarding bedroom, kitchen and other facilities - both in Alleppey and Kumarakom - houseboats followed same principles. But the numbers of ordinary and unregistered boats are focused more at Kumarakom.

Regarding the preference of food, local cuisine is mostly demanded. Indian and local food are the most preferred ones. Unlike hotels and resorts, majority of customers makes advance booking and is made through travel agency. Travel agency seems to play a decisive role in marketing house boats in Kerala. With the regard to the type of tourist, both destinations attract more domestic than foreign tourist. It is also found that customer relations practices are not strictly followed in this area. Majority succeeded in attracting new customer every year.

The major type of employment offered in houseboats include kitchen staff, drivers, house-keeping and others. Except house keeping department, temporary and trainees are found in all other departments. Interview conducted among the workers revealed that majority (72%) are in need of training on communication, safety measures, first aid and product knowledge. The average number of staff in various departments in a houseboat is worked out as eleven.



It is a well accepted fact that during the off-season, business is dull in tourism. The average monthly income of houseboats irrespective of category is worked out as Rs 1.12 lakhs during season and Rs 43000 during off season.

Regarding local support, invariably, all houseboat owners opine on the affirmative. All of them are depending local sources for purchasing daily consumables and the average expenditure per week on consumables by a single houseboat is worked out as Rs 5518 for Alleppey and Rs 4702 for Kumarakom.

Regarding issues / problems faced by houseboats, availability of qualified staffs, unfair competition and over-crowding are identified major areas in Kumarakom. In Alleppey, besides the above areas, presence of intermediaries, delay in getting license and trade union activities are identified as major issues.

**From policy perspective the following areas demand urgent attention**

1. Ensuring registration to all houseboats
2. Enabling and promoting classification
3. Ensuring safety, particularly by renewing licenses for aged boats
4. Ensuring the use of LPG (commercial) only
5. Promotion of differential price mechanism based on service quality and facility offered
6. Training to houseboat employees on communication, product knowledge and first aid
7. Promoting customer relation practices
8. Diversifying the activities of houseboats
9. Linking houseboats with rural tour activities
10. Specific packages living home stay, Grihasthali, house boats and rural festivals
11. Determining the carrying capacity of backwaters.

The issues involved in this sector can be overcome by careful planning of backwater tourism in the state. Measures may be taken to strengthen local involvement for minimizing leakages in tourism. By linking rural living with backwater tourism, integrated tourism development programme can be practiced successfully at backwater destinations.

### 11.2.3 GRIHASTHALI

#### Executive Summary

Grihasthali is relatively a new initiative of the Department of Tourism, Government of Kerala launched in 1998. The primary objective of this scheme is to preserve the traditional architecture of Kerala by converting them into excellent accommodation option with modern facilities. Concurrently, the scheme visualize public participation in promoting tourism by enabling the owners / interested entrepreneur to bring age old building along with their heritage to the mainstream of tourism business. Besides arranging financial assistance to prospective entrepreneurs the package for Grihasthali project includes investment subsidy also. Detailed guidelines for submitting application, procedures for regulations etc are also framed which in turn set the background for bringing heritage building into the ambit of tourism. In this context, it may be noted that unlike other entrepreneurs who indulge in tourism by providing various types of accommodation facilities, the promoters of Grihasthali projects are relatively new to the industry and lack adequate business talent. However, this scheme has launched a new era in Kerala Tourism for





showcasing the indigenous architectural style while providing accommodation facilities in traditional ambience. This scheme also provide an opportunity to preserve the age-old building and thereby contributing to the rich heritage of the state. Despite the fact that the department of tourism has announced attractive incentives for promoting Grihsthali project and good number of investors have stepped into the scheme, since 1998, no serious attempts is made for evaluating the performance of these units. In this context, the Kerala Institute of Tourism and Travel Studies is entrusted the task of conducting an evaluation study of twenty two Grihsthali units that are spread over different districts in the state. All the identified units are reported to be doing tourism business by the Department of Tourism.

## Methodology

To begin with KITTS contacted three Grihsthali operators and collected primary information about their activities. Based on the discussion held with Grihsthali operators and officials in the Department of Tourism, a questionnaire was developed for collecting basic information from the Grihsthali units. Investigators spent 2 to 3 days in each unit to collect detailed information pertaining to various activities including the brief history of the buildings. We took forty days for completing the survey. All the information collected was analysed by using SPSS and results are discussed in subsequent chapters.

## Structure of the Report

This report is structured into three chapters. After the executive summary, the first chapter provides an evaluation of the Grihsthali units. This chapter concludes with a SWOT analysis of Grihsthali units. The second chapter gives a general profile of some selected Grihsthali units and a SWOT analysis of each unit based on the perception of owners / managers. The last chapter provides major highlights of the study.

## Findings

The new initiative of the Department of Tourism has succeeded in bringing good number of traditional houses under the ambit of tourism in the state. A good number of houses that are more than 50 years old are in dilapidated condition. In fact, the Grihsthali scheme announced by the Department is an initiative for the owners/prospective entrepreneurs in heritage tourism to come forward and renovate age old buildings to meet the requirements of heritage/cultural tourists. This is a well thought out scheme for strengthening the cultural/heritage tourism in Kerala.

An examination of the profile of Grihsthali units shows that 86% are under sole proprietorship, 5% under partnership and 9% on lease basis. It is to be noted that 77% is inherited and the owners are interested in preserving them as a monument, for which tourism provide an opportunity. Considering the home stay units and other accommodation segments, Grihsthali maintain a heritage ambience in which the area of land possessed by them plays an important role. The average size of land holding is worked out as 13 acres and the maximum is found at Kottayam (33 acres). As organization, which is catering to tourism requirements, Grihsthali offers facilities other than accommodation to tourist. The facilities generally offered include sight-seeing, guiding, ayurveda, and yoga. Out of this, ayurveda and yoga are not given prominence in their itinerary.

Regarding the type of cuisine offered, only 28% offer Chinese. Continental and Indian are the most popular cuisine offered by these units. Majority owes to financial institution for renovating the building. However, the average loan amount due is worked out as Rs.4.77 lakhs.



Energy use is another field we examined. Diesel, kerosene, LPG and electricity are widely used in these units. Diesel is used as substitutes in times of electricity failure. Use of solar energy is also promoted with cent percent use seen in Palakkad district.

Regarding waste management, majority resort to traditional practices (75%) followed by recycling (10%) and service of panchayath (10%). The traditional method is commonly practised as most of them possess sufficiently large land area.

It is found that Grihsthali is visited mostly by foreign tourists and the maximum number of visits is seen at Ernakulam district followed by Alleppey and Kottayam. As far as domestic tourists are concerned Alleppey is the most popular destination. The average length of stay during season is worked as 3 days for foreign tourists and 2 days for domestic tourists. Marketing is a major issue identified by the operators. Majority units are linked with travel agency and tour operators, but could not manage to get sufficient business. Publicity through various media is not seen so effective. Lack of effective marketing is identified as a major hurdle for Grihasthali units.

A SWOT analysis conducted revealed that heritage factors which include historical importance, architecture, ambience, and age of the building are identified as major strengths. Lack of proper classification criteria and government policies are the major weaknesses. Invariably all of them report that they are not in receipt of the subsidy announced by the government. Moreover, electricity is charged at a commercial basis also. This in turn impose a burden to the beginners. However, they unanimously agree that there exists good potential to develop this segment of tourism in the state. This has necessitated the need for capacity building to Grihsthali operators mainly focusing on the business of tourism as most of the owners lack knowledge in tourism business.



**CHAPTER 12**



**Financial Assistance  
Provided by  
Department of Tourism**





## 12.1 FINANCIAL ASSISTANCE PROVIDED BY DEPARTMENT OF TOURISM DURING 2007 -2008

Kerala Tourism provided financial assistance, to various tourism related initiatives during the year 2007-08. The total amount under this comes to **Rs 241,790,413.00**. The following table gives the project-wise and purpose-wise details of financial assistance provided by Department of Tourism during 2007-08.

As tourism is declared as industry in the year 1986 Department of Tourism is offering incentives to the approved tourism units such as capital investment subsidy and electricity tariff concession. At present the capital investment subsidy offered by Department as per GO (P) No. 224/86/GAD dated 11th July 1986 is 10% of investment subjected to a maximum of Rs. 10.00 lakhs.

**TABLE 12.1.1**

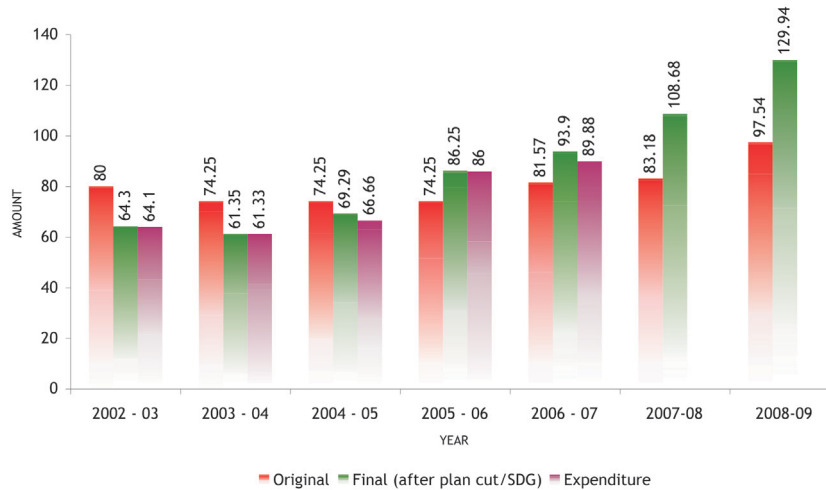
### LIST OF PROPOSALS - ADMINISTRATIVE SANCTION RECEIVED DURING 2007-08

Sl. No.	Project Name	Amount In Rs.
1	Demarcation of influence areas of tourist centres in Kerala	1,260,000.00
2	Sarovaram- Phase 2	9,500,000.00
3	Revitalization of Vadakkechira - Phase 2	5,288,643.00
4	Pilgrim Tourist Circuit-Renovation of Cheraman Juma Masjid, Kodungalloor	3,555,662.00
5	Developing IT Promotional Tools for Kerala Tourism	4,200,000.00
6	Clean Destination Campaign	7,128,000.00
7	Formation of Tourism Clubs in Higher Secondary Schools & Colleges	5,530,000.00
8	Amenity Centre & Budget Accommodation at Munnar	10,000,000.00
9	Marketing of Ecotourism Products	800,000.00
10	Replacement of Boats of TEPS	7,000,000.00
11	Improvement of Toilet Facilities in Motel Araam, Vadakara	935,000.00
12	Additional works at the International Boat Jetty Complex at Ernakulam- Development of walkway along backwater shore	4,284,500.00
13	Boat Club at Thanneermukkom	7,592,000.00
14	Renovation of roof of Guest House, Kozhikode	830,000.00
15	Setting up of Interactive museum at park view, Thiruvananthapuram	9,800,000.00
16	Houseboat terminal at Kollam	8,000,000.00
17	Uplifting Pazhassi Raja memorial Museum, Manathavady	2,701,500.00
18	A face lift to the Koikkal Palace and its essential surroundings	3,489,870.00
19	Additional works at the international boat jetty complex at Ernakulam	980,900.00
20	Development of road leading to sree Jagannatha Temple at Thalessery	2,000,000.00
21	Construction of ten seated toilet complex near stadium complex Kannur	2,183,000.00
22	Purchase of wooden furniture in Yatri Nivas, Kozhikode	1,504,000.00
23	Repair and renovation of the Kerala House, Kanyakumari	8,265,000.00
24	Additional works at the international boat jetty complex at Ernakulam	21,956,088.00
25	Kovalam Tourism Zone Waste Management Project-Phase III	2,349,000.00
26	Clean Destination Campaign	9,900,000.00
27	Proposal for preparation of Master Plan for Munnar	7,893,290.00
28	Consultancy service for study on Human Resources Development in tourism sector in Kerala	4,984,000.00
29	Rural Tourism Village, Kadammanitta in Pathanamthitta	3,436,492.00
30	Construction of steps to Thirunelly Temple, Wayanad	2,300,000.00
31	My Village, Tourism Friendly Village - Development of the Odanchira Manali River Park	1,000,000.00
32	Tourism Development at Vallikunnu, Malappuram	3,921,693.00
33	Tourism Development at Biyyam Kayal, Malappuram	3,055,920.00
34	Implementation of Responsible Tourism in the state of Kerala - First Phase	4,970,000.00
35	Responsible Tourism International Conference March 2008 at Kochi	2,500,000.00

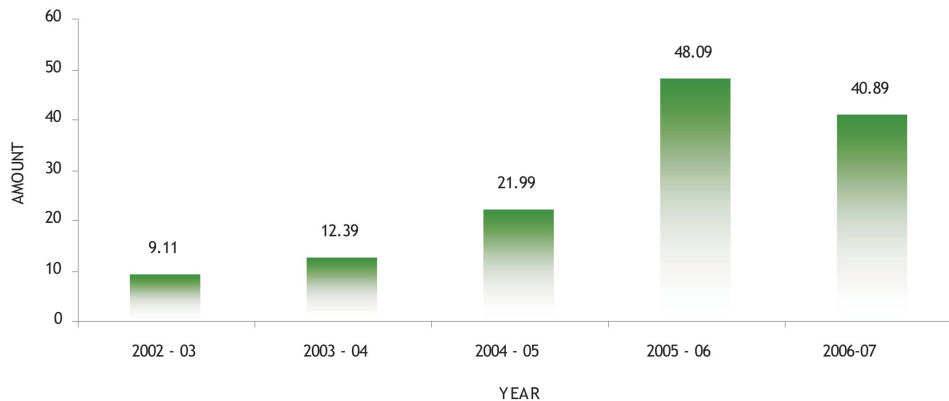


36	Improvement of Padiyoor - Pazhassi Irrigation Road (Valliyambra to Kuyiloor Junction Road )	1,550,000.00
37	Internet Advertisement Campaign 2007-08	8,500,000.00
38	Conduct of Road shows at Hyderabad,Kolkatta,Bangalore and Chennai	8,081,280.00
39	Campaign in cinema halls	1,212,359.00
40	Release of T.V commercials(BBC)	1,629,220.00
41	Release of T.V commercials(CNN)	8,176,555.00
42	Release of T.V commercials(Euro News Channel)	5,094,677.00
43	Release of T.V commercials(Sky News Channel)	4,449,456.00
44	Release of T.V commercials(Discovery Channel)	5,684,124.00
45	Release of T.V commercials(HBO)	2,507,763.00
46	Release of T.V commercials(Star plus)	5,726,315.00
47	Release of T.V commercials(CNBC)	2,544,954.00
48	Release of T.V commercials(Discovery Travel & Living)	1,629,220.00
49	Release of T.V commercials(NDTV24 X 7)	2,599,932.00
50	Familiarisation Tour to Malabar	1,000,000.00
51	Nishagandhi Festival -2008	6,310,000.00
	<b>Total</b>	<b>241,790,413.00</b>

**Graph 10.1.1**  
State Government budget for Tourism



**Graph 10.1.1**  
Increasing Central assistance





## APPENDICES





## APPENDIX-I

### Definitions

#### 1. DEFINITIONS FOLLOWED IN INDIA

##### ARRIVALS:

The data presented in this publication refer to the number of arrivals of tourists/visitors and not to the number of persons. An individual who makes multiple trips to the country is counted each time as a new arrival. This is also true in the case of Indian nationals going abroad.

##### FOREIGN VISITOR:

A foreign visitor is any person visiting the country on a foreign passport whose main purpose of visit is other than the exercise of an activity remunerated from within the country or establishment of residence in the country. This definition covers two segments of visitors: "Tourists" and "Same Day Visitors".

##### FOREIGN TOURIST:

A foreign tourist is a person visiting India on a foreign passport, staying at least twenty-four hours in the country, the purpose of whose journey can be classified under one of the following headings:

- (i) Leisure (recreation, holiday, health, study, religion and sport);
- (ii) Business, family mission, meeting.

The following are not regarded as 'foreign tourists':

- (i) Persons arriving with or without a contract, to take up an occupation or engage in activities remunerated from within the country;
- (ii) Persons coming to establish residence in the country;
- (iii) "Same Day Visitors" i.e. temporary visitors staying less than twenty-four hours in the country (including travellers on cruises).

##### EXCURSIONIST:

A visitor in accordance with the foregoing definition and staying less than 24 hours in the country is treated as "Same Day Visitor" or "Excursionist".

##### CRUISE PASSENGER:

A visitor, as defined above, who arrives in the country aboard a cruise ship and does not spend a night at an accommodation establishment in the country is treated as a cruise passenger.

Ports: Ports are the points of entry of foreign visitors into India. At present, there are seventy two ports.

Regions: The regional classification of countries, used for the presentation of data in the publication, is as follows:

1. Africa comprises the continent of Africa including, Egypt and the adjoining islands.
- 2) Australasia includes Australia, New Zealand, Fiji and the Pacific Island groups like French Polynesia, Papua New Guinea, New Caledonia etc.
- 3) East Asia comprises China, Hongkong, Japan, Korea, Macau, etc.
- 4) West Asia comprises countries in the Middle East including Turkey, Cyprus and Persian Gulf countries excluding Iran.
- 5) South Asia includes Iran, Afghanistan, Sri Lanka, Maldives and countries of the Indian sub continent.
- 6) South East Asia comprises countries of Indo-China including Myanmar & ASEAN countries.
- 7) North America includes Canada and the USA.



- 8) Central and South America comprises countries within them and the Caribbean Islands.
- 9) Eastern Europe comprises all the countries of former Soviet Union, Yugoslavia, Czechoslovakia, Hungary, Poland etc.
- 10) Western Europe includes all the countries of Europe excluding East European countries, Turkey and Cyprus.

### **DOMESTIC TOURIST:**

A domestic tourist is a person who travels within the country to a place other than his usual place of residence and stays at hotels or other accommodation establishments run on commercial basis or in dharamshalas/sarais/musafirkhanas/ agrashalas/choultries etc. for a duration of not less than 24 hours or one night and for not more than 12 months at a time for any of the following purposes:-

- i) Pleasure (holiday, leisure, sports etc.);
- ii) Pilgrimage, religious and social functions;
- iii) Business conferences and meetings; and
- iv) Study and health.

The following are not regarded as domestic tourists:

- (i) Persons arriving with or without a contract to take up an occupation or engage in activities remunerated from within the State/Centre.
- (ii) Persons coming to establish more or less permanent residence in the State/Centre.
- (iii) Persons visiting their hometowns or native places on leave or a short visit for meeting relations and friends, attending social and religious functions etc., and staying in their own homes or with relatives and friends and not using any sightseeing facilities.
- (iv) Foreigners residing in India.

### **INDIAN NATIONALS GOING ABROAD:**

Any person going abroad with an Indian passport is regarded as an Indian national going abroad irrespective of the purpose and the destination.

### **TRAVEL RECEIPTS/FOREIGN EXCHANGE EARNINGS FROM TOURISM:**

These are receipts of the country as a result of consumption expenditure, i.e. payments made for goods and services acquired, by foreign visitors with the foreign currency brought by them.

### **ACCOMMODATION ESTABLISHMENTS:**

Places in which rooms are provided for tourists to stay, and classified as hotels, tourist bungalows, travellers' lodges, youth hostels, etc.

### **APPROVED HOTELS:**

Hotels which conform to certain stipulated standards on physical features, standards of facilities and other services, approved by the Tourism Departments of Central and State Governments, are known as approved hotels. These are graded variously as five star deluxe, five star, four star etc.

### **OCCUPANCY RATE:**

The occupancy rate refers to the ratio between available capacity (in terms of rooms or beds) and the extent to which it is used. Occupancy is worked out on the basis of number of rooms occupied by both domestic and international tourists.



## 2. INTERNATIONAL DEFINITIONS

**Tourism:** The activities of persons travelling to and in places outside their usual environment, for not more than one consecutive year, for leisure, business and other purposes.

**Domestic Tourism:** Residents of a given country traveling only within that country.

**Inbound Tourism:** In relation to a given country non-residents travelling to that country.

**Outbound Tourism:** In relation to a given country, residents travelling to another country.

**Internal Tourism:** Domestic and Inbound Tourism.

**National Tourism:** Domestic and Outbound Tourism.

**International Tourism:** Inbound and Outbound Tourism.

**Visitors:** All type of travelers engaged in tourism are described as Visitors, and as such the term represents the basic concept for the whole system of tourism statistics.

**International Visitors :** Any person who travels to a country other than that in which is his/her usual residence, but outside his/her usual environment, for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.

### INTERNATIONAL VISITORS INCLUDE:

\_ **Tourists (overnight visitors):** Visitors who stay at least one night in a collective or private accommodation in the country visited.

\_ **Same Day Visitors:** Visitors who do not spend a night in a collective or private accommodation in the country visited. This definition includes passengers of cruise ships who return to the ship every night to sleep on board even though the ship remains in port for several days. Also included in this group are, by extension, owners or passengers of yachts, and passengers on a group tour accommodated in a train.

**Domestic Visitors:** Any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

### DOMESTIC VISITORS INCLUDE:

**Tourists (overnight visitors):** Visitors who stay at least one night in a collective or private accommodation in the place visited.

**Same Day Visitors:** Visitors who do not spend one night in a collective or private accommodation in the place visited.

## Appendix II

### IMPORTANT TOURIST DESTINATIONS & ATTRACTIONS

NO.	DISTRICTS	DESTINATIONS	ATTRACTIONS
1	Thiruvananthapuram	Thiruvananthapuram	: Secretariat, Sree Padmanabha Swami Temple, Kuthiramalika, Museum etc.
2	Kovalam		: Crescent-shaped, internationally renowned beaches.
3	Ponmudi		: Beautiful Hill Station
4	Poovar		: Fishing Harbour
5	Varkala		: It has one of the beautiful beaches in Kerala; Sivagiri Mutt, Janardhana Swami Temple etc. are situated here.
6	Kollam		: One of the famous ancient ports, Kollam is famous for cashew nut factories, Ashtamudi Lake, Historical Temples, Neendakara Harbour etc.
7	Thenmala - Palaruvi		: India's First Eco-Tourism Project & Palaruvi Waterfalls
8	Pathanamthitta	Aranmula	: This backwater tourist destination is the land of Snake Boats, the famous <i>Aranmulakkannadi</i> (Metal Mirror), the Aranmula Village, Vinjana Kala Vedi etc.
9	Erumeli		: <i>Erumeli Petta Thullal</i> (A Religious Dance), Resting Place to Sabarimala
10	Alappuzha		: 'The Paddy Bowl of Kerala' Alappuzha is known as The Venice of the East for its spectacular backwaters, coir industries, beaches etc. are other attractions.
11	Kuttanadu		: Granary of Paddy, Banana Plantations, Water ways.
12	Kottayam	Kumarakom	: Kumarakom Bird Sanctuary, Vembanad Lake
13	Idukki	Munnar	: Tea plantations; Thick forests, Neelakkurinji, Rolling hills, Nilgiri Thar etc.
14	Thekkady		: Periyar Wild life Sanctuary, Famous Boating Centre
15	Wagamon		: Beautiful Hills, Tea Plantations
16	Ernakulam	Aluva	: Sivarathi <i>Manappuram</i> (River Bed), Aluva Palace.
17		Bhothathankettu	Scenic damsite with boating facilities. It is situated in a vast virgin forest.
18		Cherai Beach	: A famous beach of Kerala where you can occasionally see Dolphins. Coconut Plantations is another attraction.
19		Fort Kochi	: Jewish Synagogue, Dutch Palace, Bolgatty Island etc.
20		Kalady	: The Birth place of <i>Aadi Sankaracharya</i> , the ancient saint, famous Sanskrit University.



