



Tourism promotional activities and its impacts: An experience of DTPC Malappuram, Kerala

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Abstract

Kerala Tourism has got a mass attention from the rest of the world backed by its unique features starting from the tagline – Gods own country. DTPCs are one of the exclusivity of Kerala Tourism sector. This model of tourism promotion had attracted other states over time. DTPCs are engaged in promoting tourism development activities of a particular District. This study explores the performance of DTPC Malappuram as the district is historically backward one. Provided such a scenario, no development scheme can assure it will survive and progress. That's how the study is relevant in this filed and explores through experience of Malappuram district of Kerala.

Keywords: tourism promotional, DTPC, Kerala

Introduction

Kerala – ‘the God’s own country’ - is one of the most popular tourist destinations in India and tourism industry is a major contributor to the state's economy with a growth rate of 13.31%. However this achievement also concentrated to certain regions of the state as in many other cases. The ‘historical backwardness’ of Malabar region was again the hindrance to explore the tourism caliber of the region too. Though the struggle of the region for survival was hard and sincere at least from Indian freedom struggle, the latter authority haven't accounted those and thus the Malabar districts are named as backward districts even after 6 decades of independence of the nation and establishment of the state of Kerala. Thus in all spheres of development, Malappuram- the Heart of Malabar- had a slow start and growth. Tourism as well Tourist destination development and marketing were not at all considered as an important source of economic and social development. However during the last few years or for the last decade, the picture is gradually improving with the initiations of DTPC Malappuram particularly. The District Tourism Promotion Council, Malappuram is engaged in promoting Tourism development activities of Malappuram District. It is dedicated to provide with various kinds of support for tourism promotional activities and tourism marketing in the district. The scope of the study is related make a research for knowing the status of impact of promotional activities of DTPC Malappuram.

Objectives of the study

- To understand the awareness and effectiveness of promotional activities of the DTPC Malappuram.
- To understand the tourists attitude on promotional activities of the DTPC Malappuram.

Data and Methodology

Primary data of 150 people is used for the study, collected

through a survey by convenience sampling method and appropriate statistical tools are applied to analyze the data. The research methodology adopted for carrying the study is mainly designed as on descriptive work based on primary and secondary data. The primary data were collected through structured questionnaire.

Malappuram

History

Malappuram literally means atop the hills. It is a northern district of Kerala endowed with the abundant gifts of nature and places between the Nilgiris to its east and the Arabian Sea to its west. It borders Kozhikode and Wayanad districts in the north and Palakkad and Thrissur districts in the south. The billowy hills and the meandering rivers, which flow impatiently into the Arabian Sea, deck this hill country with a pristine charm.

This land of lush greenery also has a unique place in the cultural and the political history of Kerala. Being the military head quarters of the Zamorins of Kozhikode, Malappuram enjoyed a significant status as a region from ancient times itself. The fort of Tippu Sultan and the Haig barracks established by the British are monumental buildings of bygone days. Subsequently in the colonial era, Malappuram was the headquarters of European and British troops and later it became the head quarters of the Malabar Special Police (M.S.P). The district has a vital position in India's freedom struggle being home to the Khilafath movements and the Mappila revolts. Malappuram was also a renowned centre for Vedic and Islamic studies. The land gave birth to innumerable personalities, who made indelible marks on the political and cultural arena of the State.

Malappuram is one of the major flourishing tourist destinations in Kerala. The following are the major tourist attractive destinations of the Malappuram district. Kottakkunnu, Teak Museum & Canoli's Plot, Padinharekkara

Beach, Mamanka Smarakam at Thirunavaya, Nilayoram Park, Adyanpara, Biyyemkayal, Kadalundi Bird sanctuary, Nedumkayam etc are some of them. Apart from that, Malappuram is well known for its cultural centers like Thunjan parambu, Moyinkuttyvydyar Museum, Vallathol smararakam Tirur, Njeralath Kalagramam Angadippuram, Poonthanam Illam at Pattikkad, etc. More than that this District have a lot of famous pilgrim centers, educational institutions, and medical centers. Kottakkal Arya Vaidyasala, one of the major institution in Ayurveda sector, across the world is situated in this district. A large number of foreign tourists are also coming to Kottakkal Aryavaidyasala especially from West Asian Regions in addition to domestic tourists.

