

---

ON THE LEFT, NOTICE THE POOR!  
THE IMPACT OF TOURISM ON THE WAYANAD DISTRICT AND  
ITS INHABITANTS



Lisette van Engelen  
Radboud University Nijmegen  
January 2011

# **On The Left, Notice The Poor**

**The impacts of tourism on the Wayanad District and its inhabitants**

**A casestudy on the tourism value chain and pro poor tourism  
Wayanad, India**

**Master thesis**

January 2011

**Lisette van Engelen  
0509779**

**Human Geography**  
Supervisor: Marcel Rutten

Cover photo by L. van Engelen,  
taken from a bus on a tourist route in the Wayanad district  
(from Kalpetta to the Muthanga Wild Life Sanctuary)

**Radboud University Nijmegen**



## I. PREFACE AND ACKNOWLEDGEMENTS

All projects start with a good idea. Well, to be honest: when I started thinking on a subject for my master thesis in September 2009, I didn't have a clue on what research to conduct. I had just finished my bachelors in communication and information sciences and apart from the fact that I found the topics concerned with human geography very interesting, I had no idea on a concrete topic for my thesis. However, international communication and the impact of globalization on local circumstances have always been my main interest and therefore my supervisor and I concluded tourism would be a suitable topic for my thesis. Satisfied with this idea I went home and started working on my research proposal.

The idea of the master thesis is that you find an internship to gain some work experience next to doing research. After sending several emails with the request for an internship concerned with research on tourism, CPPR in India send me a positive reply. A few months later, I flew to Cochin to start my research on the influence of tourism on the Wayanad region and its inhabitants. I stayed in Cochin for a week to get started with the research and find useful contacts and went to the Wayanad district for two months for the actual research. Once in Wayanad, I had no idea where to start. After contacting CPPR several times, it seemed they hadn't find contacts as well and were not able to provide me with a translator. Therefore I started exploring the region and the opportunities for research on my own and although this seemed to be a huge task, it turned out to be easier than expected. Both because of the willingness of most people in Wayanad to help and guide me and some luck. After a few weeks I had built a small network and made some friends who helped me with translating.

I couldn't have done all of this alone and would therefore like to thank: Marcel Rutten, my supervisor who provided me with the idea for this thesis, feedback and advice both at home and during my stay in India; Lothar Smith, for reading and criticizing the final version of my thesis; Madhu (CPPR), for providing me with insights in the etiquettes of Indians and teaching me the best ways to conduct research; Sobi Devadasan (manager Vythiri Villages and hotel school), for all the answers on questions which would otherwise have never be answered; Danesh and Omana (RASTA), for the hospitality and useful insights in both topics for my thesis and the general Indian way of living; Jay, Rahul and their friends, for translating and guiding me in the Wayanad district and all the respondents who were willing enough to help me with my research.

At the personal level, I would like to thank my partner Sander van Hooft, both for being there in difficult times during my last weeks in India and providing some mental support back in the Netherlands. Furthermore I would like to thank my parents for providing support and asking critical questions, both on the topic of my research as concerned questions on living in India.

## II. EXECUTIVE SUMMARY

This study aims to give insight in the current situation in the tourism industry of Wayanad, India and to see where the possibilities exist for the poor in the tourism sector by sketching an overview of the value chain and the wider impacts tourism has had on the community and environment. This overview can be used for three purposes. First of all, recommendations are made to improve the responsible tourism policy. Secondly, the overview can be used in the future to evaluate the policy. If the same research is repeated, the differences can point out how effective the policy has been. Lastly, the data retrieved in this research contribute to the small amount of data gathered all around the world. When more research is done, it can be used to compare several situations to see both the differences and perhaps the opportunities in other countries.

To retrieve accurate results, three research methods were used. First of all, a literature study gave insight in the development of the tourism industry and underlying theories. Secondly, in-depth semi-structured interviews with key informants from the tourism industry in Kerala and Wayanad provided information on the impact of tourism on the community. Lastly, questionnaires were used to test the results of the in-depth interviews.

From 2004 onwards the tourism industry in Wayanad has grown increasingly benefitting the poor due to creation of new job opportunities. In addition to this creation of jobs directly stemming from the expanding tourism industry, the government initiated several policies providing even more of Wayanad's poor with a job. This research made clear that all jobs are not season dependent, caused an increase in income and the improved the job security. Next to the local poor, poor immigrants from other states of India benefit as well while they travel to Kerala because the minimum wage is twice as high as in their own states. Financial benefits have been of main importance according to the inhabitants of Wayanad, but tourism has brought along other benefits as well. The influence of tourism on households and communities is considered to be good. These benefits consist mainly of economic opportunities mentioned previously and infrastructure stemming from tourism. 78% of the respondents believed tourism has brought an improvement on the infrastructure of the district while new roads have been constructed and new ways of travelling were introduced.

Apart from benefits tourism had disadvantages and costs as well. The questionnaire and in-depth interviews revealed that there have been some significant changes in the lifestyles of inhabitants as nowadays inhabitants seem to be more rushed than ever and girls in Wayanad would like to dress the same as the tourists. Next to changes in lifestyle, another disadvantage of tourism has been the rising prices. The prices for land, food and bottled water have gone up increasingly. Problems arising from tourism often have to do with the destruction of natural resources, which has been present in Wayanad but in different ways from other tourism destinations. Although tourism did not have any crucial effect on

water sources, it did on other natural resources. The building of resorts in Wayanad has resulted in both deforestation and the loss of land for crops and livestock and waste dumping has caused natural resources to become polluted and wild animals to die. Waste dumping was mentioned most often as a negative result of tourism during this study, probably while this is the most visible way of destruction of the environment.

To gain insight in the opportunities the tourist sector in Wayanad offers the poor, it was first essential to see the functioning of the value chain consisting of four sectors: accommodation, recreation, transport and shopping. All sectors were analyzed to gain insight in the amount of money flowing to the poor. After this analysis, it was concluded that 17% of the total income in the tourism sector ends up directly with the poor, which can be considered a very high percentage. The sector with most pro poor income is the shopping sector with 49% of the total income flowing to the poor, closely followed by the transport sector in which 47% of total income is directed to the poor. 38% of the income in the recreation sector ends up at the poor and only 5.2% of the income in the accommodation sector is awarded to the poor. The Value Chain Analysis implicated most opportunities for the poor exist in the transport sector. However, for women it is impossible to work here and it often needs an investment. The accommodation and restaurant sector is an easier possibility while hotels recruit both men and women and no investment has to be made, but on the other hand it makes almost twice as little per month as the transport sector and the chances on getting promoted are very small. The excursion segment employs many poor persons as guides and cleaners, both in the wildlife sanctuaries and other recreational places. This sector is the best chance for tribal men, while there is a possibility for them to become a trained guide. Lastly, the shopping sector brings in many resources for the poor in the souvenir shops. These shops hold most opportunity for women. Other opportunities for women exist in the accommodation sector and the recreational sector as laundry-women and cleaners which are not that well paid as the shopping sector seems to be. Furthermore, the responsible tourism project initiated a project for women trading goods from the local farmers for the tourism industry. The opportunities for men are therefore widespread in the tourism sector; they can work in all segments, while women have not much to choose.



## TABLE OF CONTENTS

I. Preface and Acknowledgements .....	3
II. Executive Summary .....	4
Table of Contents .....	6
List of Figures.....	9
List of Tables.....	10
List of Abbreviations.....	11
Chapter 1: Introduction.....	12
1.1 Tourism and developing countries .....	13
1.1.1 Sustainable tourism and poverty .....	13
1.1.2 Kerala and the Wayanad district .....	14
1.2 Rational and relevance .....	17
1.3 Research aim and research questions.....	18
Chapter 2: Theoretical Chapter .....	19
2.1 Baseline indicators of sustainable tourism.....	19
2.2 Specific indicators to measure the impact of tourism .....	22
2.3 Value Chain Analysis.....	23
2.4 Wider impacts .....	28
Chapter 3: Methodology .....	29
3.1 Literature study .....	29
3.2 Test items: interviews and questionnaires .....	29
3.2.2 Interviews .....	31
3.2.3 Questionnaires .....	32
3.3 Respondents.....	32
3.3.1 Respondents and key informants from the tourism industry .....	33
3.3.2 Key informants: government employees and experts .....	34
3.4 Procedure .....	35
Chapter 4: Wayanad, the tourism sector and the poor .....	36

4.1	The overall size and shape of the tourism sector.....	36
4.2	Benefits and participation in the tourism sector by the poor.....	38
4.2.1	Projects to benefit the poor .....	38
4.2.2	The Wayanad Tourism Organization (WTO).....	39
4.2.3	Barriers .....	40
Chapter 5: The tourism sector and its Value Chain.....		42
5.1	Accommodation and restaurants.....	43
5.1.1	Hotels.....	44
5.1.2	Resorts.....	44
5.2	Recreation .....	46
5.2.1	Wildlife sanctuaries .....	46
5.2.2	Adventure trips.....	47
5.2.3	Other excursions.....	47
5.3	Transport .....	48
5.4	Shopping.....	49
5.4.1	souvenir and handicraft shops .....	50
5.4.2	Internet cafes .....	50
5.5	The Value Chain of the tourism sector in Wayanad.....	50
5.6	Financial impacts for the poor in the tourism sector.....	52
Chapter 6: Wider impacts of tourism on Wayanad and its inhabitants.....		54
6.1	Overall opinion on tourism.....	54
6.2	Benefits of tourism .....	55
6.3	Losses due to tourism.....	56
6.3.1	Waste dumping .....	56
6.3.2	Rising prices and the water situation in Wayanad .....	57
6.3.3	Lifestyle.....	58
6.3.4	Deforestation and loss of land .....	59
Chapter 7: Opportunities for the local poor in the tourism sector .....		61

7.1	Opportunities for the local poor .....	61
7.2	Opportunities for poor women .....	62
Chapter 8: Conclusion, Discussion and Recommendations .....		64
8.1	Conclusion .....	64
8.1.1	The impacts of tourism.....	64
8.1.2.	Wayanad's Value Chain .....	66
8.1.3	Opportunities for the poor .....	68
8.2	Recommendations.....	69
8.2.1	Recommendations for helping current poor employees .....	69
8.2.2	Recommendations for involving new poor participants .....	69
8.3	Discussion and suggestions for further research .....	70
Bibliography.....		72
Appendix 1: Questionnaires .....		75
Appendix 2: Interviews.....		86



## LIST OF FIGURES

Figure 1: India: the location of kerala .....	15
Figure 2: Kerala: the location of the Wayanad district.....	16
Figure 3: the analysis of sustainability in third world tourism .....	19
Figure 4: Dependency of the baseline issues relevant for this study.....	21
Figure 5: Value Chain Analysis from holiday package tourism in gambia .....	26
Figure 6: Stakeholders in sustainable tourism .....	33
Figure 7: Tourism seasonality.....	36
Figure 8: Tourists in Wayanad between 2003 and 2008.....	37
Figure 9: Overview of share facilitators .....	42
Figure 10: The value chain of the tourism sector in Wayanad.....	51
Figure 11: Change in income due to tourism .....	52
Figure 12: Change in job security due to tourism .....	52
Figure 13: Overall opinion on the influence of tourism .....	54
Figure 14: Benefits of tourism in Wayanad.....	55
Figure 15: Losses due to tourism.....	56
Figure 16: Pro poor income in the tourism value chain of wayanad .....	67

## LIST OF TABLES

Table 1: Area profile of Wayanad.....	17
Table 2: Baseline issues and indicators of sustainable tourism .....	20
Table 3: Top three objective indicators of each dimension .....	22
Table 4: Questions for a complete value chain analysis .....	24
Table 5: Baseline issues and indicators combined with specific indicators .....	30
Table 6: Facilitators for tourist trips to Wayanad .....	42
Table 7: Overview tourist accommodation .....	43
Table 8: Employees in hotels and pro poor income .....	44
Table 9: Overview employees and pro poor income resorts .....	45
Table 10: Overview percentages accommodation sector .....	46
Table 11: Overview of the percentages in the recreation sector.....	48
Table 12: Net income per month and pro poor income transport sector .....	49
Table 13: Overview of employees and pro poor income in the Shopping sector .....	50
Table 14: Opinion of respondents on the influence of tourism on wildlife .....	57
Table 15: Water sources.....	58
Table 16: Involvement of the local poor in the tourism industry .....	61

## LIST OF ABBREVIATIONS

DTPC:	District Tourism Promotion Council
KTDC:	Kerala Tourism Development Council
PPI:	Pro Poor Income
PPT:	Pro Poor Tourism
STD:	Sustainable Tourism Development
UNEP:	United Nations Environmental Programme
VC:	Value Chain
VCA:	Value Chain Analysis
WTO:	World Tourism Organisation
WTO:	Wayanad Tourism Organisation
WETO:	Wayanad Ecological Tourism Organisation

## CHAPTER 1:INTRODUCTION

In the new global economic system, resulting from the liberalization of economies in the 1980s, new ways of travelling have become increasingly important. According to Urry (2003, as quoted in Urry, 2007) “without the rapid development of the complex extended systems of mass air travel, what is now termed ‘globalization’ would be utterly different, possibly non-existent”. This mass air travel, inherent to the global system, also made a globalization of the tourist industry possible resulting in the rapid expansion of the industry. Not only has travelling to existing tourism destinations become faster and cheaper, globalization has also made it much easier to visit far away destinations. Tourism to developing countries has increased, making it a central component of economic development in countries with exotic wildlife, scenery, beaches, shopping, culture or even sex (Knox & Marston, 2007). Hence, in some of the poorest countries of the world tourism is growing fastest and / or making the largest contribution to the national economy. For some countries, tourism is even the only or best export opportunity available (Ashley et al., 2004). However, tourism has not only proved to boost the national economy, it has negative sides to it as well. For example, tourism can involve exploitative relations and destroy cultures and the environment. In recent years sustainable concepts for tourism such as ecotourism and pro poor tourism have emerged both in private initiatives as in government policies to use tourism as a tool for poverty development without harming the natural surroundings of the tourist destinations.

Ashley et al. (2004) point out that poverty alleviation through tourism can only be reached by taking interventions at different levels: the destination level, the national policy level and the international level. This thesis about the opportunities for the poor in the tourism sector of Wayanad, Kerala in India focuses on the strategy on the destination level. First of all this introduction describes tourism with regard to sustainability, development and poverty alleviation. The area of research: the Wayanad district in Kerala, India is described as well; a general background including the tourism background of the country and why this country and the project are of specific interest for this thesis. The second chapter describes different ways of assessing a project policy using a literature overview in which different indicators to measure the impact of tourism are set out. Furthermore, Value Chain Analysis and previous methodology for pro poor tourism projects are described. These methods will be narrowed down in chapter 3, in which the methods used in this survey will be described. The methods are designed by comparing and combining indicators described in the literature overview. Chapter 5 describes the tourism sector of Wayanad in detail and ends with the results of the Value Chain Analysis giving insight in the amount of money flowing to poor employees in the tourism sector. Chapter 6 focuses on the wider impacts of tourism on Wayanad setting out consequences on the region and all the people of Wayanad. Taking the results of the Value Chain and the broader consequences and habits into account, chapter 7

gives an overview for the possibilities of the poor. Lastly, chapter 8 gives an overview of the results in the conclusion, sets out the limitations and suggestions for future research and gives recommendations based on the results.

## 1.1 TOURISM AND DEVELOPING COUNTRIES

Many developing countries have adopted specific programmes and policies to promote the growth of tourism as part of their development strategies. Tourism can contribute to development because it provides employment for a broad range of people and it has potential for strengthening the linkages between the tourist sector and the local food and beverage industries production and supply systems (Potter, Binns, Elliot, & Smith, 2008 ). As described earlier, although tourism seems to be an accelerating force for development it has a negative side to it as well. Tourism can have a great impact on the environment and society. Examples of this impact are the loss of valuable farm land and the 'dilution' of local cultures (Potter et al., 2008). These are not the only problems. Theft, begging and prostitution are well known examples of the negative side of tourism. This section tries to give an overview of the history and aspects of sustainable tourism and tourism for poverty alleviation.

### 1.1.1 SUSTAINABLE TOURISM AND POVERTY

Although the tourism industry is recognized to have much potential for development and poverty alleviation, countries engaged in tourism have become increasingly concerned with the environmental and socio-cultural problems resulting from the new industry. First of all, a pressure on natural resources emerged with the ones mostly at risk being fresh water, land and marine resources. Secondly, ecosystems are often damaged by the tourism industry due to the consumption of large amounts of natural resources and the waste and pollution generated by tourists (Neto, 2003).

As a result, in the beginning of the 21<sup>st</sup> century an increasing awareness emerged on the need to promote a sustainable tourism approach to minimize the environmental impact and to maximize the socio-economic benefits at tourist destinations (Neto, 2003). The World Tourism Organization defines the concept of sustainable tourism as "tourist activities leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (UN, 2001a, as quoted in Neto, 2003). The pro poor tourism concept is a part of this sustainable approach trying to use tourism to alleviate poverty.

Poverty alleviation is one of the Millennium Development Goals launched in 2000 aiming to halve world poverty by 2015. Tourism is able to contribute to this millennium development goal by improving living conditions and creating employment opportunities with low entry barriers in developing countries. Mowforth & Munt (2009) set out that tourism can contribute to eradicating extreme poverty and hunger

by practicing sustainable supply chain management, such as local sourcing of products and services, building pro-poor partnerships and providing training and support to small independent enterprises. Furthermore, it is important to pay a fair or above average wage and set up profit-sharing schemes. According to UNEP and the WTO (2005), tourism is one of the few sectors in which the natural and cultural resources of poor countries give them a comparative economic advantage. Tourism is especially a good opportunity to the inhabitants of rural areas, where three quarters of the world's poor are to be found (UNEP; WTO, 2005).