21	Kochi City	: The Queen of the Arabian Sea this is a vibrant city in Kerala, Chinese Fishing Net.
22	Maradu	: Backwaters, Convention Centre
23	Paravoor	: Heritage Zone
24	Thrissur	: Athirappilli Waterfalls.
25	Chalakkudi	: Amusement Parks
26	Chavakkad	: Beach, scenic beauty
27	Guruvayur	: Famous Sri Krishna Temple, <i>Punnathoorokotta</i> (The elephant training center), Mammiyoor Temple.
28	Palakkad	: Malampuzha Dam, Garden, The Famous statue 'Yakshi' (A character in Kerala Mythology), Rock Garden, Rope way etc.
29	Nelliampathy	: The hills of Sahyadri ( <i>Western Ghats</i> ), Forests, Orange Plantations etc.
30	Parambikkulam	: Wildlife Sanctuary, Boating Facility, <i>Erumadam</i> (Tree House), Thick Forest
31	Malappuram	: Beautiful Hills
32	Nilambur	: Teak Plantations, Bamboo Plantations, Thick Forests.
33	Kozhikode	: <i>Kunhalimarakkar's</i> Memorial is situated in Iringal. Kottakkal is famous for Ayurvedic Treatment
34	Kakkayam	: Kakkayam Dam, Adventure Tourism Facilities
35	Kadalundi	: Bird Sanctuary, Kadalundi River
36	Kozhikode City	: Beautiful Beaches, Wildlife sanctuaries, Rivers etc.
37	Kappad	: Vasco -da- Gama, the first European came to India, landed here.
38	Peruvannamoozhi	: Hills, Dam, Boating Facilities, Historical Plantations
39	Thusharagiri	: Waterfalls
40	Wayanad	: Pookot Lake, Kuruva Island, Wildlife Sanctuaries
41	Kannur	: Meenkunnu-Payyambalam : Famous Beaches in Kannur
42	Muzhuppilangad	: The only Drive-in Beach in Kerala.
43	Parassinikkadavu	: Pilgrim Centre, Backwaters.
44	Kasaragod	: Bekal Fort, Beach





## ANNEXURES



## Annexure I

### LIST OF CLASSIFIED HOTELS IN KERALA AS ON 30.03.2008

Sl. No.	Name and Address of the Hotels	Dist	Star	No. of Rooms
<b>THIRUVANANTHAPURAM</b>				
1	Green Cove Resort and Spa, Unit Of Muthoot Hotel Pvt Ltd Kovalam, Thiruvananthapuram 0471248559 & 047124855	Thiruvananthapuram	5	59
2	Muthoot Hotels and Infrastructure Ventures Pvt. Ltd., Muthoot Centre, Punnen Road, Thiruvananthapuram	Thiruvananthapuram	5	135
3	Hotel Leela, Kovalam	Thiruvananthapuram	5	
4	Uday Samudra Leisure Beach Hotel, G.v Raja Road, Samudra Beach Kovalam Phone : 04712483111, 04712485111, 0471248157	Thiruvananthapuram	4	93
5	The Residency Tower, Press Road, Thiruvananthapuram	Thiruvananthapuram	4	48
6	Hotel Saj Lucia, East Fort Thiruvananthapuram, Thiruvananthapuram, 0471463443 & 047146334	Thiruvananthapuram	4	74
7	Mascot Hotel (KTDC), Palayam, Thiruvananthapuram	Thiruvananthapuram	4	
8	The Hill Way Heritage, Opp. Police Station, State Highway, Kilimanoor.P.O	Thiruvananthapuram	Heritage	6
9	BEACH HOTEL 0495 762055 & 0495 36536	Thiruvananthapuram	Heritage	6
10	Hotel City Palace, Aryalloor, Thirumala P.O., Thiruvananthapuram - 695 001.	Thiruvananthapuram	3	10
11	Hotel Shilpa Gardens, M.C. Road, Kilimanoor.	Thiruvananthapuram	3	24
12	Kadaloram Beach Resort,G.V. Raja Road, Kovalam P.O.,Thiruvananthapuram - 695 527	Thiruvananthapuram	3	21
13	Hotel Park Inn, Light House Road,Kovalam, Vizhinjam P.O. Thiruvananthapuram - 695 521.	Thiruvananthapuram	2	11
14	Hotel Sree Visakh, ITDC Junction,Beach Road, Kovalam - 695 527.	Thiruvananthapuram	2	10
15	Hotel Marine Palace Beach Resort,Beach Road, Kovalam,Thiruvananthapuram - 695 527	Thiruvananthapuram	2	18
16	Jeevan Ayurvedic Beach Resort,Light house Beach, Kovalam, Thiruvananthapuram - 521	Thiruvananthapuram	2	31
17	Hotel Safari, Venjaramoodu,Nedumangadu TK., Thiruvananthapuram.	Thiruvananthapuram	3	20
18	Hotel Prasanthi, Parassala,Thiruvananthapuram 695 502.	Thiruvananthapuram	3	24
19	Isola Di Cocco Ayurvedic Beach Resort,Poovar P.O., Poovar,Thiruvananthapuram - 695 525.	Thiruvananthapuram	3	52
20	Coconut Bay Beach Resort,VP XII/907, Mulloor P.O., Vizhinjam, Thiruvananthapuram - 521	Thiruvananthapuram	3	25



21	Estuary Island (A Unit of Thomas Holidays & Resorts India P. Ltd.) Poovar P.O., Thiruvananthapuram 695 525.	Thiruvananthapuram	3	46
22	Hotel Abhirami, Kattakada, Thiruvananthapuram.	Thiruvananthapuram	3	16
23	Hotel Asiliya Regency, Kadampattukonam, Navaikulam P.O., Thiruvananthapuram-6.	Thiruvananthapuram	3	20
24	Hotel Horizon, Aristo Road Thiruvananthapuram - 695 014.	Thiruvananthapuram	3	46
25	Hotel Rohini Int., Vithura, Thiruvananthapuram 551.	Thiruvananthapuram	3	11
26	Hotel Ruby Arena, Happy & Ruby Group, Near Medical College P.O., Thiruvananthapuram - 695 011.	Thiruvananthapuram	3	40
27	Hotel Seaface, NUP Beach Road, Kovalam P.O., Thiruvananthapuram 695 527.	Thiruvananthapuram	3	20
28	Hotel Surya, Surya Road, Nedumangadu, Thiruvananthapuram - 695 541.	Thiruvananthapuram	3	21
29	Maurya Rajadhani, Statue - GH Road, Thiruvananthapuram - 695 001.	Thiruvananthapuram	3	30
30	Poovar Island Resorts, (Floatels India P.Ltd) KP VII/911, Paruthiyoor Post, Thiruvananthapuram 695 513.	Thiruvananthapuram	3	40
31	The Travancore Heritage, Chowara P.O., Thiruvananthapuram 695 501	Thiruvananthapuram	3	84
32	Krishnatheeram, Ayur Holy Beach Resort P. Ltd., Thiruvambadi Beach, Varkala P.O., Thiruvananthapuram 695 141.	Thiruvananthapuram	3	12
33	Ginger Hotel - Thiruvananthapuram, Electronics Technology Park (Technopark) Technopark Campus, Next to Technopark Club House, Kazhakuttam, Thiruvananthapuram - 695 581.	Thiruvananthapuram	3	101
34	Hotel Asliyya Grande, Navaikulam P.O. Thiruvananthapuram Dist. 695 603.	Thiruvananthapuram	3	20
35	Hotel Indrapuri, Vanross Junction, Thiruvananthapuram - 1	Thiruvananthapuram	2	10
36	Raja Park Beach Resort, Papanasam Cliff, Varkala, Thiruvananthapuram.	Thiruvananthapuram	2	17
37	S S Tourist Home, S N Nagar, Pettah, Thiruvananthapuram	Thiruvananthapuram	2	12
38	Manatheeram Beach Resorts P. Ltd., Chowara P.O., Balaramapuram, Thiruvananthapuram - 695 501	Thiruvananthapuram	1	44
39	The Varkala Park International, Railway Station Road, Maithanam, Varkala 695 141.	Thiruvananthapuram	3	20
40	Hindustan Beach Resort, Papanasam Beach, Janardhanapuram, Varkala, Thiruvananthapuram - 141.	Thiruvananthapuram	3	27
41	Hotel Green Palace, Cliff Top, Varkala 695 141.	Thiruvananthapuram	2	15

## KOLLAM

1	Hotel Comfort Regency, Near K.S.R.T.C. Bus Stand, NH 47, Karunagapally, Kollam - 690 518.	Kollam	3	21
2	Hotel New Excellency, Opp. KSRTC Bus Stand, NH 47, Karunagapally P.O., Kollam Dist. 690 518.	Kollam	3	21





3	Hotel Raj Residency, Rotana Inn P. Ltd., Kalluvathukal, Kollam Dist. 691 578.	Kollam	3	22
4	Hotel Shilpa Retreat, Silpa Hospitality P.Ltd., Ayur P.O., Kollam 691 533	Kollam	3	12
5	Hotel Vijaya Castle, Sasthankotta, Kollam 690 521.	Kollam	3	25
6	Nila Palace, Cheerankavu, Ezhukone P.O Kollam 691 505.	Kollam	3	22
7	The Vijaya Palace, Thattassery, Chavara (P.O.) Kollam 691 583.	Kollam	3	14
8	Xavier's Residency, Town Limit, Kadappakada P.O	Kollam	3	12
9	Antony's Tower, Pathanapuram P.O., Kollam 689 695.	Kollam	2	17
10	Hotel Sudarsan, Parameswar Nagar, Kollam - 691 001.	Kollam	2	28
11	Hotel Samudra, Market Junction, Kottarakkara, Kollam.	Kollam	2	10
12	Hotel Soorya, Kottiyam, Kollam Dist. - 691 571.	Kollam	2	10
13	Punartham Residency, Adayara, Oyoor P.O., Kollam Dist. - 691 510.	Kollam	3	11
14	Kumar Residency, Valakkodu P.O., T.B. Junction, Punalur 691 331.	Kollam	3	20
15	Lake View Ayurvedic Resort & Research Centre, Ottakkal P.O., Thenmala, Kollam 691 308.	Kollam	3	18

### PATHANAMTHITTA

57	The Dynasty, Opp. KSRTC Bus Station, MC Road, Thiruvalla	Pathanamthitta	4	10
58	Hotel Central Park, AMC No.XV/278(1) KP Road, Adoor, Pathanamthitta Dist.	Pathanamthitta	3	11
59	Hotel Saradhy, Arattupuzha, Aranmuzha 689 123 Pathanamthitta Dist.	Pathanamthitta	2	12
60	Hotel Park, Govt. Hospital Road Kozhencherry - 689 641.	Pathanamthitta	2	10
61	Hotel Royal Indraprastha, Valanjavattom, Pulikkeezhu - Thiruvalla - Mannar, Mavelikkara Road, Pathanamthitta Dist.	Pathanamthitta	3	14
62	The Maramon Hotels, Maramon P.O. Pathanamthitta Dist. 689 641.	Pathanamthitta	3	10
63	Voyage - Personal Horizons, Club 7, Near SCS Junction, Thiruvalla, Pathanamthitta Dist. - 689 101	Pathanamthitta	3	32
64	Hotel Besotta International, Near YMCA, Thiruvalla 689 161. Pathanamthitta Dist.	Pathanamthitta	3	20
65	Hotel Panchami, Railway Station Road, Thiruvalla.	Pathanamthitta	2	10

### ALAPPUZHA

66	Hotel Arcadia Regency, Near Iron Bridge, NH 47, Alappuzha - 688001	Alappuzha	3	40
67	Hotel Bhagavath Gardens, Market Road, Chengannur - 689 121, Alappuzha Dist.	Alappuzha	3	14



68	Pagoda Resorts, CCNB Road, Kallupalam, Alappuzha - 688 011	Alappuzha	3	35
69	Grand Nirvana Lake Resort, Jana Sakthi Road, Kayapuram, Muhamma P.O. Alappuzha - 688 525.	Alappuzha	3	23
70	Hotel Royale Park, Y.M.C.A. Road, Alappuzha -1	Alappuzha	3	38
71	Hotel Mithila, Eramalloor P.O., Alappuzha - 688 537.	Alappuzha	2	10
72	Hotel Royal Indraprastha, Charumoodu P.O., Alappuzha Dist - 690 505.	Alappuzha	2	10
73	Hotel Lake Palace, Thirumala Ward, Chungam, Alleppey 688 011	Alappuzha	3	37
74	The Marari Beach, S.L. Puram, Mararikulam P.O. Alleppey - 688 549.	Alappuzha	3	62
75	Jeena Residency, NH 47, Alleppey - Thiruvananthapuram Road, Haripad, Alleppey - 690 514.	Alappuzha	3	10
76	Alleppey Prince Hotel, P.B.No.2613, AS Road, NH 47, Alleppey - 688007.	Alappuzha	2	30
77	The Esquire Inn, Charummoodu P.O., Alappuzha Dist. 690 505.	Alappuzha	3	20
78	Hotel Pournami, Opp. KSRTC Bus Station, Chengannur 689 121.	Alappuzha	3	24
79	Hotel Karthiyayini, NH 47, Ottapanna Jn., Cherthala, Alleppey - 688 524.	Alappuzha	2	10
80	The Land Mark, Opp. Pvt. Bus Stand, Kayamkulam - 690 502.	Alappuzha	3	13
81	Hotel Maharaja Palace, Store Junction, Mannar, Alleppey Dist. - 689 622.	Alappuzha	3	16
82	Raheem Residency, 20/1100 Beach Road, Alleppey West, Alappuzha 0477223976 & 047722307	Alappuzha	Heritage	6

### KOTTAYAM

83	Hotel Pearl Regency, Pallippura, Thukavu, Tb Junction Kottayam Dist 0481309106, & 048123632	Kottayam	4	26
84	Hotel Breeze International, Kavala, Changanacherry.	Kottayam	2	12
85	Hotel Kingsway, Kavala, Changanacherry - 686 101.	Kottayam	2	10
86	Anjali Hotel, K.K. Road Kottayam - 686 001	Kottayam	3	27
87	Hotel Arcadia, T.B.Road, Kottayam - 686 001.	Kottayam	3	44
88	The Orchid Residency, Pulimoodu Junction, Kottayam - 686 001.	Kottayam	3	45
89	The Windsor Castle Lake Village, Kodimatha, Kottayam 686 039.	Kottayam	3	49
90	Hotel Aida, Aida Junction, M.C. Road, Kottayam.	Kottayam	2	36
91	Joyees Residency, YMCA Road, Kottayam.	Kottayam	2	12
92	Palakunnel Tourist Home, M.C. Road, Ettumanoor Kottayam - 686 631	Kottayam	2	10



93	Mukkadan's Hotel Hill Top, P.B.No.16, K.K. Road, Kanjirapally, Kottayam Dist. - 686 507	Kottayam	2	10
94	Kumarakom Lake Resort Pvt Ltd., Kumarakom North Post. Kottayam, Kerala 0481254900 & 048125249	Kottayam	Heritage	50
95	Abad Whispering Palm Lake Resort, New Nazareth Road, Konchumuda, Kumarakom.	Kottayam	3	42

### IDUKKI

96	Muthoot Cardamomm Country Resort, Kumily, Thekkady, Idukki Dist. 0486922450 & 048692228	Idukki	4	44
97	Edaserry Resorts, KPI, 790/A, Kumily Road, Kattapana, Idukki Dist. 685 508.	Idukki	3	21
98	Dewalokam Resorts, Koduveli P.O., Kodikulam, Idukki Dist.	Idukki	2	11
99	Autumn Wood Resorts, 'Cloud 9', Chinnakkanal P.O., Munnar 685 618.	Idukki	3	24
100	Edassery East End, Temple Road, Munnar 685 612.	Idukki	3	43
101	Issacs Residency, Mattupatty Road, Munnar P.O., Idukki Dist.	Idukki	3	30
102	T&U Leisure Hotel, (JJ Holiday Resorts P. Ltd.) Mattupetty Road, Munnar P.O., Kerala.	Idukki	3	25
103	The Siena Village, Chinnakkanal P.O., Munnar - 685 618.	Idukki	3	28
104	The Tall Tree Resorts, P.B. No. 40, Bison Valley Road, Munnar 685 612.	Idukki	3	21
105	Thrisangu Haven, Kuttikkanam P.O. Peermade 685 531.	Idukki	3	30
106	Hotel Aranya Nivas, (A unit of KTDC) Kumily P.O., Thekkady, Idukki Dist. - 685 536	Idukki	3	30
107	The Elephant Court (Vijaya Hosp. & Resorts Ltd.) Off Kumily - Thekkady Road, Thekkady P.O., Kumily - 685 536.	Idukki	3	63
108	Periyar House, (Unit of KTDC Ltd.) Periyar Wild Life Sanctuary, Thekkady 685 536.	Idukki	1	44

### ERNAKULAM

109	Hotel The Trident Hilton, C-46-42(ii), Bristow Road, Willingdon Island, Cochin 0484266956 & 048426693	Ernakulam	5	85
110	Le Meridian, Nh 47, Bye Pass Kundanoor Jun, Maradu, Cochin	Ernakulam	5	152
111	Casino Hotel, Willingdon Island, Cochin 0484266822 & 048426680	Ernakulam	5	67
112	Abad Airport Hotel, Cochin International Airport Nedumbassery, Cochin 048438437 & 048438438	Ernakulam	4	56



113	Gogulam Park Inn International, Sree Gokulam Hotels India Pvt Ltd, Kaloor, Cochin 0484240070 & 48424003	Ernakulam	4	65
114	Muthoot Plaza, Kakkanad, Kochi	Ernakulam	5	135
115	Jomer Symphony, Jomer Properties and Investments Pvt. Ltd., II nd floor Jomer Arcade, South Junction, Chittoor Road, Cochin	Ernakulam	5	230
116	Hotel Periyar Ltd., Near Marthandavarma Bridge, Alwaye 683 101.	Ernakulam	3	20
117	The Hotel Elegance, NH 47, Railway Junction, Karukkutty, Angamaly, Ernakulam Dist.	Ernakulam	3	36
118	The Surya, Railway Station Junction, Angamaly 683 572.	Ernakulam	3	36
119	Hotel Rukmini,(A Unit of Anand Tourist Home) Kalady Road, Angamaly 683 572.	Ernakulam	2	11
120	Edasserry Home -Hotel President,Opp. Municipal Office, NH, Angamaly P.O., Ernakulam Dist - 683 572.	Ernakulam	2	10
121	VKG Group Holiday Hotel,Munambam Road, Cherai P.O., Ernakulam Dist. - 683 514.	Ernakulam	3	20
122	ATS Willingdon, Willingdon Island,Cochin 682 009.	Ernakulam	3	24
123	Brunton Boat Yard, 498/1, Fort Cochin,Cochin 673 002.	Ernakulam	3	26
124	Quality Airport HotelNear Cochin International Airport, Nayathode P.O., Nedumbassery, Cochin 638 572.	Ernakulam	3	22
125	Sealord Hotel, Shanmugham Road,Cochin - 682 031.	Ernakulam	3	35
126	Yuvarani Residency, Jos Junction,M.G. Road, Cochin 682 011.	Ernakulam	3	38
127	Hotel Excellency, Jos Junction,Cochin 682 016.	Ernakulam	2	49
128	Cochin Motels, X-110 C, Seaport - Airport Road, Kakkanad, Cochin - 682 013.	Ernakulam	2	16
129	Hotel Cee Cee Tower, North Paravoor, Chendamangalam Jn.,Ernakulam Dist. 683 513.	Ernakulam	3	20
130	Hotel Abad Plaza, M.G. Road,Ernakulam 682 035.	Ernakulam	3	80
131	Hotel Abad Atrium, M.G.Road,Ernakulam 682 035.	Ernakulam	3	52
132	Malika Residency, M.C. Road,Ettumanoor - 686 631.	Kottayam	3	12
133	Hotel Orchid, Girinagar Link Road,Kadavanthra, Kochi - 20	Ernakulam	3	11
134	Hotel Green Park, Marottichuvadu, Mattoor, Kalady, Ernakulam Dist.	Ernakulam	3	11
135	Hotel Kadambari Regency P.Ltd.,Marottichuvadu, Mattoor, Kalady, Ernakulam Dist.	Ernakulam	3	11
136	Hotel Chandini Park, (Hind Resorts P.Ltd.) Cochin University Road,Kalamaserry, Kochi - 33.	Ernakulam	2	10
137	Cochin Residency, Vadacode P.O.,Kangerippady, Kalamaserry, Kochi - 682 021.	Ernakulam	3	10
138	Grand Hotel, M.G. Road, Ernakulam, Kochi - 682 011.	Ernakulam	3	39



139	Harbour View Residency, Opp, Cochin Shipyard, M.G.Road, Kochi.	Ernakulam	3	53
140	Highway Garden Hotel, Bye Pass Road, Edapally, Kochi 682 024.	Ernakulam	3	21
141	Hotel Edasserry Mansion, Kathrikadavu, Kaloor, Kochi - 682 017.	Ernakulam	3	32
142	Hotel Fort Queen, Pandikkudy Manthra Road, Kochi - 682 002.	Ernakulam	3	15
143	Park Central, St. Francis Church Road, Kaloor, Kochi - 682 017.	Ernakulam	3	17
144	Riviera Suites, Thevara Water Front, Kochi - 682 013.	Ernakulam	3	48
145	The Land Mark, (A Unit of Hotel Hill Top) Near Jawaharlal Stadium, Kaloor, Ernakulam, Kochi - 682 017.	Ernakulam	3	14
146	Alapatt Regency, (PVR Tourist Home), Palarivattom, Kochi - 682 025.	Ernakulam	2	18
147	Hotel Amruthu Bar & Restaurant, Thoppumpady, Kochi 682 005.	Ernakulam	2	10
148	Hotel Benhur, Petta, Thripunithura, Kochi 682 025.	Ernakulam	2	10
149	Hotel MJM International, Opp. Silversand Island, Thripunithura Road, Vytilla, Kochi - 682 019.	Ernakulam	2	10
150	The Venus Hotel, Pallimukku, M.G.Road, Kochi 16.	Ernakulam	2	10
151	Rock Rose Tourist Home P. Ltd., NH Bye Pass, Palarivattom P.O. Kochi - 682 025.	Ernakulam	2	10
152	Diana Tourist Home, Koothattukulam, Ernakulam Dist.	Ernakulam	2	18
153	Hotel Maria International, Opp. Mar Baselious Medical Mission Hospital, Kothamangalam 686 691.	Ernakulam	3	20
154	Paray Residency, T.B. Junction, Muvattupuzha 686 661.	Ernakulam	3	28
155	Anna Country Haven, Near Viswajyothi College of Engg. & Tech., Avoly P.O. Muvattupuzha 686 661.	Ernakulam	2	16
156	Hotel Ganga, Kuruvithadan Complex, T.B. Junction, M.C. Road, Muvattupuzha 686 661.	Ernakulam	2	10
157	Hotel Cochin Durbar, Opp. CIAL Nedumbassery, Nayathode P.O. - 683 572.	Ernakulam	3	51
158	Nedstar Airport Hotel, VIP Road, Meikkad P.O. Nedumbassery - 683 589.	Ernakulam	3	42
159	Hotel Anjaly International, M.C. Road, Oushadi Junction, Perumbavoor 683 542.	Ernakulam	3	10
160	Hotel Geo, Thoppumpady, Kochi 682 005	Ernakulam	3	10
161	Hotel Hill Palace, 4/296-C to F, Refinery Road, Irimpanam P.O., Tripunithura - 683 513.	Ernakulam	3	10
162	Hotel Gopika Regency, Varapuzha 683 517.	Ernakulam	3	22
163	Old Courtyard Hotel, 1/371, 372 Princes Street, Cochin	Ernakulam	Heritage	8



164	The Malabar House, Fort Cochin, 1/268, The Malabar House, Parade Road, Cochin 0484216666 & 048421000	Ernakulam	Heritage Classic 17	
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### THRISSUR