Profile

Malappuram District took its birth in 1969 by taking and merging backward taluks from Palakkad and Kozhikode districts. Malappuram is bounded on the north by Kozhikode taluk of Kozhikode district and Vythiri taluk of Wynad district, on the east by Gudallur and Oottacamand taluks of Nilgiris district of Tamil Nadu, on the south by Mannarkad and Ottappalam taluks of Palakkad district and Talappilly and Chavakad taluks of Trichur district and on the west by the Arabian sea. The demand for Malappuram district for the first time was raised in the State Assembly by IUML MLA P. Abdul Majeed from Mankada constituency in 1960. But an agitation was started to thrash the Muslims for demanding the establishment of the district. IUML Leaders sharply reacted to this agitation and the E.M.S. Ministry accepted and approved the proposal and district was formed on 16th June" 1969.

The district has an area of about 3548 Sq. Kms (9.1 per cent of the state) and its population as per 2001 census Report is 36.3 lakhs (11.4 per cent of the state total). The density of population for the district is 1022 per Sq.Kms. as against 819 per Sq. Kms for the state. Of the total population 9.81 per cent live in urban areas. The sex ratio of the district is 1063 female for 1000 males. The literacy rate is 86.61 per cent as against 90.92 per cent for Kerala.

District Tourism Promotion Council (DTPC) Malappuram



Fig 1

The District Tourism Promotion Council (DTPC) is set up with the purpose of fully exploiting the tourism potential of the State through sustained efforts by coordinating various Government departments, voluntary agencies and others interested in travel and tourism. District Tourism Promotion Council (DTPC), Malappuram is a government organization

registered under Societies Registration Act of 1860 under Government of Kerala. The Head Quarters of DTPC is situated at the district head quarters at Malappuram. An Executive Committee which is constituted under the Chairmanship of District Collector, Malappuram and members from Department of Tourism, Government of Kerala is managing the overall activities of DTPC. The District Tourism Promotion Council, Malappuram is engaged in promoting Tourism development activities of Malappuram District. It is dedicated to provide with various kinds of support for tourism promotional activities and tourism marketing in the district. District Tourism Promotion council is conducting several activities for the promotion of tourism like, destination development, innovative projects, conducting festivals, melas, exhibitions and imparting various kinds of trainings. The DTPC has more than sixteen Tourist Destinations in various part of the District and have a plan to develop existing as well as new tourism destinations through Public private partnership also.

Review of literature

There is a rich literature with regard to tourism and its promotion through various approaches. Pizam A (1978) observes that there are a number of negative social impact of tourism on the host community such as vandalism, increased price of goods and services, drug abuse, increased alcoholism and increased cost of land and housing. Thankamani K (1980) examines the behavioural aspects of tourists in Tamilnadu in her study. The study also assesses the tourism resources and impact of tourism on the local economy and employment structure. David Blanton (1981) discusses the social and cultural dimensions of tourism training in developing countries. The study points that the training in this field narrowly focuses on vocational and technical skills only and it also looks at the need for the development of programs which can broaden the scope of training by taking into account the potential social and cultural risks of tourism, the barriers to communication rising from different backgrounds, etc. Hilary Metcalf (1987) has analyzed the employment generation in tourism and leisure industry and identified various categories of employment and work responsibilities in tourism industry. Also, the study highlights the necessity and importance of human resource development for tourism industry. Narayana, S.V and Sivaramkrishnan, R (1996) analyzes the opinions of tourism related respondents in Pondicherry and the awareness of environmental variables. The study also analyzes respondent's relationship with tourism and also the perceptions of respondents on the quality of the environment existing and it observes the failure of environmental activities as a result of insincerity of government and ignorance of public.

Joseph Antony (1997) studied the role of KTDC in the promotion of tourism in Kerala. This is one of the rare studies with relation to tourism promotion in Kerala. With a view to promote tourism as an industry, KTDC has been discharging its functions he observes. He also observes that it has a very significant and lead role in the development of tourism industry in Kerala. The study also analyzed the management of funds of KTDC and asserts that KTDC maintains a safe and good position with regard to its management of funds. The

approach towards tourism development by the host community is also not explored much. Joseph S. Chen (2000) has studied urban residents' loyalty to tourism development. Surveys with regard to this find that respondents from different gender and age groups had different attitudes toward tourism development.