A pro poor approach to tourism differs from sustainable tourism in that its overriding goal is to deliver net benefits to the poor (Neto, 2003). So, poverty alleviation is at the basis of this approach, and it is not a secondary component of a strategy which is mainly focused on environmental sustainability. The focus on net benefits for the poor is important for two reasons; first of all, in other research "there has been too much reliance on unsubstantiated trickle-down effects" (Goodwin, 2008) and secondly, it is difficult to see how tourism with negative impacts can provide net benefits to the poor (Goodwin, 2008). According to Ashley et al (2000) tourism used as a tool to reduce poverty has several advantages. First of all with tourism the customer comes to the destination and is thereby providing opportunities for selling additional goods and services. Secondly, tourism can prove to be an important opportunity to diversify local economies with a new tourism sector. And lastly it offers labor-intensive opportunities in which a high proportion of women can be engaged (Ashley, Boyd, & Goodwin, 2000).

Tourism can generate four types of income: wages from formal employees, earnings for selling goods, services or casual labor, increased profitability from locally owned enterprises and collective income. This money could be used to invest in health, education and other assets or to improve the infrastructure and strengthen sustainable management of natural resources (Ashley, Boyd, & Goodwin, 2000). In this way tourism does not only bring the poor more revenues, it also makes sure the environment is not harmed through which the community can still use the local resources.

There are many ways to reform the mainstream tourism industry into a tourism industry which is able to reduce inequality and at the same time retain the natural resources. In general, the following strategies can be named. The first strategy is recognizing that this kind of tourism has to be handled differently by new interventions (such as for example involving the informal economy and the local poor) and secondly, involving partnerships, including businesses and Non Governmental Organizations (NGOs) in the process.

### 1.1.2 KERALA AND THE WAYANAD DISTRICT

This thesis elaborates on a community based ecotourism initiative in Kerala, India; the responsible tourism policy of the Kerala government. The policy was implemented, as a pilot, at four destinations: Thekkady, Kumarakom, Kovalam and Wayanad (Kerala Government, 2009). The tourism value chain of

the Wayanad district was analyzed to gain insight in where the local community is employed, where the unskilled workers are employed and where therefore opportunities for the local poor exist when the industry expands in the future. Furthermore, non economic impacts of tourism have been taken in to account to provide a complete overview of the tourism industry and its impacts in the Wayanad district. To have the best understanding of the situation in Kerala, this section covers a short overview of background and development of Kerala.

In 2001, the total population of Kerala was about 32 million, of which 91% was literate. The key crops of Kerala are coconut, tea, coffee, rubber, cashew, cardamom, pepper and cinnamon. And although these are still most important for the region's income, the service sector in Kerala is booming with financial companies, real estate agencies, mortgage companies, consultancy services, insurance companies and the tourism industry. A steep rise in the literacy had led to a rise in employment in highly technical fields such as engineering, medicine and IT (Maps of India, 2009). Kerala has also become one of the most visited tourist destinations in the country. It is famous for its rivers, backwaters and endless beaches (Maps of India, 2009).

**FIGURE 1: INDIA: THE LOCATION OF KERALA**



Source: Lonely Planet, 2009

Kerala is located in the south of India, as is illustrated in figure 1, and together with Goa it is seen as the best international tourist destination of India. Kerala is also identified by the National Geographic Traveler as one of the two 'must see' spots in India, with the Taj Mahal being the other (Sreekumar & Parayil, 2002). According to the Economic Review (Kerala Planning Board, 2008) "Kerala is today the most acclaimed tourist destination in India with its Super brand 'God's Own Country' and is continuing as one of the prime tourist destinations of South Asia. The tourism industry in Kerala not only facilitates



infrastructure development but also helps in balanced and sustainable regional growth by generating income and creating employment opportunities” (Kerala planning board, 2008).

The state is ranked 9<sup>th</sup> in foreign tourist arrivals and 14<sup>th</sup> in domestic tourist arrivals in India. Keeping in mind India has 24 states, it can be said Kerala has a high ranking within India on tourist arrivals. However, only 3% of the total tourists in Kerala visit the Wayanad district (Kerala Statistics, 2007). While the number of tourists is now very low in Wayanad and the marketing within India and abroad is increasing, the district has a great potential for the tourist industry to grow over the next 10 years. The growth in Wayanad will be further elaborated on in the methodology section. Figure 2 indicates the location of the Wayanad district within the state of Kerala.

FIGURE 2: KERALA: THE LOCATION OF THE WAYANAD DISTRICT



Source: Lonely Planet, 2009

The district where the research for this thesis was carried out is Wayanad, a district in Kerala with 48 villages (Census of India, 2001). Being a forested and malaria area, the district was uninhabitable until the 1980s. During the 1980s the area was treated with DDT and malaria was wiped out. From this time on, the district was opened up for cultivation of tea and other cash crops, roads were constructed across the mountain slopes of Wayanad making it possible for people to migrate to the new district (Wayanad.nic.in, 2010). People were invited to claim the land and to cultivate it. Therefore, the area can be considered as one housing only immigrants and while this has only been 20 years ago, there are no real communities apart from the tribes which have lived in the area for hundreds of years and do have a community feeling.

The district is an extraordinary case in India and Kerala while, as can be seen in table 1, the literacy rate in 2001 was 85% and during the research it became clear that this number has gone up in the last 9 years.

**TABLE 1: AREA PROFILE OF WAYANAD**

Number of Households	166,763	Average Household Size(per Household)	5.0
Population-Total	780,619	Proportion of Urban Population (%)	3.8
Population-Rural	751,007	Sex Ratio	995
Population-Urban	29,612	Sex Ratio(0-6 Year)	959
Population(0-6Years)	104,058	Sex Ratio (SC)	993
Scheduled Cast Population	33,364	Sex Ratio (ST)	1019
Scheduled Tribe Population	136,062	Proportion of Scheduled Cast (%)	4.0
Literates	576,735	Proportion of Scheduled Tribe (%)	17.0
Illiterates	203,884	Literacy Rate (%)	85.0
Total Workers	308,613	Work Participation Rate (%)	40.0

Source: census of India, 2001

Due to the wildlife and the beauty of the forests, tourists have been visiting Wayanad from the 1970s onwards in very small amounts and only those who were in for an adventure risked going into the Wayanad forests. However, 20 years ago the industry started to become commercial and since 2004 this growth of the Wayanad tourism industry has increased rapidly. Most tourist visiting Wayanad are the new elite originating from Chennai, Hyderabad and Bangalore, all rising global cities due to the IT industry. Furthermore, Wayanad is one of the prime locations in Kerala promoted in both India and Europe and since the marketing boost the tourism continues even in the monsoon season.

## 1.2 RATIONAL AND RELEVANCE

This study aims to give insight in the current situation in the tourism industry of Wayanad and could act as baseline study for the responsible tourism project in Kerala, set up in 2008 to make tourism in Kerala sustainable. The project started with involving the local community in the tourism sector through several initiatives. This study aims to see where the possibilities of the poor are by sketching an overview of the value chain and the wider impacts tourism has had on the community and environment during the last 5 years. This overview can be used for several purposes. First of all, with this overview, recommendations are made to improve the responsible tourism policy so the opportunities are visible to the locals and more people can profit from the tourism industry in the future. Secondly, the overview can be used in the future to evaluate the policy. If the same research is done again, the differences can point out how effective the policy has been. Lastly, the data retrieved in this research contributes to the small amount of data gathered all around the world in Value Chain Analysis concerning tourism. When more research is

done, it can be used to compare several situations to see both the differences and perhaps even the opportunities in other countries.

### 1.3 RESEARCH AIM AND RESEARCH QUESTIONS

The aim of this research is to produce detailed and objective report concerning the effects of tourism on the poor (unskilled and semiskilled employees) in Wayanad, Kerala. This will be done by answering the following research questions:

#### Central research question:

How can Kerala's responsible tourism policy contribute to alleviate poverty in Wayanad, Kerala, India?

To get a clear answer on the central research question, the following sub questions will have to be answered.

#### Sub questions:

- What are the impacts of tourism on the local community?
  - What are the financial benefits of tourism for the poor?
  - Which other benefits are produced?
  - What are the costs incurred by the poor (financial, natural resources)?
- Which groups benefit most and which less?
- How does the current value chain function?
- Where are the opportunities for the poor?

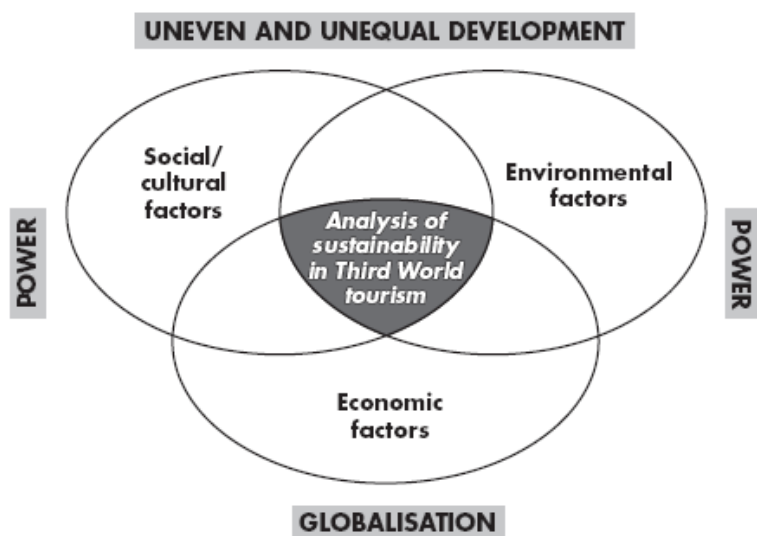
## CHAPTER 2: THEORETICAL CHAPTER

With the previous chapter describing the general background of the topics covered in this study, this chapter tries to provide insights in the state of the art of the current debate about methodologies to measure the impacts of tourism on poverty. First of all baseline issues and indicators of sustainable tourism are described. Secondly, specific indicators to measure the impact of tourism on poverty are outlined and thirdly, an overview of the value chain analysis - nowadays often suggested in assessing pro poor tourism projects - is given. Lastly, it is pointed out that next to the economic analysis, which is provided by the value chain analysis, indicators on wider impacts of tourism are of utmost importance as well and these cannot be left out of the study.

### 2.1 BASELINE INDICATORS OF SUSTAINABLE TOURISM

In 2005, the UNEP and WTO created a guide for policy makers with the title Making Tourism More Sustainable. In this report it is argued that three 'pillars' of sustainable development are recognized: economic sustainability, social sustainability and environmental sustainability. Mowforth and Munt (2009) set out the same dimensions for analysis of sustainability in Third World tourism. They claim that with analyzing sustainability in third world tourism several factors have to be taken into account: social / cultural factors, environmental factors and economic factors. This is presented in figure 3.

FIGURE 3: THE ANALYSIS OF SUSTAINABILITY IN THIRD WORLD TOURISM



Source: Mowforth en Munt, 2009

To measure these three pillars policy implications and instruments for sustainable tourism are set out in the 2005 UNEP and WTO report. These instruments include measurement instruments which are

described as baseline indicators for sustainable tourism.

The UNEP and WTO report points out there are two ways to monitor the sustainability of a tourism project. First of all, the levels of tourism (including supply and demand) and the state of the environment and society can be measured. The second form of monitoring is keeping abreast of the activities and needs of key stakeholder groups such as visitors, enterprises and the local community (UNEP and WTO, 2005). Twelve of the most common issues occurring in sustainable tourism destinations are set out in the report. Indicators considered most relevant and feasible to measure these issues are set out in Table 2.

**TABLE 2: BASELINE ISSUES AND INDICATORS OF SUSTAINABLE TOURISM**

<b>Baseline issue</b>	<b>Suggested baseline indicator(s)</b>
Local satisfaction with tourism	- Local satisfaction level with tourism (questionnaire)
Effects of tourism on communities	- % who believe that tourism has helped bring new services or infrastructure (questionnaire-based) - Number and capacity of social services available to the community (% attributable to tourism)
Tourism seasonality	- Tourist arrival by month or quarter (distribution throughout the year) - Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month - % of business establishments open all year - Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)
Economic benefits of tourism	- Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) - Revenues generated by tourism as % of total revenues generated in the community
Water availability and consumption	- Water use (total volume consumed and litres per tourist per day) - Water saving (% reduced, recaptured or recycled)
Development control	- Existence of a land use or development planning process including tourism - % of area subject to control (density, design, etc.)

Source: UNEP and WTO (2005).

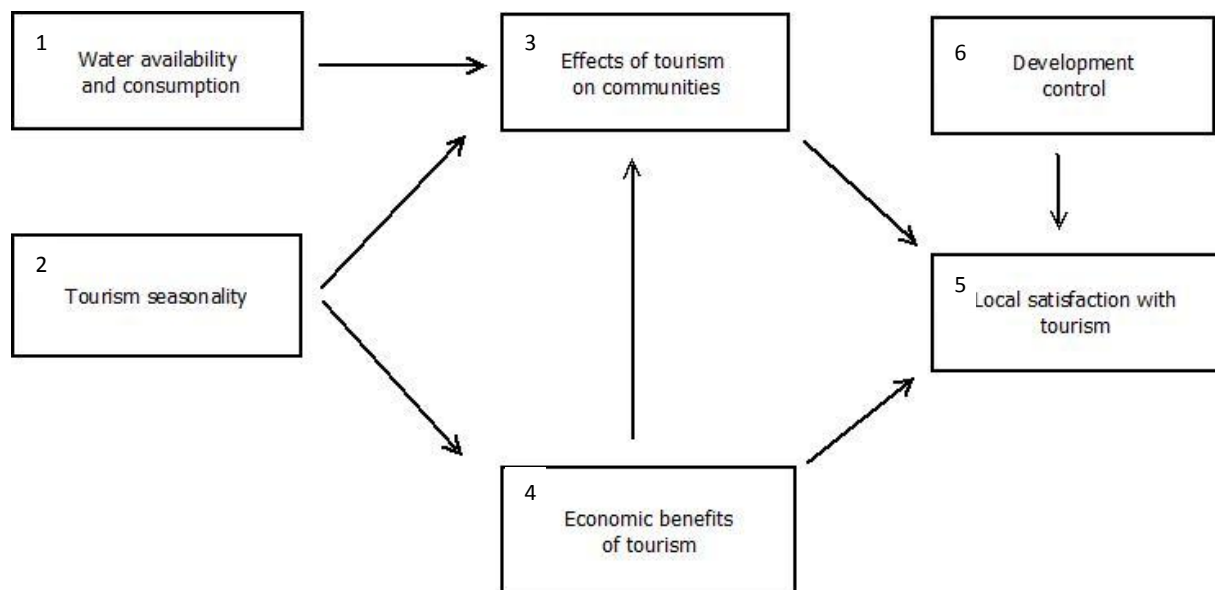
Table 2 illustrates the six baseline issues relevant for this study:

1. Local satisfaction with tourism: an indicator for this issue is the level of local satisfaction with tourism a questionnaire could measure.
2. Effects of tourism on communities: the baseline indicator for is the percentage of people believing tourism has helped to bring new services or infrastructure and the number of services available to the community due to tourism in percentages

3. Economic benefits of tourism: the number of local employed in tourism and revenues generated by tourism as % of total revenues generated in the community can be good indicators for the economic benefits of tourism.
4. Tourism seasonality can be measured by retrieving the number of tourists arriving by month and looking at the distribution in a year. Another indicator is the number and percentage of tourist industry jobs which are permanent or full-year (compared to temporary jobs).
5. Water availability and consumption is an important issue for this study as well, indicators are the water usage and water saving.
6. Development control is a basic issue dealing with the governmental policies on land use and planning processes including tourism. An indicator will be retrieving facts on whether or not such policies exist and facts on the areas under control.

Figure 4 illustrates how these basic issues of sustainable tourism influence each other in the context of this study:

**FIGURE 4: DEPENDENCY OF THE BASELINE ISSUES RELEVANT FOR THIS STUDY**



As set out in figure 4, water availability and tourism seasonality have their influence on the other issues in this study. The tourism seasonality (2) influences both the effects of tourism on the community (3) and the economic benefits of tourism (4). Water availability and consumption (1) has a direct influence on the effects of tourism on the community (3). The economic benefits influence the effects on communities as well and both of these issues combined with development control influence the local satisfaction with tourism.

Development control influences the effects of tourism on communities and the economic benefits of tourism as well. However, this figure illustrates the three issues which have a direct effect on local satisfaction with tourism and which are of importance for this research. As illustrated in figure 4, there are three issues directly related to the satisfaction with tourism, which can be seen as the impact of tourism on the local community. These issues are the effects of tourism on communities (3), the economic benefits of tourism (4) and the development control (6).

## 2.2 SPECIFIC INDICATORS TO MEASURE THE IMPACT OF TOURISM

According to Goodwin (2006) broad indicators such as the baseline issues described in section 2.1 are “unlikely to convince decision makers in development agencies, government or industry that particular initiatives have had, or will have any particular impact on poverty however defined” (Goodwin, H., 2006). Goodwin points out specific indicators are more likely to be able to demonstrate impacts and to identify best practices. In 2006, Choi & Sirakaya took his advice and designed a new set of indicators to measure community tourism. 125 indicators were identified for political, social, ecological, economic, technological and cultural dimensions for community tourism development (Choi, H.C., Sirakaya, E., 2006). The top three objective indicators of each dimension are set out in table 3.

TABLE 3: TOP THREE OBJECTIVE INDICATORS OF EACH DIMENSION

Dimensions	Indicators /issues
Economic dimension	Availability of local credit to local business Employment growth in tourism Percent of income leakage out of the community
Social dimension	Resident involvement in tourism industry Visitor satisfaction / attitude toward TD Litter/pollution
Cultural dimension	Availability of cultural site maintenance fund and resources Type and amount of training given to tourism employees (guide) Types of building material and décor
Ecological dimension	Air quality index Amount of erosion on the natural site Frequency of environmental accidents related to tourism
Political dimension	Availability and level of land zoning policy Availability of air, water pollution, waste management and policy Availability of development control policy
Technological dimension	Accurate data collection Use of low-impact technology Benchmarking

Source: Choi & Sirakaya, 2006



The dimensions described in the left side of the table are often used in tourism research. The indicators on the right side imply ways of measuring these dimensions. The economic dimension can for example be measured by looking at employment growth in tourism and the social dimension by asking questions on litter or pollution. In this way, Choi & Sirakaya set out useful indicators for studying all dimensions (economic, social, cultural, ecological, political and technological) of tourism practices. Table 3 sets out only a few of these indicators, just to give an impression of the use of them.