165	Hotel Fort Gate, (Fort Gate Hotels P.Ltd.,)South Nada, Guruvayur 680 101.	Thrissur	3	11
166	Hotel Sopanam Heritage, Guruvayur Hotels(P) Ltd., East Nada,Guruvayur.	Thrissur	3	63
167	Krishna Inn, East Nada, Guruvayur 680 101.	Thrissur	3	51
168	Guruvayur Resorts, Anjanam Nagar, Behind Parthasarathi Temple,Railway Station Road, Guruvayur - 101.	Thrissur	2	16
169	Hotel Vanchinadu, Kodungallur,Thrissur Dist. - 680 664.	Thrissur	3	10
170	Hotel Nalumakkal, Near Municipal Bus Stand, Kodungallur 680 664	Thrissur	2	20
171	Dass Continental, Shakthan Thampuran Nagar, Thrissur -1	Thrissur	3	26
172	Hotel Kovilakam Residency,Thiruvambadi P.O., Kolothumpadam,Thrissur - 680 022.	Thrissur	3	25
173	Hotel Savera Park, Karuvannur P.O., Urakam, Thrissur Dist. - 680 711.	Thrissur	3	12
174	K.R. Inn, Karikkad P.O., Perumbilavu, Thrissur Dist. 680 518.	Thrissur	3	12
175	The Highway Castle, Amballur Junction,P.O. Pudukkad, Thrissur 680 553.	Thrissur	3	20
176	The Krishna Holiday Village, Amalanagar,Thrissur 680 301	Thrissur	3	22
177	Casino Hotels Limited, T.B. Road,Trichur - 680 021.	Thrissur	3	47
178	Hotel Luciya Palace, Marar Road,Trichur 680 001	Thrissur	3	36
179	Hotel Merlin InternationalOpp. Trichur Railway Station, Poothole Road, Trichur 680 004.	Thrissur	3	21
180	The River Retreat, Palace Road,Cheruthuruthy, Trichur Dist. 679 531.	Thrissur	3	20
181	Trichur Towers, T.B. Road, Trichur - 680 021.	Thrissur	3	26
182	Deliza Residency, Vazhani Road,Wadakancherry, Thrissur Dist. - 680 582.	Thrissur	3	22
183	Naduluveetil Resorts, 1/8kodungallur- Guruvayoor Road,Nh-47,Kaipamangalam, Thrissur 0488814273 & 04881589	Thrissur	Heritage	7
184	Kunnathuramana Ayurvedic Heritage, Punnayurku, Chavakkad Thaluk, Thrissur	Thrissur	Heritage	7

### PALAKKAD

185	Garden House, Unit of KTDC Ltd., Malampuzha, Palakkad 678 651.	Palakkad	1	17
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186	Hotel Rajaprastham, Palakkad Road, Mele Pattambi, Palakkad Dist. 679 306	Palakkad	3	20
187	VMGR Hotel & Resorts P. Ltd., Kollengode Road, Nenmara, Palakkad - 678 508.	Palakkad	3	11
188	Hotel Ammbadi, T.B. Road, Opp. Telephone Exchange, Palakkad 678 014.	Palakkad	3	20
189	Hotel Cee Dee Regency, Anicode, Chittur, Palakkad.	Palakkad	3	15
190	Hotel Chanakya, Arumugham Gardens, Coimbatore Road, Chandranagar, Palakkad 678 007.	Palakkad	3	11
191	Hotel Gayathri International, Thriuppalur, Eripayyur (PO), Palakkad - 678 546.	Palakkad	3	15
192	Hotel Indraprastha, English Church Road, Palakkad - 678 001.	Palakkad	3	30
193	Hotel Kairali Towers, Near Indira Gandhi Stadium, Coimbatore Road, Palakkad.	Palakkad	3	20
194	Hotel Tripenta, Malampuzha, Palakkad - 678 651.	Palakkad	3	26
195	Soorya Continental, 36/461(24), Soorya Junction, Opp. Sai Nursing Home, Puthiyapalayam, Olavakkode, Palakkad - 5.	Palakkad	3	12
196	Soorya Residency, 11/445(1) & (2), Robinson Road, Palakkad - 678 013.	Palakkad	3	18
197	Soorya Retreat, Door No. VII/1255, VII/1260, VIII/1259 Near Indian Oil Petrol Pump, NH 47, Kanjikode - 678 621 Palakkad.	Palakkad	3	12
198	Sri Chakra International, A Unit of Krishna Gardens Regency (P) Limited 7/603, Krishna Gardens, Pirivusala, Chandranagar P.O., Palakkad 678 007.	Palakkad	3	40
199	Hotel Kairali, Opp. B.E.M. High School, Shornur Road, Palakkad.	Palakkad	2	20
200	Hotel Soorya City, (a unit of Hotel Veeyemmar Int. Pvt. Ltd.) Soorya City (Old) Kandath Complex, Sulthanpet, Palakkad - 678 001.	Palakkad	2	17
201	Kalyan Tourist Home, 12/903 G.B. Road, Palakkad 678 001.	Palakkad	2	26
202	Fort Palace Hotel, West Fort Road, Opp. Rappadi, Palakkad 678 001.	Palakkad	2	18
203	Hotel Rajdhani, Shoranur Road, Palghat 678 014.	Palakkad	3	34

## MALAPPURAM

204	N.C. Gardens & Beach Resorts, Ariyallur - 673 312 Vallikunnu, Malappuram Dist.	Malappuram	2	12
205	Hotel Mahendrapuri, Malappuram 676 505.	Malappuram	2	17
206	K.P.M. Residency, K.P.M. Arcade, Hospital Road, Perinthalmanna, Malappuram Dist. 679 322.	Malappuram	2	44



207	Malabar Heritage (A Unit of KMA Resorts Ltd. 4th Stage, Bye Pass, Manjeri, Malappuram Dist 676 121.	Malappuram	3	12
208	PEEVEES Nilambur Manor, Nilambur, Ooty Road, Malappuram Dist. 679 329.	Malappuram	2	25
209	Rose Residency, Manarkkadu Road, Near Alsalama Hospital, Perinthalmanna Malappuram.	Malappuram	3	13
210	Hotel Sabrina, Pattambi Road, Perinthalmanna P.O., Malappuram Dist. 679 322	Malappuram	2	17
211	Hotel Virad, National Highway, Kottakkal, Edaricode P.O., Malappuram Dist. - 676 501.	Malappuram	3	11
212	Rydge Inn (Corniche Hospitality P. Ltd) Changuvetty, Kottakkal, Malappuram Dist - 676 503	Malappuram	3	12

### KOZHIKODE

213	Sri. Krishna International, Opp. New Bus Stand, Bye Pass Road, Badagara 1.	Kozhikode	3	20
214	Fortune Hotel Calicut, Kannur Road, Chakkarattukulam	Kozhikode	3	63
215	Hotel Calicut Gate, Excel Commercial Complex, NH Road, Ramanattukkara, Kozhikode 673 633.	Kozhikode	3	21
216	Hotel Thushara International, Kodencherry	Kozhikode	3	25
217	Hyson Heritage, P.O. Box No.114, Bank Road	Kozhikode	3	88
218	Alakapuri Hotels P. Ltd., M.M. Ali Road, Kozhikode	Kozhikode	2	38
219	Hotel Maharani (P) Ltd., Taluk Road, Kozhikode 673 004.	Kozhikode	2	43
220	Hotel Meriya, Mavoor Road, Kozhikode.	Kozhikode	2	10
221	Hotel Sasthapuri, M.M. Ali Road, Kozhikode 673 002.	Kozhikode	2	29
222	Lakshmi Bhavan Tourist Home, Trinity Hotels Ltd., G.H. Road, Kozhikode.	Kozhikode	2	10
223	Sea Queen Hotel, Beach Road, Kozhikode - 673 001.	Kozhikode	2	24
224	Lakshmi Bhavan Tourist Home, G.H. Road, Kozhikode.	Kozhikode	1	10
225	The Renaissance Cochin Kappad Beach Resort, Chamanchery P.O., Thoovapara, Kappad, Kozhikode	Kozhikode	3	16
226	Hotel Maharani (P) Ltd., Taluk Road, Kozhikode 673 004.	Kozhikode	2	12
227	Gayathri Hotels, Edodi, Near New Bus stand, Vadakara, Kozhikode.	Kozhikode	3	20
228	The North Park, NH Bye Pass Road, Vadakara - 4	Kozhikode	3	23
229	Queens Tourist Home, Vadakara - 673 101, Kozhikode	Kozhikode	2	20
230	Kovilakam Residency, Mini Bye Pass Road, Govindapuram, Kozhikode - 673 016.	Kozhikode	3	27

### WAYANAD

231	Green Gates Hotel, T.B. Road, Kalpetta	Wayanad	3	18
232	Hotel Haritagiri, VIII/435, Kalpetta	Wayanad	2	33
233	Issac's Hotel Regency, Opp. Aiswarya Theatre, Sulthan Bathery 673 592	Wayanad	2	25





234	Vythiri Resort, Lakkidi P.O., Wayanad 673 576.	Wayanad	3	32
235	Issac's The Resort, Gandhi Junction, Sulthan Battery, Wayanad 673 592	Wayanad	2	11

### KANNUR

236	Hotel Surya, Iritty P.O., Kannur - 670 703.	Kannur	2	10
237	Hotel Pratheeksha International, P.O. Thavam, Pazhayangadi, Kannur - 670 301.	Kannur	3	20
238	Hotel Sky Palace, (A Unit of Metro Tower) Metro Tower, Thavakkara Road, Kannur - 670 002.	Kannur	3	30
239	Kairali Heritage, Kattampally Dam, Kannur - 670 603.	Kannur	3	24
240	Malabar Residency, Thavakkara Road, Kannur - 670 001.	Kannur	3	26
241	Mascot Beach Resort, Near Baby Beach, Burnaserry, Kannur 670 063.	Kannur	3	24
242	Royal Omars, (A Unit of Paris Resorts), Thavakkara, Kannur - 670 001.	Kannur	3	48
243	Asian Heritage, Chettipeedika, NH 17, Pallikunnu PO., Kannur - 670 004.	Kannur	2	23
244	Palmgrove Heritage Retreat, Opp. Thiruvepathy Mills, Mill Road, Kannur -1.	Kannur	2	16
245	Sannidhaan Tourist Home, Near KSRTC Bus Stand, Kannur - 670 002.	Kannur	2	11
246	Green Park Residency, Opp. Railway Muthappan Temple, Thavakkara Road, Kannur - 670 001.	Kannur	2	12
247	Rajadhani, K.K. Plaza, Main Road, Peravoor, Kannur Dist - 670 673.	Kannur	2	12
248	The Pearl View Regency, Pearlview Junction, Koduvally, Tellicherry 670 101.	Kannur	3	52
249	Hotel Sharara Plaza, A.V.K. Nair Road, Thalassery	Kannur	3	35
250	Paris Residency, New Paris Complex, P.B.No.33, Logans Road, Thalassery - 670 101.	Kannur	2	24
251	K.K. Tourist Home, Old Bus Stand Iritty, Keezhur Chavassery Panchayat, Thalassery TK., Kannur- 670 703.	Kannur	2	10

### KASARAGODE

252	The Grand Resorts-Bekkal, Site no. 6, Bevoori, Uduma Panchayath, Hosdurg Thaluk, Kasaragode	Kasaragode	5	40
253	Nalanda Resorts, N.H.17, Jn. Nileshtar, Kasaragode 671 314.	Kasaragode	3	21
254	C. Mount Residency, Cheruvathur, Mattai, Kasaragode	Kasaragode	3	11

**ANNEXURE II**  
**DEPARTMENT OF TOURISM, GOVERNMENT OF KERALA**  
**HOMESTAY - NEW SCHEME**

Sl	Name of Homestay	Name & Address of the Owner	Phone Number	Category in which certificate is issued
<b>THIRUVANANTHAPURAM</b>				
1	"SANGEETHA'S SECOND HOME"	Shri. Suraj Mohan, Sangeetha, House No: 33 Krishnankovil Road, Thiruvananthapuram 695 003	0471-2539888 2539889 9447891819	"DIAMOND"
2	"SANKARS HOME STAY"	Smt. Chandra Kumari Jyothi Sankar, Sankaras, PKRA-A 24, Sankaras Junction, Kallampally, Sreekaryam- 695017, Thiruvananthapuram	0471-2444444 9557100000	"DIAMOND"
3	"CRYSTAL HOUSE"	Shri. K.B.Mukundan, Crystal House, T C 28/530 (6), Opp. Passport Office Near Karalkada, Pettah PO, Thiruvananthapuram- 695024	0471- 2463294 2463257, 3290571 9387827953	"DIAMOND"
4	"LAKSHMI"	Shri. K Kunhi Krishnan House no: 169 E, Lakshmi Silver Line, PTP Nagar, Thiruvananthapuram- 695038	0471-2364455	"DIAMOND"
5	"TRAVEL AND STAY IN"	Mohind G SamuelIPRA-64, Medical College - Pazhaya Road Opposite Mahamahal Shopping Complex, Medical College P O Thiruvananthapuram- 695011	9947380049	"DIAMOND"
6	"GRACEFUL HOMESTAY"	Shri. Sylvia Francis, Philip's Hill, PHRA - 20-21, Pothujanam Road, Kumarapuram, Thiruvananthapuram Pin.695 011	0471 2444358, 2552891, 2444429 9847249556	"DIAMOND"
7	"ELANJUMUTTAM"	Lt. Col.A.S.Nair (Rtd)K.P.III / 1327, Manavari Road, Kalliyoor.P.O, Thiruvananthapuram 695042	0471-2405577 9447060029	"DIAMOND"
8	"SOMASREE HOMESTAY"	Shri. D.Soman, T.c.75/2440 (30/1329(1)High School road, Pettah Thiruvananthapuram -695024	0471-2465490 9447221390	"GOLD"
9	"ORCHID'S DELIGHT"	Smt. A.Lalitha Devi, Mini Nivas, T.C. 31/592, Pettah, Thiruvananthapuram- 695024	0471-2463612	"GOLD"



10	"HIBISCUS COURT"	Smt. P.N.Prameela Devi, Krishnanjali, T.C. 12/741(1), Varambasser Road, Kunnukuzhi.P.O, Thiruvananthapuram	9846003696	"GOLD"
11	"H.S.G.MANSION"	Shri. Harison Pereira, Puthenthope. P.O, St.Xaviers College, (Near Puthenthope R.C.Church) Thiruvananthapuram	9895158130	"GOLD"
12	"MANACKAL"	Smt. Indulekha.L, Mamackal, Vittiyaam, Peyad.P.O Thiruvananthapuram-695573	0471-228931 9446172062	"GOLD"
13	"NAMPELIL"	Smt. Usha subash, MRA-5, Nampelil, Cheruvickal, Sreekariyam.P.O Thiruvananthapuram 695017	0471-2597015 9249955734	"GOLD"
14	"THULASI BHAVAN"	Dr.Devapal Thulasi Bhavan, Awardthura, Vizhinjam.P.O, Thiruvananthapuram	0471-2743728 9846078852	"GOLD"
15	"THE LAKEWOODS RETREAT"	Shri. John P John, Panampunna T C 68/2303, NH Bypass Road, Thiruvallam, Thiruvananthapuram-27	0471-2383657	"GOLD"
16	"SREE CHAKRA"	Shri. R K Vijaya Kumar, Sree Chakra, TC 27/1453, Kammatom Lane, Rishi Mangalam, Thiruvananthapuram	0471-2460742 9847159607	"GOLD"
17	"ARNIKA"	Shri. Jayakumaran Nair G, Arnika SP XII/535(1), Near Randam Chira, Powdikonam P O, Thiruvananthapuram	0471-2592033	"GOLD"
18	"VIOLET BHAVAN"	Shri. Nabakumar B, Violet Bhavan, Anchuthenginmoodu, Kattakada, Thiruvananthapuram	0471-2116610 9349806249	"GOLD"
19	"GOURI HOMES"	Shri. Ranjit Mohan T N, Gouri Homes, Cheruvila, Koliyoor, Muttaikkadu P O, Thiruvananthapuram	9895850505	"GOLD"
20	"ODESE"	Smt. Aswathy P KurupTC No: 8/1829/1, Sree Krishna Nagar, Vettamukku, Thirumala P O, Thiruvananthapuram	0471-2351755 9447265249	"GOLD"
21	"GRAND SEA"	Shri. Chandra Prasad. S, Charuvila Veedu, Opp. Abad Palmshore Hotel Light House Road, Vizhinjam.P.O, Thiruvananthapuram	2127924, 2483578 9387802767	"GOLD"
22	"TRANS NEST"	Mrs. Susan George, TC 4/1267(2), Jyothilane, MRA 39-B, Marappalam, Pattom, Palace P O, Thiruvananthapuram	9847030603	"SILVER"
23	"AMBADI"	Smt. R J Usha, Ambadi, Pannangodu, Venganoor PO, Thiruvananthapuram	0471-2482522 9847553155	"SILVER"



24	" SECOND HOME 4 U"	Shri. James Kutty.C.A, Chirayil, Malavila (Near Holly Matha School, Vedevechankoil.P.O, Thiruvananthapuram	9447144374	"SILVER"
25	"ALEX RESIDENCY"	Shri. Alexander John/ Sylvester De John, Palace View Road, Pattom, Thiruvananthapuram	9447110992	"SILVER"
26	"CITY LINK"	Shri. K.Sajid Ahamed, 34/700(3). GVRRA-12, Opp.G.V.Raja Lane, Shanghumugham, Thiruvananthapuram	9447067464	"SILVER"
27	" LIZ BHAVAN"	Shri. P.V.Zachariah, K.P/2/422, Nalanchira.P.O Thiruvananthapuram - 695 015	0471-2530581 9387744007	"SILVER"
28	" CAMROSE"	Shri. R.Vijayan Nair, Muttacaud.P.O (via) Venganoor Thiruvananthapuram -695 523	9847661517 2482502	"SILVER"
29	" LAST RESORT"	Shri. John.E.F.Lean, VP VII/909(A), Little Flower Estate, Ponnanchundu, Thennor P.O, Vithura, Thiruvananthapuram	9387757502 0472-2858890	"SILVER"
30	"BHADRA"	Smt. Vinodini Sasimohan, "Bhadreepam", AMRA 69, Kodunganoor, Vattiyoor kavu, Thiruvananthapuram	0471-2360489	"SILVER"
31	"KURINJI HOMESTAY"	Shri. V.S.Sreenivasan, HSRA-C-67, Puliyaarathoppu Kaladi, Karamana.P.O, Thiruvananthapuram -2	0471-2347824 3214144, 9495656363	"SILVER"
32	"ABY'S SHELTER"	Shri. Joyce Abraham, T.C. 4/34-1, Ambalamukku, Kowdiar.P.O, Thiruvananthapuram	2436488 9446556048	"SILVER"
33	"MANAKKAKAM"	Shri. K.Vijayan, A.P.III, Manakkakam, Kannaravila, Nellimoodu.P.O Thiruvananthapuram	9995968953	"SILVER"

### KOLLAM

1	"SWEET LAND"	Shri. Lijo Thomas, Near KEL Factory, Kundara.P.O, Kollam	9495378687	"DIAMOND"
2	"VALIYAVILA FAMILY ESTATE"	Shri. Prabhath Joseph, Vatiyavila Family Estate, Kureeppuzha, Perinad.P.O, Kollam	9847132449	"DIAMOND"
3	"RAJA HOMESTAY"	Shri.K RajanChingamana, Pada South, Karunagappally, Kollam	9447980527	"DIAMOND"
4	"JALASUBIKSHA "	Shri. P S Thomas, Sadananadavilasom, Padappakkara, Kollam	9446112363	"DIAMOND"
5	"SUNDARATHEERAM"	Shri. Edward P S, Padappakkara, Kollam	0474 2525519	"DIAMOND"



6	"TATA CARO"	Smt. Sita Samson Faria, Sams Residence, Punnathala, Thirumullavaram, Kollam	9895265659	"DIAMOND"
7	"ASHIRWADH"	Shri. M.C.Mammen, Mythri Nagar- 135, Ashramam, Kollam.	0474 2705800	"DIAMOND"
8	"NALUKETTIL"	Shri. Rajesh.S, Kureeppuzha.P.O, Perinad, Kollam 691 604	9947562255	"DIAMOND"
9	"ASHIRVAD"	Smt. Stella Pathrose Fiedler, Ashtamudi, Kollam.		"DIAMOND"
10	"AMRITHAKALA GURUKULAM"	Shri. Atmachandran.C, Adinad North.P.O, Karunagappally, Kollam.	0476- 2895224, 9446845306 98465 29299.	"DIAMOND"
11	"MUNAMPEL ROYAL SHELTER"	Shri. Grace T. Napoleon, Munampel House No. 545, Pattakadav, Karali Jn., Kollam- 690543	Ph: 9847814956 9387628630	"DIAMOND"
12	"VADANNAYIL HOUSE "	Shri. Jaimon Cyriac, Rajathottam, Aryankavu, Rosemala, Kollam		"GOLD"
13	"SUMMER HOUSE "	Shri. N Sasidharan, Thirumullavaram, Kollam		"GOLD"
14	"SANTHI"	Dr. C.Radha Krishnan, Cammanchery House S 1 Sankar Nagar, Kollam- 691001	Ph: 0474- 2742891 9387307295	"GOLD"
15	"MOONNAMKIZHAKKATHIL PALACE"	Shri. K.P. Chandramohan, Prakkulam.P.O, Kollam-02		"SILVER"
16	"VANAJOLSANA"	Smt. Y.Leelabhai, Nenmeni Ward, Munroe Island, Kollam	0474- 2542345 9447151772	"SILVER"

### PATHANAMTHITTA

1	"JOHNS HOMESTAY"	John .V.AbrahamVanath Home, Kuttappuzha, P.O. Thiruvalla- 689103	0469-2602117, 9447106493	"DIAMOND"
2	"MANNAS VEEDU"	Shri. Aji AlexManna Veedu, Prakkanam.P.O, Elanthoor, Pathanamthitta 689643	Ph: 0468-2360399 9447601239	"DIAMOND"
3	"FLORA"	Shri.T.K.Varghese, Thayyil House, Velliya P.O, Ayroor, Pathanamthitta.	0469-2774507 9495237085	"GOLD"
4	"MAMPRA HOMESTAY"	Shri. M.Prasad John, Mampra House, Near KSRTC, Pathanamthitta	0468-2222645 9447400888	"GOLD"



5	"MANKULANGARA HOMESTAY"	Shri. P.P.Aleyamma, Mankulangara House, Ramachandran, Thiruvalla, Pathanamthitta	04692604394 9447766394	"GOLD"
6	"AMRITHA HOMESTAY"	Shri. Rahul Muraliedharan Nair, Murali Nilayam, Erumakadu, Aranmula, Pathanamthitta	04682285201 9846706290	"GOLD"
7	"HEERA HOMES"	Shri. Philip Joseph, Kizhakumuri, Kavumbhagam, Thiruvalla-2	0469-2622682 9447958433	"GOLD"
8	"HEAVENLY HOME"	Shri. Binoy Thomas, Panickamuriyil HouseMallapally West, Pathanamthitta Email: binoypkm@yahoo.com keralaheavenlyhome.com	04692682814 9447072224	"SILVER"

### ALAPPUZHA

1	"AQUA BLISS"	Ms. Girija Pillai, Champakkulam, Alappuzha	0477- 273700 9995808280	"DIAMOND"
2	"PUTHUSSERY"	Ms. Girija Pillai, Manapra, Chambakkulam	0477- 273700 9995808280	"DIAMOND"
3	"KERALITE HERITAGE"	Ms. Alice Thomas, Vadakkekalam House, North of Dutch Square, Alappuzha	0477- 224356 99847073405	"DIAMOND"
4	"ARAKAL HERITAGE"	Shri. Aby Arakal, Chethy P O, Cherthala, Alappuzha	0478- 2865545 9847268661	"DIAMOND"
5	"VEMBANADU"	Shri. Balakrishnan D, Puthenkayal, Muhamma	9895061561	"DIAMOND"
6	"OLAVIPE HOMESTAY "	Shri. P.K.Jacob Tharakan, Olavipe Homestay, Thekkanattu Parayil Olavipe, Cherthala, Alappuzha	9447142410	"DIAMOND"
7	" THIRUVATHIRA"	Smt. Praveena Binesh Thiruvathira, Chennamkary, Alappuzha.	9446345131 9388705856	"DIAMOND"
8	"ANTHRAPER GARDENS"	Smt. Omana Thomas, Anthraper Gardens, Cherthala	0478-2813211 6450970, 2822456	"DIAMOND"
9	"AYAANATTU HOUSE"	Shri. P.H.John Tharakan, Ayyanattu Parayil, Thaycattussery.P.O, Alappuzha	9446118010	"DIAMOND"
10	"KARTHIKA DELIGHT"	Shri. T P Sasi Kumar, Karthika, Near Thiruvambadi, SreeKrishna Temple Pazhaveedu P O, Alappuzha	0477- 2261882 9847311200	"GOLD"
11	"BEACH BUNGLOW"	Shri. V P Philip, Vadakkekalam, Beach Road, Alappuzha	0477- 263347	"GOLD"