Data analysis & interpretation

A demographic feature of any study is vital because that will certainly affect the outcome of the study. Thus this study certainly concentrate on youth and analysis of respondents in Figure 2 shows that about 87 percentage of respondents are falling under the age group of 15-30, 61 percentage of the respondents are males and 39 percentage of them are females and 48 percentage of them are single and 52 percentage are married.

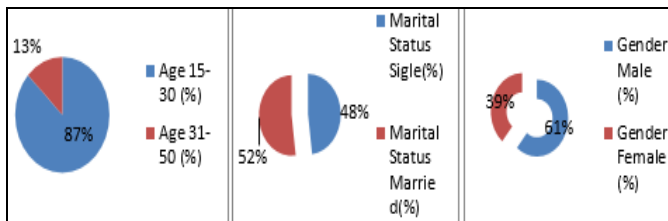


Fig 2

Further, education and occupational designation are another two important determinants of any opinion. Figure 3 shows the Educational and Employment status of respondents as majority of the respondents (54 percentages of them) are graduates and 28 percentages are holding HSE. And the respondents are almost equally distributed in terms of their

designation. Daily wage earners, students, professionals and business people constitute 95% of respondents with a considerable equal proportion.

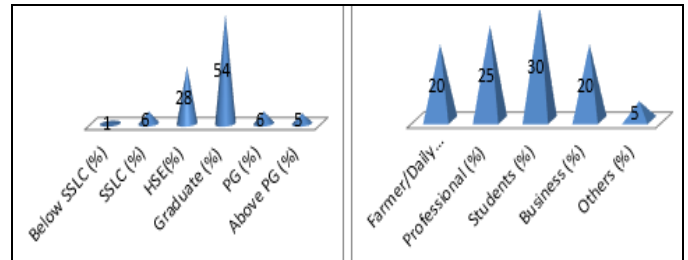
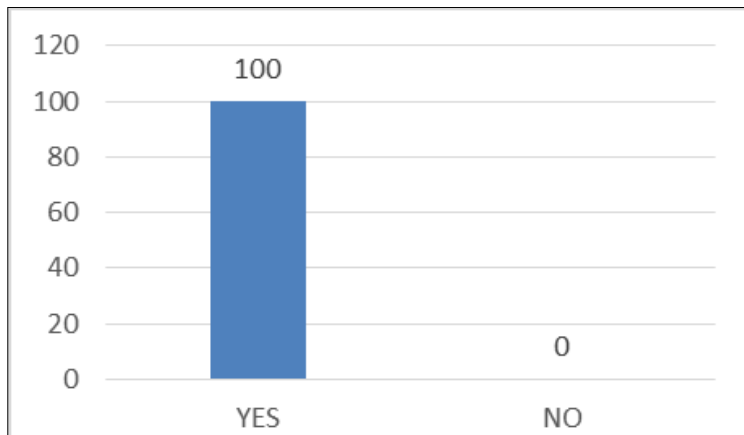


Fig 4

The figure 4 shows about the awareness of respondents about DTPC Malappuram. All the respondents whom the survey is conducted are aware about DTPC Malappuram. There is a 100 percent knowledge / awareness about DTPC Malappuram among people. It can be observed as the mass popularity and reach of DTPC Malappuram as a successfully marketed institution. The figure 5 shows the medium through which DTPC Malappuram and its activities have been propagated. As per the analysis, major portion of respondents whom the survey is conducted are known about DTPC Malappuram through social media, which is 42 percentages. It implies wide acceptance of social media campaign regarding tourism. Another 40 percentage of respondents know DTPC Malappuram through word of mouth (21 %) and through their friends (20 %). To sum up, it is clear that the informal medium of advertisement has greatly contributed to the popularity than formal advertisement (17%).



(Where AD= Advertisement, SM= Social Media, FR= Friends and MW = Word of Mouth)

