

The Convergence or Divergence of Tourist Arrivals in Kerala and Goa

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Abstract: Kerala and Goa are the two prominent tourist destinations in India. These two states are similar in terms of both tourism attractiveness and destination profile. For the past few years, the respective state governments have been undertaking numerous measures to promote tourism; although the benefits wherefrom to the states are quite uneven. Hence, this paper, based on the tourist arrival rates, compares Kerala with Goa during the post-liberalization period. The results reveal that the tourism industry is still on the verge of growth in both states. However, it is quite interesting to note that Kerala gains a higher rate of growth in international tourists arrivals than Goa while the rate of growth in domestic tourists arrivals are significantly converging there. Developing innovative tourism promotion practices with a coordinated effort between two states is inevitable to capitalize on their immense potentials leading to economic prosperity and growth.

Key Words: *Tourism; Foreign Tourists; t test*

I. Introduction

Tourism has been a major phenomenon from the time immemorial, which is motivated by the natural urge of every human being for social, cultural, educational, ecological and commercial interests. In modern world, tourism has become a popular global leisure activity. Today, India is considered to be one of the most preferred destinations for international tourists. India can fascinate people from all over the world with her natural and cultural tourism products.. In India's tourism sector two small south Indian states, Kerala and Goa, have prominent roles in attracting both domestic and foreign tourists.

Kerala is a small state in India with its area of 38,852 square km, which comes only 1.18 % of the area of the country. Kerala which is known as "Gods Own Country", offers some of the fine tourist spots in India with its natural beauty and cultural heritage. The nature has gifted Kerala with 17 wildlife sanctuaries and 5 national parks, 44 scenic rivers, 34 lakes and lush mistclad hill stations such as Wayanad, Idukky, Ponmudy, Gavi, Thenmala, and Nelliampathy. Kerala's 576 Km long coastal belt provides a number of picturesque beaches which include Kovalam, Varkala, Alappuzha, Fort Kochi, Kappad, Bekal etc. Kerala is also the heaven of religious mix which offers centres deep-rooted with strong myths. The legacy of these religious sites coupled with art and architecture make them favourites of cultural tourists. Guruvayur, Sabarimala, Thiruvanthapuram (Padmanabhaswamy temple), Malayattur, Kodungallur are some of such notable religious centres in Kerala. The state is also the land of heritage sites which include Dutch buildings, Portuguese and British monuments, palace, fort etc. Moreover the prestigious performing arts of the state namely Kathakali, Mohiniyattam, Theyyam and Kalaripayattu would provide beautiful treats to the eyes of any tourists. Moreover, the indigenous medical system of Ayurveda and yoga has the potentiality to win the medical tourists.

Goa, a small state as compared to Kerala, has an area of only 3,702 square km which constitute only 0.11% of India. Most of Goa is a part of the coastal region known as the Konkan. In tourism world, Goa is often described as the 'beach capital of India' with a coastal length of 160 km, where tourists can explore golden sandy beaches, casinos and night markets. They can also experience the thrill of water sports like parasailing, surfing dolphin spotting etc and enjoy the taste of sea food. The beaches in Goa are wider and free. Goa has well over 25 amazing beaches ranging from the full-of-life party centres to the serene and peaceful destinations. Goa is also popularly described as "Rome of the East" with its renowned monumental churches namely, the Basilica of Bom Jesus, Se Cathedral, Church of St. Francis Assisi, Church of Our Lady of Immaculate Conception and Church of St. Cajetan which are not only architecturally picturesque but are also proudly carrying the Portuguese legacy in India. The state is also rich in respect of flora and fauna, owing to its location on the Western Ghats range. The biodiversity of the state grants six wildlife sanctuaries which include one bird sanctuary and a national park. Goa's cultural richness is well demonstrated through its folk dances such as Dhalo, Dekhni, Fugdi, Shigmo, Kunbi, Lamp dance etc. With all its amazing natural and cultural tourist attractions, Goa becomes a favourite tourist spot of different segments of tourists including backpackers, adventure seekers, romantics etc

II. Literature

As discussed above both Kerala and Goa are having varieties of tourism products in their showcases. Several studies highlighted the potential of these states to satisfy national international tourists. When domestic tourists mainly visit Goa in search of the culture that is different from the rest of India, the international tourists visit the state for the natural environment-sun and beaches (Kalidas et.al 1998). Kumar. and Binu (2004), observed in their article that though there are not many historical or heritage monuments in Kerala, with its rich natural beauty and apt climate round the year, the state could achieve a remarkable growth in tourism industry. Thomas (2002) viewed that Kerala can be made an up market high quality tourism destination by utilising its resources with focus on integrated development of infrastructure sector, conserving and preserving the heritage and environment. Sargadharan and Retnakumari (2005) in their study among international tourists revealed that Kerala is rated to be far above the expectations of the international tourists in relations to attractions and hospitality. Diniz,Falleiroand and D Barros(2014) in their study analysed the perceptions of local people in Goa and found that tourism generates employment and income to local community. Manju (2019) in her study found that tourism brings infrastructural developments and conservation of nature in Goa as perceived by the residents .

Kerala and Goa are close competitors in tourism market and they respectively occupy 8th (4.1%) and 10th (3.1 %) positions in the list of top ten Indian states attracting foreign tourists in 2017 (Ministry of Tourism ,Government of India ,2018). In this backdrop this paper is aimed to analyse the annual trends in the growth of domestic and international tourist arrivals in Kerala and Goa.

III. Data and Methodology

The present study is mainly based on secondary data collected from reports of Ministry of Tourism, Government of India and Departments of Tourism, Government of Kerala and Goa .Tourist arrival for the period from 1996 to 2015 are the data base of the present study. Tools namely percentage, Compound Annual Growth Rate (CAGR) Multiplier Ratio, and t test for independent samples are used for the analysis of data.