12	"LULU'S"	Shri. K N Chandra Sekharan Nair, Sree Valsan, N T Ward, Alappuzha	0477- 2236717 9995020323	"GOLD"
13	"PUTHENMATOM HERITAGE"	Sr. Krishamoorthy, Thekkekara, Manoombu, Alappuzha	0477- 2707699 9249100538	"GOLD"
14	"ARUNIMA"	Shri. P.A Muhammed Sali, "Arunima Home stay" South Kochu Kada Bridge, Civil Station Ward, Alappuzha	9495330591	"GOLD"
15	"GREEN VALLEY"	Smt. S. Parimala Devi, W/o Shri. K.N.Bal IPS, Katariparambu, Kavungal, Muhamma, Alappuzha	9846040910	"GOLD"
16	"THANIMA RESIDENCY"	Shri. A.Abdul Kabeer, Sanadhanam Ward, Vazhichery, Alappuzha	0477-3204933 9947482679	"GOLD"
17	" VILLA BROOK"	Shri. Santhosh Paul, Anthraper Villa Brook, Brook Lands Near Cullen Road, Alappuzha	9895143034 9947280477	"GOLD"
18	"KUMAR'S HOMESTAY"	Shri. Anil Kumar.B, Krishna Vihar, Kaithavana, Alappuzha	9447805182	"GOLD"
19	"CELINE'S HOMESTAY"	Shri. C.V.Antony, Celine's Homestay, Chennoth Puthenchira, Cherthala, Alappuzha	9446578781	"GOLD"
20	" VENICE VILLA"	Shri. S.J.Suresh BabuVenice Villa, Sarala Bhavan, Thirumala Ward, Alappuzha	0477-2245131	"GOLD"
21	"THARAVADU HOMESTAY"	Shri. V.J. Zacharia Tharavadu Homestay, Vaikathukaran House, Cullen Road, Alappuzha	9847513868 0477-2296877 9946810277	"GOLD"
22	"MAPPILASSERY MANSION"	Shri. Aby Sebastian, Mappilassery Mansion, Thekkekara, Mancombu, Alappuzha, Ph: 9847513868		"GOLD"
23	"OMKARAM HOMESTAY"	Shri. Velappan Pillai, Kamalalayam, Thottappally, Alappuzha		"GOLD"
24	"ASHTAMUDI HOME STAY"	Shri. Subash.R, West SDV Central School, Zilla Court Ward, Alappuzha		"SILVER"
25	"HEAVEN"	Shri. A.D.Vincent, Heaven Home Stay, Arakal Home, Dutch Square, Alappuzha	9847300607	"SILVER"



26	"NEDIYA PARAMBIL"	Shri. N V Devasia, Nediyaarambil, Avalookkundu P O, Punnamada	0477-2234853 9495163175	"SILVER"
27	"VETERANS"	Shri. Ex- Hav D Thommy, Pankkezhom, Puthenpurakkal, Thathampally P O, Alappuzha	0477- 2231535 9847210899	"SILVER"
28	"GOKU'S"	Shri. Santhosh Kumar P S, Gokulam Civil Station Ward, Alappuzha-12	0477- 2237502 9847918598	"SILVER"
29	"VENICE CASTLE"	Shri. Vazhappallil Varghese Mathew, Thirumala Ward	0477- 2237779 9947084414	"SILVER"
30	"GOKULAM RESIDENCY"	Shri. MohanKumar Nair, Gokulam, ESIC Ward, Alappuzha	0477-2239291 9846823237	"SILVER"
31	"SNEHADHARA"	Shri. S Salim, Thoppil, Thondenkulangara, Alappuzha	0477-2236220 9847574128	"SILVER"
32	"ENTE VEEDU"	Smt. Susan Mathew, Arasarakadavil House, Canal Ward, Alappuzha-7	9447390454 9846621439	"SILVER"
33	"MULLAKKAL"	Shri. K J Sebastian, Kackery House, Athumkal, Cherthala, Alappuzha	0478-25772337 9349425467	"SILVER"
34	"SWEET HOME"	Shri. PKV Kaimal, Kodiparambu, Ezhupunna South, Alappuzha	0477-2562562 9447565777	"SILVER"
35	"KATTAKKAYAM HOMESTAY"	Shri. Jose Joseph, Kattakkayam Homestay, Ethiparambil House, Thathampally.P.O, Alappuzha	944743251 86451110	"SILVER"
36	"CHAITRAM HOMESTAY"	Shri. Ratheesh Babu, Chaitram Homestay, Puthenpeedikayil, Kanjiyappadam.P.O, Allappuzha	9447728275 0477-2282757	"SILVER"
37	"KUNNEL HOMESTAY"	Shri. K.C.Fabin, Kunnel Homestay, Jubilee Road, Bazar.P.O, Alappuzha	9495086627	"SILVER"
38	"THENGUMOOTIL VILLA"	Shri. Syhajith.C.T, Thengumootil villa, Palace Ward, Alappuzha	9349838067	"SILVER"
39	"SHALOM HOMESTAY"	Shri. Mathew Thomas, Valliarayil house, Thirumala Ward, Thathampally.P.O, Alappuzha	2264840	"SILVER"
40	"KAITTS HOMESTAY"	Smt. Jossy Thomas, Kaitts Homestay, Mappilassery, Kaiyathara House Champakkulam, Alappuzha	9447249184	"SILVER"





41	"TONNY HERITAGE VILLA"	Shri. George Philip.K, Tonny Heritage Vila, Kalloparamban House, Near Culen Bridge, Sea View Ward, Alappuzha	9895620648 0477-2245416	"SILVER"
42	GRACE HOME	Smt. Gracy Mathew, Grace Home, Mavumkal House, Thathampally, Alappuzha	9446533566	"SILVER"
43	"MATHA HOMESTAY"	Smt. Kochu Thresiamma Joseph, Cochin House, Vadackal.P.O, Alappuzha	9495441726	"SILVER"
44	"FAST PRIME"	Smt. Annamma Thomas, Punnamada ward, Avalookkunnu.P.O	949538007	"SILVER"
45	"THE NEST"	Shri. Johnson Gilbert, Convent Square, Alappuzha	9846466399	"SILVER"
46	"RUKMINI RESIDENCY"	Shri. N.Gangadharan, Zacharia Bazar, Alappuzha	9846228437	"SILVER"
47	"KOOPLICATU HOMESTAY"	Shri. K.S.Chacko, Kaipuram, Muhamma.P.O	9995851300 9446792053	"SILVER"

### KOTTAYAM

1	"ROYAL ORCHARD"	Shri. Sherry.k.Mathew, Kakuzhiyil, Kallad, Moolavattom.P.O, Kottayam	0481-2342550	"DIAMOND"
2	"KANJIRAKKATTU HERITAGE HOME"	Smt Sreedevikutty Amma, Unnikrishnavilasom, Nagampadom, Kottayam	9249457606	"DIAMOND"
3	"ROYAL HOMESTAY"	Shri. Rittu Susan Cherian, Kosamattom House, Parampuzha, Eranjikkal, Kottayam	9387292056	"DIAMOND"
4	"KERALA HOUSE/ TRAVANCORE HOUSE"	Shri. Jojo J.Vellukunnel, Vellukunnel House, Erayilkadavu, Kottayam	9495109905	"DIAMOND"
5	"COCONUT CREEK FARM & HOMESTAY"	Shri. Ullas Babu, Ponnattusseril, Nazreth Church, Kumarakom, Kottayam	9447320261	"DIAMOND"
6	"VEMBANADU LAKE VILLAS"	Smt. Resmi ThomasVembanad Lake Villas, Palackal, Panambukadu, Vaikom, Kottayam	9388608232	"DIAMOND"
7	"JATHIKA THOTTAM"	Shri. Johnson K. Vettamvely, Vettamvely House, Padinjarakara, Vaikom, Kottayam	9961333602	"DIAMOND"
8	"PEREKKATT VILLA"	Shri. Kuruvilla Sebastian Perekkatt, Thidanadu, Bharananganam, Kottayam	9447304837	"DIAMOND"
9	"PHILIPKUTTY'S FARM"	Smt. Anu Mathew, Pallivathukal House, Ambika Market.P.O, Vechoor, Vaikom, Kottayam	04829-276529 276530, 275130 9895075130	"DIAMOND"



10	"EVERGREEN BUNGALOW"	Shri. George Abraham, Pottamkulam House, Kootikkal, Kottayam	04828-284310 9447084310	"DIAMOND"
11	"MADUKKAKUZHY"	Dr. Joy Mathew Madukkakuzhy, Parathodu.P.O, Kanjirappally, Kottayam	04828 271042 9495312769	"DIAMOND"
12	"PLANTATION BUNGALOW"	Shri. George Varghese, Pottamkulam, Manjapally Anackal, Kanjirappally, Kottayam	95482 8202349 9387497943	"DIAMOND"
13	"ELAMTHOTTAM BUNGALOW"	Shri.Kurian Pottenkulam, Kappad P.O, Kanjirappally, Kottayam	04828 204497 9447170497	"DIAMOND"
14	"PULICKAL HOMESTAY"	Shri. Saijan Abraham, Pulickal House, Thalumkal, Koottickal, Kottayam	04828 284339 9447543303	"DIAMOND"
15	"KALISSERIL HERITAGE HOMESTAY"	Shri. Mathew Abraham, Kalisseril, T.B.Road, Kottayam	0481 2561818 2304998, 3294040 9349984133, 9447056183	"DIAMOND"
16	"NAZARANI THARAVAD HOMESTAY"	Shri. John Thomas, Kottukapally House, Pala-686575, Kottayam	0482 2212438 9846212438, 9387611312	"DIAMOND"
17	"VANILA COUNTY"	Shri. Baby Mathew, Vallikappil. Mavady Estate, Teekoy, Kottayam	0482 2281225 2281885, 2395397	"DIAMOND"
18	"NATURE HUNT"	Shri. Adarsh Kumar.C.D, Chamakkalayil House, Kallekulam, Poonjar South.P.O, Kottayam	04822 271106 9961399263	DIAMOND
19	"ADEN COUNTY"	Shri. N.M.Sherif, Kallamparampil, Ponkunnam, Kottayam,	04828 224366 9746227885, 9446158080 9995647351	DIAMOND
20	"VENAD HOMESTAY"	Shri. S.S.Kishor Kumar, Archana, Kothala.P.O Pampady, Kottayam	0481- 2506397 2505271 9446269258	DIAMOND
21	"PALM GROVE HOLIDAYS"	Smt. Sreekala Ajaya Kumar, Vrindavanam, ManipuzhaNattakom, Kottayam	9744252109	DIAMOND



22	"MALLOOR HERITAGE"	Smt. Sobha Suresh, South Malloor House, Kodimatha-39, Kottayam	0481 2565699 9447715699	DIAMOND
23	"MEENACHIL ENCLAVE"	Shri. Jose Kuruvinakunnel, Kuruvinakunnel House, Poovarani.P.O, Pala, Kottayam	04822 225337, 226167	DIAMOND
24	"PLANTERS HOMESTAY"	Shri. P.C.Davis, Paravarakathu House, Amparanirappel, Bharananganam, Pala, Kottayam	04822 236250 9447129060	"DIAMOND"
25	"CASCADE VIEW"	Shri. Jose Dominic, Ottaplackal, cascade view, Mannarakayam, Kanjirappally, Kottayam	0482-8329458	"GOLD"
26	"BREEZE COUNTY"	Shri. P.K.Ashokan, Mattathil house, Kumarakom, Kottayam	0481-2525709	"GOLD"
27	"KATTUMANA LAKE SIDE RESIDENCY"	Shri. Joseph Cherian, Kattuman House, Thottakom, Vaikom, Kottayam	04829 222394, 324116 9447125273	"GOLD"
28	"MAHARAJA LAKE VIEW"	Shri. Joseph Kurian, Yogia Veedu, My Own Colony, Erayilkadavu, Kottayam	9495496485	"GOLD"
29	"FERRY TREAT"	Shri. K.C.CherianFerry Treat, Kurisummoottil, Velloor, Kottayam	2382049	"GOLD"
30	"V.K.GARDENS"	Shri. K.M.Joseph, Vetticad Kollapuram, Nalukodi, Changanassery, Kottayam	2449886	"GOLD"
31	"GRANDMA'S HOMESTAY"	Smt. Thankamma Joseph, Karuparambil House, Plassanal, Pala, Kottayam	04822 272080 9388600331	"GOLD"
32	"PAPPACHAN'S HOUSE"	Shri. Manoj.C.Thomas, Chowattukunnel House, Moonnilavu, Kottayam	04822 286227 9447869690	"GOLD"
33	"ANNS HOMESTAY"	Smt. Annie Alex Kottumkal, Kizhakkanmattom, Melukavumattom, Kottayam	04822 221287 9446200687	"GOLD"
34	"EXCEL HOMESTAY"	Shri. M.O.Uthup Muttathukara House, Puthenchantha, Vakathanam	0481 2462205	"GOLD"
35	"THE BACKWATERS HERITAGE"	Shri Xavier Joseph, Mannooparambil, Pulikuttyserry, Kottayam	0481 256375 9745286358	"GOLD"
36	"AKKARA PARAKAL"	Smt. Annie Jaccob, Akkara Parakal, ChungamKottayam	9447366756	"GOLD"
37	"SOUPARNIKA HERITAGE HOME"	Shri. K.P.Somasundaran Nair, Souparnika Heritage Home, Thekkumgopuram, Kottayam	0481-2560796 9349551200	"GOLD"
38	"GK's RIVER VIEW"	Shri. George Kutty.T.J, Thekkekaryil, Pulikuttissery, Kottayam	944197527	"GOLD"
39	"NADAPPURA"	Shri. C.K.Rajmohan, Nadappura Homestay, Kumarakom, Kottayam	0481-2524369	"GOLD"



40	"NUTMUG COUNTY"	Shri. P.T.Joseph, Plathottam, Erattupetta, Kottayam	9447959028	"GOLD"
41	"KANNANTHANAM"	Smt. Theresiamma Thomas, Kannanthanam House, Erathuvadakara, Manimala, Kottayam	0482-8247340	"GOLD"
42	"TED'S HOMESTAY"	Shri. Mathew Simon, Manthuruthil Manalel, Kaipuzha Kottayam	0481-2711364	"GOLD"
43	"AKKARA HOMESTAY"	Smt. Santha Kurian, Akkara House, Mariathuruthu, Kottayam	0481-2516951 9447716951	"GOLD"
44	"SOLOMON'S PARADISE"	Shri. Gikku George, Edimariyil Prince House, Arathootty, Kottayam	0481-2567113 9895172887	"GOLD"
45	"MARIA'S HOMESTAY"	Shri. K.T.Thomas, Karippaparambil House, D.T.Road, Kanjirapally.P.O, Kottayam-686507	9847151658	"GOLD"
46	"KARTHIKAPALLY JOY'S INN"	Shri. Joy Joseph, Karthikappally House, Vettithuruthu, Changanassery, Kottayam	0481- 2411650 9744424035	"GOLD"
47	"MEENACHIL PEP GARDEN"	Shri. George Joseph, Vadakechirayath House, Aruvithura.P.O, Erattupetta, Kottayam,	9447139679	"GOLD"
48	"MEENACHIL EXPERIENCE"	Shri. C.J.John (Ulahannan John), Cheppannoor House, Paraampuzha, Kottayam,	9447119843 0481 2578646	"GOLD"
49	"OTTATHYCKAL HOMESTAY"	Shri. Jacob Mathew, Ottathykal House, Pallom.P.O, Kottayam	0481 2432275, 9447415184	"GOLD"
50	"KUROORMANA"	Shri. K.V.Parameswaran Nambuthiri, Nattassery, Kuroor Mana, Parampuzha post, Kottayam	9387451321	"SILVER"
51	"KINATTUMMOOTTIL ARCADE"	Shri. C.Kuruvilla Thomas, Kinattummoottil, Muttambalam, Kottayam	9249972729	"SILVER"
52	"HARI NIVAS"	Mrs. Vijaya kumari, Sriniketh, Manarcaud, Thiruvanchoor.P.O, Kottayam	0481-2771377	"SILVER"
53	"PAPPALAYIL"	Shri. Skariath Punnoose Pappalayil House, Parakal, Eravinallur, Puthupally.P.O, Kottayam	0481-2353791	"SILVER"
54	"KUKKU'S HOMESTAY"	Smt. Liji Sreedharan, Assarikavil House, Eranjikkal, Kottayam	9349456541	"SILVER"
55	"SANGETHAM"	Shri. James K.CKottaram, Changanassery, Kumaramngiri.P.O, Kottayam	0481-2410173 9447741973	"SILVER"
56	"VALIYAKALAM"	Smt. Annamma Joseph, Valiyakalam House, Perumpanachy, Changanassery, Kottayam	0481-2472254	"SILVER"



57	"SPARKLING SHORE"	Shri. Baiju.C.G, Chavareppura House, Kumarakom, Kottayam	9447189405	"SILVER"
58	"SYLVANIA TOURIST ENCLAVE"	Shri. M.K.Jayadevan, Miozhicheril, Palackal, Kumarakom, Kottayam	9447456911	"SILVER"
59	"PALLIPPURATHUSERY HOMESTAY"	Smt. Mini Anilkumar, Valloor, Pallippurathussery, Vaikom, Kottayam	9447356742	"SILVER"
60	"KARIMPZHAKATTU HOMESTAY"	Dr. Jeena Jose, Karimpuzhikattu House, Chemmanathukada, Vaikom, Kottayam	9447356742	"SILVER"
61	"PUNJHAKOTTIL HEALTH RESORT"	Smt. Valsamma Jose, Punjhakottil, Thalayolaparambu.P.O, Vaikom, Kottayam-686605	9447356742	"SILVER"
62	"PUNNAKKUNNAL"	Shri. Joshy Scaria, Kuriankeel House, Puliyanloor, Pala, Kottayam	9446126002	"SILVER"
63	"KATRES TOURIST HOME"	Smt. Omana Soman, Kannatil House, Chalukunnu, Kottayam	0481-2563267 9847056234	"SILVER"
64	"KAVALLAPPARA HOMESTAY"	Smt. Valsa Philip, Kavalappara House, Kumarakom, Kottayam	0481-2525876	"SILVER"
65	"PUNNAMPARAMPIL NALUKETTU"	Shri. B.Rajiv, Punnamparambil Tharavadu, Ponkunnam, Kottayam punnamparampilnalukettu@gmail.com	04828 221414 9447367386, 9447355730	"SILVER"
66	"HERBS COUNTY"	Shri. Sabu.K.R, Karottukariyil house, Kayoor, Kattirappally Muttathukavala, PonkunnamKottayam	04822 205005 04828 228243 9895622852	"SILVER"
67	"CHRISTYDONS HOMESTAY"	Shri. Thomas Dominic, Edackalath house, Koovappally, Kanjirappally, Kottayam	04828 251220 9447343328	"SILVER"
68	"GRACE HOMES"	Dr. Prameela Devi .J Aparna, Anakkal.P.O, Kanjirappally, Kottayam	04828 206866 9447038066	"SILVER"
69	"HILL VIEW"	Shri. T.J.John, Thekkedathu, Mundakayam, Kottayam Email: johnthekeedom@yahoo.com	04828 274716 9447105217	"SILVER"
70	"VAITHARA HOMESTAY"	Shri. Rejumon.V.S, Vaitharamattom, kumarakom, Kottayam	0481 2525633 9447601294	"SILVER"
71	"RIVER VIEW"	Shri. K.P.Sivaraman, Kollacheril House, Kumarakom, Kottayam	0481 2525791 9847010089	"SILVER"



72	"SANTHI THEERAM HERITAGE HOME"	Shri. A.S.Rajappan, Pushpalayam, Kumarakom, Kottayam	0481 2525122	"SILVER"
73	"PANNICODE WEST"	Shri. Joy George, Pannicode house, Kumarakom, Kottayam	0481 2524166 9446324166	"SILVER"
74	"THOTTUMKAL HOMESTAY"	Shri. T.O.James & Laila James, Thottumkal House, S.H.Mount .P.O, Kottayam	0481 2312807 9846470992	"SILVER"
75	"HEAVENLY HOMESTAY"	Smt. Benny Shaji, Venattu House, Neelamperoor, Kottayam	0481 2430445 9349911039	"SILVER"
76	"KAITHAYIL PADDY SIDE NEST"	Shri. K.M. Jacob, Kaithayil, Puthenchantha.P.O, Vakathanam, Kottayam	0481 2462295 9495381768	"SILVER"
77	"COMFORT SHORE"	Shri. Kurian.V. Zachariah (Father), Maliyil House, Velloor.P.O, Kottayam	0481 2381400	"SILVER"
78	"AISWARYA HOMESTAY"	Smt. Rajalakshmi Rajesh, Aiswarya House, Parampuzha, Kottayam	9447580906	"SILVER"
79	"ALAPPAT HERITAGE HOME"	Shri. P.M.HariKrishnan, Pathalil House, S.N.Puram.P.O, Pampady, Kottayam	0481-2700519, 9447601644	"SILVER"
80	"KANDAMANGALAM RIVER VIEW"	Shri. K.Kurian, Kandamangalam House, Thiruvrappu.P.O, Kottayam	0481 2381940, 2733739, 9387968035	SILVER

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1	"RANGER WOODS HOME STAY"	Shri. Sunil George Jaccob, Ranger Woods, P.B.No-19, Bisonon Valley Road, 04865-230183 Pothamedu, Munnar.P.O-685612	9447130183	"DIAMOND"
2	"ELATHOTTAM"	Shri. K.A.Abraham, Kollamkulam, Mullayar Estate, Spring Valley P.o, Kumily "DIAMOND"	04869-222082	
3	"PEPPER COUNTY"	Smt. Dolly Cyriac, Kizhakehalackal, 1st Mile, Kumily	04869-222064 9447278216	"DIAMOND"
4	"PEAK GARDENS"	Mrs, Elizaba I Suni, Peak Gardens (P)(To 6-Giri Nagar, Kadavanthavanthra Kochi-682020 (b), Chinnakanal P O, Munnar	9447776450	"DIAMOND"
5	"KOLLENKERIL"	Shri. P J George, Kollenkeril Gardens, Karadipara, Vattayar P O, Idukki	9447387410, 04864 278204	"DIAMOND"