## 2.3 VALUE CHAIN ANALYSIS

To measure how many concrete net benefits the poor experience the value chain analysis has been developed within the study of pro poor tourism. Value chains are a way of representing the transactions involved in a production process. The approach originated in economics and business studies. The pro-poor value chain assessments in the tourism field have concentrated on “mapping the value chain and participation of the poor, and particularly estimating pro poor income (PPI) flows” (Ashley & Mitchell, 2008). The aim of the value chain impact assessment approach is to develop market-based solutions that boost production, income and employment opportunities for the poor (Ashley & Mitchell, 2008). The value chain analysis (VCA) is a tool to enhance our understanding. It is a tool to focus on pro-poor issues, mapping flows to the poor and linkages between actors in the value chain.

Previous studies using the value chain analysis found that it is hard to define ‘the poor’ in a value chain. The definition affects all outcomes, including the results of the impact assessment and the calculation of PPI (Ashley & Mitchell, 2008). When taking a too narrow definition of the poor, the results of an impact assessment will almost certainly indicate that the poor do not benefit at all, this is because tourism is not a means to reach the poorest of the poor, but an opportunity for the already economically active. It keeps families just above the poverty line. On the other hand, when the definition is too broad, it would encompass the majority of the entrepreneurs and staff in the sector which avoids a specific pro-poor focus. Therefore, a middle ground is necessary. To reach this it is useful to consider the ‘poorish’ as well as the poor. In most VCA studies the approach taken to define poverty is using job functions and low skill levels. This translates into classifying the unskilled and semi-skilled workers as the poor. Another approach uses poverty profiles of workers to assess what percentage of each functional group come from poor backgrounds, based on poverty indicators (Ashley & Mitchell, 2008).

To gain insight in the impact of tourism on financial level, it is necessary to know how the tourism value chain is functioning, how many of the poor are earning how much more from increased participation and what other change in net benefits has occurred, what impact this has on household wellbeing and what bottlenecks or opportunities are changing. To get the right results, data should be sought that helps answer the six questions set out by Ashley and Mitchell (2008) presented in table 4:

TABLE 4: QUESTIONS FOR A COMPLETE VALUE CHAIN ANALYSIS

Questions	Key indicators	Notes on data gathering
How is the overall size and shape of the sector changing? Why? (important context, usually external to the project)	<ul style="list-style-type: none"> <li>- % of change in arrivals, length-of-stay, bed night</li> <li>- market segments</li> <li>- market trends</li> <li>-explanatory variables</li> </ul>	National data and an informed knowledge of the industry
Is there progress in creating an enabling environment for increased participation by the poor What and how?	Any changes in: <ul style="list-style-type: none"> <li>-public policy, regulation</li> <li>-municipal / provincial action</li> <li>- private sector engagement and action</li> <li>business environment</li> <li>- SMME constraints / constraints perceived by the poor</li> <li>- HR investment</li> <li>- land/natural resource / other policy</li> <li>- explanatory variables for any change</li> </ul>	measure actions and attitudes of policy makers, private operators, and poor people e.g. a change in bottlenecks perceived by the poor is a significant change.  Known as 'soft' indicators
Are there changes in the number of poor people participating in the tourism value chain? Who, how, where and why?	<ul style="list-style-type: none"> <li>- estimated numbers of new entrants</li> <li>- profile: gender, minority, poor/poorish</li> <li>- in what activities</li> <li>- why? Expansion of the VC, of a segment? Or reduction in barriers to access by the poor?</li> </ul>	Less detail for overall VC context and more detail for areas of project intervention  Data is mainly via enterprise analysis: poor per enterprise, and enterprises per segment
Are poor participants in the tourism value chain experiencing any increase or decrease in income or livelihood? Who, what and why?	any increased PPI via: <ul style="list-style-type: none"> <li>- increased production volume</li> <li>- upgrading production / enhancing market negotiation</li> <li>- moving up the VC to new activities</li> <li>- for whom? (gender, type of participant)</li> <li>- non-wage changes, such as job security, risk, increased influence over change</li> <li>- explanatory variables for any change</li> </ul>	Requires household level views and information on the role of their tourism earnings  Also essential to gather info on other levels of income poverty and expenditure to understand the significance of tourism  Cannot be done for all poor participants, so choose key target groups and a few key indicators for regular monitoring
What wider economic, social and environmental impacts is tourism generating that affect poor communities (not just direct	Any changes in: <ul style="list-style-type: none"> <li>- observable social/ environmental impacts e.g. water use, resource competition, availability of</li> </ul>	Needs to focus on key social or environmental indicators defined early in the project e.g. water, sewage, skills development, participation, land-use, etc.

participants)? Are they changing? Why and how?	training, degree of local voice in decisions - perceptions of the poor (and others) regarding: ranking of tourism impacts and balance of positive versus negative	combine views of poor and of 'experts'
--	--	--

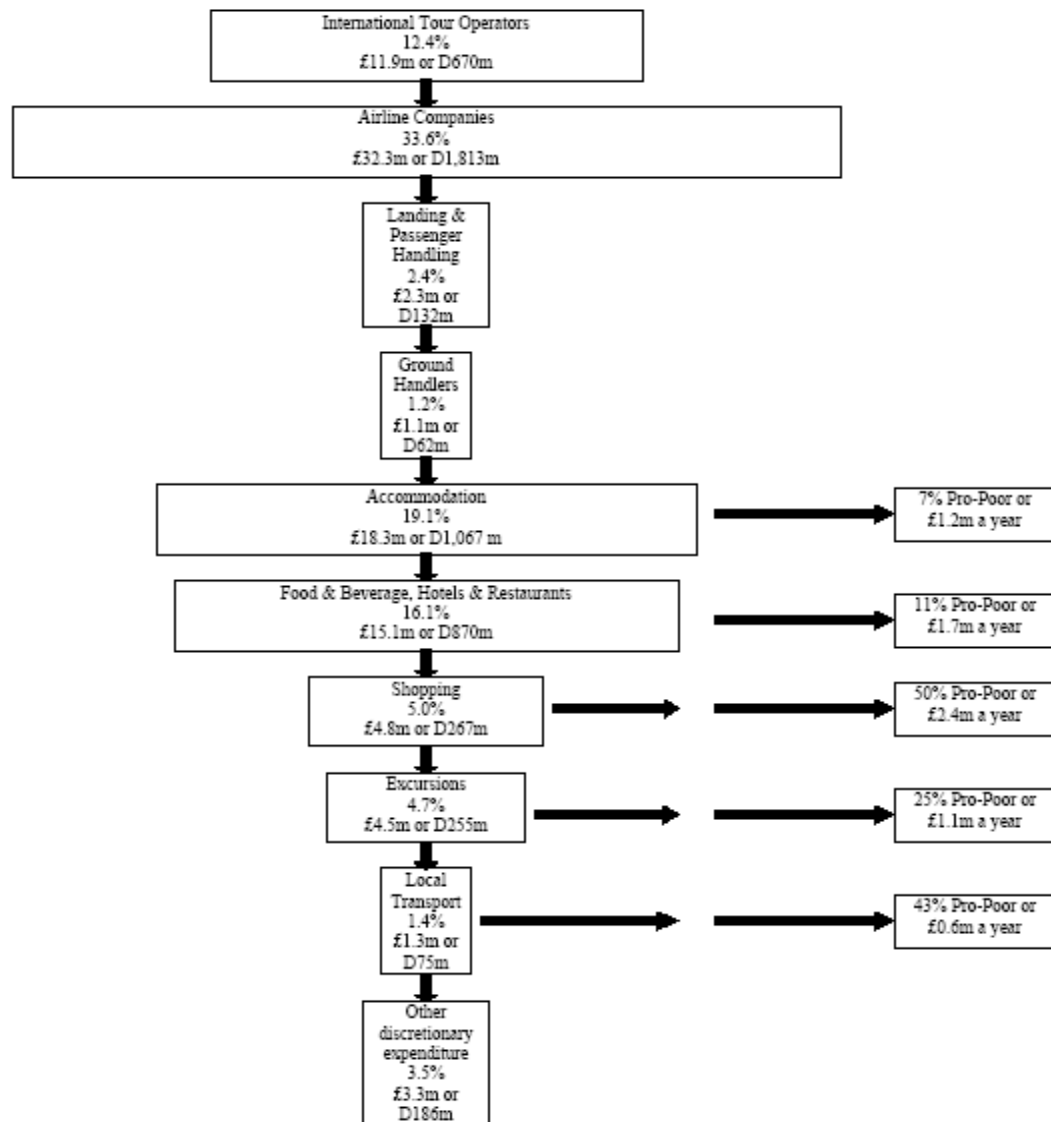
Source: Ashley and Mitchell (2008)

The Value Chain Analysis will give insights in the following sub questions:

- How does the current value chain function?
- Which groups benefit most and which less?
- Where are the opportunities for the poor?

An example of a VCA study recently carried out is the holiday package value chain analysis in Gambia carried out in 2007 by Mitchell and Faal. This study shows that 14% of the income ends up with the poor. So, 14% of what the tourist has paid will eventually be the income of the poor working in the tourism industry. This has been studied by analyzing the income and expenses within the whole value chain of the holiday package, for this purpose 44 interviews were held with tour operators, hotels, public officials and small business representatives (Mitchell & Faal, 2007). The overview of this VCA can be seen in figure 5.

FIGURE 5: VALUE CHAIN ANALYSIS FROM HOLIDAY PACKAGE TOURISM IN GAMBIA



Source: Mitchell & Faal, 2007

According to Ashley and Mitchell (2008) there are four changes that can help current poor participants in the tourism industry to increase their earnings. These are:

1. Expansion of existing production activities. Higher demand leads to higher price or volume of production.
2. Improvement of existing production. For example investing in new techniques or equipment.
3. Greater contractualisation which can lead to changed terms of existing relationships i.e. higher prices or greater security.
4. Entering higher return activities by moving up the value chain to create more value added activities.

There are four changes that can assist new entrants to enter the tourism value chain (Ashley & Mitchell, 2008):

1. Expansion of the overall value chain so that in all activities more opportunities exist.
2. Expansion of specific parts of the tourism value chain which are important to the poor.
3. Introduction of new links in the value chain, which create new opportunities for poor participants.
4. Reduction of entry barriers so poor people are able to access opportunities which were previously taken by the non-poor.

A change in the operation of the value chain can benefit the poor in three ways: more poor people can have increased access to the tourism value chain, increased income of the existing poor participants in tourism and increased net non-financial benefits to poor households. Although VCA is an interesting new tool to get a complete overview of the financial impacts of an intervention, it focuses on value chain operations and how they generate money flows to the poor. However, they only focus on the amounts of money earned and do not take into account how many poor people are involved. So, changes in numbers of poor participants cannot be monitored and perceptions of the chain and wider costs and benefits of the household cannot be understood. So VCA is not satisfactory for capturing social and environmental costs and benefits for the poor or society, to measure these other tools are needed as well. The nonfinancial impacts will need to be measured separately, and then balanced against PPI flows (Ashley & Mitchell, 2008).

## 2.4 WIDER IMPACTS

While the value chain analysis is limited to the financial impacts of the project and other aspects have to be taken into account, this thesis does not only focus on the economic situation with the VCA but also on the social/cultural factors and the environmental factors as set out by Mowforth and Munt (2009). To make sure the wider impacts are considered as well, the VCA method needs to be extended. In 2002 the Overseas Development Institute published a methodology for pro-poor tourism case studies (Ashley, 2002). This method stipulates the topics to be measured to get a clear idea of the impacts of the tourism intervention. The following categorization is set out:

- An overview in which it is described where the initiative takes place and what the general policy context is with a background and details.
- The pro poor actions: an assessment of broad pro-poor tourism strategies and the specific actions to involve the poor or address barriers to participation
- Results and impacts on the poor, by describing the progress and challenges, identifying the impacts on poor people, describing the financial benefits to the poor and the impacts on livelihoods of the poor. And the broader contributions to poverty elimination.
- A review and the lessons learned from the initiative which describes different perspectives, reflections on the initiative and reflections on PPT research.

The research conducted in Wayanad will use this outline for reporting the results on changes due to the tourism sector and wider impacts.

## CHAPTER 3: METHODOLOGY

The value chain analysis and the indicators described in chapter two were merged to create a method combining the social/cultural factors with environmental and economic factors. This chapter sets out which methods were used, who the respondents of the study were, how these respondents were approached and how many respondents took part in the study. Lastly, the procedure of the study is presented.

To get an overview of the impact of the responsible tourism project on the local poor, different methods were used to obtain the necessary information. First of all, a literature study was done. Secondly, in-depth interviews were held to gain as much qualitative information as possible. Focusing both on retrieving information on the tourism sector in Kerala and on the specific value chain in Wayanad, combined with the local consequences of tourism. Lastly, questionnaires were conducted with the local community to test the information obtained during the in-depth interviews.

### 3.1 LITERATURE STUDY

The literature study was carried out to grasp the current knowledge and debate concerning development, pro poor tourism and the destination. In particular, the literature study identified the theoretical knowledge linked to impact studies of sustainable and pro poor tourism interventions as described in chapter 2. This literature has been very helpful in the design of the method used in this research. Part of the literature study has been done during the preparation phase in the Netherlands, before the fieldwork in India, and part was be done in India because access was needed to local institutions. These local institutions were able to provide insights in local conditions which had to be taken into account while conducting the research, such as the local statistics, information on tourist attractions and travel methods of tourists in Kerala.

### 3.2 TEST ITEMS: INTERVIEWS AND QUESTIONNAIRES

The test items for this study consisted of in-depth interviews and questionnaires. Both test items were designed through analyzing the indicators set out in chapter 2 and combining these with the aim of this study to see which of the indicators are relevant to the situation in Wayanad. In this section, the relevant indicators for the situation in Wayanad and the aim of this study will be described. The questionnaires used are also based on a questionnaire made by the Nairobi university brought to my attention by another student and the local consequences brought to my attention during the in-depth interviews with key-informants in Wayanad.



To be certain the questionnaires and interviews covered all relevant topics to measure the impact of the responsible tourism project, the relevant indicators from both the baseline indicators and the specific indicators, as described in chapter 2, were selected and combined with the needed data implied by the VCA description of Ashley and Mitchell (2008). Table 5 sets out the relevant baseline issues and indicators for this study.

**TABLE 5: BASELINE ISSUES AND INDICATORS COMBINED WITH SPECIFIC INDICATORS**

<b>Baseline issue</b>	<b>Suggested baseline indicator(s)</b>	<b>Specific indicators</b>
Local satisfaction with tourism	- Local satisfaction level with tourism (questionnaire)	- Host community satisfaction toward tourism development - Host community attitude toward tourism development - litter / pollution (community health and safety) - loss of traditional lifestyle and knowledge via modernization
Effects of tourism on communities	- % who believe that tourism has helped bring new services or infrastructure (questionnaire-based) - Number and capacity of social services available to the community (% attributable to tourism) - Ratio of tourists to locals (average and peak period / days)	- type and amount of training given to tourism employees - tourism as percentage of local economy - availability of local credit to local business - entrepreneurial opportunities for local residents - shift in social structure
Tourism seasonality	- Tourist arrival by month or quarter (distribution throughout the year) - Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month - % of business establishments open all year - Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)	No specific indicators
Economic benefits of tourism	- Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) - Revenues generated by tourism as % of total revenues generated in the community	- employment growth in tourism - unemployment rate
Water availability and consumption	- Water use (total volume consumed and liters per tourist per day) - Water saving (% reduced, recaptured or recycled)	No specific indicators
Development control	- Existence of a land use or development planning process including tourism - % of area subject to control (density design, etc)	- availability of cultural site maintenance fund and resources - availability of air, water pollution, waste

		management and policy - availability of development control policy
--	--	---

For this study, the following baseline issues have been used: local satisfaction with tourism, effects of tourism on communities, tourism seasonality, economic benefits of tourism, water availability and consumption and development control. With studying these baseline issues, in the end the first sub question of this research can be answered:

What are the impacts of tourism on the local community?

- What are the financial benefits of tourism for the poor?
- Which other benefits are produced?
- What are the costs incurred by the poor (financial, natural resources)?

The questionnaires and interviews were set up to comply with the baseline indicators and the specific indicators. For example, as table 5 points out the baseline indicator of local satisfaction is the local satisfaction level which can be measured with a questionnaire. The specific indicators give an overview on how this can be measured concretely: by measuring the host community satisfaction toward tourism development, the host community attitude toward tourism development, the amount of -litter / pollution and the loss of traditional lifestyle and knowledge via modernization. All these topics have been included in the questionnaire to get the best overview of the local satisfaction level. The same has been done for all the other baseline issues and its indicators set out in table 5.

### 3.2.2 INTERVIEWS

The semi-structured interviews consisted of qualitative questions to gain insight in the views of the policy makers or government employees, the poor (or poorish) and on the enterprise level. The interviews were used to get the best possible overview of the impacts of the tourism industry and the explanations of the questionnaires. The set-up adapted to take account of local circumstances not foreseen in the preparatory phase in the Netherlands. In total, 43 in-depth interviews were conducted of which only two interviews were conducted with female experts; all other interviews were held with male experts.

The in-depth interviews are the basis of the research. To measure the impacts of tourism on the locals, it first was necessary to gain insight in the changes of the overall sector. To gain this insight, interviews with the policy designers and implementers as well as other government employees were conducted. Secondary data has been gathered on the change in the number of poor people participating in the tourism value chain and questions on the progress of creating an environment for increased participation by the poor were posed. The in-depth interviews with the government employees made

sure the study had a grounded background and context. Following these interviews, an interview with the local tourism office was held to see what the most important aspects of tourism are in Wayanad. Next, interviews with the managers of businesses from the tourism industry (as indicated by the local tourism office) were held to gain insight in the VCA. Furthermore, interviews were held with key informants from the local community such as the district collector (the leader of the district Wayanad), government employees, NGO employees and other key informants working in the tourism industry to gain insight in the social consequences of tourism.