Fig 5

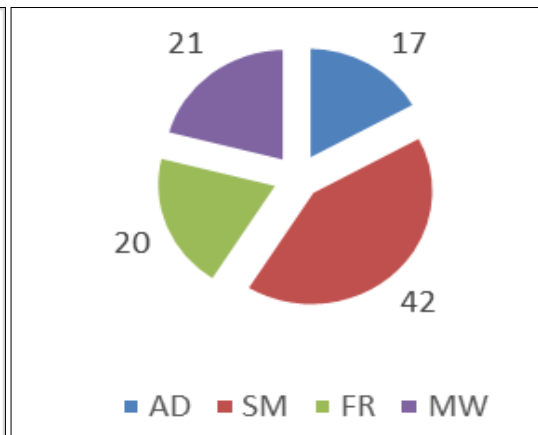
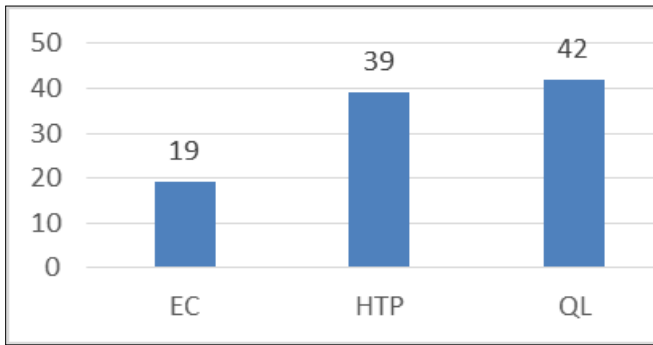


Fig 6

The reason for preferring DTPC Malappuram avenues is mainly quality of the service according to 42 percentage of respondents having this opinion and about 39 percentage of the respondents expressed the reason as high tourists preference. Another 19 percent of respondents having an opinion that these avenues to economically reasonable. In other words, people think that the services rendered by DTPC Malappuram are at affordable cost. This is illustrated in the figure 6. The figure 7 shows about the opinion of respondents

about quality of activities of DTPC Malappuram. About 63 percentage of the people are having an opinion that the quality of DTPC services is good. A 20 percentage of the people are having an opinion that the quality of DTPC services is average and only 17 percentage of the people are having an opinion that the quality of DTPC Malappuram services are excellent. On an average around 80 % (63 % + 17 %) of people are having positive opinion about the quality which is a very good indicator in fact.



(Where EC = Economical, HTP= High Tourist Preference, QL= Quality, EX= Excellent, GD= Good, AVG= Average and BLAVG= Below Average)

Fig 7

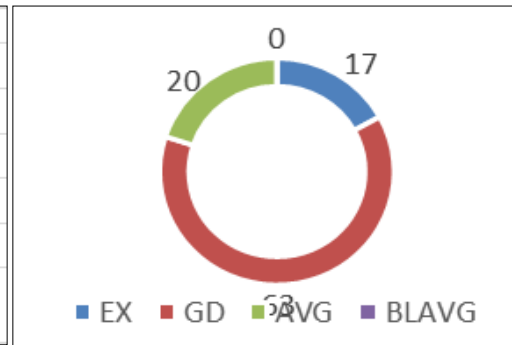
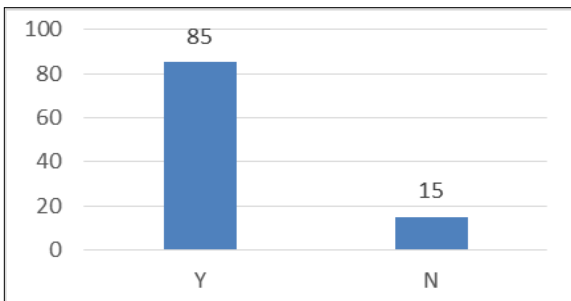


Fig 8

The figure 8 shows the opinion of respondents about promotional activities of DTTC Malappuram. About 85 percentage of the respondents are having an opinion that they like of DTTC promotional activities. The figure 9 shows the opinion of respondents about the most attracted medium of Advertisement of DTTC Malappuram. About 50 percentages

of the respondents are having an opinion that most attracted medium of Advertisement is Social Media again. About 28 percentages of the respondents are having an opinion that most attracted medium is News Paper. Another 13 percentage of the respondents are having an opinion that most attracted medium is Brochure and Flex Ads.



(Where Y= Yes, N= No, SM= Social Media, NP= News Paper, BF= Brochure and Flex and MW = Word of Mouth)

