

A STUDY ON CRISIS OF KERALA TOURISM IN THE YEAR 2018

K BASHEER
Ph.D Research scholar in Commerce
PG&Research Department
Jamal Mohammed college
Tiruchirappalli

DR. M.SIRAJUDEEN
Assistant professor
PG&Research Department
Jamal Mohammed college
Tiruchirappalli

ABSTRACT

Kerala which is one of the attractivetourist destination in the world.faced a critical situation in the year 2018. The damage done on the tourism was severe but not fatal. The maior setback on tourism were i)heavy shever rain falls in the beginning of monsoon which affected almost all tourist destinations of kerala especially central and southern ones. All rivers and reservoirs overflow and inumdated a quit large areas of land and a number of houses and buildings. ii) Outbreak of Nippah was a like sword of democles threatened every one both natives and allians alike. Malabar region was the focal point of Nippah.iii) Alleged missing of Latvian tourist Ms. Liga Skromane and aftermaths shook, the tourist industry of the kerala in the month of march 2018. “Every clouds has a silverlining” is proved to be true as Kerala tourism overcame all its difficulties.

Key words : kerala, turism, heavy rain ,nippah, murder.

KERALA TOURISM

Kerala popularly known as God’s own country is destination for tourist . kerala lies between between 80 18 ‘and 120 48’ north latitude and between 740 52’ and 770 48’ of longitude kerala is situated in the south-western tip of Indian peninsula. It is flanked by Arabian Sea on the west, Karnataka on the north and northeast and Tamil nadu on the east. Malabar coast is the site of Kerala location, with the Western Ghats running along its length. Geographically Kerala is a tropical region. Its location gives its unique climate and geographical features. The southwest monsoon brings heavy rainfall to Kerala during the months of May to September. . Kerala is very famous for its cinic beauty, warm climate and monsoon rain. Rain forest, western guats, rivers,lakes , waterfalls and beaches attracted the tourist to this beautiful land. Kerala has 44 rivers in its credit. Western planes are one of the unique identity of Kerala. Wildlife sanctuaries like silent valley, Eravikulam etc.are evergreen rain forest which attract the tourist to Kerala.

Kerala has an estimated population of 35 million, up from 33.38 million in 2011.People in Kerala are known as “malayaleese”, this is because they speak Malayalam. Apart from Malayalam,there are minorities , who speak other Indian languages and English. The state claim 100% literacy and English language teaching starts from 1st standard itself. So most of the kerlites are educated and they can speak English very well. The system of education is developed during British colonial rule gave a lot of importance to education especially English in the past.

Major portion in the population is Hindus. They have different belief systems, traditions and celebrations. During different seasons most of their celebrations and festivals are linked with folklore like ‘theyyam’, ‘ thiras’, ‘adivasi dance’. Muslims are second largest community in the state. Islam has spread in the kerala before the arrival of Vascoda gama. Arabs had business relationship with kerala from the time of unknown. There are many arab settlers in kerala. The third largest community is Christian. Christians claims that Christianity has spread to kerala one of the Disciples of Christ. Keral is very famous for religious tolerance and communal harmony.

This southern state of india has 4 international airports in its credit. It has good road fecilities and rail system. It has interested boat services in its water bodies.

Tourism industry has contributed very much to the development of the state. Contribution of tourism industry to the income of kerala in previous years.

EARNINGS FROM TOURISM IN KERALA

Foreign exchange earnings from tourism have shown a steady growth over the years. In 2017 Kerala has earned Rs. 8392.11 crores as foreign exchange earnings from tourism where as 7749.51 crores in the year 2016 showing a growth of 8.29%. The following Table shows the estimates of earnings from foreign tourists for the last six years.

EARNINGS FROM TOURISM 2013 - 2018 (IN CRORES)

Year	Foreign Exchange Earnings	% of Increase	Earnings from Domestic Tourists	Total revenue generated from Tourism (Direct & Indirect)	% of Increase
2013	5500.77	21.63	11726.44	22926.55	12.22
2014	6388.93	15.07	12981.91	24005.44	12.11
2015	6949.88	8.61	13836.78	26689.63	7.25
2016	7749.51	11.51	15348.64	29658.56	11.12
2017	8392.11	8.29	17608.22	33383.68	12.56
2018	8764.46	5.93	18726.34	36258.01	

Tourism industry of kerala in 2018 was gone through some crisis in the year 2018. They are

Murder of latvian tourist

The 33 order Latvian women, Liga skromane who had come to the Kerala in February 2018 with her sister Elze, had gone missing on March 14 from Ayurvedic Healing Centre in Pothencode, Kerala . She was undergoing for traumatic depression at the centre while she was reported missing. Latterly reported that her dead body was sexually assaulted before she was killed. Liga skromane,her sister Ilze Skromane and Lega's husband Andrew Jordan were came to Kerala for her treatment of traumatic depression. Latterly found that she killed and allegedly drugged and a raped before murder. The decomposed body of her was recovered from a man grow forest at Panathura near Kovalam on April 20.

