



SUSTAINABILITY PRACTICES AS A TOOL TO INCREASES THE COMPETITIVE ADVANTAGE OF KERALA TOURISM

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ABSTRACT

The world sustainability is the most discussing one in today's scenario. Tourism sector also focuses on the sustainability practices. In this article the author discusses about the sustainability practices of Kerala tourism. Tourism department of Kerala uses these practices as a competitive advantage to brand the Kerala tourism worldwide. In order to survive in the future market sustainability is very essential. This will also help in the economic development of the country. Author identifies 6 major variables for promoting sustainable tourism of Kerala. Secondary data from various studies, official reports to Kerala tourism etc are used Kerala has succeeded very much in promoting sustainable tourism.

Key word – Sustainable, Kerala tourism, Competitive advantage, Economic development

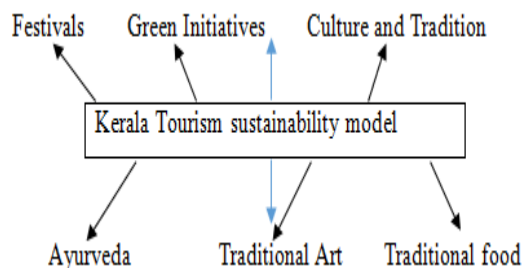
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INTRODUCTION

Sustainable tourism refers to the sustainable practices existing in tourism industry. Tourism industry is a fast improving industry in Kerala. But all over the world tourism practices follow sustainability practices new a days. This article focuses on the sustainability practices in Kerala tourism industry and also the competitive advantage of Kerala tourism due to sustainability practices. National geographic Traveler listed Kerala

the God's own country as one of the ten paradises of the world. Kerala with its greenery, cuisine all attracts tourists from all over the world. Now Kerala government tries to include sustainable tourism practices in Kerala are green initiatives, promoting culture and tradition. Traditional food, Traditional arts, Ayurvedic, festivals etc....





RESEARCH GAP

Many studies have been done about sustainable practices in tourism industries about the world. But no such studies have been done so far about the sustainable practices in tourism industry of Kerala.

RESEARCH METHODOLOGY

The study uses of descriptive research design. Data are collected mainly from secondary sources for the interpretation tables containing details of tooth domestic and foreign tourists are uses. Bar graphs are also used to represent the data.

LITERATURE REVIEW

1. Aneeb K. Jose and Manoj P.K. in international journal of Trade Global business perspectives conclude that deliberate measures should be taken to encourage niche types of tourism in Kerala by maintaining environmental purity.
2. DU 2013 suggested that the tourism industry is influenced by the resources available, ecological environment and other natural resources existing in the place.
3. Hone 1964 concluded that the environment carrying capacity

can be classified into biological, social, mental and management capacity.

4. Monica Goyal (2014) emphasized the need for medical tourism in India.
5. Jiaying LU and Sonjay K. Nepal (2009) mentioned in his study in the journal of sustainable tourism that sustainable tourism has great future in the coming year.
6. Aurobindo Ganesh and C. Madhu V I (2007) also stated that sustainable tourism is essential for our economic growth.
7. S. Vijayanand (2015) in his studies about pilgrimages tourism suggested about the benefits of pilgrimage tourism.
8. Tullio Ronita 2007 in his research studies pointed out the it is essential out the correct measures to promote sustainable tourism.

The major sustainable practices in Kerala tourism are the following

1. Green initiatives.

The Green carpet initiative is a unique project started by Kerala tourism. This aims at building a sustainable tourism in the state. Here the aim is to develop tourism and change the tourist destinations in the state to better places for tourists. The emphasis here is to include the participation of all the stake



holders to promote tourism. The major objectives of Green carpet are clean and hygiene environment, improve the tourist facilities, Good quality public rest rooms, safe drinking water and food promote green principles and carbon neutriability etc.

2. Culture and tradition Nishagandhi and Utsavam are the events for promotion of dance music and traditional arts organized by Kerala tourism. In the Nishagandhi dance festivals world famous artists from different states of India participates. Also various dance and art forms of the country were also performed.

3. Traditional food

In the traditional food practices offered by Kerala tourism about 22 items are included. These are putty and kadala curry, appam with stew, idiyappam, nadan kozhi varuthathu, Kerala prawn curry, Kerala style fish, Edli with sambar etc... All these are Kerala food items which attract tourists. Most of the tourists wish to enjoy the traditional food items in the tourist places. Home study KTDC motels and other tourist centres provide delicious food items to tourists.

4. Traditional art

Kerala is famous for its traditional art forms. Kathakali, Kalaripayattu, Koodiyattam, Theyyam, Mohiniyatta, Ottam Thullal, Padayani, Pulikali, Thiruvathirakali, Kalaripayattu, Chakyarkoothu all are every famous in

different parts of the world. Nangiar Koothu, Theyyam, Pancha Vadyam, Pavakathakali, Koodiyattam, Chavittunatakam, Duffmuttu, Kakkarissi Natakam, Margamkali, Thiruvathirakali, Kalamezhuthu, Arjuna Nritham, Mudiyaattu, Kolkali etc... one other art forms of Kerala which attracts most of the tourism. In order to promote tourism these art forms are performed at Nishagandhi and other auditoriums and also at different tourist spots.

Ayurveda

Ayurveda treatment of Kerala focuses on the physical and mental development of individuals and there by the holistic development of people. Ayurveda treatment of Kerala includes face care, various types of massages like foot massage, face massage, body massage, abhynaya, dhanyamaldhara, Ilakkizhi sarvangadhara with oil, lepana, Upanhasweda, Kativasti ksheeradhara, Njavarakizhi, pizhichil, Podikkizhi, Sarvangadhara, Snanam etc. lots of massage centres are started in various of the states both in the government sector and in private sector. Foreigners from all over the world came to Kerala for these treatments. Medical tourism with special emphasis to ayurvedic tourism is growing very fast in Kerala. But there are some low quality massage centres which are trying to cheat customers and to take false advantage out of it. Kerala tourism focuses on



preventive practices and also ayurvedic anti-ageing and anti-wrinkle creams.