6	"LOVESHORE"	Shri. Sebastin Joseph, Advocate, Sibigiri, Muttom P O, Thodupuzha, Idukki	257499, 9447330993	"DIAMOND"
7	"GREEN HEAVEN VILLA"	Fr. Joseph Thoonkuzhy, Green Heaven Villa , Anakkara P O, Near Mount Fort School, Chakkupallam	04868 283113, 283354, 9495060577	"DIAMOND"
8	"TABERNACLE"	Dr.Thomas Joseph Edayady (H), OlamattomThodupuzha, Idukki- 685584	04862 222883 9847 835932	"DIAMOND"
9	"VETTOMS HOME STAY"	Mathew Michael, Ousepparambil House, Kudayathoor.P.O., Idukki.	9846850100	"DIAMOND"
10	"MAYAPOTT FARM HOUSE"	Shri. Jojo George, Pottamkulam Cardamom Estate, Kadamkuzhy Kattappana, Idukki	94471 82097	"DIAMOND"
11	"DOWNTON HERITAGE"	Shri. Augustine Kayalakkakam, Pachackanam.P.O, Vandiperiyar, Idukki	04828 202306	"DIAMOND"
12	"PERIYAR RESERVE BUNGLOW"	Smt. Renju Kurian, Karimpanal, Downton Estate Pachakanam- 685533, Idukki	04828 202306	DIAMOND
13	"SREE KRISHNA"	Shri. P.N.Sasi Kumaran NairSree Krishna HomestayPuthen kandathil House Stella Mari's Convent RoadAdimali P.O-685561	0484-224817 9447981011	"GOLD"
14	"PAVITHRAM HOME STAY"	Smt. Maya RajeshAdvocate, Vaishakhham, Devikulam-685613	04865-234233 9446609684	"GOLD"
15	"ARANYAKA HOME STAY"	Shri. K.G.S.ChandranAranyaka, Pullivassal Estate P.O, Munnar-685612	04865-230023 230533	"GOLD"
16	"VICTORIA HOUSE"	Shri. G.M.Michael George, Victoria House, Rosappukkandam, Idukki	04869-222684	"GOLD"
17	"SPICE VILLA"	Shri. Shaji V.K, Vettikattu Thazhe, Kumily P.O, Rosappukkandam	04869-224095 222820	"GOLD"
18	"CLAUS GARDEN"	Smt. Jayakumari Hoppe, Claus Garden, Rosapookandam, Kumily	04869-222320	"GOLD"
19	"KAIRALI PALACE"	Shri. T.V.Laser, Thevaradiyil-(H), Thekkady	04869-224604	"GOLD"
20	"MEADOW VIEW INN"	Shri. V.C.Satheesh Kumar, Vilayil Veedu, Lake Road, Thekkady	04869-223552 9447389736	"GOLD"
21	"KAILAS"	Shri. Subhash P.S, Puthuparambil-(H), Lake Road, Thekkady	9446743965	"GOLD"
22	"CHILL CAST COTTAGE"	Shri. Joseph Mathew, Plamoottil-(H), Anavachal, Thekkady	04869-222331	"GOLD"
23	"PERIYAR HEAVEN"	Shri. Bnenny Joseph, Manjarikkalam, Thekkady	9447601814	"GOLD"
24	"ISACS BED & BREAKFAST"	Shri. Kurian Issac, Vathalloor-(H)6th Mile, Chakkupallam	04868-282296	"GOLD"



25	"MASHROOM VALLEY"	Shri. Jhonason J, Mashroom Valley, Cheruthannaiyil, Chithirapuram P O, Anachal, Idukki	048645 263084, 263216, 9446717976	"GOLD"
26	"GREEN PLANET"	A Sreenivasagam, Iruttalai, Munnar P O, Bison Valley Road, Idukki	9446823916, 04865 230753	"GOLD"
27	"SISIRAM"	Shri. O P Joseph, Philo Joseph, 9/18A, MSA Road, Munnar	04865 231908	"GOLD"
28	"AJITH NIVAS"	Dr. S Jannet Rani, MBBSIX 1693, Munnar Colony, Munnar P O, Ward No: IX Building No: 1693, Idukki	9446223234, 04865 230390, 230410	"GOLD"
29	"IV COTTAGE"	Shri. M V Joseph, Malavanal House, Grahamisland Road, Munnar, Idukki	9446984309, 9447523482	"GOLD"
30	"DEVALOKAM"	Dr. A J Jose, Alilakuzhy House, Koduveli P O, Kodikulam, Idukki	947523278	"GOLD"
31	"THE LONDON NEST"	Shri. Raju K Damodaran, Kaittianickal House, West Kodikulam P O Thodupuzha, Idukki	04862 248047	"GOLD"
32	"ROYAL TREAT FARM & HOME STAY"	Shri. Jose George, Parayannilam (Kottaram), Panoor, Karmanoor, Idukki	04862 262366, 9447522812	"GOLD"
33	"THE JUNCTION"	Shri. Biju Thomas, Pullatt House, Murikumpuzha, Palai, Amayar Junction, Kumbamettu road	944720162, 9447021670, 9446756865	"GOLD"
34	"KALAPURACKAL"	Smt. Saramma Joseph, Kalapurackal House, Kumily P O, Idukki	98955364767 04869 222697	"GOLD"
35	"MUNDAX"	Shri. Mathew Joseph, Plappalil House, K K Road, Kuttikanam	04869 232479, 9447550804	"GOLD"
36	"BANJO CASTLE"	Smt. Philomina Johny, Mampal House, Thekkady Road, Kumily P O	04869 222124, 222225	"GOLD"
37	"CHITRASALA"	Shaji Chitrasala, Elevumkal House, Kumily P O,	04869 211235, 9447615579	"GOLD"

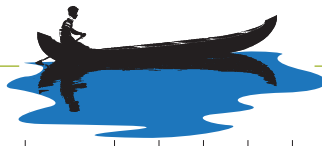




38	"RAINBOW COTTAGE"	Muhammed Rafeeqee, Kandathil House, Rosappukkandam, Kumily.	04869-222393	"GOLD"
39	"TRAVELLER'S INN"	Jose Thomas, Puthenveettil, Rosapukkandam, Kumily.	04869-222681	"GOLD"
40	"KOCHERI PLANTATION HOMESTAY"	Shri. Babu Peter, Kochery Houseiruttala, Munnar.P.O	04865-266166	"GOLD"
41	"SPICE VALLEY HOME STAY"	Shri. Allen George A, House No-9-1787, Colony Road, Munnar	04865-231128	"SILVER"
42	"DAS VILLA HOME STAY"	Shri. Asok Samuel, Das villa, MSA Road, Munnar-685612	04865-230246	"SILVER"
43	"WHITE PEACH HOME STAY"	Shri. Abraham C.J, Chiraykal House, Chithirapuram Post, 263056	04865-232349 263056	"SILVER"
44	"KAIPALLI L HOME STAY"	Shri. Jerry George Cherian, Kaippallil House, Near RC Church, Munnar-685612	04865-230203 9447876641	"SILVER"
45	"ROSE GARDEN HOME STAY"	Shri. Tomy Joseph, Rose Garden, Karadippara, Vattiyar.P.O, Munnar.	04865-278243 9447378524	"SILVER"
46	"THERESIAN COTTAGE"	Shri. K.P.Andrews, Kulangara House, Near Tea County Resorts, Munnar-685612	04865-230351	"SILVER"
47	"SPICE GARDEN"	Shri. M.K.George, Manjayil House, Second Mile, Pallivassal.P.O, Chithirapuram, Munnar	04865-263696	"SILVER"
48	"AMBAT HOME STAY"	Shri. Mathew Varghese, Ambat, Grahamsland Road, Munnar-685612	04865-230360	"SILVER"
49	"SREESAILAM"	Shri. U.Ramachandran, Sreesailam, Madappallil House, Devikulam P.O, Munnar-685613	04865-209864	"SILVER"
50	"MOUNTAIN VIEW"	Shri. K.S.Latheef, Fousziya Mansil, Rosappukkandam, Kumily	04869-223362 9447389033	"SILVER"
51	"SUMMER COTTAGE"	Shri. P.S.Gopinadha Pillai, Summer Cottage, Rosapukkandam, Kumily	04869-223532 9895387533	"SILVER"
52	"SEL's HOMESTAY"	Shri. Jayaseelie V, Jayaseelie Bhavan, Rosappukkandam, Kumily, Idukki	04869-223578	"SILVER"
53	"JUNGLE VIEW"	Shri. P.S.Ramachandran Pillai, Sumilayam-(H) Rosappukkandam, Kumily, Idukki	04869-223582 9446136407	"SILVER"
54	"HORN BILL"	Smt. Suhara Beevi, Kurisummoottil, Rahmath Manzil, Rosapookkandam, Kumily, Idukki	222889	"SILVER"



55	"DREAM LAND"	Shri. M.K.Varkey Alias, Mundakkal-(H), Bypass Road, Thekkady P.O, Idukki	04869-223598	"SILVER"
56	"DEER VILLA"	Shri. Sabu Alias, Mundckal House, Thekkady P.O, Idukki	04869-223568 9447524004	"SILVER"
57	"MICKEY COTTAGE"	Smt. Sujatha Murali, Chaithram, Thekkady	04869-22316 99447284160	"SILVER"
58	"ROSE GARDEN"	Smt. Sathi Gopinath, Rose Gardens, Bypass Road, Thekkadi	04865-278243 9447378524	"SILVER"
59	"BLUE MANGOES"	Shri. Boban T.ChackoThevaradiyil-(H), Bypass Road, thekkady	04869-224603 9895829401	"SILVER"
60	"TRANQUILOU"	Shri. A.Nazer, Sulikha Manzil, Thamarakandam, Thekkady, Kumily	04869-22326 99447612149	"SILVER"
61	"BLESS DALE"	Shri. James Elias, Mundakkal-(H), Bypass Road, Thekkady	04869-222553 9446790900	"SILVER"
62	"KOVILAKAM"	Shri. T.S.Balakrishnan, Kovilakam House, No.KPI 693, Thekkady	04869-222696	"SILVER"
63	"WOOD PECKER"	Shri. Mary Antony, Maliakkal-(H), Thekkady	04869-224481	"SILVER"
64	"WILD VIEW"	Shri. P.S.Ravindran Pillai, Puthuparambil-(H), Lake Road, Thekkady	04869-223994	"SILVER"
65	"JUNGLE PALACE"	Shri. Rajeeesh P.D, Puthuparambil-(H), Lake Road, Thekkady.P.O, Kumily	04869-224106	"SILVER"
66	"GANGOTHRl"	Shri. T.N.Sasi, Thottiyil-(H) Lake Road, Thekkady	04869-224106	"SILVER"
67	"AMALA COTTAGE"	Shri. Binoy Jacob, Kurisumkal-(H), Labbakandam, Kumily	04869-224249	"SILVER"
68	"FAMILY CARE"	Shri. G Mohankumar, Ellichirackal House, Nallathani Road, Munnar	04865 230494	"SILVER"
69	"KURINJI COTTAGE"	Shri. Richard Jasper, Kurinji, Josevilla, Laksham Veedu Colony, Colony Road, Near Civil Supplies Office, Munnar	04865 230844, 944730844	"SILVER"
70	"SB COTTAGE"	Shri. Shaji BennyS B Cottage, Olassayil House, Silent Valley, Road, Munnar P O	04865 230656 9447130656	"SILVER"
71	"NEELAKURINJI"	Shri. Suni Lalichan, Mandapathil House, Chinnakanal P O, Naduppara	9447877078 04868 289705	"SILVER"
72	"TEZAL HOLIDAY"	Shri. T V Zhachariah, Thuruthel (Kokkanattu) House, Pottankadu P O	04865 265383 266221	"SILVER"



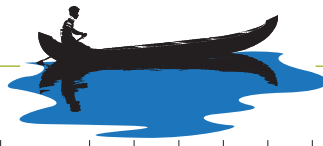
73	"ASWIN RAM COTTAGES"	Shri. Sekhar M, Lakshmi Colony, Munnar-685618 Near Primary Health Centre,	9447523582	"SILVER"
74	"GREEN PARK"	Shri. K K Vijayan, Kalapurackal, Chattamunnar, Thalayar, Munnar	9447163788	"SILVER"
75	"CHELLAN COTTAGE"	Shri. K Sekhar, Near St Sebastianm Church, Lakshmi Colony, Munnar	04865 230361	"SILVER"
76	"MISTY BUDS"	Shri. M V James, Mukkath House, NH-49 Road, Devikulam P O,	9447825746, 04865 264287	"SILVER"
77	"MISTY HOMES"	Shri. Thankappan Kottrathil, Kottarathil House, Chithirapuram P O	9447251106, 9961530404, 04865 263223	"SILVER"
78	"FRIENDS GREEN LAND HOMESTAY"	Shri. S Sajeew, Green Land House, Grahamiland Road, Munnar	9447031249, 04865 230448, 209063	"SILVER"
79	"THE SHADE"	Shri. Santhosh C K, Channayinkal House power House, Chirthirapuram P O	04865 263134, 9447825984	"SILVER"
80	"JUM THREE RIVER PARADISE"	Shri. P Yovan, KTDC Road Munnar, Near Chilling Plant, Munnar	04865 230104	"SILVER"
81	"PULLICKAL VILLA"	Shri. Joseph, Pullickal House, Kallat Vattiar P O	04864 278418, 9446866898	"SILVER"
82	"POTTAMPARAMBIL"	Smt. Jessyamma Thomas, Pottamparambil House, Machiplavu P O, Chattupara	04864-223863, 9447823792	"SILVER"
83	"VETERAN'S HOME STAY"	Captain Chacko Zachariah Nilackathanom, Pethotty P O, Santhanpara, Idukki	04868 202080	"SILVER"
84	"KONDATTUPUTHANPURAYIL"	Smt. P K Kumari kondatty puthanpurayil, Kuullapparachal P O, Poopara, Santhapara	04868 245967, 9446414925	"SILVER"
85	"STYLE PALACE"	Smt. Marykutty Mathew & Kunjumol, Style Palace, Ringu Bhavan, IInd Mile, Amaravathy P O	04869 224437 9388266437	"SILVER"
86	"MANAYATH HERITAGE"	Shri. Tomichen M Thomas, Manyath House, Chellarcovil P O, Kumily	04868 282579 9447614156	"SILVER"



87	"MODAYIL TEA TRES"	Shri. Sabu M Eapen, Modayil House, Near Mont Fort SchoolPuttady, Anakkara P O	9447523702, 9447512111, 04868 283451	"SILVER"
88	"PURATHHEL HOUSE"	Smt. Mereena John, Purathel House, Chakkumpallam P O, Kumily	04868 282208	"SILVER"
89	"OASIS"	Smt. Geetha Balachandran Sreerangom, Thamarakandam, Kumily	9447907890, 048699 223544	"SILVER"
90	"HASSANS HOMESTAY"	Smt. Laila Ibrahim, Thazathe Thekkethil, Kumily P O,	04869 222186	"SILVER"
91	"QUADRIYA PALACE"	Shri. S John Basha, Quadrayia Palace, Annarkali House, Thekkady	04869 222888 9447614140	"SILVER"
92	"CLASSY GARDEN"	Shri. M S Naushad, New Manzil, Rossapookandam, Kumily	04869 224064, 9446344704	"SILVER"
93	"AUGNUS VILLA"	Smt. Thressyamma Job, Kaumkal House, Chempakappara.P.O, Idukki- 685510	9995593397	"SILVER"
94	"JUNGLE PARADISE"	Ajumaal.K.A., Kallanickal House, Rosappukandam, Kumily.P.O.	04869-323740	"SILVER"
95	AL- FAJAR HOME STAY	Abdul Salam, Anakkara Veedu, Kumily.P.O.	04869 22158	"SILVER"
96	"SINSA HOMESTAY"	P.H.Muhammaed Salim, Puthuparambil Rose Dale, Kumily.P.O.	04869 22158	"SILVER"
97	"SAHYA COTTAGE"	Ibrahim Rawther.M.M., Sabeena Manzil, Rosapookandam, Kumily.P.O.	04869-222832	"SILVER"
98	"THE BRITISH COUNTY"	Smt. Reena Joseph, Poothullil HouseEaty, City Road, Anachal, Munnar.	9847044688	"SILVER"
99	"JOHNY'S GARDEN"	Shri. JohnPaul Robson, Cherukara, Anakkara.P.O, Idukki	9447877665	"SILVER"
100	"PADMALAYAM HOMESTAY"	Shri. R.S.Prabhakar, Padmalayam, Kannamkulam, Vagamon-685503	04869-248270	"SILVER"

## ERNAKULAM

1	"DELIGHT TOURIST RESORT"	Smt. Reta Flowery David, 1/662, Parade Ground Near Post Office, Fort Kochi	2217658, 2216301, 9846121421	"DIAMOND"
2	"GRAMAM "	Shri. Jose Byju, Neduveli House, Kumbalangi, Cochin,	9447177312 2240278	"DIAMOND"
3	"KALLANCHERY RETREAT"	Shri. P R Lawrence, Panackal House, Kallanchery, Kumbalangi, Cochin,	9847446683	"DIAMOND"
4	"KRISHNAVIHAR GUEST HOUSE"	Shri. L K Prabhu, Krishnavihar Guest HouseT D West Sannidhi Rd, Cochin	0484 2382628	"DIAMOND"





5	"THOMAS INN "	Shri. P M Thomas Kochuparambil, Shenoy Cross Road, Kallloor, Cochin,	2347281, 9744230022	"DIAMOND"
6	"MARIA"	Shri. M Andrews Xavier, 27/2004, Manayath House, Panampally Nagar, South Kadavanthara, Cochin,	2314857 9447665946	"DIAMOND"
7	"MAY FLOWER"	Smt. Alphonsa E W/o E A Stephenm May Flower, 128-A, Triptihi Lane, Champakara Road, Maradu P O,	2306800, 9446030680, 2305565	"DIAMOND"
8	"MUNDACKAL"	Shri. Jose G, Mundackal Estate, Pindimana P O, Kothamangalam	9388620399 0485 2570717	"DIAMOND"
9	"HARITHA FARM'S THE PIMENTA"	Mrs. Ciciamma Mathew, Kadalikad P O, Vazhakulam, Moovattupuzha	0485 2260216, 9447302347	"DIAMOND"
10	"COCHIN HERITAGE"	Shri. Ajit K J, CC 1/714-A, Kuttamparambil, Vadathazha Road, Fort Cochin	2663754 9447432636	"DIAMOND"
11	"BEECH BORO"	Smt. Rency Bernad1/278-A, Napier Street Cochin-01	2215682, 2216062	"DIAMOND"
12	"BERNAD BUNGALOW "	Shri. Coral Bernad, 1/297, Bernard Bungalow, Parade Road, Cochin-01	2216162	"DIAMOND"
13	"KOVILAKAM"	Shri. K.N. Lalan Kakanatt, Nandikulangara, Mannam.P.O, North Paravoor, Ernakulam	9447145988 2445988	"DIAMOND"
14	"WINTER GREEN WATER RESORT"	Shri. Mathew Kurien, Winter Green Water Front Resort, B No: VII/218 A, Kunnara, Eroor, Ernakulam	9447007760	"DIAMOND"
15	CHACKUPURACKAL	Shri. Cecil Joseph, 1/1130-D, Kunnumpuram, Fort Cochi 682001	9947323033	"DIAMOND"
16	PADIKKAL RESIDENCY	Shri. Suboyin1/1206 (A), Padikkal House, Njalipparambu Junction, Fort Cochi	9447007760 2217097	"GOLD"
17	MALIACKAL COTTAGE	Shri. George Thankachan34/1250 A, Mother Teresa Road, Edappally, Cochin 24	9961472893	"GOLD"
18	PAUL'S INN	Smt. Sarah Kurien, 43/745-A, Power House Junction Road, Cochin 18	9495763260 2396211	"GOLD"

19	CHANDINI	Smt. Rejeenamole S, Chandanim Kallerikuudy, Poopani Road, Perumbavoor, Ernakulam	9961256171 9847025848 3256196	"GOLD"
20	ROYAL HOME STAY	Shri. P P Mohanan, Rajashree Mukkut Lane, Gandhi Square, Poonithura, Ernakulam	9895260265 2304774	"GOLD"
21	"ALEXANDER'S"	Shri. Alexander Mathew, Nandukkudiyil House, Kallukadavu Road, Pulinchodu, Aluva-01		"GOLD"
22	"SWAPNA KOODARAM KERALA VILLAGE HOMESTAY"	Smt. Swapna Patronis, 2/850-B, Puthenparambil house Near Kongoripilly Government. School Bus Stop, Kongoripilly- 683525	9847713990 2511908	"GOLD"
23	"CHERAI HOMESTAY"	Shri. E.A.Varghese, Erally Puthenpurail, Cherai road, Perumpadanna, North Paravur- 683513	2444651	"GOLD"
24	"SONETTA RESIDENCY"	Shri.P X Xavier, 1/387, Princes Street, Fort Kochi-01	2215744	"GOLD"
25	"KADATHANAD"	Smt. T.K.Beena, H.no XI/359.B, Kadathanad, K B Jacob Road, Fort Kochi-01	9447574578, 94475747579	"GOLD"
26	"VETERAN'S"	Major (Retd) N K Prasannan, Naduvilezhath, 34/556 A, Padivattom, Edapally P O, Ernakulam	9446466397 2423212	"GOLD"
27	"RIVER SIDE HERITAGE HOME "	Shri. Basil Mylanthara, Mylanthara House, Perumpadappu, Konam Palluruthy, Cochin,	2231242, 9447153339	"GOLD"
28	"COZY HOME"	Shri. P.Jeron, J & P Bungalow, Puthenpurakal, Palluruthy, Cochin,	2231962	"GOLD"
29	"MICHAEL'S LAND"	Shri. T M Louis, VII/152-C, Anjilithara, Kumbalanghi, Cochin,	2247361 2248075 9349885805	"GOLD"
30	"KANNENKERIL"	Shri. Babu Joseph, Kannankeril House, Madavana Junction, Panangadu, Cochin	2702510	"GOLD"
31	"HOME STEAD"	Shri. Devanand S, PX/1386 A, Parvathy Nilayam, Thamakulam Road, Amaravathy, Cochin 01	2218992 9388600512	"GOLD"
32	"KAYAL THEERAM"	Shri. Johnson Sony M J, Moolamkuzhi House, Kumbalanghi P O Cochin 682007	9846154762 2240031	"GOLD"



33	"JOS BUNGALOW "	Shri. George K Thomas18/2487, Jos Bungalow Paaluruathy Road Thoppumpady, Cochin 682005	2233531 944621075	"GOLD"
34	"WEST WIND HOMEZ "	Shri. Jojo Paul Edakkatt, XI-209-A, Kumbalanghi North, Cochi-07	2240558 9895218247	"GOLD"
35	"SAJ"	Shri. Ali Sadique K KH.No: 1/1130 C, Kummumpuram, Fort Cochi	9847002182 2217385	"GOLD"
36	"HOLINEST"	Smt. Ambika. M, 1013 B, Kamaladalam, Near Government U P School Padamugal, Kakkanadu, Cochin	2421062 9895247682	"GOLD"
37	"CHERAYIL HOMESTAY"	Smt. Rani Jose, Cherayil House, Keerampara P.O, Kothamangalam, Ernakulam	0485 2570267 9495527318	"GOLD"
38	"DURHAMS HOMESTAY"	Shri. John Teddy Durham, 47/1676- MRA-159-A, Master Road Link Road Vaduthala, Kochi- 682023	0484-3275745 9846211135	"GOLD"
39	"THE BUNGALOW HOMESTAY"	Smt. Teresa Isabel NeemaVeliyath, The Bungalow, Near St. Teresa's Chapel, Vypeen, Kochi- 682510	0484 2502359 9846302347	"GOLD"
40	" RIVER CASTLE"	Shri. P.C.Jerom, Puthussery House, River Castle, Plot No. 57, Ansal's River Dale	9846412514	"GOLD"
41	"SANGAM"	Shri. K G JosephKadaviparambil House, Near Vilage Office, Kumbalanghi	9446207557, 9249119716	"SILVER"
42	"KANNAMKERIL "	Lt. K P Job, Kanamkeril House, Kumbalanghi P O, Kochi,	2240162	"SILVER"
43	"PRINCE "	Shri. P.J.Joseph A J, Prince Villa, Edappally North, Kochi,	9446019001 9447991160	"SILVER"
44	"KOVIL"	Smt. Usha Sastheesan, Ellickkal House, H.No.X/1646-A, Amaravathy, Fort cochin	0485 2216116 9847248657	"SILVER"
45	"KAIRALI "	Shri. David Sajeev, Grace Cottage, Edakkattuwayal, Arakkunnam,	9249893154	"SILVER"
46	"PADIPPURA "	Smt. Ruby Thomas, Moozhickachalil House, Vazhakulam PO, Kavana, Moovattupuzha-686670	0485 2261374	"SILVER"
47	"VETERAN'S"	Sigman Joseph V J(Retd), Vellakad House, Nellimattom P O Kothamangalam, Ernakulam	2423212 2421638	"SILVER"
48	"HENRIS ANCHORAGE"	Shri. Heindrich D'Cruz, 1/96 C, K L Bernal Master Road, Fort Cochi- 01	2215397 9848623002	"SILVER"