### 3.2.3 QUESTIONNAIRES

The questionnaires consisted of both quantitative and qualitative questions primarily used to test the findings obtained during the in-depth interviews. A total of 84 surveys were conducted among the employees of hotels, shops and drivers in the transport sector. Unfortunately, the employees in the excursion sector could not be reached due to strikes and time limitations. 73 of the respondents were men and 11 were women. The age of the respondents differed from 17 years old until 56 years old.

To cover all the impacts generated by the responsible tourism project and to test the outcomes of the in-depth interviews, a questionnaire was designed and used in interviewing poor participants in the tourism industry in Wayanad. The questionnaire covered the effects of tourism on communities such as the direct and indirect benefits, direct and indirect problems or losses, the shift in social structure, the impacts of tourist seasonality on possible jobs and economic benefits such as an increase or decrease of income. The first part of the questionnaire consists of questions about the person and the persons household<sup>1</sup>. Next, questions about the direct and indirect benefits, problems and losses tourism have caused are posed and lastly, the general satisfaction with tourism is measured by asking questions on the satisfaction on different levels. In addition to the questions about the impacts of tourism on the household, economic aspects important for the VCA were incorporated in the questionnaire as well. Due to the different purposes of the questionnaire, a different questionnaire was designed for every group of respondents. All questionnaires can be found in Appendix 1.

## 3.3 RESPONDENTS

To measure the impact of tourism in the Wayanad district, several respondents from different backgrounds were needed. Within the area of sustainable tourism, several stakeholders can be identified. According to Swarbrooke (1999), these can be identified as the host community, governmental bodies, the tourism industry, pressure groups, tourists, experts, media and the voluntary sector. These stakeholders and details on who belong to these groups are set out in figure 6.

---

<sup>1</sup> The sources of drinking water the respondent can choose from are based on the table in the census of India in which the distribution of household by source of drinking water and its location is described (Census of India, 2001).

FIGURE 6: STAKEHOLDERS IN SUSTAINABLE TOURISM

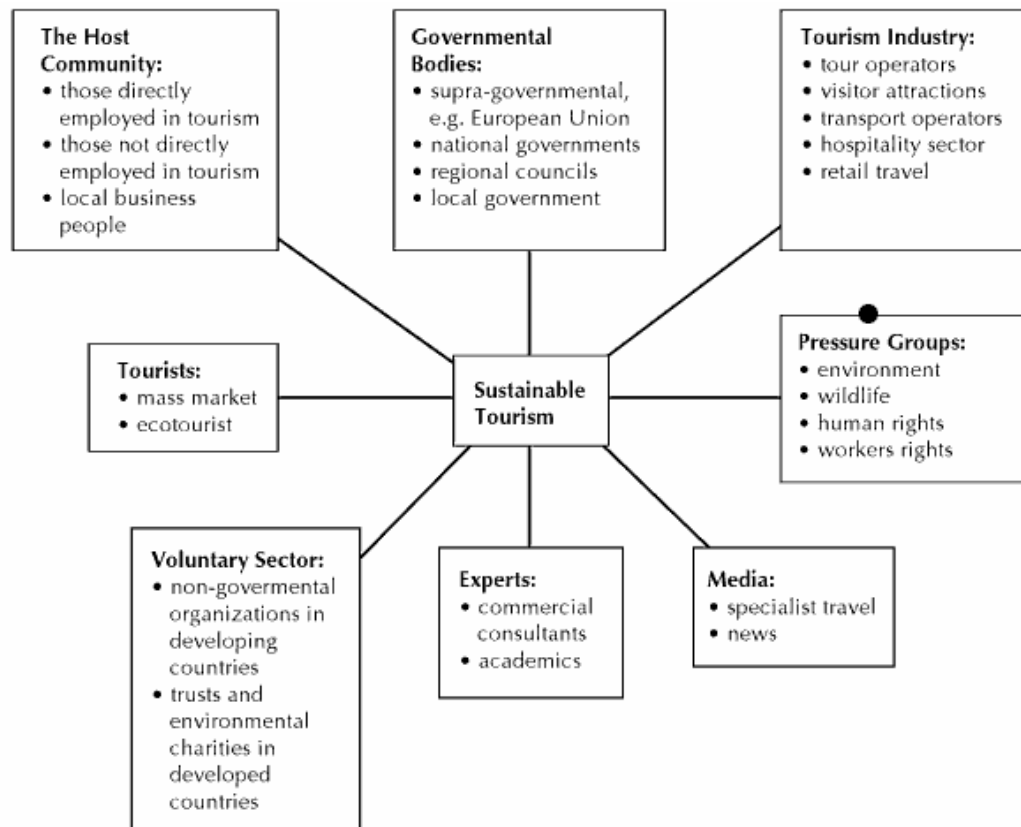


Fig. 2.3. The key stakeholders in sustainable tourism.

Source: Swarbrooke, 1999

For this research, not all stakeholders described in figure 6 were interviewed. The key informants were originating from the following groups: experts, the governmental body, the tourism industry, the voluntary sector and tourists. The respondents were all part of the host community. Furthermore, the media was used in so far that some articles from the local newspaper confirmed statements of the key informants. One stakeholder described by Swarbrooke was left out: the pressure groups.

### 3.3.1 RESPONDENTS AND KEY INFORMANTS FROM THE TOURISM INDUSTRY

The respondents from the enterprises provided the details of the VCA by giving financial data and were able to set out what the impact of tourism seemed to be in practice. So, not only what the net benefits for the poor were, but also what other aspects have arisen after the commercialization of tourism (for example empowerment of women or more opportunity for people from different castes). Furthermore the enterprise analysis also gave insight in the amount of poor workers per enterprise which was of importance for the VCA.

As described in chapter 2, defining of the poor in previous studies has varied from job function (often the unskilled or semi-skilled) to poverty profiles. While the VCA is of central importance in this

research, the job function definition is used. In Wayanad, unskilled workers are workers who have not finished their basic education. This means the 10 grades from the age of 5 until the age of 15. This basic education is needed for almost every semi-skilled and skilled job. The unskilled workers often have jobs in the tourism sector as bag carrier, cleaner, laundry lady, guard or rickshaw driver. The semi-skilled workers have finished their basic education, but have not finished their specialization after these ten grades. They often find jobs in Small and Medium Enterprises (SMEs) as barmen, receptionists and waiters and in other sectors such as salesmen in shops, drivers of vehicles in the transport sector and guides in the excursion sector. In the bigger enterprises almost everybody working directly with the tourists have some finished education. However, during my research it became clear that having a degree or education does not mean that these people actually possess the skills they should have. The amount of bribing in India is huge and a degree can easily be bought when one has enough money.

### 3.3.2 KEY INFORMANTS: GOVERNMENT EMPLOYEES AND EXPERTS

To get an informed knowledge of the industry and to get access to the national data, several government employees were interviewed. These key informants were able to give insight in context of the tourism sector in Kerala and in Wayanad specifically. In Cochin, the director of tourism of Kerala and the manager of the Kerala Tourism Development Council provided details on promotion of the whole tourism sector in Kerala, statistical information and broad knowledge on the local industry. In Wayanad several interviews were conducted at the District Tourism Promotion Council (DTPC), with two information assistants. These interviews provided details on the tourism sector in Wayanad, the parties which had to be visited for the VCA, the way of working between the government and the private companies and so on. Furthermore, the manager of the responsible tourism department in Wayanad was interviewed for more information on the responsible tourism project, its implications and the problems Wayanad is facing due to tourism.

To understand the wider impacts of tourism, experts of private companies, inhabitants of Wayanad, NGO employees and tourists were interviewed. To this end a meeting of the Wayanad Tourism Organization (WTO) was attended providing many different insights on tourism from property owners (including resort owners, hotel owners and homestay owners) and persons owning other companies in the tourism sector. To retrieve information on the consequences and opportunities of tourism for the local poor the director and two employees from the Rural Agency for Social and Technological Advancement (RASTA), the only NGO in the area, were contacted. In addition, two inhabitants were interviewed: one person living in a city and one person from a tribal community. An overview of the interviews can be found in appendix 2.

### 3.4 PROCEDURE

The research initially started in Cochin, one of the biggest cities of the State located in the south of Kerala. In this major city, government employees were interviewed to gain more insight in the local situation and the policy within Kerala. After one week in Cochin, the research continued in the Wayanad district in the North of Kerala. Interviews were conducted throughout the district, spread over 2.132 square meters (Wayanad.nic.in, 2010). To reach all the respondents several transport methods were used. First of all, the hotels, companies, government offices and NGO could be reached very easily by auto rickshaw or bus because they were located within the major towns. For these interviews no translator was needed due to the fact that all respondents were able to understand and speak proper English. To reach the resorts, which were located within forests and plantations, a motorbike – with driver- was arranged at the District Tourism Promotion Council, which was able to reach every resort in South Wayanad. All resort owners spoke English very good, which made communication with them fairly easy.

The interviews and questionnaires with the people for the other sectors in the VCA and the local community were conducted with help from two translators. One of the translators owned a motorbike which made it possible to go to all towns and villages in Wayanad. Furthermore, a tribal village was visited by jeep and the NGO employees were able to translate between the tribe and the interviewers.

The interviews with key informants went smoothly, all necessary information was retrieved and often more information came up while the interviews were semi-structured and offered room for conservation and storytelling. However, the respondents of the questionnaires several times gave the impression they did not have certain knowledge and answered the questions anyway, just to be supportive. The results of these questions are often the exact opposite of the answers indicated by experts.

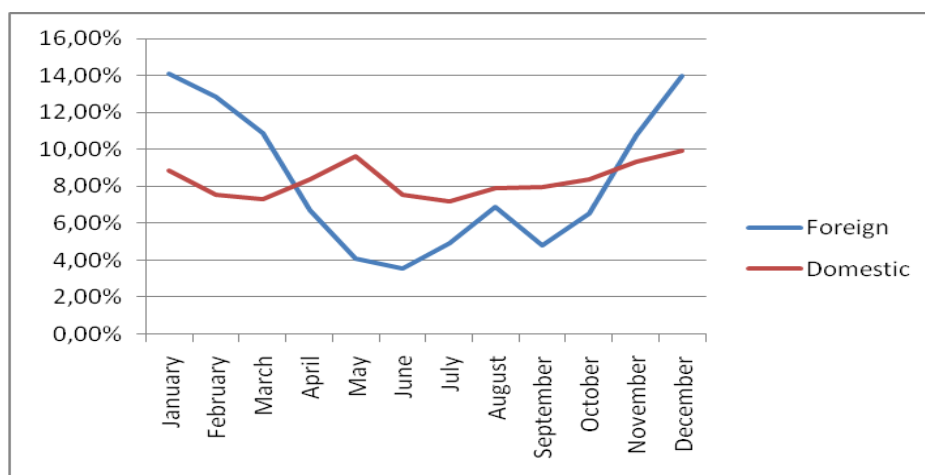
## CHAPTER 4: WAYANAD, THE TOURISM SECTOR AND THE POOR

This chapter describes the changes that occurred in Kerala, Wayanad and in its tourism sector over the last ten years. The aim is to provide a profound insight in the most relevant aspects of the tourism sector in the region. First of all, the size and shape of the Wayanad tourism sector are presented, providing a dynamic insight in tourism seasonality and tourism growth. Secondly, the participation of the poor in the tourism value chain is described including the benefits of this participation, the projects initiated by the government to empower the poor through tourism and the barriers perceived by poor inhabitants to enter the main tourist sector.

### 4.1 THE OVERALL SIZE AND SHAPE OF THE TOURISM SECTOR

According to the manager of the Kerala Tourism Development Council (KTDC), Wayanad is one of Kerala's prime locations promoted in both India and Europe. Two new marketing initiatives for Kerala have been developed: the state is marketed as one of the best destinations for health tourism in the world and the second initiative is the promotion of monsoon tourism. The whole state has a monsoon season from June until September and traditionally tourists did not visit the state during this season. However, ever since the marketing initiative started, Indian tourists are now also visiting the state during the monsoon season. Foreign tourists on the other hand were not influenced by the initiative and have still no intention on visiting Kerala during this time. This difference is illustrated in figure 7, showing the percentages of tourists throughout the year.

FIGURE 7: TOURISM SEASONALITY



Source: Kerala Tourism Department, 2007

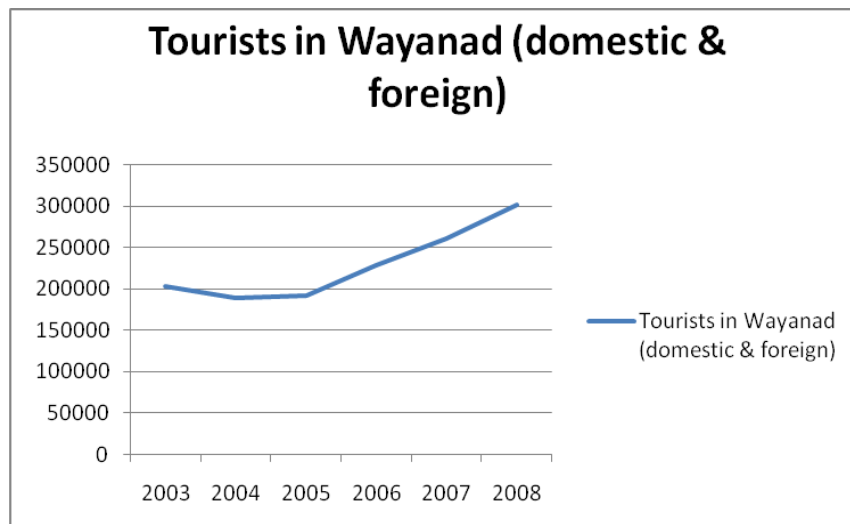
The total amount of foreign tourist arrivals is 515.808 persons, of which 50% visits in the months November to February, the high season for foreign tourists. In these months the percentage of foreign



tourists is constant (in November 11 percent of the total foreign tourists visits Wayanad, in December this percentage is 14 percent and stays the same in January, in February the percentage goes down to 11 percent indicating the end of the season). The other 50 percent of foreign tourists is spread over the 8 months remaining (from March to October) with the lowest percentage being 3 percent in June. This means that in the month with the least foreign tourist arrivals, 18.000 people visit Wayanad in contrast with the 73.000 persons in January. As illustrated in figure 7, domestic tourism is spread more evenly over the months. The percentages differ between 7.2 percent and 9.9 percent per month. The month with most tourist arrivals is December, in which 9.9 percent of the domestic tourists arrive and the lowest percentage of tourist arrivals is measured in July, with 7.2 percent of the domestic tourists visiting the region.

Due to its natural beauty and wildlife, people have been fascinated by the Wayanad district from the moment the district was accessible due to the infrastructure developed after the cultivation. So, tourists have been visiting Wayanad from the 1970s onwards, but only in very small amounts and only those who were in for an adventure risked going into the Wayanad forests. However, 20 years ago the industry started to become commercial and since 2004 this growth of the Wayanad tourism industry has increased rapidly. Most tourists visiting Wayanad are the new elite originating from Chennai, Hyderabad and Bangalore, all rising global cities due to the IT industry. Figure 8 shows the growth of the tourism sector in Wayanad by setting out tourist arrivals between 2003 and 2008.

**FIGURE 8: TOURISTS IN WAYANAD BETWEEN 2003 AND 2008**



Source: Kerala Tourism Department, 2007

## 4.2 BENEFITS AND PARTICIPATION IN THE TOURISM SECTOR BY THE POOR

With the expansion of the industry, hotels and lodges were built and people started to leave their previous jobs to find their luck in the tourist sector, now big enough to provide a full time job for the whole year. The job opportunities in the tourism sector expanded slowly, starting within the accommodation sector and within a short period of time other types of employment were discovered. Tourist taxis, “auto rickshaws” (the Indian name for tuktuks) and jeeps made it possible to be more mobile than before, both for tourists and locals. The locals, including the poor, benefited indirectly and directly, finding jobs as bag carriers, cleaners, servicemen, waiters, laundrywomen, guides and drivers and gaining access to new roads and transport opportunities. In addition to these jobs in a new and expanding industry, several policies were put in place to support involvement of the poor in both the tourism industry and other industries. This section describes the successes of the projects and policies and elaborates on the initiatives of the locals. Furthermore, it also illustrates that next to these benefits, barriers for those involved in the tourism sector are still evident.

### 4.2.1 PROJECTS TO BENEFIT THE POOR

The national tourism policy of India (Department of Tourism, 2002) describes the main aims of the policy regarding tourism as “position tourism as a major engine of economic growth, harness the direct and multiplier effects of tourism for employment generation, economic development and providing impetus to rural tourism”. This research aims to look at the economic value chain in the tourism sector of Wayanad to provide details for possible economic growth including the local poor workers.

Important aspects influencing the tourism industry are the social policy initiatives trying to alleviate poverty on national, state and district level. First of all, the national rural employment guarantee system is a national policy implemented by the central government of India and guarantees 100 days of work. The aim of the act is “to enhance livelihood security in rural areas by providing at least 100 days of guaranteed wage employment in a financial year to every household whose adult members volunteer to do unskilled manual work” (Ministry of Rural Development, 2008). According to the act, this is done to provide a social safety net for the vulnerable groups and providing a growth engine of sustainable development of an agricultural economy.

A second initiative is the Kudumbashree project, an initiative of the Kerala government. This initiative intends to empower women through training in setting up a business. It is built around the concepts of women empowerment, micro credit and entrepreneurship. Women come together to gain new skills and to talk to each other about the progress they made and the problems they face.