Fig 9

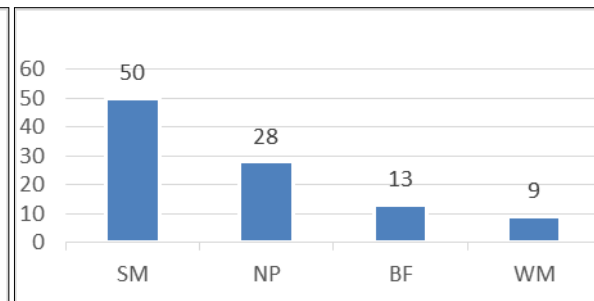
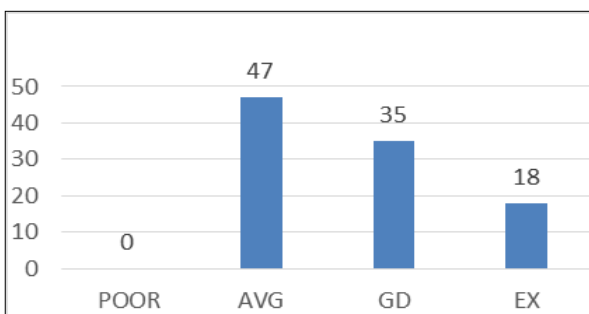


Fig 10

The figure 10 shows the opinion of respondents about promotional efficiency of DTTC Malappuram. About 47 percentage of the respondents are having an opinion that the promotional efficiency of DTTC Malappuram is only on an average. About 35 percentage of the respondents are having an opinion that the promotional efficiency of DTTC Malappuram is good and only about 18 percentage of the respondents are having an opinion that the promotional efficiency of DTTC Malappuram is excellent. That means almost 50 % of people believe that the scheme of promotion

can be improved. The figure 11 shows the opinion of respondents about their attitude towards promotional activity as 'promotional activity of any institution ultimately increases its sales'. About 63 percentage of the respondents whom the survey is conducted are agreed to the statement 'promotional activity of any institution ultimately increases its sales' and 19 % of respondents strongly agree the same which means around 82 % people believe that promotional activities are vital for any institution.



(Where AVG= Average, GD= Good, EX= Excellent, SA= Strongly Agree, A= Agree, DA= Disagree and SDA= Strongly Disagree)

Fig 11

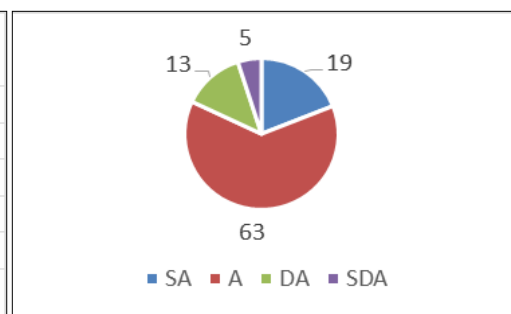
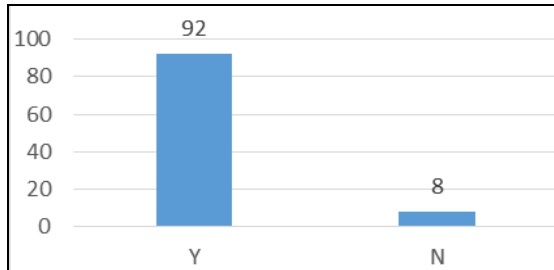


Fig 12

The figure 12 shows the chance of re-experiencing tourism avenues of DTPC Malappuram by the people. It is noteworthy that about 92 percentages of the respondents are happy to re-experience tourism avenues of DTPC Malappuram. The joy of sharing experience is so important for a service sector industry like tourism. So the figure 13 shows the probability of



(Where Y= Yes and N= No)

Fig 13

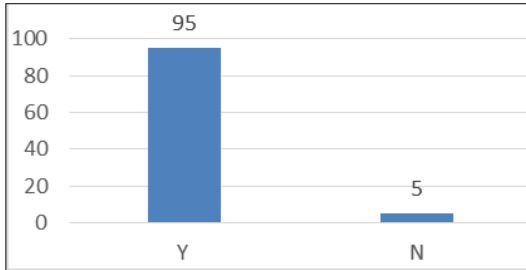
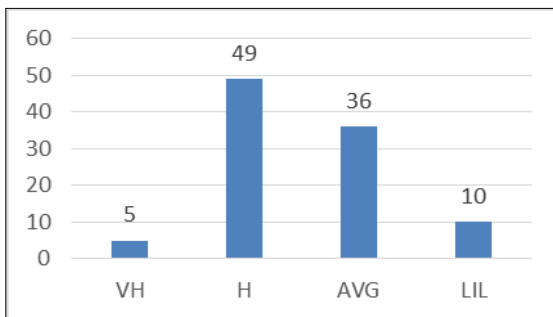