49	"VASCO HOME STAY"	Shri. George Thom Santhosh, 1/344(3) Rose Street, Vasco House, Rose Street, Fort Cochi-01	2216267 9447798215	"SILVER"
50	"DREAM CATCHER"	Shri. S.Bernad Fernandez, D No X/1526-B, Vasavan Lane, Thamaraparambu, South Cochin- 682001	2217550 9447666134	"SILVER"
51	"VETERAN'S"	Lt.Col(Rtd)K.G.Ravi Kumar, Suraago, Behind Lakeshore Hospital, Ernakulam	0484-2423212	"SILVER"
52	"ROYAL"	Shri. P.P.Mohanan, Rajashree, Mukkut Lane, Gandhi Square, Poonithura	0484-2304774 9895260265	"SILVER"
53	"VETERAN'S HOMESTAY"	Spr. K.K.Thankappan(Rtd), Kalapurackal House, Palliport, Munambam, Kochi- 15	9446466397 9249592339	"SILVER"
54	"KANNIMEL FURNISHED COTTAGE"	Shri. Mathew Pappy, Kannimel Furnished Cottage, Mulavukad.P.O	27505296461044	"SILVER"
55	"GANGOTRI"	Shri. P.S.Sujith Kumar, Padamattummal, Rektheswary Road, Cherai	9847635206	"SILVER"
56	"RIVIERA"	Shri. Stanley D' Cunha, Periyar Gardens, H.No. VIII/106 F, Varapuzha.P.o 683517	9447050183 2511908	"SILVER"
57	RURAL RIVER RETREAT	Dr. Joseph Lenz Pendanam, Rural River Retreat, Valluvally, Paravoor, Ernakulam	0484-2511990 9447603946, 9846805124	"SILVER"
58	KUZHUPPILLY BEACH HOUSE	Shri. Anish M Kuruvtillal, X/UA/204 A, Kuzhuppilly Beach Road, Kuzhuppilly, Ayyampilly P O, Pin 682 501	944767780	"SILVER"
59	CHAKIAMURY HERITAGE RESORT	Shri. Augustine Paul Chakiamury, Chakiamury House, Kumbalangi P O, Kochi	944764942 92240288	"SILVER"
60	SANJAY SHORE	Shri. Shaji Kumar, Palathinkal House, Near Petta Bridge, Tripunithura 682 301	984716741 32778464	"SILVER"
61	"MEJESTY"	N.X.Joshi Nankerial House, Kumbalangi.P.O, Cochin- 682007	0484-2240529 9447473961	"SILVER"





## THRISSUR

1	"FRANKLIN ROC STAY HOME "	Maliyekkal House, Permbra P O, Kodakara,	04880 2720973 9447923438	"DIAMOND"
2	"PRIYA HERITAGE"	Dr. Abdul Razak, Arakkal, 32/469, Priya Garden, Poonkunnam, Thrissur-2	0487 2386045 9447626167 9447831229	"DIAMOND"
3	"NEIL & NICKY'S"	Shri Binth ShebyXI / 83/1, Olekkengil (H)Santhi Vihar, Kuriachira.P.O, Thrissur- 680 006	0487- 2253910 9447146990	"DIAMOND"
4	"KUDUPIILLY"	Shri. K.G.Unnikrishnan, Kudupilly Mana, Thumboor P.O Vellangalore (Via)Thrissur	0480-2786574 9446622285	"DIAMOND"
5	"GURUVAYUR"	Shri. Bose Vazhappilly, Thampuram Padi, Kottappadi.P.O 680505	0480 2878148 9447832334 9846522401	"DIAMOND"
6	"SRAVASTH VILLA"	Shri. Damodaran, Sravasth Villa, Dew Pond Garden, Edamutta- 680568, Thrissur	9961466495 9349006465	"DIAMOND"
7	ECO GREEN	Shri. Suresh Mathew, Valummel (H), Potta P O, Chalakkudy	0480 2881816 9495332435	"DIAMOND"
8	FIELD VIEW	Shri.Xavier Paul, Parapully (H), Thommana, Pin: 680698,		
9	"VISHNU GARDENS ANDRESOR"	Shri. V Madhavadas, Vishu Gardens, Near Pazhampuzha Temple, Chittilappilli	0487-2323307	DIAMOND
10	"THE VILLAGE"	Shri. Joshy Varkey, Chittilapilly, Parapully P.O., Kallettumkara Behind 'PACS', Pin- 680683, Thrissur	0480- 2881172 9895770483 9447147172.	"GOLD"
11	"GURUVAYOOR"	Shri. P.D.Shajan, Pulikkottil, Padipurakkal House, Thiruvenkilam, Guruvayur	9447441191 9495225114	"GOLD"
12	"SNEHA BHAVAN"	V K George, Vaiyaveetil (H), Kuriachir P O, Pin: 680006	0487 2252877 9446143157	"GOLD"



13	"ITTTYS"	Shri. Antony Palathingal, Thazakatt House P.O, Karanchira, Kattoor(Via) antonymypalat@yahoo.co.in	0480-2878148 9447832334 9846522401	"GOLD"
14	"GANDHI MANDIRAM"	Shri. P.V.Joy, Alappatt Palanthingal, Gandhi mandiram Divan Narayana Menon Road, Chembukkavu	0487-2332338 9447235050	"GOLD"
15	"DEVI'S HOMESTAY"	Smt. Sreedevi Aravindakshan Menon, "Parameswar", Thiruvanchikulam Kodungallur-680 664		"GOLD"
16	"KRISHNAKRIPA"	G.Pushpalatha, 'Krishnakripa', Madakkavil Lane, East Nada, Guruvayur.P.O., Thrissur.	934938020	"GOLD"
17	"AISWARYA"	Shri. Sandeep. U.Nair, Narayan Kattil House, Vanginisseri P O - 680575		SILVER
18	"BLISS LAND "	Shri. Varghese V M, Valiyath House P O, Chalakkudy, Thrissur	0480 2709183 9446231551	SILVER

### PALAKKAD

1	"KANDATH THARAVAD"	Shri. Vishnu Bhagawaldas, Kandath Tharavad, Thenkurussi, Palakkad- 678671	04922 284124 9349904124	"DIAMOND"
2	"KARAPARA HERITAGE"	Smt. Shamla Majeed, Karapara Heritage, Karapara Estate- A, Padagiri Post, Nelliampathy, Palakkad	04923 246210	"DIAMOND"
3	"KARAPARA HERMITAGE"	Smt. Jaseela Majeed, Karapara Heritage, Karapara Estate- A, Padagiri Post, Nelliampathy, Palakkad	04923 246210 04924 238232	"DIAMOND"
4	"PLANTER'S RETREAT"	Shri. Mathew Mathew, Kizhakkekara House, Kanhirapuzha, Palakkad- 678591	238142	"DIAMOND"
5	"ASWATHI"	Smt. Rema Menon, Santwanam, Kalladikode Post, Palakkad- 678596	9447514656 04924-246225	"DIAMOND"
6	"VADAKKUMPURAM"	Shri. V.G.Sukumaran, Vadakkumpuram House, Erimayur Post Palakkad-678546	04922 210348 9447030348	"GOLD"
7	"SAROJINI VILLA NATUROPATHY & YOGA RESORT"	Dr. P.Mohan.P.Menon, Saroj Vihar, Vattekkad Post, Kollengode, Palakkad- 678506	04923 266327 9447944530	"GOLD"
8	"KALATHIL"	BRIGADIER (Retd) K. Balasubramanian, Devi Nivas, Kailiad Post, Shoranur, Palakkad- 679122	0466-21063710 9447120379	"GOLD"



9	"KALPATARU"	Shri. Reghunadan.P.K, Sowparnika Garden, Mannalur Post, Palakkad- 678502	04922 283160 292121 9961734484	"SILVER"
10	"PEACE PARLOUR"	Shri. P.Prathap Kumar, A-26, Ushamalari, Ganesh Nagar, Shekariapuram Post, Palakkad	0491 2576637 9895988566	"SILVER"
11	"ARTISTIC"	Smt. Priya Surendran, Sreelekkam, D-39 B, New Civil Nagar, Palakkad- 678001	0491 2505641 9446371741	"SILVER"
12	"REVATHY"	Shri. Sethumadhavan P.Menon, Kizhakkam Padam, Palakkad- Kodayayur Road, Kinassery, Palakkad- 678707	0491 2527305 9447727305	"SILVER"
13	"MYTHRI"	Shri. M.Musthafa, Moolamkunnath House, Shoranur Post, Palakkad- 679122	0466 2220426 9846454645	"SILVER"
14	"GREEN CASTLE"	Shri. Jayakrishnan, Pathath Kalam, Pallikurup, Palakkad	9447023853 9946656390	"SILVER"
15	"HERBAL VILLA"	Dr.P.Jayadasan, Pulakkal House, Kundalassery Post, Palakkad- 678641	0491 2846263 2846463 9446238149	"SILVER"
16	" CISCILIA HERITAGE"	Shri. Joe Antony Alias, Joe Sunny, Rainmedu Estate, Chandramalai Post, Nelliampathy	9447033560 9495041177	"SILVER"

## MALAPPURAM

1	"THE EADENS HERMITAGE"	Dr. Aniyam Thomas, Mundukottackal, Near OCK Auditorium Main Road Nilambur, Malappuram	04931-220208 9847439953 9947439953	"DIAMOND"
2	"MADHAVAM"	Shri. Sasidharan & Mrs. Vasantha Sasidharan Maithri Nagar, AVS Road, Kottakkal	04931 217612 280187, 217888	"DIAMOND"
3	"MALABAR SRINGS"	Shri. Cheriyan J.Cheriyan, Illampallyil House, Sara Estate, Keralaestate post, Viya Kalikavu, Malappuram- 676 275	04931 200529 9447748529	GOLD
4	"THE BACKWOODS"	Shri. P.G.Thomas Tharakan, Chemmaram Estate, Naduvath (PO)Malappuram 679 328	04931 247460 9447318698	GOLD
5	" SOPANAM"	Shri. C.Soman, Sopanam, Naduvath P O Via Wandoor, Malappuram- 679 328		



6	"GREEN WOOD"	Shri. K.T.Guey, Kunniparambil, Nilambur RS P.O.	04931-220956	GOLD
7	"PRANAVAM"	Shri.P.K.Jayachandran, Kappedath House, Pulikkal.P.O, Near Kondotty.		GOLD
8	"RED ROSE"	Smt. K.Hyrunnissa, Red Rose, Near Bimbis, Parappanangadi	0494 241282 99847608947	GOLD
9	" VALLIYAR"	Shri. Sudheesan. A.P, Valliyar, Vallikkunnu North P O, Malappuram-673 314	9446768036 9387364320	SILVER
10	" AMALA BHAVAN"	Shri. Thomas Sebastian, Muttathu House, Pathiripadam.P.O, Nallam Thanni, Chungathara (Via), Malappuram- 679 334	04931 223979 240876, 224876	SILVER
11	"HARMONY"	Shri. Abraham K Abraham, Koodathumannil house, Vazhikkadavu, Nilambur Post, Malappuram- 679 333	04931 275342	SILVER
12	"YANJAM"	Mrs. Achamma Thomas, Edayadayil House, Manlody Kalarikunnu, Nilambur	04931 221296	SILVER
13	" KODEERI NATURAL CAMP"	Shri K Madhavan Namboothiri, (P O) Nadyvattom, Kuttippuram, Malappuram	0494 2604578	SILVER
<b>KOZHIKODE</b>				
1	"THARAVAD"	Shri. M.K.DevadasanUlippilingal House, North MampettaP.O. Manassery, Pin - 673 602, Kozhikode Email: mampetta123@gmail.com	0495 2299422	GOLD
2	" SOURABHAM"	Smt. Sudha Padmanabhan, Sourabham, Beypore North, Kozhikode- 673 015 sourabham@rediffmail.com Website: sourabhamhomestay.com	0495 2414244	GOLD
3	"LIBERTY HOUSE"	Shri. V.P.Sukumar, Thuvakkadparamba, Kappad Beach.P.O, Chemenchery, Kozhikode Email: sukumaranb.p@gmail.com	0495-2689525 9446259393	"GOLD"
4	"GOOD LAND HOMESTAY"	Shri. Muhammed Abdul Majeed, Good Land(H), 23rd Mile, Engappuzha, Pudupally, Calicut-673586 Email: mail@nrgroups.com www.nrgroups.com	0495 2809211 9447022961	SILVER
5	"KERALA DISCOVERY"	Ms. Elizabeth Davasya, Vettikkavumkal House, Kodencherry.P.O, Kozhikode	0495-2236035 9447156035	"SILVER"



## WAYANAD

1	"GREEN MOUNT COTTAGES"	Shri. Martin Lopez, Lopez House, Market Road, Kalpetta, Wayanad Email: martin@greenmountcottage.com	04936 203512 9446250530	"GOLD"
2	"ASHWAS"	Shri. K.V.Ganesan Nair, "Ashwas"Thrikkaipatta, Meppadi, Wayanad Email: ashwas@gmail.com	0493 6326960 9446672027	"GOLD"
3	"MOUNTAIN DEW"	Shri. K.Sajeew, "Karuna", Eachome Post, Kambalakkad, Panamaram, Wayanad, sanjukbhargav@gmail.com		"GOLD"
4	"ENTE VEEDU"	Smt. Seetha Raj, PUNCHAVAYAL House, Kayakkunne Post, Panamaram, Wayanadseetha@enteveedu.co.in	04935 220088 9446834834	"GOLD"
5	"GRAMAM"	Smt. C.K. Sheeja, W/o C.K.RatnakumarV/283(2), YMCA Road, Ambilery, Kalpetta, Wayanad, ckratna@yahoo.co.in	9447004317	"SILVER"
6	"HILL VIEW"	Smt. Mary John, Karumalil house Garments, Meppadi, Kalpetta, Wayanad	04936-282866	"SILVER"
7	"VALLEY VIEW"	Shri. Ginoy R.J, Rathappillil House, Kanthanpara, Rippon, Meppadi, Wayanad	9349423910	"SILVER"
8	"MOUNTAIN MIST"	Shri. M.D.Alexander, Mathamangalam, Cheyambam Post, Wayanad	9495367585	"SILVER"
9	"GREEN LEAVES HABITAT"	Dr.K.K.Satheesh Kumar, Papanasini, XI/878 C, Opp. St.Mary's College, Sulthan Bathery.	04936-222899	"SILVER"
10	"DREAM'S IN GREENS"	Shri. Soorya Kumar, Sree Vilasam, Koleri.P.O, Kenichira, Wayanad	9249871945 04936-214952	"SILVER"
11	"PRANAVAM"	Smt. A.P.Ramadevi, Vasudeva Edom, Pozhuthana.P.O, Wayanad	04936-255308	"SILVER"
12	"SWEET HOME"	Smt. P.Bridgit, Vavrikunnelthippatta, Vattakkary Gardens, Pinangode Road, Kalpetta		"SILVER"
13	"SERAPH"	Smt. M.Neena, Neena Estate, Meenangadi, Wayanad		"SILVER"



## KANNUR

1	"SHREDDHA"	Dr.A.K.Ghosh, Shreddha, Green Island Road, Dharmadam P.O, Thalassery- 8, Kannur	0490-2346560	"DIAMOND"
2	"KOTTAYAM KANDY HOUSE"	Shri. K.P.Sreeranj, Kottayam Kandy House, P.O Thottada, Kannur-7	0497-2742025 9447486020	"SILVER "
3	"MOHANAM"	Shri. Muliyl Mohanan, Mohanam, Beach Road, Palliyar Moola, Kannur	0497-2744168 9895879567	"SILVER "
4	"KAMALALAYAM	Smt. Kamakshi Mukundan, Kamalalayam, Kannur-08	0497-2742120	"SILVER "
5	"SPARSH"	Shri. P.P.Suresh, Pallikunnu, Behind Rashtra Deepika, Kannur-04	0497-2747355 9895061152	"SILVER "
6	"YESHODA"	Shri. Chandrasekharan, 'Yeashoda', 90 FBurnassery P O, Kannur-13	0497-2767452	"SILVER "
7	"ANJANA"	Shri. Poovathankandy Jayachandran, Anjana P O, Thottada, Kannur	2836065 9947140967	"SILVER "
8	"DIANESHYA"	Shri. P.P.Sreenivasan, Dianeshya, Kokkenpara Road, Kannur-04	2747889 999523100	"SILVER"

## KASARGOD

1	"SANAWARA"	Shri.K.J. Kuriakose Joseph Parel, Parel House, Balal, Parappa Post Email: kj.manju@fastmail.fm www.sanawara.com	04672-242125	"DIAMOND"
2	"CHANDRALAYAM"	Shri. M. KrishnanThiruvakkolli, Bekal Post, Kasargod. Email: krishnan_chandralayam@yahoo.co.inwww.chandralayam.com	0467-2236456 9446772414	"GOLD"



**Annexure III**  
**APPROVED GRIHASTHALI UNITS IN KERALA (28th June 2008)**

Sl. No.	Name & Address of the Firm	Phone No.	District	Date of Final Approval
<b>THIRUVANANTHAPURAM</b>				
1	M/s. Varikkatt Heritage, Punnen Road, Thiruvananthapuram-695 001	0471 2336057	Trivandrum	27th Jan. 2005
2	M/s. Royal Heritage, Vanchiyoor, Thiruvananthapuram		Trivandrum	27th Jan. 2005
<b>ALAPPUZHA</b>				
1	Shri. Alleppy Sherief (Script Writer), Vrindhavanam, civil Station, Alappuzha	0477-2263321	Alappuzha	28th Oct. 2005
2	Smt. Vijaya Lekshmi Nair Kattaiattuchennoth VeeduKadakkarappally.P.O.Cherthala	0478-2812585	Alappuzha	28th Oct. 2005
3	Shri.Dony Antony Pattom housePulinkunnu.P.O, Alappuzha	0477-2703746, 94478 04442	Alappuzha	9th Nov. 2005
4	Shri.A.V.George ArayasserilPulikulam.P.O, Alappuzha	0477-2703466, 94470 70227	Alappuzha	28th Oct. 2005
5	Shri.Jose Thomas PushpamangalamChampakulam.P.O, Alappuzha	0477-2736271, 94477 36271	Alappuzha	14th Mar. 2007
6	Shri.Thankachan.T. KadavanKallarackal Kadavil, Kandamkadavil, Pallipuram.P.O, Cherthala	0478-2552232, 93889 09302	Alappuzha	14th Feb. 2007
7	Shri.K.K.Job Manimalthara House, Chathurthyakary.P.O, Alappuzha-688511	0477-2703899, 94470 77555	Alappuzha	14th Feb. 2007
8	Shri.Sebastian Joseph Mappillassery, Nootipathil House			
9	Thekkekara.P.O, Mancompu,	0477-2704426, 98475 13868	Alappuzha	14th Mar. 2006
10	M/s. Meridian Realtors (P) Ltd.		Alappuzha	14th Jun. 2000
11	M/s. Granary Riverside Inn		Alappuzha	
11	M/s.Penguin Lake Resort, Kainakary		Alappuzha	14th Jun. 2000
<b>KOTTAYAM</b>				
1	Shri.Baby Mathew, Vanilla County, Valliakapil, Theekoy.P.O, Kottayam	0482-2281225	Kottayam	11th Mar. 2005
2	Smt.C.S.Rohini Bai, Madappattu House, Thalnad.P.O, Kottayam	04822-28127394472 89121	Kottayam	14th Mar. 2007
3	Shri.Anil Kumar, Kalampukattu house, Mannanam.P.O Kottayam	0481-2599632	Kottayam	15th Mar. 2006
4	Shri.Sebastian Joseph, Anjalithara, Ayamanam.P.O Kottayam	0481-2516356	Kottayam	15th Mar. 2006
5	Shri. Saijan Abraham, Pulickal Kingly Heaven Hill Resort, Thalunkal.P.O, Kootickal	04828-284339, 284439, 274676, 98956 07971, 94475 43303	Kottayam	28th Oct.2005
6	Shri.Crispin.K.U, Kiodianthara Resorts, Kodianthara, Kumarakom, Kottayam- 686563	0481 25243149387610483	Kottayam	9th Nov. 2005
7	Smt.Thankamma Joseph, Karuparambil House, Plassanal (Post), Kottayam -686579		Kottayam	20th Mar. 2007





8	Shri.Saniil Kumar.K.R, Kandathil House, Edakkunnam.P.OParathode, Kottayam	04828-270633	Kottayam	20th Mar. 2007
9	Shri.Thomas George, Pottakulam, AnakkalKanjiappally, kottayam		Kottayam	28th Oct. 2005
10	Smt. Thankamma Mathew, Alanichal Moothedathu, Pala, Kottayam	98468 44085	Kottayam	19th May 2008
11	Shri. Manoj. C.Thomas; M/s. Pappachan's House, Chowattukunnil House, Moonilavum.P.O	04822-286227, 9447869690	Kottayam	28th Jun. 2008
12	Shri.V.K.Kurian, Pottamkulam, Kalakkatty Kanjiappally, Kottayam		Kottayam	1st Feb. 2008
13	Shri. Sophy Pascal, Kakkamthottil House, Chananpathal PO, Vazhoor, Kottayam	0481 2456250	Kottayam	1st Feb. 2008

### ERNAKULAM

1	Shri.T.S.Parameswaran Namboodiri, Thani Illam, Dhanwantinirigramam		Ernakulam	10th Sept. 2002
	Thottuva, Koovappady, Perumbavur, Ernakulam	0484-649679	Ernakulam	18th Nov. 2004
2	Shri. George Pullikken, Pullikken HousePanayappally.P.O. , Cochin 02	0484-2225609	Ernakulam	30th Jun. 2006
3	Smt. Najuma Basheer, H. No. I/1132-A, Rids Dale Branch Road, Kochi-01	0484-2215343, 9895215343	Ernakulam	29th Jun. 2006
4	Shri.P.Jerome, Puthenpurakkal, PalluruthyCochin-06	0484-2231962, 5523197	Ernakulam	28th Oct. 2005
5	Smt.Anna Asha Abraham1/296, Chiramel, Lilly StreetFort Kochi, Kochi-01	0484-2217310, 2216902	Ernakulam	14th Mar. 2006
6	Shri.V.Valsan, Anandha Bhavanam (H), Edayar.P.Okoothattukulam Via, Ernakulam	94471 12953	Ernakulam	20th Sept. 2006
7	Smt. Seema Karim, Koovaporambil House, Chittor Road, Kacheripady, Kochi	0484 2361033	Ernakulam	28th Jun. 2008
8	Shri. Viswam.K.K, Kuthupara House, Thrikkakara HouseKochi- 21	0484-2427870, 9995905720	Ernakulam	
9	Smt. Teresa Isabel Neema, M/s. The Bungalow Near St. Theresa's Chapel, Azeekal.P.O, Vypeen, Kochi- 682 510	0484-2502359, 9846302347	Ernakulam	28th Jun. 2008

### PALAKKAD

1	Shri.Bhagaval Daskanadath TharavaduThenkurussy, Palakkad	04922-284124, 9349904124	Palakkad	12th Jun. 2006
2	Shri.N.S.Rajasekhara Menon, Valsalyam Tharavad, Adakkaputhur.P.o, Cherplasserri		Palakkad	9th Aug. 2006

### MALAPPURAM

1	Shri. P Narayanan, Managing Partner, Hotel Sabrina, 'Cheringara Heritage', Perinthalthmana P O, Malappuram		Malappuram	14th Feb. 2007
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### KOZHIKODE

1	Shri. Chandrasekharan N.K Nedumkandathil House, Kottamparamba.P.O Near Medical College, Calicut-08		Kozhikode	04th Jun. 2008
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### KASARAGODE

1	Smt.Latha Kumari Kodoth, Kodoth House, Panayal Village, Kasaragod		Kasaragod	12th Jun. 2006
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## Annexure IV CLASSIFIED AYURVEDIC HEALTH CENTRES IN KERALA