Three years ago, in 2007, the first steps were made towards a responsible tourism policy in Kerala. Nowadays, there are three regions in which this policy tries to evolve tourism to something which mostly benefits the regions, instead of destroying them. One of these regions is the Wayanad district in

which a responsible tourism department has been set up to put the policy into practice. The Responsible Tourism department in Wayanad has initiated several projects to make sure the local community benefits more from tourism. One of these projects is a project trying to make sure hotels buy products from local farmers via a group of five women trading the products of the farmers. All these products are produced locally. Examples of this are spices and bamboo products. Because there is only a small amount of provision and no guarantee that these products are always available, the hotels buy at the normal shops as well. These wholesale shops provide products which the locals are not able to supply, such as imported products and tenable products. While the agricultural economy in Wayanad exists of almost only spices and tea and there is not much livestock, all other products are imported from other districts and cannot be provided by the local farmers and consequently not be traded by the group of women. Therefore almost all provision for hotels, resorts and restaurants is bought in the local stores which import the products from big retailers in other districts.

Another project the responsible tourism department has recently started is aiming directly at the tourist: the village visits project. This is a one day activity for tourists enabling them to see the real culture of the local community. A package costs 4700 rupees (about €75, with 1000 rupees being €16,20) for which 1200 rupees (about €20) have to be paid for the vehicle. According to the supervisor of the responsible tourism policy, the rest of the money ends up with the local farmers and fishermen which are visited. Although this is a very good initiative, it has one problem: most tourists visit Wayanad to see the wildlife and the nature, not for the local community and their culture. Therefore, these village visits have to be marketed to have any results and while being in Wayanad for 2 months, in the mainstream tourist accommodation and the District Tourism Promotion Council there was no marketing found whatsoever for this initiative.

#### 4.2.2 THE WAYANAD TOURISM ORGANIZATION (WTO)

The Wayanad Tourism Organization is an organization set up by the owners of the big resorts, hotels and homestays in Wayanad to discuss promotional possibilities and other tourism related activities to boost their businesses. At 16 March 2010, one of these meetings was attended by the author and it became clear there are rules on what kind of hotel you have to run to become a member of the club, so there are many constraints and it is almost impossible for SMEs to become a member and have profit of the activities organized by the WTO. However, the Wayanad Tourism Organization aims to promote the whole district and responsible tourism as well, so indirectly the SMEs can gain from these activities.

Most of the members of WTO who own resorts are originally plantation owners. Their plantations consist of coffee, tea, paddy fields and other spices. During the 1990s most of them owned plantations with black pepper, which they call their black gold. As I was told, the coffee plantation was enough to keep their business running and the black pepper made the real money. However, in the beginning of the

new millennium the black pepper became infected with a fungus all over Wayanad and the plantations faced economic collapse. To rescue their livings many plantation owners started a resort. Therefore many resorts in Wayanad are located in the middle of tea, coffee or other plantations. Apart from those people who own fungus affected plantations, many other plantation owners who followed their example and decided to change their plantations into resorts for another reason. Employees for these plantations are hard to find in Wayanad, due to the government employment programme. The transformation from plantation into resort makes much agricultural land to disappear in Wayanad. The responsible tourism organization sees this disappearance of agricultural land as a possible problem for Wayanad's economy while this would mean that if there are too many resorts, the resorts will not be able to gain enough money from tourism and have nothing (no agricultural land) to fall back on. Furthermore, because the service sector is providing such a big source of income, many people stop their agricultural businesses which results in few crops being produced in Wayanad. However, all tea plantations are owned by the government and leased to cultivators. This part of the agricultural sector will therefore continue to exist.

#### 4.2.3 BARRIERS

Although the tourism industry has brought many chances and opportunities, and both NGO experts and the local community claim there are no barriers for entering the industry or finding a job, there are significant barriers for people who are already involved in the sector. Most people owning an SME in the tourism sector, for example, a small hostel, hotel or combination of hotel and restaurant are not the poorest persons within Wayanad. Their business is doing well and they are not facing any financial problems whatsoever. Nevertheless, they have difficulties with entering the main tourist industry due to several facts. First of all, the SMEs often have no access to the internet which results in having to rely on insecure reservations and, more important, makes them invisible for foreigners. Furthermore, their lack of knowledge of both the English and Hindi language makes it difficult to communicate with most of the visitors in Wayanad: most visitors do not speak Malayalam but are Hindi speakers or speak a foreign language and use English to communicate in India. What is more, the SMEs often run without any marketing, making it, in the times of self-service, difficult for visitors to find them and book their accommodation. Therefore, from a distance it seems that all hotels in Wayanad are very expensive while there are many opportunities for the common Indian man to visit Wayanad as well.

The employers and employees in the SMEs are not the only ones facing barriers. Many employees in the accommodation sector face difficulties of low wages and difficulties exist with gaining attention on this subject while salary negotiations are not possible. The only possible way to get a pay rise is to gather as many people in a labor-union and organize a protest. Furthermore, due to the officially abolished, but still existing, caste system promotion to a new salary scale is rare if not impossible. There is a big difference, though, in this respect in resorts and hotels set up by businessmen from outside Wayanad and

the resorts set up by the locals: within local businesses there are often more opportunities for the local unskilled and the promotion path is easier. These local businesses are also the ones offering most of the work opportunities for new entrants to the industry. For the poor that are not working in the tourist sector yet, it is relatively easy to enter the industry as a cleaning lady, servicemen, cook help or laundry lady. Although it has to be said that much depends on having the right social network.

In short, the tourism sector in Wayanad has grown increasingly over the last ten years providing many people with new jobs, including the poor. To make the numbers of participation of the poor even higher, several initiatives have been set up. Although much is done to make sure the poor have an income, they still face some barriers such as entrance for SMEs to the Wayanad Tourism Organization and the impossibility to get a promotion for poor employees. Overall, it can be concluded from this chapter that, although there are some barriers, the tourism industry employs more and more people and that much is done for the poor to get involved in the rapidly growing tourism industry. The next chapter elaborates further on this topic describing the actual involvement of the poor in the tourism sector.

## CHAPTER 5: THE TOURISM SECTOR AND ITS VALUE CHAIN

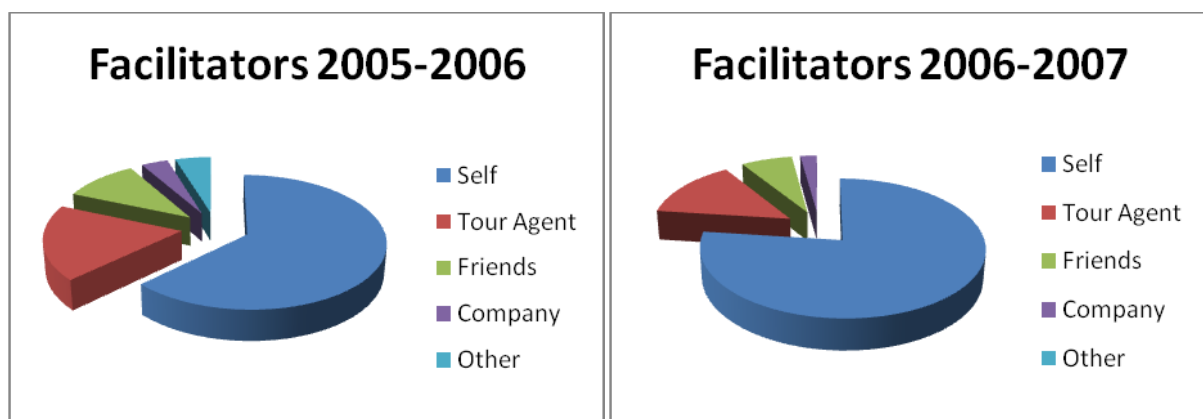
The tourism sector in Wayanad is divided into several segments (Wayanad.com website (2010)). These segments are adventure tourism, recreational tourism, pilgrim tourism, historic tourism and wildlife tourism. Regarding the excursion part of the VCA, from these segments the value chains of recreational, adventure and wildlife tourism have been studied, while these segments attract most tourists, employ the most people and are most likely to expand in the near future. To understand the accommodation chain of the VCA, hotels traceable on the internet were interviewed. This approach was taken because in 2007, 77% of the tourists to Wayanad made a booking through the internet (see table 6 and figure 9) and this number is according to the manager of the Kerala Tourism Development Commission still growing. This indicates that most tourists will stay in hotels and resorts which can be found through the internet.

**TABLE 6: FACILITATORS FOR TOURIST TRIPS TO WAYANAD**

Facilitator	2005-2006	2006-2007
Self	62.90%	77.00%
Tour Agent	18.50%	14.00%
Friends	10.20%	6.80%
Company	3.60%	2.20%
Other	4.80%	0.00%
Total	100.00%	100.00%

Source: Government of Kerala, Tourism department, 2007

**FIGURE 9: OVERVIEW OF SHARE FACILITATORS**



Source: Government of Kerala, Tourism department, 2007

## 5.1 ACCOMMODATION AND RESTAURANTS

The hotels analyzed were both resorts and hotels with and without stars. According to the statistics of 2007, most people stayed at hotels without stars, hotels with stars or resorts. The exact percentages are set out in table 7.

TABLE 7: OVERVIEW TOURIST ACCOMMODATION

Accommodation	2006-07
Star hotels & resorts	30.3
Other hotels	62.6
Heritage homes	1.4
Home stay	1.1
Ayurvedic centres	2.7
Religious / charity	1.2
Others	0.7

Source: Government of Kerala, Tourism department, 2007

As illustrated, most tourists (62.6%) stay in hotels without stars -categorized as other hotels by the government of Kerala- and 30.3% of the tourists stay in star hotels or resorts. Taken together, this means that 92.9% stays in a hotel or resort meaning these can be seen as the largest segment of accommodation sector. Therefore, hotels and resorts with and without stars in Wayanad were analysed in order to gain insight in the impacts of tourism on the poor. A total of 19 hotels found on the internet were analyzed. A distinction was made in categories ranging from charging very high to very low rates. Financial data was acquired from the hotels for about half of each category. This information was obtained from hotel managers and/or financial managers. According to the Kerala statistics, more than 30% of the tourists visiting Wayanad stay in a resort. These resorts are all represented on the internet. Twenty resorts could be found on the official Wayanad website and 9 resorts have been analyzed.

Next to hotels and resorts, homestays were taken into account in the initial stage of this study as well because they are a growing phenomenon and always involve the local community. Homestays were initiated by the government to make the local community gain more from tourism. However, in reality it seems to be the case that only the rich can afford to build a homestay with enough luxury for the guests. Although homestays were intended to be analyzed several interviews with owners made clear that the results were not viable for the VCA, due to the fact that the income and expenses were ambiguous because the families owning a homestay experienced costs for their guests and themselves as well. As this caused a blurred vision of the finances, the homestays were eventually left out of the VCA.

During the fieldwork it became clear that almost all tourist restaurants were linked to a resort. Therefore, the restaurant sector was integrated with the accommodation sector. It was impossible to

separate these in the interviews with the hotels and resorts while the employees in the restaurants were also working in the accommodation parts of the business. Therefore, the restaurants were added to the accommodation sector, with special reference to the expenses for raw materials and how much of this ends up with the initiative for local farmers.

### 5.1.1 HOTELS

The hotel industry in Wayanad consisted of different kinds of hotels: hotels owned and managed by one person and hotels owned by a bigger company and managed by either a local inhabitant or an outsider often from Calicut, the biggest city just outside the Wayanad district. Hotels owned by a bigger company were not willing to give their financial data. However, they were able to give the number of local, skilled and unskilled, employees. So, they have been left out of the VCA because no financial data were available, but a short overview of their employment of local unskilled is given in table 8 combined with all numbers on the hotel sector.

TABLE 8: EMPLOYEES IN HOTELS AND PRO POOR INCOME

	<b>Hotels part of a bigger organization</b>	<b>All hotels</b>
Employees from other districts	64%	65%
Local employees	36%	35%
Unskilled employees	13%	22%
Pro poor income	Unknown	5.7%

Source: own survey

As table 8 illustrates, the scores for local and non-local employees reached almost the same number in hotels owned by outsiders and hotels owned by locals. 35% of the workers in the hotels in Wayanad are local and of all employees 22% is unskilled. In hotels part of a bigger organization only 13% is unskilled. Of the total revenue, 5.4 % goes to wages of the locally recruited unskilled and semiskilled workers, and 0.3% goes to the raw materials which are directly bought from the farmers via a group of women trading these products. This makes 5.7% of the total revenue of the hotels (excluding hotels part of a chain) go directly to the unskilled.

### 5.1.2 RESORTS

There are two types of resorts in Wayanad: resorts set up by the local people and those set up by outsiders. Local people setting up a resort are often plantation owners. 60% of the resorts analyzed were initiated by persons who are originally from Wayanad, and 40% started by outsiders. The resorts set up by members of the local community often employed more locals and found their employees through networks rather than advertisements. 98% of the employees of resorts set up by locals are persons from Wayanad. In fact, all employees in these resorts were from Wayanad except one, being a real exception;



he was from Nepal. This Nepalese worked in one of the resorts set up by the locals called the Wynberg resort which employed no educated employees at all, only the owners were skilled. These owners search for employees within their own network and those considered trustworthy are trained as employees. In contrast, only 35% of the employees of the resorts owned by outsiders originated from Wayanad.

In the resorts, 29.6% of the employees are unskilled or semiskilled workers. These employees earn an average income of 100 rupees per day. Taken together, 4.8% of the total resort revenue is spent on wages for the unskilled working in these resorts. Money is also spent by the resorts through the local Kudumbashree initiative for the purchase of raw materials like spices and some vegetables. Although it is a small amount, the project is just getting started so there are many expectations. For the time being, only 0.2% of the total revenue is spent on the Kudumbashree initiative. Together with the wages, this means that 5% of the revenues of the resorts can be seen as direct income for the poor. An overview of the percentages mentioned in this section can be found in table 9.

**TABLE 9: OVERVIEW EMPLOYEES AND PRO POOR INCOME RESORTS**

	<b>Resorts set up by locals</b>	<b>Resorts set up by outsiders</b>	<b>All resorts</b>
Employees from other districts	2%	65%	49%
Local employees	98%	35%	51%
Unskilled employees	47%	24%	30%
Pro poor income	X	X	5%

Source: own survey

With 5% of the resorts' revenue going to the unskilled and 5.7% of the hotels' revenue, it can be concluded that 5.2% of the revenue in the accommodation sector goes to the local poor. However, next to the wages of the unskilled employees, the hotel often provides them with accommodation and food as well. As I was told by an employee of a star hotel in Kalpetta, he does not have many costs in Kalpetta and is able to send the money directly to his family. The tips are used for the few costs he had in Kalpetta and for travelling home. These tips can be a major source of income, particularly for staff in the food and beverages industry. According to the manager of the hotel school, domestic guests of the major hotels in Wayanad will definitely tip, but not as much as a European guest will do. Tipping is not a usual habit in the Indian culture, but is slowly becoming a normal gesture. Nevertheless, the amount of tipping still differs enormously between foreign and domestic guests. 60% of the domestic guests will tip the bare minimum possible or leave no tip at all, 25% leaves a tip larger than the minimum and 15 percent will tip 10% of the bill or more according to the manager of the hotel school. In short, the tip is a very important income source for the employees working in the restaurants. Therefore, this should be taken into consideration while analyzing the percentages of local employees and pro poor income in the accommodation sector set out in table 10.

TABLE 10: OVERVIEW PERCENTAGES ACCOMMODATION SECTOR

	Hotels	Resorts
Employees from other districts	65%	49%
Local employees	35%	51%
Unskilled employees	22%	30%
Pro poor income	5.7%	5%

Source: own survey

## 5.2 RECREATION

About 74% of the tourists were attracted by the natural beauty of Kerala, according to the Kerala statistics (2007), which is also one of the main attractions of Wayanad. Therefore, the sectors analyzed in Wayanad regarding recreation are the natural sectors: wildlife tourism, adventure tourism and tourism to other natural beauties. The most important tourist spots in Wayanad consist of wildlife resorts, the Edakkal Caves and the Pookot Lake where boating facilities are



arranged. The entree fees of Pookot Lake and Edakkal caves go directly to the District Tourism Promotion Council (DTPC), which organizes tours to these destinations as well, as do most hotels and resorts. Details on the recreation al sector of the VCA were foremost acquired from the DTPC, which has been the main source of information for this section of the VCA.

The wildlife resorts are managed by the forest department, therefore information was asked at the district office of the forest department about the two main wildlife sanctuaries Munthanga and Tholpetty. Over the last years adventure tourism is gaining in importance. For this new product, the hotels and resorts cooperate with an organization called Muddy Boots. An interview was conducted at Muddy Boots as well.

### 5.2.1 WILDLIFE SANCTUARIES

The main attractions of Wayanad are the wildlife sanctuaries. These sanctuaries are protected by the forest department. In 1991 the forest act classified a part of the Wayanad forest as a wildlife sanctuary which is described as an area in which “conservation of biological values (species or communities) holds priority over other forms of resource utilization. Such resources may only be exploited if such activity does not detract from conservation objectives. The strength of the political support and the administrative and conservation efforts thus dictate the level of actual conservation achieved at any one time. No rights to land exist. However, people can live in a sanctuary” (Worldbank, 2000). In Wayanad the

indigenous people live in the wildlife sanctuary and 38 of them have been trained as guides and earn money with guiding the tourists through the wildlife sanctuaries. Furthermore, 4 guides with another background are active in the sanctuaries as well. The guides earn an average amount of 180 rupees per day for the 4 months the sanctuaries are open to visitors. Of these 42 guides, everyday 3 guides have a job as guards and do not earn any money. So, 39 guides earn 3750 rupees per month. The rest of the year the 38 local people protect the forest against fire and get paid for this by the government during the off seasons. Of the money the guides earn in the tourism season, 60% goes directly to the guides and 40% goes to the eco development committee, paying the salaries during the off season.

Jeeps are used in the sanctuary to drive the tourists through the sanctuary. There is a total of 50 jeeps, of which all drivers are unskilled or semiskilled but do have drivers licenses. The jeep drivers earn an average amount of 900 rupees per day for 4 months.