Malayala Manorama the newspaper reported that latvian tourist death exposes the vice-like grip of drugs Mafia on tourism.

Outbreaken Of Nipah

The outbreak of nipah started in Kozhikode district with three people being infected. :The patients were a father and his two sons where in their twenties. Nipah virus a type of henipavirus in form a category of RNA. Viruses naturally carried by fruits bats or flying foxes and microbats of several suspicious this a virus scan easily shift from one species to another given a chance or favourable condition. It can mutate quickly and adapt to a different host.

The spread of infection is established to be through human Fluids. If someone sneezes or cough drops or particulars of fluid may be inhaled by an unsuspecting person or if this particles or drops falls on a surface and another person touches the same surface proceeding to bring their hands to the mouth or open area the virus can spread in this ways.The treatment of nipah virus is very crucial. There is no specific antiviral agent for nipah virus and it is very difficult to control.

On April 2018 the outbreak of nipah virus in North Kerala had dashed the hope of the state tourism sector which were expecting a huge inflow of domestic and Gulf hold holidays in the month of May , June and July. Inthat days Kerala witnessed vide cancellation of hotel booking and tour packages. The Nipah issue affected in the tourism industry so badly .(Deccan Chronicle Gulf India news)

Flood In Kerala

From 9 August 2018 Kerala affected a severe flood due to unusually high rainfall during the monsoon season. It was a worst flood in Kerala in near be a century after the great flood of 99 which took place in 1924. over 487 people died and 14 are missing. About one million people were evacuated mainly from Malappuram, Kottayam, Kollam, Alappuzha, Pathanamthitta, Thrissur, Palakad districts in Kerala. All 14 districts of the state were placed on red alert. India government has declared it is a three level natural calamity. Kerala government stated that one sixth of the total population of Kerala had been directly affected by the flood and related incidents.

35 out of 54 dams opened in all over flow gates of the Idukki dam open for the first time in its history. the situation regularly monitor by the Chief Minister and his ministry and the Kerala state disaster management authority.

Kerala government open about 3274 relief camps at various locations to accommodate the flood victims it is estimated the 1247496 people have found shelter in camps. it was affected thousands of villages 10000 kilometre roads were destroyed and thousands of homes had been damaged or destroyed. Working of Kochi Metro services and international Airport were stopped. Due to a heavy rain and racing water the rail services and Road services were suspended. Distribution of water, gas, petroleum products was distracted. People were stepped to the second floor of their homes and other buildings for the rescue. Fisherman, military and police team were actively participated in the flood rescue mission more than 8000 cattles cows and buffaloes, 3297 course and 47 dogs have died to the flooding.

In September 18 tourism department conducted a tourism readiness survey, the district level officers visiting 7 major tourist destinations across 14 districts in the state and guiding them based on three parameters 1) overall impact by the flood 2) damage of a road connectivity and 3) condition of hotels and resorts in the area. Officials are reported that the flood hit on 70 major tourist destinations across the 14 districts. At most 90 percentage of the major tourist destinations were found either restored and affected by the flood.

Conclusion

The word “Kerala-the God's own country” closely attached to the map of world tourism. the above study categorically proves that calamities and mishaps did not pull back the tourist entries into Kerala. The data shows total number of tourists visited Kerala in the year 2018 were more by 931141 than 2017. But the growth rate of arrival of tourists decline to by 5%. These crisis does not affect growth of the Kerala tourism but growth rate was affected. The number of foreign and domestic tourist arrival to Kerala showed a healthy increase in 2018 with a clear demonstration that the tourism sector of Kerala has rebounded quickly after the August flood and other crisis.

References

Field, H., Young, P., Yob, J. M., Mills, J., Hall, L., and Mackenzie, J. (2001) The natural history of Hendra and Nipah viruses, *Microbes Infect.*, **3**, 307–314.