Sl. Name of the centre	Location of the Centre	Phone	Classification	Date of approval
<b>THIRUVANANTHAPURAM</b>				
1 M/s. Somatheeram Ayurvedic Resort	Chowara, Kovalam, Thiruvananthapuram	0471 - 2268101	GREEN LEAF	01.09.2005
2 M/s. Charaka	C/o Krishanatheeram Ayur Holy Beach Resort Pvt. Ltd. Thiruvampadi Beach, Varkala.P.O, Thiruvananthapuram 695141	0470-2601305, 2600935, 2156444	GREEN LEAF	17.08.2006
3 M/s Anandam,	The Travancore Heritage, PK VII-915, Chowara.P.O, Thiruvananthapuram	0471-2267828/ 29/30/31 Fax: 2267201	GREEN LEAF	24.01.2007
4 M/s. Coconut Bay Beach Ayurvedic Centre	Coconut Bay Beach Resort, Mulloor P.O., Vizhinjam.Thiruvananthapuram	0471- 2480566, 2480668, 2484566	GREEN LEAF	01.09.2005
5 M/s. Soft Touch Ayurveda centre	The Leela Kovalam Beach, Kovalam, Thiruvananthapuram	0471-2480101, 3954553 Fax No: 2485411	GREEN LEAF	17.08.2006
6 M/s. Bela Ayurvedic Health Centre	Isola Di Cocco Ayurvedic Beach Resort, Poovar P.O., Thiruvananthapuram	0471-2210008 2210918	GREEN LEAF	19.10.2007
7 M/s. Prakrithi Ayurveda Centre	Near Taj Hotel, Samudra Beach, Kovalam, Thiruvananthapuram		GREEN LEAF	17.08.2006
8 M/s. Manaltheeram Ayurveda Beach Village	Manaltheeram Beach Resort Pvt. Ltd, Chowara P.O. (via) Balarampuram.Thiruvananthapuram	0471 - 2481610	GREEN LEAF	01.09.2005
9 M/s Taj Varkala Ayurveda Centre,	Taj Garden Retreat, Janardhanapuram, Varkala, Thiruvananthapuram	0472-2603000	GREEN LEAF	16.02.2006
10 M/s Thapovan Ayurveda Centre	Thapovan Heritage Home Pvt. Ltd., Nalikkunnu, Mulloor.P.O, Vizhinjam, Thiruvananthapuram 695521	0471-2480453 2482430	GREEN LEAF	17.08.2006
11 M/s Ideal Ayurvedic Resort	Vizhinjam Mukkola, Between Chowara Jn, South Kovalam, Thiruvananthapuram 695 501	0471 - 2268632, 2268396	OLIVE LEAF	16.02.2006
12 M/s Aswasam Ayurveda Hospital	Motelcello, Nr. Airport, 34/803,Vallithopu, Thiruvananthapuram 695008	0471-2507834	OLIVE LEAF	17.08.2006
13 M/s Niramaya Ayurvedic Spa	Surya Samuddra Holiday Resorts(P)Ltd., Pulinkudi, Mulloor P.O, Thiruvananthapuram 695521	0471-2267333 2480413	OLIVE LEAF	24.01.2007



14	M/s Kerala Bamboo House Ayurveda Resort,	Papanasam, Varkala, Thiruvananthapuram	9895270993	OLIVE LEAF	24.01.2007
15	M/s. Ayur Ashram,	C/o. Udaya Samudra, G.V. Raja Road, Samudra Beach, Kovalam, Thiruvananthapuram	0471-2481654	OLIVE LEAF	01.09.2005
16	M/s. J. V. Ayurveda Bhavan,	TC 28/2636 (1,2,3), Chettikulangara, Thiruvananthapuram	0471-2478517	OLIVE LEAF	01.09.2005
17	M/s. Guruprakash Ayurveda Centre	Vellar, Kovalam P.O., Thiruvananthapuram	0471-2480352	OLIVE LEAF	01.09.2005
18	M/s Sanjeevani Ayurveda & Yoga Centre	Opp. Govt. Guest House, Varkala, Thiruvananthapuram	0470-2609553 3291189		
19	M/s Arsha Ayurveda Hospital	Poomkulam WestK.S.Road, Vellayani.P.O,Thiruvananthapuram	695522 0471-2483351 2483352	OLIVE LEAF GREEN LEAF	16/02/2006 24-01-2007
20	M/s. Travancore Heritage Ayurvedic Centre	Joy's The Beach Resort Pvt. Ltd., Chowara.P.O (Via), Balaramapuram		GREEN LEAF	01-08-2005
21	M/s. Medicus Ayurvedic Centre	Nellimukku Beach, Mullor.P.O, Thiruvananthapuram-695221		GREEN LEAF	18/10/2005
22	M/s.Vijay Ayfoot Therapy Centre	Choozhattukotta, Malayam.P.O, Thiruvananthapuram		GREEN LEAF	19/10/2007
23	M/s. Ayusha Ayurvedic Centre	C/o. Merry Land, Beach Road, Thiruvananthapuram		OLIVE LEAF	19/10/2007
<b>KOLLAM</b>					
1	M/s. Ashtamudi Resorts,	Malibhagom, Chavara South, Kollam - 691584.	0476-2882288 98470 80888	GREEN LEAF GREEN LEAF	05.06.2006
2	M/s. Sree Buddha Ayurvedic Centre,	Kakkakadavu, Near Pullichira Church, Pullichira P.O., Kollam	0474-2760574	GREEN LEAF	28.11.2005
3	M/s. Sree Shanmukha Vilasom Hospital	Main road, Post Office Junction, Punalur, Kollam	0475-2222225	OLIVE LEAF	28.11.2005
4	M/s. Amrutha Ayurveda Hospital	Kottarakara, Amrutha Ayurveda hospital, Near T.B. Junction, Kottarakara, Kollam	2454462 2458416		
5	M/s Ayurgramam Panchakarma Kendram	Puthensanketham, Koivila.P.O, Kollam-691 590	0476- 2872959 9447473507 9447332975	OLIVE LEAF	23.01.2007
6	M/s.Ayurarogyia Speciality Centre	Opp. Ramavarma Club, Thevally, Kollam-09		OLIVE LEAF	01-08-2005
7	M/s. Saravaram	Ashtamudi, Kollam		GREEN LEAF	01-08-2006



8	M/s.Sree Narayana Institute of Ayurvedic Studies & Research	Karimpinpuzha.P.O, Pangode, Puthoor, Kollam-13		GREEN LEAF	01-08-2007
9	M/s. Ojas Ayurvedic Centre	C/o. Aquasvenue, South Paravoor P.O, Kollam		GREEN LEAF	02.04.2008

### PATHANAMTHITTA

1	M/s. Ayurvedic Speciality Hospital	Kannamcode, Adoor, Pathanamthaitta		OLIVE LEAF	02.01.2006
2	M/s. Anima Ayurvedic Medical Centre	Mallappally .P.O, Pathanamthitta		OLIVE LEAF	02.04.2008

### ALAPPUZHA

1	M/s. The Marari Beach Ayurvedic centre,	Marankulam North, Alappuzha	0478-2863801	GREEN LEAF	03.06.2005
2	M/s. Krishnendu Ayurveda Hospital	Chingoli P.O., Alappuzha - 690 531	0479-2486337 2485577	GREEN LEAF	03.06.2005
3	M/s Peace Cottage	Muhama Junction, Alappuzha- 688525	0478-2863494 2863495	GREEN LEAF	05.06.2006
4	M/s Jeevanam Ayurveda Hospital	Town Hall Jn.HaripadAlappuzha- 690514	0479-2416298 2418292 9447178701	GREEN LEAF	23.01.2007
5	M/s. Pambatheeram Ayurvedic	River Side Village, VI/400(2), Vi/400(4), Puthenkavu P.O., Chengannur	98460 57018	GREEN LEAF	03.06.2005
6	M/s.Sanjevani Ayurvedic Centre	M/s. Punnamada Resorts Private Ltd., Punnamada, Alappuzha-688 006		GREEN LEAF	18-10-2005

### KOTTAYAM

1	M/s Ayurmana	C/o Kumarakom Lake Resort, Kumarakom North, Kottayam - 686 566	0481-2524900 2524501, 2525020 2525021 Fax No: 2524987	GREEN LEAF	19.08.2006
2	M/s. Athreya Ayurvedic Centre,	Pakkil P.O., Pallom, Kottayam		GREEN LEAF	18.10.2005
3	M/s. Chamundi Hill Palace Ayurvedic Resort,	Udayamangalam, Edakunnam P.O., Parathodu, Kanjirappally, Kottayam - 686 511	0482 - 2851246	GREEN LEAF	19.10.2005
4	M/s. Amba Ayurveda Hospital,	Near Perunna Sree Subhramanya Swami Temple, Perunna P.O., Changanacherry - 686 102.	0481-2420354, 2424354, 3095749	GREEN LEAF	02.01.2006
6	M/s Sukhodaya Resorts & Ayurvedic Park	Kanjirappally, Kottayam	04828-204373 9847422211	GREEN LEAF	23.01.2007



7	M/s. Vedasparsh, Back Water Ripples Pvt. Ltd., Kumarakom P.O, Kottayam - 686 563	0481-2523600	GREEN LEAF	03.06.2006
8	M/s Coconut Lagoon Ayurvedic Centre Coconut Lagoon P.B.No. - 2, Kumarakom, Kottayam- 686 563	0481-2524491 2524373 Fax No; 2524495	GREEN LEAF	05.06.2006
9	M/s. Dhanwanthari Ayurvedic Centre, The Windsor Castle - Lake Village, Kodimatha, Kottayam - 686 039.	0481-2363637 2363638	OLIVE LEAF	09.11.2004
10	M/s. Ayurtheeram Ayurveda Resort Kumarakom Tourist Complex, Kottayam		OLIVE LEAF	06-06-2006
11	M/s.Ayurmana Kumarakom Lake Resort, Kumarakom North, Kottayam		GREEN LEAF	28-08-2006
<b>IDUKKI</b>				
1	M/s. Ayura C/o. Cardamom County Parks and Hotels Pvt. Ltd., Thekkady Road, Kumily, Idukki - 685 509.	04869-224501/02/03	GREEN LEAF	09.11.2004
2	M/s. Spice Village Ayurvedic Centre, Spice Village, Thekkady, Kumily Road, Thekkady, Idukki.	0486-2322314	GREEN LEAF	09.11.2004
3	M/s. Club Mahindra Lake View Munnar Health and Ayurveda centre Chinnakanal P.O., Munnar, Idukki -685 617	0486-2849224 2849228.	GREEN LEAF	10.11.2004
4	M/s. Sahyadri Ayurvedic Health Resort/Hospital Pallikkunnu P.O., Peermedu, Idukki - 685 531.	04869-232197 232725	GREEN LEAF	19.10.2005
5	M/s. Taj Garden Retreat Amalambika Road, Thekkady - 685 536, Idukki.	0486-322273	GREEN LEAF	19.10.2005
6	M/s Ayurvedic Health Centre Club Mahindra, Lake View, Munnar, Chinnakanal- P.O, Munnar, Idukki.	0486-2849224 2849228	OLIVE LEAF	10.11.2004
<b>ERNAKULAM</b>				
1	M/s. KAPL Hospital Bank Road, Aluva - 683 101	0484-2626119	GREEN LEAF	27.06.2005
2	M/s. Nagarjuna Ayurvedic Centre OkkalKalady - 683550	0484-2463350 2460854.	GREEN LEAF	28.11.2005
3	M/s. Tamara Spa Ayurveda Taj Malabar, Willington Island, Kochi 682 009	0481-2666811	GREEN LEAF	28.11.2005
4	M/s. Punarnava Ayurveda Hospital, Edappally North P.O., Cochin - 682024	0484-2801415 9447062087	GREEN LEAF	06.06.2005
5	M/s. Soft Touch Ayurvedic Centre, C/o Le Meridien Hotels and Resorts, NH 47, Bypass Road, Kundanoor Junction, Maradu, Cochin	0484-2705777	GREEN LEAF	27.06.2005
6	M/s. Merry Land Panchakarma Institute Airport Colony, Akaparambu, Mekkad P.O., Nedumbassery - 683589	0484-2611273 2363531	OLIVE LEAF	19.08.2006



7	M/s. The Kerala Ayurvedic Health Spa	Kerala Vaidyashala, India Pvt. Ltd., Lord Shiva Temple Road, Thottakkattukara, Aluva - 683108	0484-3117720 3094042	OLIVE LEAF	19.08.2006
8	M/s Sreedhareeyam Ayurvedic Eye Hospital & Research Centre	Kizhacombu.P.O, Koothattukulam	0485-2253007 2251905 Fax No: 2250880	OLIVE LEAF	19.08.2006
9	M/s. Karma Ayurveda Centre Pvt. Ltd.,	Opposite Town Railway station, Ernakulam North A1, 3rd Floor, Mather Square, Kochi - 682 018	0484-2390738 2390748, 3104141	OLIVE LEAF	27.06.2005
10	M/s. Ayurkendram, Herbs and Health foundation and World of Yoga	Ravipuram Road, Ravipuram, Cochin - 16		OLIVE LEAF	27.06.2005
11	M/s Health Shore,	Kayyath Lane, Near Janatha Bus Stop, Palarivattom, Cochin	0484-3953848	OLIVE LEAF	06.06.2006
12	M/s. Amrutham Ayurveda Hospital	Athani P.O., Bank Road, Aluva	0484- 2476301	OLIVE LEAF	
13	M/s. Trident Hilton Ayurveda Centre	Island Hotel Maharaj Ltd., C-46-452-(ii), Bristow Road, Willingdon Island, Kochi-682 003		OLIVE LEAF	27.05.2005
14	M/s. Ayur VAID Hospital	No-27/ 163, 15 th Cross, Girinagar, Kochi,	0484-2669595	GREEN LEAF	06-06-2006
15	M/s. Naivedya Ayurveda Hospital & Research centre	Thammanam Road, Anchumuri Jn., Ponnurummi, Vyttila, Kochi-19	0484-6573926	GREEN LEAF	22-06-2007
16	M/s. Chandra Ayurveda Hospital	Moulana Azad Road, Main Road Chakkamadam, Mattanchery, Kochi- 682002	0484-2210160 (H) 0484-2210160 (R)	OLIVE LEAF	22-06-2007
17	M/s. Sarathy Ayurvedic Hospital	Elanjichuvadu, Elookkara, Muppathadam.P.O, Aluva-683110	0484-2605309 2607508 9847997321	OLIVE LEAF	22-06-2008
18	M/s. Anvin Ayurveda Hospital	Near Varky's Super Market, Thripunithura- 682301, Ernakulam	0484-2781754 9464425594787	OLIVE LEAF	06-06-2006
19	M/s. Nagarjuna Ayurvedic Retreat Ltd.(PURNAGRAM)	536A/1, Mulamkuzhy, Malayattoor, Cochin- 683587		GREEN LEAF	02.04.2008
<b>THRISSUR</b>					
1	M/s. Rajah Island,	Chettuva, Chavakkad, Vadanapally, Thrissur	0487-2556425	GREEN LEAF	28.06.2005
2	M/s. Majlis Health Park Ltd.	Peringannur, Peramangalam P.O, Thrissur-680544	0487- 2212845, 2212344	GREEN LEAF	28.06.2005
3	M/s. Chikilsalayam	Kadappuram Resorts and Hotels Pvt. Ltd., Pallam Beach Road, Nattika Beach - 680 572, Thrissur	0487-2394988	GREEN LEAF	28.06.2005



4 M/s. Sitaram Ayurveda Speciality Hospital Sitaram Hospital Road, Veliyannoor, Trichur - 680021.

0487-2443895  
2443891

Fax No: 2448814 OLIVE LEAF 25.09.2006

5 M/s P.N. Ayurvedasramam Sree Narayana Dharma Sabha, Danwadhiri, S.N.Nagar,  
Madavana P.O, Eritad Panchayat, Kodungallur- 680666

0480-2813145  
2809091,  
9895251393 OLIVE LEAF 25.09.2006

6 M/s. Holy Basil, Palace Road, Cheruthuruthy, Thrissur - 679 531.

0484-262244  
262245 OLIVE LEAF 28.06.2005

7 M/s Vinayaka Ayurvedic Nursing Home Palissery.P.O, Thrissur

0487-2346789  
2344789, 2348789 OLIVE LEAF 25.09.2006

8 M/s. S.N.A Ayurveda Nursing Home East Fort, Moospet Road , Thrissur - 680 004

OLIVE LEAF 28.06.2005

9 M/s Oushadhi Panchakarma Hospital & Research Institute P.B.No. 174, Thrissur- 680001

0487-2334396  
2334519  
Fax No: 2338533 OLIVE LEAF 25.09.2006

10 M/s. Ashtavaidyan Thaikattu

Moss Vaidyaratnam Nursing Home

Thaikattusery, Ollur, Thrissur

OLIVE LEAF 05-08-2004

11 M/s.Ayuryogashram

Ayurvedic Centre Pvt. Ltd.

Parlikkad (PO), Vadakkanchery, Thrissur- 680623

GREEN LEAF 02.04.2008

12 M/s. Sree Chitra Ayur Home

Manathala, Chavakkad, Thrissur- 680506

GREEN LEAF 02.04.2008

## PALAKKAD

1 M/s. Rajah Healthy Acres Pvt. Ltd.

Perumannoor P.O, Chalissery , Palakkad-679536

0466-2256305  
2256405 GREEN LEAF 24-08-2007

2 M/s.Poomully

Poomully Aramthampuran Smaraka Trust.

Peringode.P.O, Via Koottanad, Palakkad

0466-2370660  
2370770 OLIVE LEAF 24-08-2007

3 M/s. Dharmagiri St. Joseph's

Holistic Healing Centre

Valliyode, Anjumoorthy.P.O, Vadakkencherry - 678682, Palakkad

04922-255591  
(Hos.) 255491 OLIVE LEAF 24-08-2007

## KOZHIKODE

1 M/s Kadavu Ayurvedic Health Centre

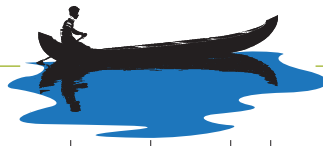
Azhinjilam, Kozhikode

GREEN LEAF 10.11.2005

2 M/s Taj Ayurveda centre

C/o Taj Residency, P.T.Usha Road, Kozhikode - 673 032

0495-2765354  
Fax No: 2766448 GREEN LEAF 26.09.2006



3	M/s. Sree Subrahmania Ayurvedic Nursing Home	Karikulam, Karaparamba Kozhikode - 673 009	2371452	OLIVE LEAF	10.11.2005
4	M/s. Harivihar Ayurvedic Heritage Home	Bilathikulam, Kozhikode		GREEN LEAF	04.06.2008
5	M/s. High Life Ayurvedic Hospital	Karassery Junction, Mukkom, Kozhikkode		GREEN LEAF	04.06.2008
6	M/s. Greens Ayur Hospital	Azhijur, Kozhikkode		GREEN LEAF	04.06.2008

### WAYANAD

1	M/s. Ayurkendra Ayurveda Hospital	PWD Road, Kalpetta, Wayanad - 673 121.	04936-203953	OLIVE LEAF	10.11.2005
2	M/s. Kannur Ayurvedic Multispeciality Hospital & Yoga Research Centre	Emily, P.O. Kumily, Kalpetta, Wayanad-673121	04936-203001 323748 9447219562	GREEN LEAF	23-08-2007

### KANNUR

1	M/s. Asoka Panchakarma and Orthopaedic Clinic	Thattikkavu Road, Kannur - 670000	0497-2712686 2712696	OLIVE LEAF	10.11.2005
2	M/s. Amrutham Arya Vaidya Pharmacy	Gokhale Road, Kannur- 670001		OLIVE LEAF	04.06.2008





## Annexure V

### NEW INITIATIVES OF KERALA TOURISM

#### 1. GREEN FARMS KERALA

Kerala, being an agriculture dominated State, has tremendous potential for developing Farm Tourism in a big way without much additional investment. The State has more than 1/3rd of its cropped area under tea, coffee, rubber, pepper, cardamom and ginger plantations, and another 1/3rd under coconut plantations. About 3,50,000 lakh hectares of land is under paddy cultivation. With minimum intervention, these can be converted into tourist attractions in order to transfer the benefits of tourism directly to the farmers.

As a step towards this, Kerala Tourism has launched 'Green Farms Kerala'. An exclusive venture that aims at preparing the farms/plantations in the State to receive tourists, the project will revitalise the agriculture sector, while enhancing tourist arrivals to God's Own Country.

Green Farms Kerala opens a new world of opportunity. From conducting farm tours to enabling tourists to be a part of the daily activities in the farm, from showcasing and selling farm produces to offering visitors a taste of the local cuisine... the project helps investors to generate additional income from farm/plantation.

- Farm visits
- Trekking, boating, fishing etc.
- Canoe rides, elephant rides, bicycle tours etc.
- Participation in farm activities
- Bird & butterfly watching
- Sale of farm produce and value-added products
- Sale of local products Food counters.

#### Essential Components

- Minimum 10 acres of farm/50 acres of plantation
- Parking area
- Development of entry area
- Ticket counter, guard room, gate, nameboards etc.
- Compound wall at the entry area
- Stalls or shopping area outside or inside the farm
- Restaurant/coffee shop/snack bar
- Walkways, signage etc. within the farm
- Toilet facilities inside and outside the farm
- Brochures

#### Optional Facilities

- Renovation of existing accommodation facilities
- Development of new accommodation facilities exclusively for the tourists
- Interpretation centre





- Souvenir shops
- Tourist information centre
- Communication centre
- Product conversion units
- Industrial units for the by-products

The above list is not exhaustive and innovative facilities can be added to make the farms / plantations more attractive.

The farms/plantations under Green Farms Kerala will be converted into tourism products by adding several components - essential and optional - in order to make them more tourist-friendly and to enable owners to get the most out of them.

As a participant of this project, you will enjoy a host of benefits and advantages including promotion of the brand by the Government

### **Post - implementation assistance and monitoring:**

To ensure the sustainability of the approved Green Farms Kerala units, there will be a permanent mechanism that monitors their activities.

### **Promotional Support**

All units under Green Farms Kerala will be marketed by Kerala Tourism through the print and electronic media. The units will also be promoted through the Kerala Tourism website as well as the tourism trade fairs and road shows organised by the Department of Tourism from time to time.

### **Capacity Building**

Training for qualitative improvement will be provided to those persons interacting with tourists through institutions like the Kerala Institute of Tourism and Travel Studies (KITTS), Food Craft Institute, the Institute of Hotel Management and Catering Technology (IHMCT) etc.

Green Farms Kerala units will be selected by a committee appointed by the Government for the purpose. No specific quantum of investment has been stipulated by the Department. Investment will depend on the facilities being set up, and will therefore be more for units that provide accommodation.

## **2. MY VILLAGE, TOURISM FRIENDLY VILLAGE**

### **(Village Tourism development project of Kerala Tourism)**

Kerala, one of the few destinations catering to the alert, independent traveller in search of experiential holidays, is envisaging a plan to enhance the ethnic experience of God's Own Country. By inspiring farmers and plantation owners to open up the rustic village experience for the growing number of travellers seeking to touch the heart of Kerala and unveil its very soul. 'My Village, Tourism Friendly Village', the new campaign launched by Department of Tourism in association with the Local Self Government Department presents existing opportunities for the villagers and the tourists alike. The scheme aims at promoting new tourist centres, inspiring products and innovative activities like adventure tourism right within the village, enabling tourists to enjoy the authentic experience of Kerala in its hamlets while providing greater employment opportunities for the villagers.

### **Project Plan**

The proposed programmes eligible for support under the Village Development Scheme includes:

- Development of basic amenities at places of natural attraction.
- Expansion of Village Squares.



- Adventure Tourism including trekking and water sports.
- Preservation and conservation of heritage properties and heritage areas.
- Introduction of new tourism products.
- Enhancement of traditional industry or agro-based tourism products.

### Project Implementation:

Through the implementing agency is the Local Body, the project will be a joint venture by the Department of Tourism and the Local Self Government Department. Proper agreement will be executed between the Departments before executing the project. There is a committee for prioritizing the sanctioning of projects with the Secretary of Kerala Tourism as Chairman and the Director of Kerala Tourism as Convener. Other members in the committee include the Directors of Panchayath and Municipalities, Chief Town Planner, the Chief of the Infrastructure Division of State Planning Board and the Secretary of the Local Self Government.

### Procedure of Participating in the Scheme:

There are three steps involved in the sanction of the project.

- Step 1. Prioritization of the projects at the District Level.
- Step 2. Prioritization of the projects at the State Level.
- Step 3. Sanction of the project on submission of the detailed project reports of the prioritized project.