The income of the wildlife sanctuaries consists of entrance fees, with separate fees for vehicles, cameras and video cameras. These fees differ for foreign tourists and domestic tourists, with locals paying only 20 rupees (€0.33) per person and foreigners 110 rupees (€1.82). In short, there is income for the guides, income from entrance fees and income for the jeeps. The fees above are the only direct income for the Wayanad wildlife sanctuaries. Nevertheless, while the sanctuaries are part of the forest there are other income flows from the ministry of forestry. However, while these are not tourist expenditures, they were not calculated in this Value Chain Analysis. Altogether this income is about 10 million rupees, of which almost 6 million goes directly to the guides and jeep drivers which are all unskilled. So, there is a big opportunity here for the tribal unskilled workers because 57% of the income goes directly to them.

### 5.2.2 ADVENTURE TRIPS

In Wayanad there is at this moment only one company providing adventure trips. These consist of hiking, cycling, trekking, rafting and so on. The company is called Muddy Boots and has discovered this new market in Wayanad in 2009. The company is founded by two men from Bangalore previously working in the IT sector. They have 6 employees of which 4 are unskilled and from Wayanad. 20% of their income is the salary for all employees and 8% of the income goes directly to the poor employees.

### 5.2.3 OTHER EXCURSIONS

All other recreative facilities are arranged by the DTPC. DTPC hires guides through their network and also provides transport through the local market. DTPC also derives an income from the tourism destination packages. The total number of employees working for DTPC, all originating from Wayanad, is 96 persons of which 66% is poor. They are employed directly or are being hired for DTPC as guides, sweepers, cleaners and gardeners. This is one of the highest rates of semiskilled and unskilled employees in the value chain. 34% of the costs are directed at the wages of the poor.

At this point, though, we need to make a remark about DTPC. According to other local people

working in the tourism sector, DTPC has changed over the years into a corrupt organization which charges more for guides and vehicles than others and keeps this money to themselves. Furthermore several comments were made about the cleaners which DTPC claims to employ; all destinations are still filthy and some respondents answered that DTPC does not employ the cleaners at all and simply pocket the cleaning money. Although this is not clear, it has to be mentioned to stress that the data of DTPC is an insecure source.

An overview of the percentages of all parts of the recreation sector are set out in table 11.

**TABLE 11: OVERVIEW OF THE PERCENTAGES IN THE RECREATION SECTOR**

	<b>Wildlife</b>	<b>Adventure</b>	<b>Other recreation</b>
Employees from other districts	0%	33%	0%
Local employees	100%	67%	100%
Unskilled employees	unknown	67%	66%
Pro poor income	57%	8%	34%

Source: Own survey

### 5.3 TRANSPORT

Transportation is another aspect of the value chain of tourism. The main public transport means used in Wayanad are the auto rickshaws, to travel short distances, and long distance jeeps. Thus, next to collecting information concerning DTPC's private cars used during excursions –analyzed in the excursion segment- the jeep drivers and rickshaw drivers were interviewed. Because these people did not speak well enough English to understand the questionnaires, a translator was used to interview them. In total, 22 auto rickshaw drivers, 12 jeep drivers and 10 tourist taxi drivers were interviewed. This was done in the main towns of Wayanad and towns near the tourist destinations.



Transport is the segment of the value chain providing most pro poor income. All rickshaw drivers, jeep drivers and taxi drivers have obtained an education upto 12<sup>th</sup> grade or below and are therefore considered unskilled or semiskilled. These drivers, though, are often not the poorest persons in society. They at least need to possess some resources to be able to get a loan to buy their vehicles. All net income of the transport sector ends in the hands of the unskilled, because there are no professional organizations that control the transport sector. Both rickshaw, jeep and taxi drivers can get a loan at the local bank to get money to invest in their vehicles. So, the income per month minus the costs is the pro poor income, which is 56% for rickshaws, 51% for jeeps and 47% for tourist taxis. While the tourist taxis earn the most tourist money (100% of their incomes are directly paid by tourists unlike the incomes from rickshaws and jeeps, which have 1 – 10% income from tourists and the rest from local customers), the transport sector provides for 47% pro poor income generated from tourists. The pro poor percentages and the average net income of a driver in the different transport segments are set out in table 12.

**TABLE 12: NET INCOME PER MONTH AND PRO POOR INCOME TRANSPORT SECTOR**

	<b>Average income per month</b>	<b>Pro poor income</b>
<b>Rickshaw drivers</b>	5318 rupees	56%
<b>Jeep drivers</b>	7633 rupees	51%
<b>Taxi drivers</b>	11000 rupees	47%

Source: own survey

The net income of rickshaw drivers has an average of 5,318 rupees (88 euro) per month, which is some 2,000 rupees more than the income of poor workers in the accommodation and restaurant sectors. However, the income of rickshaw drivers varies from 2,000 rupees (33 euro) to 10,000 rupees (165 euro) per month. This depends on the distances covered, amounts of working time and the kind of rickshaw used. Differences in rickshaw are often in size; some rickshaws are able to transport two to three people while others have capacity for 4 to 5 passengers. Other drivers in the transport sector earn even more which makes the transport an attractive opportunity for the poor when they are able to invest in a vehicle. The enormous difference in income between the taxi drivers and the other drivers can be explained by the kind of vehicle, but also by their customers: the customers of rickshaws and jeeps are often local inhabitants while the taxis transport mainly tourists and businessmen from other districts whom are able to spend much more.

## 5.4 SHOPPING

The shopping sector in Wayanad consists of many small shops providing all kinds of goods. Not all shops were analyzed, because most tourists stick to the shops at the tourist destinations, which are almost all souvenir shops. From a total of 13 shops, financial data were obtained. Four internet cafes (located in two different towns) were also asked for information because many tourists want to check their email once in

a while. No internet is available in the hotels, not even the biggest resorts, so tourists frequent the local internet cafes which as a result also benefit.

#### 5.4.1 SOUVENIR AND HANDICRAFT SHOPS

One of the first things noticed when conducting research among the souvenir shops, was that many women were employed in this business, more than in regular shops and more than in the other sectors in the tourism sector. Many of these shops are run by members of the Kudumbashree community. Supplies are derived through their own initiatives –often their community produces its own products- and through wholesalers. Of the employees working in the stores 89% were unskilled and 49% of the total income was earned by these unskilled workers.

#### 5.4.2 INTERNET CAFES

Of the internet cafés approached in the two biggest villages in Wayanad only four were willing to cooperate. The reason for the refusal was unknown. In total, there are 20 internet cafés in the Wayanad district meaning that information was retrieved at 20% of the total number. Most internet cafés are owned by persons with a degree in IT while the other employees are often unskilled. In the internet cafés all employees were originally from Wayanad. An overview of the percentages in the shopping sector is set out in table 13.

**TABLE 13: OVERVIEW OF EMPLOYEES AND PRO POOR INCOME IN THE SHOPPING SECTOR**

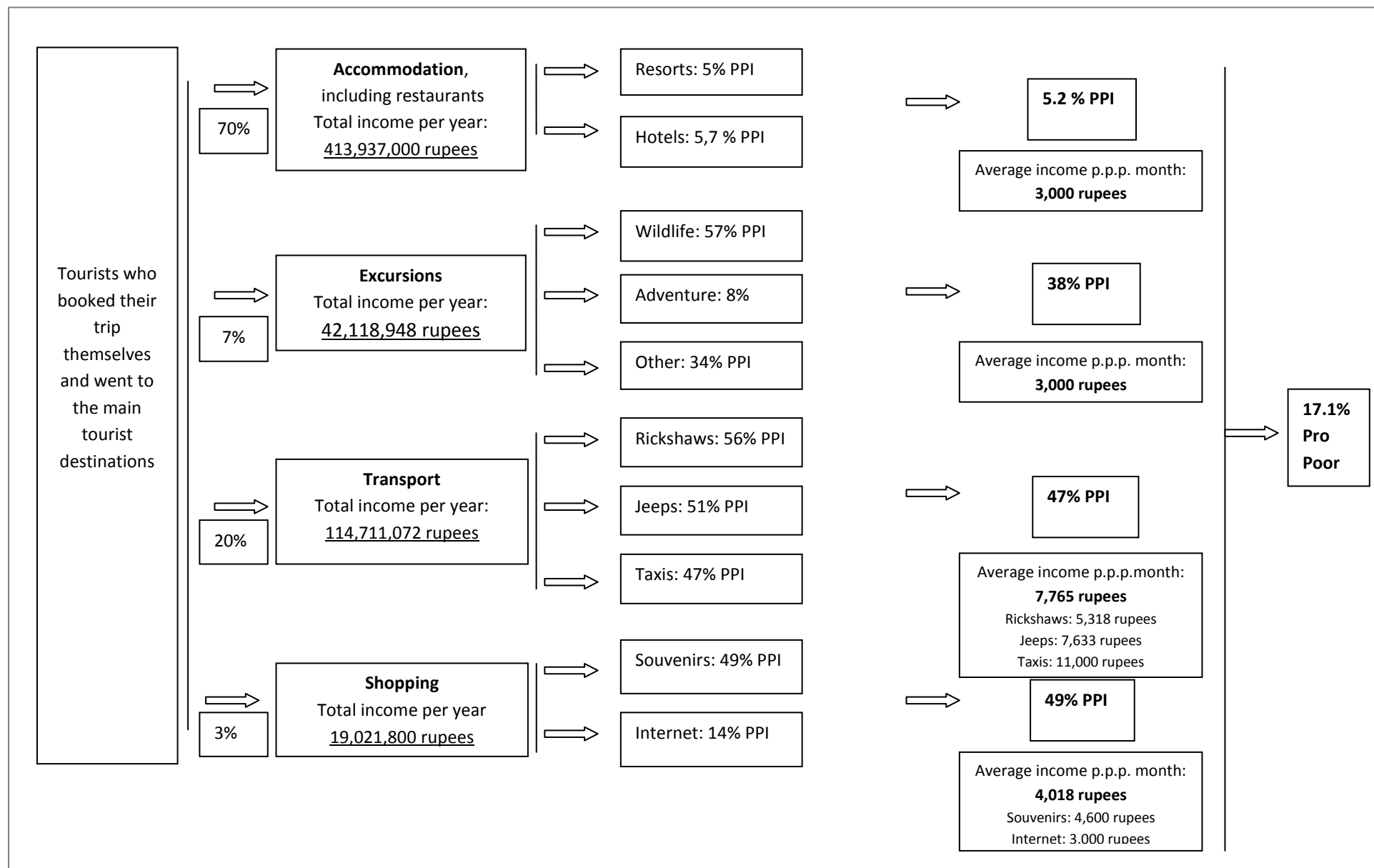
	<b>Souvenirshops</b>	<b>Internetshops</b>
Employees from other districts	0%	0%
Local employees	100%	100%
Unskilled employees	89%	44%
Pro poor income	49%	14%

Source: own survey

### 5.5 THE VALUE CHAIN OF THE TOURISM SECTOR IN WAYANAD

In the previous sections the different branches of the tourism sector and their characteristics were presented. We indicated the meaning of the tourism sector in Wayanad and the percentages of total income earned by local employees and the poor. Using all numbers and percentages described earlier in this chapter together with the total income per sector the total pro poor income has been calculated. It was concluded that 17% of the total income in the tourism sector ends up directly with the poor. The sector with most pro poor income is the shopping sector with 49%, closely followed by the transport sector with 47% of total income directed to the poor. 38% of the income in the excursions/entertainment sector ends up in the hands of the poor and only 5.2% of the income in the accommodation sector is awarded to the poor. Details about the tourism value chain in Wayanad are set out in figure 10.

FIGURE 10: THE VALUE CHAIN OF THE TOURISM SECTOR IN WAYANAD

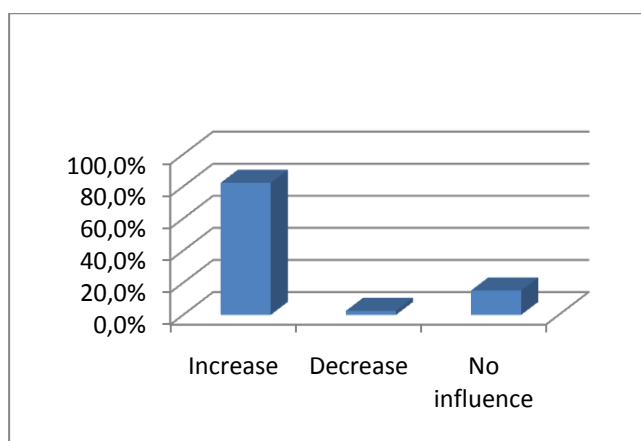


Source: own survey

## 5.6 FINANCIAL IMPACTS FOR THE POOR IN THE TOURISM SECTOR

The poor population of Wayanad seems to have benefitted from the arrival and expansion of the tourism industry. Respondents were active in jobs available throughout the year. As illustrated in figure 11, 82.3% of the respondents had seen a net increase in income due to tourism while new jobs were created and other jobs could expand their markets: travelling increased in the Wayanad district and therefore jeep, taxi and rickshaw drivers earned more money.

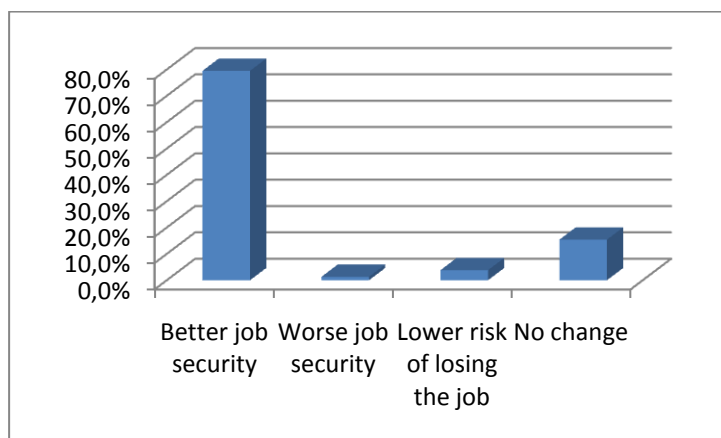
**FIGURE 11: CHANGE IN INCOME DUE TO TOURISM**



Source: own survey

2.5% of the respondents reported their income had decreased due to the emerging of tourism. 15.2% of the respondents claimed tourism had no influence on their income, most of these respondents were rickshaw drivers arguing that tourists drive only short distances and otherwise use tourist taxis so they did not gain anything from the tourism industry. Next to changing incomes, tourism had influence on the job security of many respondents as well, as pointed out in figure 12, the majority of respondents felt their job security had improved.

**FIGURE 12: CHANGE IN JOB SECURITY DUE TO TOURISM**



Source: own survey



Poor employees not only originate from Wayanad. Many jobs in the sector are fulfilled by migrants. Two examples of these kinds of migrants are service workers in hotels often originating from other states with a lower minimum wage and employees in the construction sector, in which almost no people from Wayanad are employed. Many migrants from neighboring states come to Kerala to work in the construction sector because the minimum wage is two times higher than in their own states. Kerala is one of the states in India with the highest minimum rates per hour; making Wayanad an attractive place to work. It can also be considered very attractive for migrants while the district is closely located to the border of two other states.

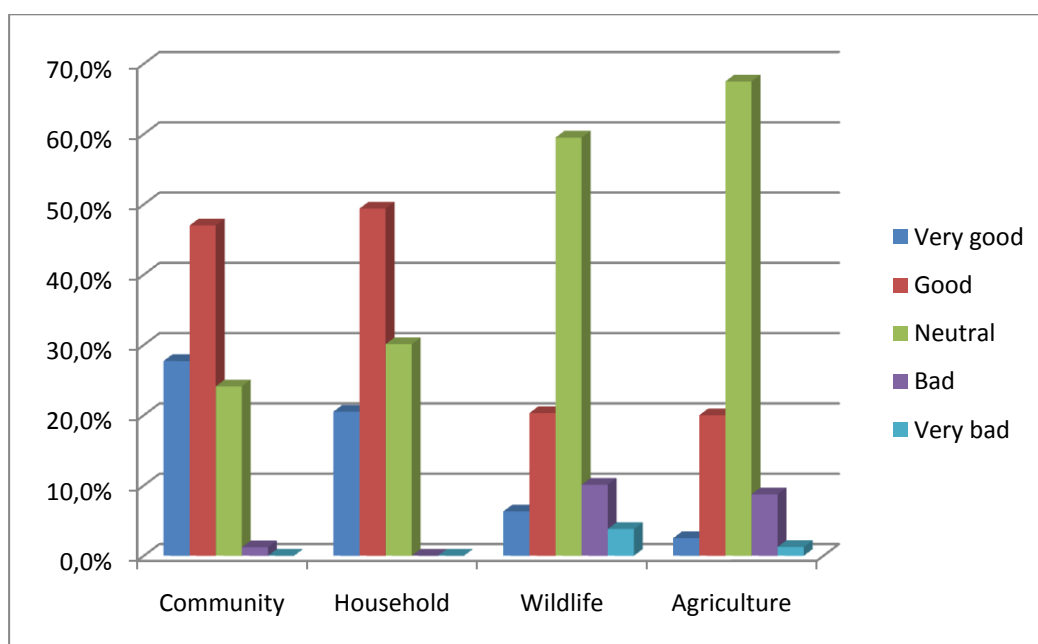
## CHAPTER 6: WIDER IMPACTS OF TOURISM ON WAYANAD AND ITS INHABITANTS

Chapter 5 provided a description of the financial impacts of tourism on the Wayanad district and its poor inhabitants. Nevertheless, these are not the only consequences resulting from tourism. The new industry also impacted upon the local natural resources, the community and their way of life in Wayanad. All consequences other than the financial ones are set out in this chapter. First, the overall opinion of the respondents on tourism is set out. Secondly, the benefits of tourism are described and lastly the losses tourism caused are set out.

### 6.1 OVERALL OPINION ON TOURISM

To gain insight in the overall opinion on tourism, the respondents were asked to fill in some questions about how they found the influence of tourism to be on several aspects of their daily life: the community, the household, the wildlife and the agriculture. The results are illustrated in figure 13.