IV. Results and Discussion

The present paper analyses tourism growth in terms of tourist arrivals to these two states from 1996 to 2015 under the following two sections.

(a) Domestic Tourism

The analysis data from the period 1996 to 2015 reveals that domestic tourist arrivals to Goa increased at a greater scale as compared to Kerala. During the period of analysis Goa achieved more than 5 times increase in domestic tourist arrivals when Kerala recorded only around 3 times increase. When Kerala achieved a mean growth rate of tourist arrival of 6.08%, Goa could achieve 9.48% during this period with a compound annual growth rate of 5.23% and 9.23 % respectively. It is also observed that variation in year to year growth is found more in respect of Goa as shown by the standard deviation (Table 1).

(b) International Tourism

While analysing data it is imperative that international tourist arrivals to Kerala increased at a greater magnitude as compared to Goa from 1996 to 2015. During the period of analysis Kerala achieved more than 5 times increase in international tourist arrivals when Goa recorded an increase of only 2.28 times. While Kerala achieved a mean growth rate of tourist arrival of 10.44%, Goa could achieve only 4.67% during this period with a compound annual growth rate of 9.42% and 4.44 % respectively. Variation in tourist arrival growth is also found high in respect of Kerala as indicated by the standard deviation (Table 2).

Table1.Domestic Tourist Arrivals in Kerala & Goa during 1996-2015

Year	Kerala		Goa	
	Arrivals	Growth%	Arrivals	Growth%
1996	44,03,002	12.45	888914	1.19
1997	49,26,401	11.89	928925	4.50
1998	44,81,714	-9.03	953212	2.61
1999	4888287	9.07	960114	0.72
2000	5013221	2.56	976804	1.74
2001	5239692	4.52	1120242	14.68
2002	5568256	6.27	1325296	18.30
2003	5871228	5.44	1725140	30.17
2004	5972182	1.72	2085729	20.90
2005	5946423	-0.43	1965343	-5.77
2006	6271724	5.47	2098654	6.78
2007	6642941	5.92	2208986	5.26
2008	7591250	14.28	2020416	-8.54
2009	7913537	4.25	2127063	5.28
2010	8595075	8.61	2201752	3.51
2011	9381455	9.15	2225002	1.06
2012	10076854	7.41	2337499	5.06
2013	10857811	7.75	2629151	12.48
2014	11695411	7.71	3544634	34.82
2015	12465571	6.59	4756422	34.19
Mean		6.08		9.45
Std Deviation		5.04		12.41
Multiplier Ratio	2.83 times		5.35 times	
CAGR		5.63 %		9.23 %

Source: Data Compiled From Tourism Statistics, Department of Tourism, Govt of Kerala and Goa

Table2: Foreign Tourist Arrivals in Kerala & Goa during 1996-2015

Year	Kerala		Goa	
	Arrivals	Growth%	Arrivals	Growth%
1996	1,76,855	23.70	237216	3.49
1997	1,82,427	3.15	261673	10.31
1998	1,89,941	4.12	275047	5.11
1999	202173	6.44	284298	3.36
2000	209933	3.84	291709	2.61
2001	208830	-0.53	260071	-10.85
2002	232564	11.37	271645	4.45
2003	294621	26.68	314357	15.72
2004	345546	17.28	363230	15.55
2005	346499	0.28	336803	-7.28
2006	428534	23.68	380414	12.95
2007	515808	20.37	388457	2.11
2008	598929	16.11	351123	-9.61
2009	557258	-6.96	376640	7.27
2010	659265	18.31	441053	17.10
2011	732985	11.18	445935	1.11
2012	793696	8.28	450530	1.03
2013	858143	8.12	492322	9.28
2014	923366	7.60	513592	4.32
2015	977479	5.86	541480	5.43
Mean		10.44%		4.67%
Std Deviation		9.10%		7.78%

Multiplier Ratio	5.53		2.28	
CAGR		9.42 %		4.44%

Source: Data Compiled From Tourism Statistics, Department of Tourism, Govt of Kerala and Goa

c. Divergence in Tourist Arrival -Inferential Analysis

From the above descriptive analysis of tourist arrivals, it is imperative that Kerala and Goa perform differently in domestic and international tourism markets. When Kerala outperform Goa in respect of growth in international tourist arrivals, the reverse trend is visible in domestic market. In order to make a statistical validation of the diverging performance of these two states, t test for independent samples has been used. The results of the test indicate that there is no statistically significant difference between Kerala and Goa in growth of domestic tourist arrivals, while in respect of foreign tourist arrivals such difference is found to be statistically significant at 5 % level.

Divergence in Tourist Arrival Growth between Kerala and Goa – Results of Independent Samples Test

	t	p value
Domestic Tourist Arrivals	-1.124	.268
Foreign Tourist Arrivals	2.155	.038*

* Significant at 5 per cent level

V. Conclusion

The present paper was aimed to make a comparison between Kerala and Goa in respect of their gain of tourist arrivals to the states. Overall analysis of performance the states in attracting tourist arrivals during the post liberalization period covered in this paper exposed some valuable results. Of the two states analysed in the paper, Kerala achieved more number of domestic and international tourists than Goa. Tourism in both the states is on the path of growth. Moreover, it is also logical make an inference from the results of analysis that Kerala has gained a relatively higher rate of growth in tourist arrivals than Goa in international tourism segment. However, in respect of domestic tourism segment it can be inferred that there is no divergence between Kerala and Goa in attracting tourist arrivals to the states. Since both the states have some unique and immense tourism resources, coordinated efforts from both the states can bring outcomes that are more fruitful to the region.

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