### Operation and Maintenance

As far as possible the project should be conceived as a self sustaining one. The responsibility of operation and maintenance of the asset created through the scheme will be with the Local Body, but it shall have to be done through a transparent process. The modes of operation has to be approved by the Department of Tourism.

## 3. GRIHASTHALI: THE HERITAGE PROTECTION SCHEME OF KERALA TOURISM

Grihasthali is a well thought out scheme to preserve our traditional architecture by converting them into excellent accommodation options with modern facilities. In addition to offering a taste of the authentic Kerala lifestyle which is increasingly becoming popular across the world, Grihasthali will also inspire public participation in the promotion and development of Tourism in the State. The Department of Tourism has designed an exclusive package of incentives and financial assistance to projects which are approved. The financial assistance proposed has been arranged in collaboration with the Kerala Financial Corporation and nationalised banks.

Grihasthali also envisages registration of those properties where owners would not like to convert their buildings themselves but are interested in identifying a potential partner/buyer for the property. This will help the creation of an authentic database for investors, as well as property owners.

### Grihasthali - Definition of a heritage building

Any building which is more than 50 years old and bears characteristics of the traditional Kerala architecture.

### Objectives of Grihasthali

Convert heritage buildings in the State to tourist accommodation by giving incentives and financial assistance to approved projects.



Make a database of heritage properties available for sale in the State and register them for the benefit of potential investors.

### Approval of projects

If you have a heritage home that can be turned into a profitable hospitality centre, rush your application in the enclosed format to the Director of Tourism for approval. All applications should be made in quadruplicate.

#### Documents to be submitted along with the application (in quadruplicate)

1. Proof of ownership/lease of the building (Power of attorney holders may submit necessary papers as proof).
2. Location plan showing access to the building from the major roads (need not to be scale).
3. Plan, elevation and section of the existing building.
4. Plan, elevation and section of the building incorporating the proposed alteration, certified by a qualified engineer.
5. Site plan to scale showing the open spaces available on all sides of the building in the plot.
6. Estimate of the proposed renovation certified by a qualified engineer.
7. Photographs of the building, including interiors.
8. The department has prescribed regulatory conditions to be abided by promoters of approved projects. The promoters should furnish the acceptance of these regulatory conditions in the prescribed form. The regulatory conditions and proforma of acceptance is appended along with the application proforma.

### Financial assistance

- Subsidy for the preparation of project report up to 25% of the expenditure, subject to a maximum of Rs. 10,000/-.
- Investment subsidy up to 25% of the investment for renovation, subject to a maximum of Rs. 5 lakhs.
- Financial assistance for the project through loans from financial institutions like KFC or banks.



**APPLICATION PROFORMA FOR THE APPROVAL OF  
HERITAGE BUILDINGS UNDER THE GRAHASTHALI SCHEME  
DEPARTMENT OF TOURISM, GOVERNMENT OF KERALA**

Willing to renovate/willing to sell (strike out which ever is not applicable)

1. Name of the applicant : .....
2. Address of applicant : .....
3. Telephone No, If any : .....
- 4. Location of the site**
  - a) Distance and name of major road passing by : .....
  - b) Distance and name of nearest town : .....
  - c) Distance and name of nearest railway station : .....
- 5. Details of the plot**
  - a) Extent : .....
  - b) Survey No. : .....
  - c) Village : .....
  - d) Taluk : .....
  - e) District : .....
- 6. Details of Building**
  - a) Total No. of rooms : .....
  - b) No. of rooms proposed to be modified : .....
  - c) Approximate plinth area : .....
- 7. Enclosures**
  - a) Proof of ownership/lease of the building (or papers to prove right to use the building)
  - b) Location plan showing the location of plot with respect to the nearest major road and major commercial node (need not be scaled)
  - c) Site plan showing the set-backs of the building from the plot boundaries (to scale)
  - d) Plan, section and elevation of the existing building
  - e) Plan, section and elevation of the proposed alteration(if any)
  - f) Estimate of the proposed renovation certified by a qualified engineer
  - g) A project report, if financial assistance is required
  - h) Photographs of the existing building (front2, side1, interior3)

Note: If the applicant only wants to register a property and does not want to renovate, only (a),(b),(c),(d) and (h) need to be submitted.
- 8. Number and date of DD for Rs.500/- drawn in favour of the Director, Department of Tourism, Govt. of Kerala, payable at Thiruvananthapuram.**

.....  
Signature,  
Name of applicant

Place :

Date :

Note: The above proforma may be adopted to apply for approval. Applications may be typed in foolscap paper. The application, along with enclosures, in quadruplicate shall be sent to The Director, Department of Tourism, Park View, Thiruvananthapuram-33.



## REGULATORY CONDITIONS FOR APPROVAL OF HERITAGE BUILDINGS UNDER THE GRIHASTALI SCHEME

### DEPARTMENT OF TOURISM, GOVERNMENT OF KERALA

- 1) All projects approved by the Department of Tourism, Government of Kerala are required to ensure that the buildings renovated under the scheme are used only for tourist accommodation at least for 10 years from the date of commencement of actual operation.
- 2) The promoters will furnish the following information to the Director, Department of Tourism so as to reach him on or before 31st May each year for the proceeding financial year.
  - a) A bank certificate in regard to foreign exchange deposited by the centre if any
  - b) Total bed capacity offered by the centre as under: single room, double room, suites.
  - c) Number of rooms occupied on a permanent/semipermanent basis by resident staff/officers etc.
  - d) A specimen copy of the current tariff card.
  - e) List of the names of the following officers with their designation, experience etc. (Department wise)
    1. Senior executives
    2. Junior executives
    3. Other staff
  - f) Total number of persons employed indicating separately, the number of Indian and foreign staff.
  - g) Annual report of the centre and a statement showing the balance sheet and profit and loss account within 4 months of the end of financial year.
- 3) The Director, Department of Tourism, Government of Kerala should be kept informed from time to time of facilities introduced or withdrawn and of any addition or alteration made in regard to the capacity of the centres.
- 4) Any licence and /or approval from the local administration/police and or other concerned authorities for the construction/operation of the centre should be obtained directly by the promoters from the concerned authorities. The approval by this Department will not in any way substitute for them. The Department approval will be deemed to have been withdrawn in case of violation of this condition when brought to notice.
- 5) In the event of promoters making any change in the plan of the project as submitted earlier, the approval of this department will have to be applied fresh.
- 6) The centre should at all times adhere to the high standards of maintenance and service for which it has been recognised and in all dealings with its guests observe business practices worthy of an establishment of repute.
- 7) The officer of the Department of Tourism or any other officer deputed by the Department to inspect the centre premises from time to time will be allowed free access with or without prior notice.
- 8) In the event of the unit closing down or going out of the business of providing accommodation to tourists within 10 years of availing investment subsidy, the Government will be at liberty to detect repayment of the subsidy together with 12% interest on the principal. In case of non payment, the amount will be recovered as arrears on land revenue.

Sd/-

Director

Department of Tourism



## PROFORMA FOR ACCEPTANCE OF REGULATORY CONDITIONS

The Director  
Department of Tourism  
Government of Kerala  
Park View  
Thiruvananthapuram.

Dear Sir,

Sub: Acceptance of Regulatory Conditions.

I have received a copy of the Regulatory Conditions prescribed by the Department of Tourism for the Grihasthali Centre placed on its approved list, and wish to confirm to abide by the same and such other conditions as may be laid down from time to time by the Department of Tourism for approved units.

Yours faithfully,

Signature

(Name in block letters)

Managing Director/Partner/Proprietor

Name of Grihasthali Centre

Place:

Date:



## DIRECTORATE OF TOURISM

Department of Tourism, "Park View", Thiruvananthapuram -33,  
Kerala, India, Phone: 091+471+322547, Fax: 091+471+322279,  
E-mail: [info@keralatourism.org](mailto:info@keralatourism.org), Website: [www.keralatourism.org](http://www.keralatourism.org)

## DISTRICT OFFICES & JOINT DIRECTOR'S OFFICES

- District Office, Dept. of Tourism, Asramam, Kollam Ph: 091-474-2743620
- District Office, Dept. of Tourism, Civil Station, Pathanamthitta Ph: 091-473-2326409
- District Office, House Boat Terminal, Finishing Point, Thatthampally P.O., Alappuzha Ph: 091-477-2260722
- District Office, Dept. of Tourism, Govt. Guest House Compound, Kottayam Ph: 091+481-562219, 2340219
- District Office/Information Centre, Kumily ,Idukki Ph: 091+4869-222620
- Office of the Joint Director, Dept. of Tourism, Govt. Guest House, Ernakulam Ph: 0484-2360502, 2360257
- District Office, Govt. Guest House, Ramanilayam, Thrissur Ph: 0487-2332300
- District Office, Dept. of Tourism, Govt. Guest House, Palakkad Ph: 0491 - 2538996, 2502390 (DTPC)
- District Office, Dept. of Tourism, Govt. Guest House, Malappuram. Ph: 0483-2734311
- Office of the Joint Director, Department of Tourism, Kozhikode Ph: 091+495-2373862
- District Office, Dept. of Tourism, Kannur Ph: 0497-2706426

## TOURIST INFORMATION OFFICES INSIDE KERALA

1. Kerala Tourism Information Office, Park View, Thiruvananthapuram Ph: 091-471-2321132
2. Kerala Tourism Information Office, International Airport, Thiruvananthapuram, (International Terminal) Ph: 091-471-2502298
3. Kerala Tourism Information Office, International Airport, Thiruvananthapuram, (Domestic Terminal) Ph: 091-471-2501085
4. Kerala Tourism Tourist Facilitation Office, ITDC Compound, Kovalam Ph: 091-471-2480085
5. Kerala Tourism Information Office, Railway Station, Thampanoor Ph: 091-471-2334470
6. Kerala Tourism Information Office, Central Bus Station, Thampanoor, Thiruvananthapuram Ph: 091-471-2327224
7. Kerala Tourism Information Office, Railway Station, Varkala Ph: 091+499-4230666
8. Kerala Tourism Information Office, Civil Station, Pathanamthitta-689 645 Ph: 091-468-2326409
9. Kerala Tourism Information Office, House Boat Terminal, Finishing Point, Tathampally P.O., Alappuzha Ph: 091-477-2260722
10. Kerala Tourism Information Office, Kumily, Thekkady, Idukki, Ph: 091+4869-222620
11. Kerala Tourism Information Office, International Airport, Nedumbassery, Kochi Ph: 091-484-2611308
12. Kerala Tourism Information Office, International Airport, Nedumbassery, Kochi, (Domestic Terminal) Ph: 091-484-2611309
13. Kerala Tourism Information Office, Govt. Guest House, Ernakulam Ph: 091-484-2360502
14. Kerala Tourism Information office, Railway Station, Kozhikode Ph: 091-495-2702606
15. Kerala Tourism Information Office, Airport, Karipur, Kozhikode Ph: 091-493-2712762
16. Kerala Tourism Information Office, Kalpetta, Wayanad Phone: 091-4936-204441



17. Tourist Information Counter, Railway Station, Alappuzha Phone: 091-477-2239377
18. Kerala Tourism Information Office, Fort Kochi, Ernakulam Phone: 0484- 2216654
19. Tourist Information Counter, Bus Station, Kasaragode Phone: 954994-221886

## OUTSIDE KERALA

20. Kerala Tourism Information Office, TTDC Complex, Vallaja Road, Chennai 600 002.  
Email: keralatourismchennai@yahoo.com Ph: 091+44+25382639
21. Kerala Tourism Information Office, Travancore Palace, Kasthurba Gandhi Marg, New Delhi-110 001.  
Email: keralatourism.del@bol.net.in Ph: 091+11+23382067.
22. Kerala Tourism Information Office, Dr. Kadamba Bus Station Building, Panaji Goa-403 001.  
Ph: 091+832+ - 2437797
23. Kerala Tourism Information Office, 74 World Trade Centre, Café Parade, Mumbai -400 005 Email:  
ticktmumbai@hotmail.com, Ph: 091+022+ 22830491 Tele Fax: 2203049
24. Kerala Tourism Information Office, 22, Chinmayi Chatterji Sarani, Kolkata - 700 033  
Email: ticktkolkata@hotmail.com Phone: 033 - 24249225

## GOVERNMENT GUEST HOUSES

1. Guest House, Thiruvananthapuram Phone : 0471-2329869, 2324453
2. Guest House, Kovalam Phone : 0471-2480146
3. Guest House, Ponmudi Phone : 0472-2890230
4. Guest House, Kollam Phone : 0474-2743620
5. Guest House, Varkala Phone : 0470-2602227
6. Guest House, Attingal Phone : 0470-2622290
7. Guest House, Kottayam Phone : 0481-2340219
8. Guest House, Pathanamthitta Phone : 0468-228073, 228095
9. Guest House, Idukki Phone : 04862-232205, 233086
10. Guest House, Devikulam Phone : 04865-264223
11. Guest House, Guruvayoor Phone : 0487-2556696
12. Guest House, Munnar Phone : 04865-230385
13. Guest House, Alappuzha Phone : 0477-2246504
14. Guest House, Ernakulam Phone : 0484-2360558, 2360502
15. Guest House, Aluva Phone : 0484-2623636, 2623637
16. Guest House, Cheruthuruthy Phone : 14884-262498
17. Guest House, Malappuram Phone : 0483-2734311
18. Guest House, Malampuzha Phone : 0491-2815207
19. Guest House, Peermedu Phone : 04869-232071
20. Guest House, Thrissur (Ramanilayam) Phone : 0487-2332016, 2332300
21. Guest House, Kozhikode Phone : 0495-2383920, 2380020
22. Guest House, Sulthan Bathery Phone : 04936- 220225
23. Guest House, Kannur Phone : 0497-2706426, 2701420
24. Guest House, Kasaragode Phone : 0499-4230666, 4230876
25. Kerala House, Kanyakumari Phone : 04652-246229
26. Yatri Nivas, Kozhikode Phone : 0495-2383920, 2383408, 2382020.
27. Yathri Nivas, Ernakulam Phone : 0484-2339980
28. Guest House, Palakkad Phone : 0491-2505599
29. Yathri Nivas, Thiruvananthapuram Phone : 0471-2337727
30. Kerala House, Navi Mumbai Phone : 022-27810106, 27810112





## Annexure VI IATA/IATO Approved Travel Agents/Tour Operators

### THIRUVANANTHAPURAM

Air Travel Enterprises Ph: 2320710 Fax: 2323900 Email: *corporate@atetravel.com* *www.atetravel.com*  
Aries Travels, Press Road Ph: 2330964 Fax: 2331165 Email: *ariestravel@gmail.com* Akbar Travels of  
India Ph: 2722466 Fax: 2313986 Email: *tvm@akbartravels.com* Butterfly Holidays Ph: 2490907 Fax:  
24909005 Email: *butterfly@vsnl.com* Carmel Travel Pvt. Ltd. Ph: 2431616 Email: *citylinktrvl@yahoo.com*  
Citadel Travel & Tours Pvt. Ltd. Ph: 2440561 Email: *citadeltravels@asianetindia.com* City Link Travel  
Corporation Ph: 2326228 Fax: 2337947 Email: *citylinktrv@gmail.com* Creative Tours & Travels Pvt Ltd.  
Ph: 2321475 Fax: 2321483 Email: *creativetriv@yahoo.co.in* Christuraja Tours & Travels Ph: 2500921  
Fax: 2502382 Destination Designers Telefax: 2571021 Email: *destinationtrv@gmail.com* ITL Tours &  
Travels Ph: 2469555 Email: *itldomestictravel@gmail.com* Jayasree Travels & Tour Company Ph: 2743603  
Fax: 2722471 Email: *tours@jayasreetravels.com* Kerala Travels Ph: 3018623 Fax: 2314824 Email:  
*keralatravels@asianetindia.com* Lawson Travels & Tours (India) Pvt. Ltd. Ph: 2329985 Email:  
*trivandrum@lawsontravelindia.com* Overseas Air Travel & Tour Operators Ph: 2330075  
Fax: 2330079 Email: *overseas\_t@sifycom* Olympus Travels Ph: 2321106 Fax: 2326972 Email: *olympus  
travels@eth.net* PL WorldWays Ltd. Ph: 2729364 Fax: 2728987 Email: *plwtrv@plworldways.com* Riya  
Travels & Tours Ph: 4085000 Fax: 2729104 Email: *riyatravel@eth.net* Southern Holidays Ph: 2460701  
Fax: 2460700 Email: *holidays@md2.vsnl.net.in* South Park Tours & Travels Pvt. Ltd. Ph: 2323974 Fax:  
2331861 Email: *southparktours@gmail.com* Stargate Travel Bureau Ph: 2314698 Email:  
*stargatetravels@hotmail.com* Swastik Tours & Travels Ph: 2331691 Fax: 2331270 Email:  
*swastiktours@satyam.net.in* The Great India Tour Company Ph: 2331516 Fax: 2330579 Email:  
*gitctrv@vsnl.net.in* The Travel Company Ph: 2436850 Email: *thetravelcompany@vsnl.net* United Tours  
& Travels Ph: 2331657 Fax: 2301433 Email: *uttttrv@eth.net* Universal Tours & Travels Telefax: 2314328  
Email: *unitourstravels@yahoo.co.in*

### KOLLAM

United Tours & Travels Ph: 2742255 Fax: 2740532 Email: *uttkollam@yahoo.com*

### PATHANAMTHITTA

Akbar Travels Ph: 2225040 Fax: 2221240 Email: *akbartravelspta@yahoo.com* International Tours & Travels  
Ph: 0469-2631005 Fax: 2604271 Email: *jerrysjacob@yahoo.com* Orion Travels Pvt. Ltd. Ph: 0469-2630403  
Fax: 2630404 Email: *orion\_travel@sify.com*

### ALAPPUZHA

Associated Air Travels Email: *associatetravel@yahoo.com* Anu Travels Ph: 2253637 Blue Lagoons, West  
of Zilla Court Bridge Telefax: 2260103 Email: *alleppeytour@bsnl.com* C V Travels DTPC Ph: 2253308  
Fax: 2251720 Email: *alp\_dtpcalpy@sancharnet.in* Emu Tours & Travels  
Ph: 2252392, 9447207734 Email: *emutravels@yahoo.co.in* Gulf India Travels, Civil Station Rd. Ph:  
2251043 Garuda Air Travels Ph: 2263035 Fax: 2251601 Indira Travels Ph: 2251159 Karavel Travels Ph:  
2253033 Fax: 2251033 Panicker's Travels Ph: 3290490 Fax: 2271290 Email:



*panickerstravel@sanchar.net.in* Pooja Tours & Travels, Mullackal Ph: 2238857 Email: *poojatours@hotmail.com* Vinod Travels Ph: 2262138 Email: *vidya111@satyam.net.in* VIP Travels Ph: 2253164 Fax: 2261346

#### **KOTTAYAM**

Akbar Travels of India Pvt. Ltd Ph: 2583612 Fax: 2569066 Email: *kottayam@akbartravels.co.in* Concord Tours & Travels Ph: 2560350, 2564249 Fax: 2564249 Email: *concor\_tours@sify.com* Falcon Air Travels Ph: 2561112, 2560251 Fax: 2560251 Email: *ktm\_12falcon@hotmail.com*

#### **IDUKKI**

**Thekkady:** Global Tour Operators & Travel Agents, Kumily Telefax: 223467 Email: *globalkumily@gmail.com* Mickey Travels, Kumily Ph: 222196 Touromark Ph: 224332 Fax: 222786 Email: *touromark@sify.com* Thekkady Tours and Travels, Kumily Telefax: 222988 Email: *thekkadytours@yahoo.com*

**Peermedu:** Happy Holidays Telefax: 230283

#### **ERNAKULAM**

Air Travel Enterprises Ph: 2369246 Fax: 3077469 Email: *cochin@atetravel.com* [www.ategroup.org](http://www.ategroup.org) Akbar Travels of India Ph: 2373788 Fax: 2373602 Email: *cochin@akbartravels.in* Anna Maria Travels & Tours Fax: 2358963 Email: *annamariacochin@sancharnet.in* Admiral Travel Bureau Ph: 2360811 Fax: 2382104 Email: *atbindialtd@hotmail.com* Athira Holidays Ph: 2306932 2306933 Fax: 2304931 Email: *athiraholidays@satyam.net.in* Alhind Tours & Travels Telefax: 2351679 Email: *cochin@alhindonline.com* Atlanta Travels Ph: 2384538 Fax: 2383382 Email: *atltrvlcok2001@yahoo.co.in* Al Ban Travels Pvt. Ltd. Ph: 2371428 Fax: 2380347 Email: *albantravels@satyam.net.in* Austin International Travels Ph: 2362345 Fax: 3077709 Email: *austinvarhese@hotmail.com* Chanakya Group Travels Ph: 2362061 Fax: 2370944 Email: *cgtcok@vsnl.com* Chakiath Air Travels & Cargo Ph: 2459247 Fax: 2458837 Email: *chakiathairi@gmail.com* Choice Travels Ph: 2403433 Email: *pearl@choicegroup.co.in* Creative Travel & Tours Ph: 2372160 Fax: 2374218 Email: *creative\_cochin@yahoo.co.in* Concord Tours & Travels Ph: 2318002 Fax: 2318004 Email: *concordtours@vsnl.com* [www.concordtours.in](http://www.concordtours.in) Coastline Holidays Ph: 2372826 Fax: 2372804 Email: *mail@coastlineholidays.com* [www.coastlineholidays.com](http://www.coastlineholidays.com) Ebenezer Holidays Ph: 2383733 Fax: 2380225 [www.paradisekerala.com](http://www.paradisekerala.com) Euro Airvoyages & Tours Ph: 2363435 Fax: 2363485 Email: *tourwitheuro@hotmail.com* Forvol International Travels Ph: 2668446 Fax: 2668051 Email: *forvol@aisanetindia.com* Galilee Travel and Cargo Agency Pvt. Ltd. Ph: 2318655 2318666 Fax: 2318413 Govan Travels Ph: 2380775 Fax: 2380775 Email: *govancok@eth.net* Gulf India Tours & Travels Ph: 2360788 Fax: 2370695 Email: *gulfindiacochin@vsnl.in* Green Wave Holidays Ph: 2323123 Email: *mail@greenwaveholidays.com* ITL Tours & Travels Ph: 2374555 Fax: 2372050 Email: *itltours@asianetindia.com* Jai Hind Travels Ph: 2353249 Fax: 2360435 Email: *jhindkm@yahoo.co.in* Kerala Travels Interserve Ltd. Ph: 2370760 Fax: 2384308 Email: *keralatravelscochin@asianetindia.com* Lawson Travel & Tours Telefax: 2382862 Email: *lawsoncochin@hotmail.com* Libran Tours & Travels Ph: 2356287 Fax: 2356962 Email: *librantravels@vsnl.net* Marvel Tours (P) Ltd. Ph: 2323652 Fax: 2323657 Email: *cochin@marveltour.net* MB Travels Ph: 2667612 Fax: 2667223 Email: *travelcochin@mathesonbosanquet.com* Peacock Travels & Tours Ph: 2361320 Fax: 2354505 Email:



*peacocktravels@yahoo.co.in* New Allied Tours & Travels Telefax: 2316692 Email: *info@newalldtours.net*  
New Travel Mart Ph: 2350189 Fax: 2350188 Email: *travel@travelmartkerala.com* NPK Tours & Travels  
Ph: 2353650 Fax: 2381389 Email: *npktravels@hotmail.com* Omega Travel & Tourist Agency Ph: 2369417  
Fax: 2370417 Email: *omegatta@satyam.net.in* Oasis Tour India Ltd. Ph: 2361343 Fax: 2351233 Email:  
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## RIGHT TO INFORMATION ACT

### DEPARTMENT OF TOURISM, GOVERNMENT SECRETARIAT, GOVERNMENT OF KERALA Officers in charge of RTI Act

Name of Officer with Designation	Designated Post / Appellate authority, Information Officer, Assistant Information Officer as the case may be	Telephone No	Subject matter deals with
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Shri. K.N Sathya Prasad, Under Secretary, Tourism Department	State Assistant Public Information Officer	0471-2518055	

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