FIGURE 13: OVERALL OPINION ON THE INFLUENCE OF TOURISM



Source: own survey

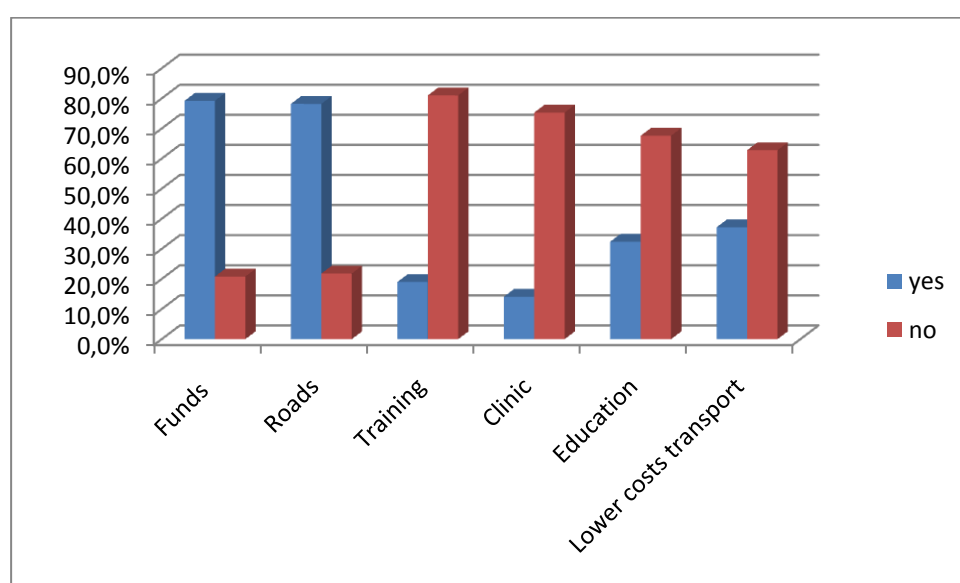
Figure 13 illustrates that the respondents were mainly positive about the influence of tourism on their household and the community. 47% of the respondents found the influence of tourism on the community to be good and even 30% found it to be very good, meaning that 77% of the respondents had a positive opinion on the influence of tourism on their community. An argument from a respondent for this positive opinion was that the community was progressing economically and

gaining access to more and more infrastructure due to tourism. The general opinion about the influence on the household was positive as well with 49% of the respondents finding the influence good and 21% being of the opinion it was very good. The opinion on the influence on wildlife and agriculture is mainly neutral.

## 6.2 BENEFITS OF TOURISM

If the respondents had benefited from tourism in Wayanad, and the actual benefits the respondents did or did not receive are shown in figure 14.

FIGURE 14: BENEFITS OF TOURISM IN WAYANAD



Source: own survey

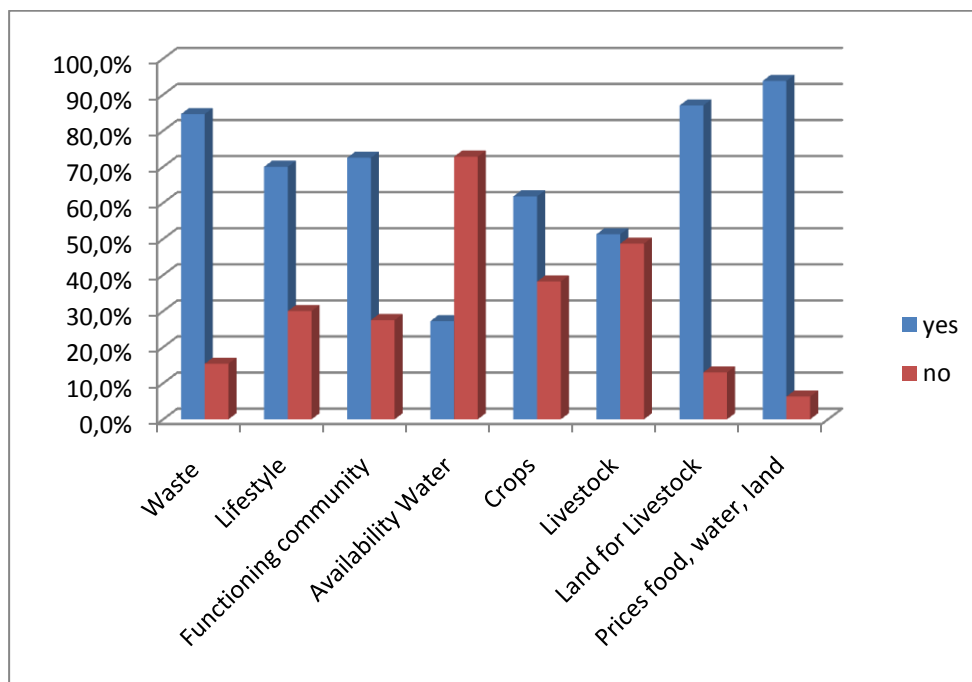
The benefits consist mainly of economic opportunities and infrastructure; as can be seen in figure 14. 79% of the respondents are of the opinion that tourism has brought funds and therefore financial benefits to the community. 78% of the respondents stated that tourism brought an improvement to the infrastructure of the district. There are more ways to travel within the district and new roads have been constructed. Although the infrastructure has been improved, the transport costs of both buses and jeeps, vehicles used for longer distances have gone up according to 63% of the respondents.

Of all possible benefits brought by tourism, the economic opportunities and the improvements in infrastructure are the only ones mentioned explicitly by the respondents in Wayanad. There are hardly opportunities for most members of society to be educated in tourism. Although a new school for tourism has been established, this is only available for those with enough money to go to school. 82% of the respondents claimed there is no new opportunity to receive training in tourism.

### 6.3 LOSSES DUE TO TOURISM

Unfortunately, tourism does not only come with winnings and often in tourism areas local communities encounter losses. In figure 15, the losses of the community are set out.

FIGURE 15: LOSSES DUE TO TOURISM



Source: own survey

Figure 15 clearly states that there have been many losses due to tourism. The most important losses have been the waste dumping by tourists and the rising prices. A remarkable outcome of the research is that the availability of water has not been a loss – this is in contrast with most research on tourism, but can be explained by the fact that Wayanad is a very humid area with much natural water. Furthermore, many respondents see the land for livestock and crops being lost due to tourism and their lifestyles and the functioning of the community being changed. All these losses will be further explained in the following sections.

#### 6.3.1 WASTE DUMPING

Waste dumping is a problem almost only caused by tourists. Forests have been polluted due to waste dumping by the tourists and water resources have been polluted due to motor boats. All key informants and respondents mentioned this as the first and most important disadvantage of tourists visiting their properties. 85% of the respondents claimed that waste dumping was a problem caused by tourism. Next to the loss of natural resources, the waste dumping has a negative effect on the

wildlife in Wayanad according to the key informants, although the respondents had different thoughts on this topic: most respondents found there was little direct influence of tourism on the wildlife. The exact results of the questionnaire are illustrated in table 14.

TABLE 14: OPINION OF RESPONDENTS ON THE INFLUENCE OF TOURISM ON WILDLIFE

Influence	Percentage
Very good	6.3
Good	20.3
Neutral	59.5
Bad	10.1
Very bad	3.8

Source: own survey

However, the outcome should be critically interpreted because there is a possibility respondents answered without a deep knowledge on this topic. Some people indicated the influence on the wildlife was good because due to tourism there is more positive attention for the wildlife. Before tourism was commercialized, the wildlife was only some difficult aspect of the life in Wayanad. And now it is being respected and appreciated more. However, the results of the questionnaire can be doubted because all stories of key informants explained that due to the fact that many plastic bags are dumped wildlife is severely threatened. These plastic bags often contain salt being attractive food for wild animals. When the stomach of an animal contains plastic, the animals are likely to die. Therefore, the increasing number of tourists at the wildlife sanctuaries threatens the existence of the wild life and biodiversity. As mentioned earlier, the forest act should protect the forests and its wildlife, but according to key informants the local forest department is not doing anything to overcome these difficulties; the tourists are welcomed and there is no control. In short, at the one hand some respondents answered the influence of tourism on wildlife was good due to positive attention at the other hand the key informants, with much knowledge on the topic, claimed that the influence of tourism was bad for the health of the animals.

### 6.3.2 RISING PRICES AND THE WATER SITUATION IN WAYANAD

During the last 5 years the prices of food and bottled water have risen increasingly. Almost all respondents (94 %) answered in the affirmative to the question whether the prices of food had gone up due to tourism and 89% of the respondents found water to be more expensive as well. However, the water sources have not changed due to tourism, as, 81% of the respondents claimed. The changes in water source of the other respondents were due to new constructed pipes from the government which provided them with instant access to water. Moreover, the rising prices for

bottled water are not much of a big problem because all people have access to other water sources. These sources are set out in table 15.

TABLE 15: WATER SOURCES

Source	Percentage
Well	50.0
Tap	39.7
Pump	5.2
River / canal	3.8
tank, pond, lake	1.3

Source: own survey

Half of the respondents own a well, while some 40% of the respondents are connected to piped water system. In some cases water was retrieved from a pump, a river / canal or from tank, ponds or lakes. The questionnaire offered room to indicate more than one water source. However, most respondents had only one water source (being a well) and the ones having different sources often had both a pipe system and a well. They claimed they mostly used the well while the pipe system was more expensive. After cooking the water from these sources they are able to drink it. Water is not a problem in the Wayanad district while the natural carrying capacity is big enough for both tourists and local inhabitants.



Next to the prices for water and food, land has become more expensive since the tourist industry has arrived in Wayanad. Of the respondents, 98.8 % stated that the prices for land have gone up, which indicates this is an issue for everyone. Five years ago (in 2005), a piece of land (one cent: 40.5 m<sup>2</sup>) could be bought for 1000 rupees. Nowadays, the prices for land have increased with 10 to 100 times of the original price, depending on the location and the previous owner of the land. This means that one cent (40.5 m<sup>2</sup>) land now costs 10.000 to 100.000 rupees, which is equivalent to 170 to 1700 Euros. Although it cannot be verified that these changes are the direct result from tourism, many inhabitants claim that it is while there are many outside investors coming to Wayanad to open a resort or buy a holiday home. They are able to pay the high amounts of money as opposed to the local inhabitants who increasingly have a problem finding a place to live because the latter cannot afford these prices. Nevertheless, it has to be taken into consideration that these rising prices for land have not been compared with other districts in which tourism has had no influence.

### 6.3.3 LIFESTYLE

The previous sections have highlighted the negative impacts of tourism on nature and animals, but it should not be forgotten that tourism has also brought problems for the local community in the cities and villages. The influence of the modern culture is destroying traditional rituals and customs in both

tribal communities and the mainstream community. For example, almost every house has a satellite dish to receive channels for their televisions. These cause the normal planning of a day to be very different as before changing the way of life for most of the young inhabitants. According to some elderly, these introductions have caused the youth to have a less active lifestyle. Furthermore, most of the food is bought in stores instead of cultivated and almost all men in the village work as laborers. However, there is no sign this change of life stems directly from the emerging tourism sector. Although some local people have found work in a resort, many of them work in areas which have (almost) nothing to do with tourism as such.

However, lifestyle of the other inhabitants is directly influenced by the tourism sector. The respondents were not all sure about the influence on the lifestyle and functioning of the community. Some 49% of the respondents who did have an opinion about this topic indicated that tourism does influence their lifestyle.<sup>2</sup> They indicated that tourism causes a mixture of cultures which has both positive and negatives sides. First of all, a positive side of this mixture is the understanding of other cultures and habits and the opportunity to learn. Secondly, a negative effect of this mixture is the way the community functions; before the arrival of tourism everything seemed to be much more relaxed. Nowadays, the inhabitants are more rushed and one other negative aspect is that many girls in Wayanad see the way the tourists dress and would like to look the same way causing a longing for western clothing including miniskirts, jeans for women and will possibly cause the traditional sarees and other clothing being forsworn.

#### 6.3.4 DEFORESTATION AND LOSS OF LAND

Natural resources in Wayanad have decreased rapidly the last 20 years. Tourism has contributed to this, but has not been the major cause of this phenomenon. Although a forest act protecting all the forest areas exists for the Wayanad region, the major cause of the decreasing natural resources has been deforestation. Much timber has been taken from the forests to be sold. Due to the cutting of trees and bamboo, animals are no longer able to live from the forests and now come to plantations for their food. This causes the local community to start forest fires to keep the animals away from their properties which causes deforestation as well. Although the previous phenomena have been the major causes of deforestation, tourism has contributed to it as well. The building of many resorts, lodges, hotels and restaurants required land within the forests being the best locations to accommodate the tourists. This has contributed to the process of deforestation because the buildings needed to be located within the forest.

Deforestation is problematic as it causes changes in the natural environment: animals are

---

<sup>2</sup> 28% of the people interviewed indicated they had no opinion on this issue

not able to live in the same places and the temperature in Wayanad rises because there is not as much forest as before to keep the district cool. According to the responsible tourism department, this temperature rise can cause tourists to stay away because the cool temperature is one of Wayanad's attractions. During March, April and May 2010 the temperature in Wayanad has risen severely. Many key informants blamed not only global warming for this phenomenon, but repeatedly mentioned local warming as one of the biggest problems within Wayanad. However, this cannot be verified by statistical data. Therefore, it can be said that according to local inhabitants the deforestation is a major cause of the rise in temperature, but this connection cannot be verified.

The building of resorts in Wayanad has not only resulted in the loss of forest cover, but in the loss of land for crops and livestock as well. 55% of the respondents found that tourism caused the loss of crops such as spices and although Wayanad is a district with few livestock, 79% of the respondents claimed that tourism has caused loss of land for livestock. Although the land for livestock seemed to become smaller, the opinions on loss of livestock itself are quite scattered almost half of the respondents claim tourism had no effect on this and the other half of the respondents find that tourism has caused loss of livestock. These figures illustrate that tourism has had an impact on the land and as a result indirectly also on livestock grazing opportunities. However, it seems that most people do not link the decrease in land with the reduction in animal numbers. This could be explained by the fact that many animals do not roam specifically owned pastures. Cows and chicken do sometimes have land but other times walk around the premises on the roads and are able to eat from the grass at the roadside and in the forests. Therefore it is possible that the respondents have seen the loss of grazing for livestock as a total different phenomenon as the direct loss of livestock caused by rubbish, especially polyethylene bags, thrown around by the tourists.

To conclude, tourism has had several impacts on Wayanad and its inhabitants. The district has known some changes due to the arrival of tourists. Not only financially, but also on a wider scale. The natural resources of Wayanad are influenced by deforestation and waste dumping all around Wayanad. Furthermore, respondents claimed that the lifestyle of the inhabitants has changed due to new impressions. However, not all change is bad. And this can also be said from the changes tourism caused; the infrastructure in Wayanad has become better and most respondents consider the influence of tourism on their households and communities to be good.



## CHAPTER 7: OPPORTUNITIES FOR THE LOCAL POOR IN THE TOURISM SECTOR

In this chapter the opportunities for the local poor in the tourism sector are set out. These are based on the findings about the financial flows through the tourism value chain, including the average monthly earnings per sector, and on the percentage of poor employees in the different sectors within the chain. First of all, the overall opportunities and difficulties are described and secondly the opportunities for women are presented.

### 7.1 OPPORTUNITIES FOR THE LOCAL POOR

The tourism sector has brought new economic activities to both the rich and the poor in Wayanad. Most respondents claim tourism has only had good influences on their purchasing power. Table 16 sets out the percentages of the division of employees within the different sectors of the tourism industry.

TABLE 16: INVOLVEMENT OF THE LOCAL POOR IN THE TOURISM INDUSTRY

	Hotels	Resorts	Wildlife	Adventure	Other recreation	Souvenir shops	Internet shops	Transport
Employees from other districts	65%	49%	0%	33%	0%	0%	0%	0%
Local employees	35%	51%	100%	67%	100%	100%	100%	100%
Unskilled employees	22%	30%	Unknown	67%	66%	89%	44%	100%
Monthly income poor (in rupees)	3,000	3,000	3,000	3,000	3,000	4,600	3,000	7,765

Source: own survey

Table 16 and the value chain analysis make clear that the transport sector holds many opportunities for the poor. However, this sector appoints men only and is therefore less suitable for poor women. Furthermore, to be able to work in the transport sector an investment has to be made to buy a vehicle and a license while in other sectors such as the accommodation and restaurant sector no direct investments are needed. Finding employment in the latter sectors as a room boy, cleaning lady, laundry lady, guard or in another unskilled job in a hotel / restaurant is easier than getting involved in the transport sector, but on the other hand it makes less money per month. Nevertheless, the employees in hotels are sometimes provided with accommodation and food for 26 days per month (they have 4 days off to go home every month). So, although the unskilled in the hotel sector earn about 3000 rupees less per month than the unskilled in the transport sector, some of them have minimal costs of living and are able to send the money they earn directly to their families.

The excursion segment of the tourism business brings opportunities for the poor by employing them as guides and cleaners. The guides in the wildlife resorts mainly originate from among the local ethnic groups. This is the main opportunity available for the indigenous people in Wayanad. Non-indigenous poor have only few opportunities in the wildlife sanctuaries. In the other segments of recreation, however, there are some opportunities for these non-indigenous poor (such as a guide for adventure treks, a guide for DTPC and a cleaner for DTPC). Still, these employees earn not as much money as the poor employed in the transport or the shopping sector do. The DTPC employs cleaners and guides earn 100 rupees per day while the average income for poor employees in the shopping sector is 150 rupees per day and in transport sector the average income is 180 rupees per day for rickshaw drivers, 250 rupees per day for jeep drivers and tourist taxi and van drivers 450 rupees. However, it has to be kept in mind that for the shopping sector and the transport sector initial investments have to be made, which may be beyond their reach for many of the poor.

Although the shopping sector has only 31% pro poor income, it brings in many resources for the poor especially through the souvenir shops, not so much the internet cafés. 49% of the income of souvenir shops is directed at the poor and these shops employ mostly women.

## 7.2 OPPORTUNITIES FOR POOR WOMEN

Most women can be found in the souvenir shops. This subsector holds most opportunities for women to make money from the tourism sector, either by providing products or by selling them in the shops. Other opportunities for women exist in the accommodation and recreational segments. However, the jobs in these last segments consist only of manual work such as cleaning, washing and cooking which is often that well paid as the shopping sector seems to be.