Festivals

Festivals are celebrated with great enthusiasm in Kerala. Festivals of different religious are celebrated and all the people celebrate it unanimously. These include Onam, Christmas, Ramdan etc. About from these Champakkulam boat race, Thrissur Pooram, Kodungalloor Bharani, Pulikali, Anayoottu, Aluva Shivarathri, Kalpathy Chariot festivals, kite festival Munambam etc. are some other festivals which attract people from all over the world. Various dances forms, boat races, theyyam thira etc. associated with festivals attracts people. Colours myths religious practices

elephants, pancharimela all are the major things that make these festivals unique.

Kerala tourism becomes very much popularizes due to these sustainable practices. Kerala tourism tries to market the tourism industry by making these practices a competitive advantage to the industry.

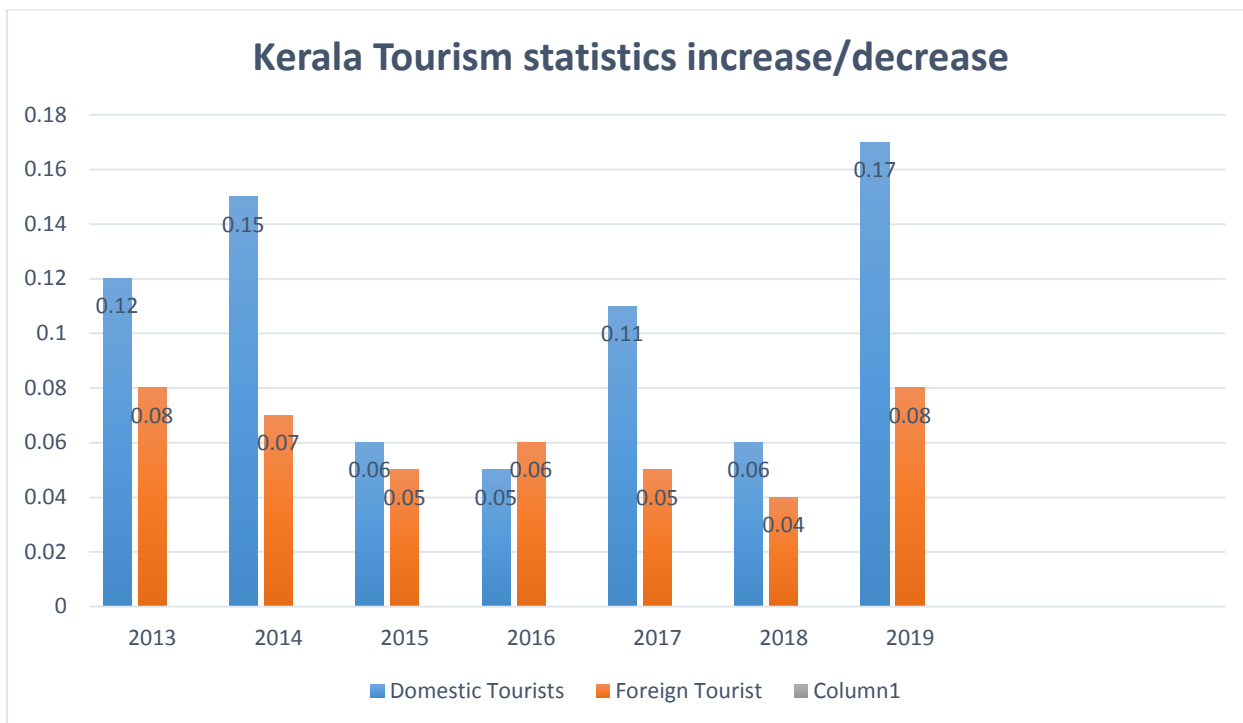
Below is list of table containing demographic profile of tourists from various parts of the world year wise.

From the table it is known that the number of tourists increases year wise. But due to the covid pandemic last two years there is practically no tourists visiting in Kerala. But now the number of tourists visiting in our place increasing very much. Kerala the God's own country.

Kerala tourism statistics 2021

Year	Domestic tourists	Foreign tourist	% of increase descres year wise	
			D	F
2012	10076854	793696	0.120	
2013	11085781	858143	0.15	0.08
2014	11695411	923366		0.07
2015	12465571	977479	0.06	0.05
2016	13172535	1038419	0.05	0.06
2017	14673520	1091870	0.11	0.05
2018	15604661	1096407	0.06	0.04
2019	18384233	1189771	0.17	0.08
2020	4988972	340755	0.72	0.71
2021	7537617	60487	0.51	0.82





FINDINGS

1. From the statistics it is clear that no. of domestic tourist increases yearly but shows a decrease in 19-2020 foreign tourist rate also increase and then shows decrease.
2. From 2019 onwards sustainability practice introduced in Kerala tourism. This increase the number of tourists considerably showing that sustainability practices clearly helps to boost the no. of tourists in Kerala.
3. From 2019 onwards there was gradual decrease in then no. of tourists which is clearly due to the effects of covid 19 pandemic.

SUGGESTIONS AND CONCLUSIONS

Kerala tourism should try to brand this tourism activities through all

these sustainable practices. More advertisements should be given to promote these sustainable practices and more emphasize should be given to domestic tourism. Tourists from other countries and other states should be attracted to our state to increase the economic development of the country.

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