

GRACE ELIZABETH RAJAN | Dr. Shailaja Nair

Beach Tourism Carrying Capacity Assessment In Kerala Context

In world scenario the total contribution of travel and tourism to GDP was USD 8272 bn i.e a 10.45 percent of GDP in 2017 and is forecast to rise by 4 percent in 2018 and to rise by 3.8 percent per annum to USD12 450. And this is expected to grow to one billion that is 11. 7 percent in 2028.

A destination that becomes relevant to the nation is based on the volume of revenue generated, which has a positive impact on the society and the economy. During the year 2017, the international tourist arrivals to Kerala crossed 10 lakhs and the foreign exchange earnings reached `8,392.11 crores. Domestic tourist arrivals during 2017 were 1.47 crores while the total revenue generated from the tourism industry is estimated at `33,383.68 crores. The increase in the domestic tourist arrivals is 11.39% and that of total tourist arrivals is 10.94% which is the highest registered in the past 9 years.

A tourism industry which largely depends on its natural landscape , scenic beauty and its socio-cultural components to attract tourist has high vulnerability to deterioration of its natural setting due to its overuse.

The growth and expansion of tourism is a complex phenomenon and it requires multiple disciplines. When related to sustainability the growth limits and carrying capacity of destinations must also be considered. The objective of this study is to develop a methodology to assess the growth limits in beach tourist destination in Kerala context . For this very propose a number of methodologies were learned to derive at various parameters that has to be assessed for this propose and finally through expert opinion arriving at certain ranges for some parameters under certain conditions.

Keywords: beach tourism, carrying capacity, indicators, islands