Fig 14

The figure 14 shows the opinion of respondents about the extent of tourism helps in developing infra structural development of the region, and about 49 percentage of the respondents believe that the extent of tourism helps in developing infra structural development of the region is high. About 36 percentages of the respondents believe that it is on an average and about 5 percentages believe that it is very high. The figure 15 shows the opinion of respondents about significant difference in the development of different tourism destinations in Malappuram district by DTPC. About 36 percentages of the respondents are having an opinion that

there is considerable significant difference and 23 percentages of the respondents believes that there is highly significant difference in the development of different tourism destinations in Malappuram district by DTPC. Further another 32 percentages of the respondents are having an opinion that there is moderate significant difference in the development of different tourism destinations in Malappuram district by DTPC. It is thus clear that people believe that tourism is definitely helpful and contributing to the infrastructural development of the region.



(Where VH= Very High, H= High, AVG= Average LIL= Little, VM= Very Much, CN= Considerably and M= Moderate)

Fig 15

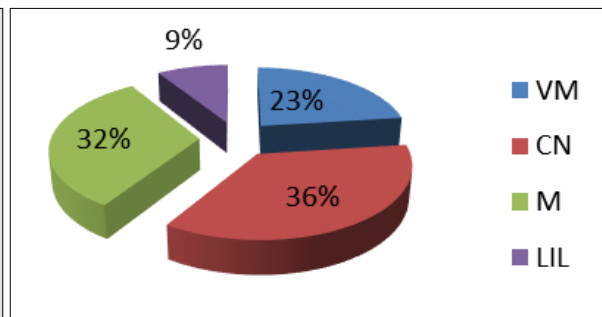


Fig 16

Summary

The need for promoting tourism on a sustainable line has been realized by Kerala for first time in India. Recognizing the economic potential, a number of steps have been initiated, both by the public and by the private sectors, to promote tourism. Within a period of two and half decades, since 1986 when tourism was declared as an industry in Kerala, as a productive sector, tourism has achieved commendable progress and this is reflected in the tourist arrivals and foreign exchange earnings. Again, wide spread promotional and innovative practices in tourism have enabled the State to bag several national and international awards.

The institutions and organizations like KTDC, BRDC, TRKL, DTPC, KITTS, KIHMS are playing a key role in the tourism development of Kerala. More than 250 tourist spots of varying

degrees of importance and potential across the State have been identified. Moreover, the State has innumerable project possibilities which have to be identified and implemented from time to time based on emerging trends. DTPCs were set up by the Government of Kerala in all the 14 revenue districts to exploit the tourism potential of the State through sustained efforts by coordinating various government departments, voluntary agencies and other agencies interested in travel and tourism and by ensuring local initiatives and mobilization of resources at local levels. At present, nearly one-third of the identified tourist spots is promoted and maintained by DTPCs. This shows the significant role played by DTPCs in the promotion of tourism in Kerala.

The District Tourism Promotion Council, Malappuram is engaged in promoting Tourism development activities of

Malappuram District. It is dedicated to provide with various kinds of support for tourism promotional activities and tourism marketing in the district. This study is a research for knowing the status of impact of promotional activities of DTPC Malappuram particularly. This study was also seeking the level of awareness of people and their satisfaction level towards services of DTPC Malappuram.

Conclusion

The concept of DTPC is a unique feature of the tourism scenario in Kerala. The DTPC mainly concentrates on tourism promotion activities like marketing of local products through private/public participation, improvement of quality/standards and evolving procedure for certification of tourism products, improvement of signage and sanitation, heritage conservation and preservation, coordination of tourism clubs, creation of tourism awareness and preparation of host community, information dissemination and local infrastructure building with the cooperation of local bodies. From the detailed analysis, it is revealed that the DTPC Malappuram in Kerala undertake a number of programmes for awareness creation, product promotion and provision of amenities at tourist destinations. It is also notable that the reach of promotional activities of DTPC Malappuram is outstanding. It was able to reach 100 percent of its prospective customers through various media and activities. It is noteworthy that the quality of services and promotion provided by the DTPC are of satisfactory quality and thus people are self motivated to propagate their experiences. The social media marketing stand contrast against all other tactics of promotion of DTPC though it is the most economic among alternatives. But it is also observed that these programmes are not found to be effective from the perspective of the tourists and the host community. However, the DTPC projects are beneficial to the host community from the socio-cultural, economic and developmental point of view.

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