A STUDY ON MEASURING THE COMPETIVENESS IN TOURISM AMONG NORTH, CENTRAL, AND SOUTH ZONES OF KERALA; THE GODS OWN COUNTRY

SREEJITH S*; GIRISH S PATHY*

*ASSISTANT PROFESSOR,
BHAVAN’S ROYAL INSTITUTE OF MANAGEMENT,
KOCHI.

ABSTRACT
Travel and Tourism (T&T) possess an important role for the development and economic growth for advanced and developing economies. The study aims at comparing the three zones in Kerala based on tourist arrival and tourism competitiveness. The study attempts to present the results of the analysis in a way that could be useful to those interested in the industry. Kerala enjoys some unique geographical features that have made it one of the most attractive tourist destinations in Asia. The objectives of the current study are to compare the zone wise average visitors per 100 quarterly domestic tourist arrivals to Kerala, Compare the zone wise average visitors per 100 quarterly foreign tourist arrivals to Kerala, Compare the zone wise tourism amenities in Kerala and compare the zone wise number of tourism attraction in Kerala. Desk type research is applied here. Analysis was done on the basis of monthly data collected from January 2007 to December 2013 on the statistics of tourist arrivals reported in Kerala. Appropriate tools are used for analysis for arriving at the findings. The study attempts to calculate and compare the zone wise contribution of quarterly foreign and domestic tourist arrivals in Kerala. It also attempts to compare the tourist attractions and amenities in Kerala. The study brought out that North Kerala is the least preferred destination for travelers, particularly foreign travelers. It could bring out that one major reason for this is the inappropriate infrastructural facilities in the area. The study gave the following suggestions as well. Improvement in North Kerala Pertaining to the following fonts as - Bringing in better presence for tourist spots in North Kerala in the marketing communication of Kerala Tourism and Improving infrastructure.

KEY WORDS: Travel and Tourism, Tourism Competitiveness, Kerala Tourism, Tourist Arrivals, Domestic tourists, Foreign Tourists, Tourist attractions, Natural attractions, cultural attractions, South Kerala, North Kerala, Central Kerala.

References


www.keralatourism.org
http://www.mapsofindia.com/
http://www.prokerala.com/