The Kudumbashree project, initiated by the government, is another possibility for women to earn some income from the tourist industry. Although not all Kudumbashree units are involved in tourism, some of them are, such as the Samrudhi programme which trades goods between the local farmers and the hotel / restaurants. As described in chapter 5, resorts purchase some of their raw material, such as spices and some vegetables, through this local Kudumbashree initiative. For the time being, only 0.2% of the total revenue is spent on the Kudumbashree initiative. And although this is a small amount in the value chain, it benefits the women involved directly and the project is just getting started so there are many expectations. Although, nowadays girls participating in official employment is more common, whenever they get married and start a family their professional carrier seems to be over. Only women in financial troubles seem to look for work and only when it is really necessary to make ends meet. Often these women do not have any education other than the basic education provided by the government and their marriage was expected to provide their

income and safety. However, as soon as the marriage comes to an end -often when the woman becomes a widow- the women need to find an income and start to work. Opportunities for men are widespread in the tourism sector, they can work in all segments, while women have not much to choose; they either become cleaner, cooking help or laundry lady in the accommodation sector or they get involved in souvenir shops.

## CHAPTER 8: CONCLUSION, DISCUSSION AND RECOMMENDATIONS

We started our investigative journey in Kerala with the following main research question:

*“How can Kerala’s responsible tourism policy contribute to alleviate poverty in Wayanad, Kerala, India?”*

Through a set of sub questions answers were sought to be able to come to a firm conclusion, as presented in the foregoing chapters. The discussion that follows will summarize some points of attention which have to be taken into account when reading this thesis. In this section, recommendations for further research are set out as well. The last section of this chapter deals with answering the main question and recommendations for the responsible tourism policy in Kerala as a whole and Wayanad specifically.

### 8.1 CONCLUSION

First of all, the question *“What are the impacts of tourism on the local community?”* will be answered by summarizing the results of chapter 4 about the changes that occurred in Wayanad as a result of developments in the tourism sector. These results will be described by answering the following sub questions *“What are the financial benefits of tourism for the poor?”*, *“Which other benefits are produced?”* and *“What are the costs incurred by the poor (financial, natural resources)?”*

Secondly, the sub questions: *“Which groups benefit most and which less?”*, *“How does the current value chain function?”* and *“Where are the opportunities for the poor?”* were dealt with in chapters 5 and 6. The findings to these set of questions foremost provide an analysis of the value chain. Let us first pay attention to the impacts of tourism.

#### 8.1.1 THE IMPACTS OF TOURISM

From 2004 onwards the tourism industry in Wayanad has grown increasingly, benefiting the rich and the poor, men and women, insiders and outsiders. The poor have benefited mostly in a financial way due to creation of new job opportunities; they were able to get a job as a vehicle driver, guide, servicemen, laundry lady, cleaner or some other hands-on job. In addition to this creation of jobs directly stemming from the expanding tourism industry, the government initiated several policies providing even more of Wayanad’s poor with a job, both in the tourism sector as the public sector. All jobs in the tourism sector are not season dependent and do therefore exist throughout the year. Furthermore, many of the poor in the tourism industry (82%) have experienced an increase in income due to tourism while new jobs

were created and employees from other branches explained that tourism expanded their market: traveling increased and therefore those working in the transport sector were able to earn some more money. Next to changing incomes, the majority of the poor (80%) felt their job security had become better due to tourism. In short, the overall opinion on tourism was that it brought opportunities and financial benefits for the poor which was verified with 79% of the respondents believing that tourism had brought funds to their communities.

However, Wayanad's poor are not the only ones benefiting from tourism; of course the rich and middle class often benefit even more and apart from the locals there are several outsiders in Wayanad trying to get make a gain out of the tourism sector as well. These outsiders are not only rich investors who bought or developed resorts, but also poor employees originating from other states of India. Many migrants from neighboring states travel to Kerala to work in the construction sector while the minimum wage is twice as high as in their own states.

The influence of tourism on households and communities is considered to be good to the inhabitants of Wayanad. Financial remuneration has been of key importance according, but next to these, tourism has brought along other benefits as well. These benefits consist mainly of economic opportunities mentioned previously and infrastructure stemming from tourism. 78% of the respondents believed tourism has brought an improvement on the infrastructure of the district while new roads have been constructed and new ways of traveling were introduced. Although the infrastructure has improved, the transport costs of both buses and jeeps, vehicles used for longer distances have gone up according to 63% of the respondents.

As implied above, tourism has not only brought benefits for the poor, although many inhabitants claim there are no negative sides to tourism, the in-depth interviews and questionnaires indicate that several problems have arisen ever since tourism entered the stage. The prices for land have gone up increasingly, with the costs being 10 to 100 times of the original price. Of the respondents, 98.8 % stated that the prices for land have gone up, indicating this is an issue for everyone. During the last 5 years the prices of food and bottled water have risen increasingly. 94 % of the respondents claimed prices of food had gone up due to tourism and 89% of the respondents found water to be more expensive as well. In short, the inflation due to tourism could be bigger than the financial growth in the salaries of the poor.

Next to financial impacts, tourism has caused other negative sides as well: the lifestyles of inhabitants are directly influenced by tourism while it causes a mixture of cultures which has both positive and negatives sides. The community is functioning differently ever since the emergence of tourism; respondents claim that before the arrival of tourism the way of life in Wayanad seemed to be

much more relaxed while nowadays inhabitants are more rushed. Furthermore, many girls in Wayanad see the way the tourists dress and would like to look the same way causing a longing for western clothing including miniskirts, jeans for women and will possibly cause the traditional sarees and other clothing being forsworn.

Problems arising from tourism often have to do with the destruction of natural resources, which has been present in Wayanad but in different ways from other tourism destinations. First of all, there is no problem whatsoever with water sources; the poor have access to either their own well or a tap and nothing has changed because of tourism as 89% of the respondents claimed. The natural carrying capacity of water in Wayanad is big enough for both tourists and local inhabitants.

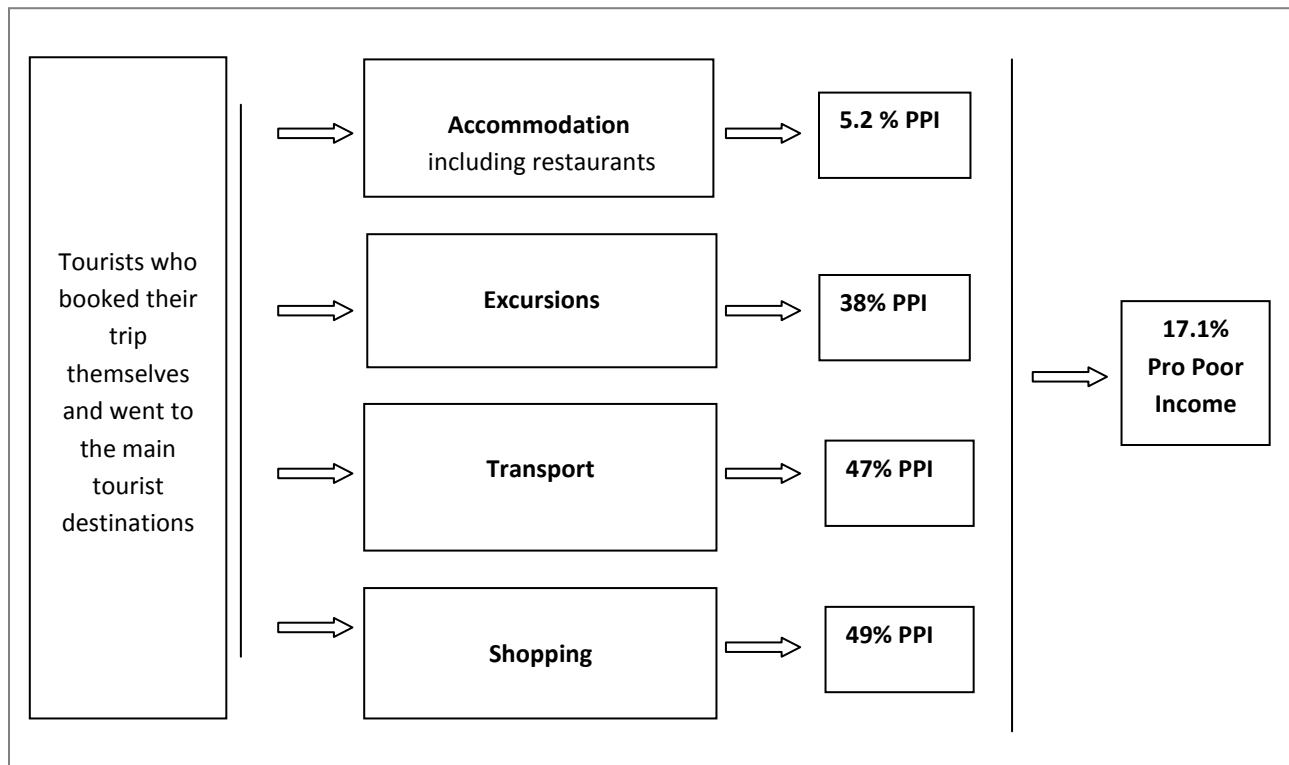
Although tourism has not caused damage to the water resources of Wayanad, it has had its influence on other (natural) resources. The building of resorts in Wayanad has resulted in both deforestation and in the loss of land for crops and livestock. Furthermore, waste dumping has caused natural resources to become polluted and wild animals to die. Waste dumping was mentioned most often as a negative result of tourism during this study, probably while this is the most visible way of destruction of the environment. In short, most disadvantages and costs of tourism are not only concerning the poor, but are influencing almost all inhabitants of Wayanad. Waste dumping is the problem mentioned most often, but next to this several other concerns arise being changes in lifestyle, rising prices and deforestation.

### 8.1.2. WAYANAD'S VALUE CHAIN

To gain insight in the opportunities the tourist sector in Wayanad offers the poor, it was first essential to unravel the functioning of the value chain, and paying special attention to the poor and their income for each and every sector of the chain.

The tourism value chain of Wayanad at destination level consists of four sectors: accommodation, recreation, transport and shopping. All sectors were analyzed to gain insight in the amount of money flowing to the poor. After this analysis, it was concluded that 17% of the total income in the tourism sector ends up directly with the poor, which can be considered a very high percentage. The sector with most pro poor income is the shopping sector with 49% of the total income flowing to the lower income category, closely followed by the transport sector in which 47% of total income is directed to the poor. 38% of the income in the recreation sector ends up with the poor and only 5.2% of the income in the accommodation sector is awarded to them. The overview of the tourism value chain in Wayanad is set out in figure 16.

FIGURE 16: PRO POOR INCOME IN THE TOURISM VALUE CHAIN OF WAYANAD



Source: own survey

### 8.1.3 OPPORTUNITIES FOR THE POOR

Following the establishment where and how much financial gains can be made for the poor in each subsector in the tourism chain we need to consider where still opportunities exist for the poor to gain from the tourism sector of Wayanad. We concluded that most potential gains for the poor can still be realized in the transport sector. However, for women it is impossible to work here for socio-cultural reasons. It also needs a substantial financial investment. The accommodation and restaurant sector is an easier possibility while hotels recruit both men and women and no investment has to be made, but on the other hand financial opportunities are almost twice as little per month as the transport sector and the chances getting promoted are very small. Nevertheless, the employees in some hotels are provided with accommodation and food for 26 days per month allowing them to save some money for their families. The excursion segment employs many poor persons as guides and cleaners, both in the wildlife sanctuaries and other recreational places. This sector is the best chance for local men, while there is a possibility for them to become a trained guide. Lastly, the shopping sector brings in many resources for the poor in the souvenir shops. Some 49% of the income of souvenir shops is directed at the poor, mostly women.

The tourism industry has mainly brought employment for men, but women are increasingly becoming part of it as well. The shopping sector provides opportunities for women to make money from the tourism sector mostly, either by trading products or by selling them in the shops. Other options for women exist in the accommodation sector and the recreational sector as laundrywomen or cleaner which is not that well paid as the shopping sector apparently is. Furthermore, the responsible tourism project initiated a project for women trading goods from the local farmers for the tourism industry, which provides another possibility for poor women although this is only a very small segment of the tourism sector.

In short, the group benefiting most of the tourism industry is local men. Women are still gaining much less while it is still not very common for women to have a job, whenever they are married and have a family. Women often only work when it is either really necessary or when they are young, smart and do not have any obligations towards families yet. The opportunities for men are therefore widespread in the tourism sector, they can work in all segments, while women have less options; they either become cleaner, cooking help or laundry lady in the accommodation sector or they get involved in souvenir shops.



## 8.2 RECOMMENDATIONS

This research was carried out with the aim to make policy recommendations for the responsible tourism project in Wayanad; what the facts are at this point in time and how the policy can be improved to alleviate poverty even more. Therefore, the answers on the main question *“How can Kerala’s responsible tourism policy contribute to alleviate poverty in Wayanad, Kerala, India?”* consist of recommendations derived from the research results and from studying secondary literature.

### 8.2.1 RECOMMENDATIONS FOR HELPING CURRENT POOR EMPLOYEES

As Ashley and Mitchell (2008) have set out, one way to help current poor participants in the tourism industry is to increase their earnings. It is important to not only focus on empowerment programmes and new initiatives, but keep in mind the existing opportunities in the current tourism sector as well. Monitor these opportunities by having a conversation with these employees once in a while to see what the problems of these people are in their jobs and what can be improved to make the lives and jobs of these poor employees easier.

Next to the expansion of the tourism industry, attention is needed for improvement of existing production. For Wayanad this can be translated in the sustainability of the district. As indicated by many key informants, the deforestation and waste dumping in Wayanad is getting out of proportion and is possible to cause damage to the tourism industry; for example by scaring the tourists away with the wild animals coming out of the forests in human territory. To prevent this all from happening, it is essential to make both local inhabitants and tourists aware of what their deforestation and waste dumping is causing for nature and therefore other people.

Furthermore, current poor employees in the tourism sector can earn more by moving up the value chain to create more value added activities. Although this is up to the individuals, the government or NGOs could provide advice to the local poor to give them an idea on how this can be achieved.

### 8.2.2 RECOMMENDATIONS FOR INVOLVING NEW POOR PARTICIPANTS

First of all, the current situation in the tourism sector of Wayanad seems to benefit the poor much, albeit mostly financially. The pro poor income of 17% is one of the highest found in current research into tourism. Nevertheless, much more could be done to raise this share in the future. Let us discuss these opportunities in more detail using the set of actions needed to assist new players aiming to enter the tourism business as explained by Ashley and Mitchell (2008).

First, the expansion of the overall value chain could create more opportunities in all activities. This can be done by expanding existing activities. In the case of Wayanad, this would mean developing new

attractions or opening up new markets within the tourism sector. As the study revealed, domestic tourism is enormous in the district while foreign tourism is not. Furthermore, there is no real seasonality of domestic tourists while foreign tourists show up only during a limited period of the year. So, to expand the tourism sector as a whole more marketing overall in western countries is desirable including the promotion of monsoon tourism. There is a need to target those tourists which are not limited because of their jobs or families for their holiday timing.

Secondly, expanding specific parts of the tourism value chain which are important to the poor could contribute to the entrance of new employees with a similar background. As was visible from the value chain analysis, the highest pro poor income was gathered in the transport and shopping sectors. By expanding these sectors through making them more visible to the tourists, new poor inhabitants of Wayanad might earn a living in the tourism sector. This can be done, for example, by initiating a rickshaw experience for foreigners or in the case of domestic tourists encouraging public transport usage instead of using their own car. In the shopping sector this can be achieved by selling a bigger variety of local products in the whole of Wayanad, instead of concentrating it in only two locations.

The third change which can assist new entrants in the tourism industry is the introduction of new links in the value chain creating new opportunities. An example of this is the initiative of village visits in which mainly the poor benefit. New links in the value chain can be sought constantly to empower the poor.

Lastly, the fourth change indicated by Ashley and Mitchell (2008) is about reducing entry barriers so the poor are able to access opportunities which were previously taken by the non-poor. This can be done by supporting the poor to invest in a rickshaw or other vehicle and some basic education in English and Hindi, because these are the main languages of the tourists and the local poor are often not able to speak one of these languages.

### 8.3 DISCUSSION AND SUGGESTIONS FOR FURTHER RESEARCH

Although the fieldwork conducted for this thesis is aiming to provide a full overview of the situation in Wayanad, this research has some limitations and shortcomings. Because of constraints in time and money and problems with cultural differences, choices had to be made and not all aspects received as much attention as wanted. As a result some of the findings in this study might need further investigation. The key issues possibly caused some kind of misinterpretation are the following.

First of all, a critical note has to be made about the culture of the Indians, who are known for their willingness to please other people. They rather say something which they think is the answer you are looking for than to be honest. Therefore, the internal validity of the data on the impacts of tourism

might have a somehow positive biased outcome. Furthermore, it has to be kept in mind that many government organizations are corrupt and that the financial data obtained by them can be incomplete.

Secondly, this research focused on opinions of key informants and respondents working in the tourism sector, but left out the views of the poor not yet present in the industry. The views on their opportunities were mainly retrieved through the key informants. To gain a better overview of the opinions and views of the poor not present in the current tourism value chain future research should also take into account those outside the value chain.

Thirdly, this case study focused solely on Wayanad. Due to time and money constraints it was impossible to carry out the study for the whole state of Kerala. Therefore, the results are only viable for the particular situation in Wayanad. To gain a complete overview on the situations in which the responsible tourism project is active, future research should take into account a broader geographical area being either the whole state of Kerala or the three districts affected by the responsible tourism policy and also focus on the migrants which tourist areas have attracted. Furthermore, on district level it is possible to repeat the research conducted for this thesis to gain insight in the progress of results of the responsible tourism initiative.

Last but certainly not least, while there is not much information available yet on tourism value chains in developing countries, it would be desirable for further research to focus on both gathering data in the initial stage of a pro poor tourism policy and evaluating these policies by repeating the analysis.

## BIBLIOGRAPHY

Ashley, C. (2002). *Methodology for Pro-Poor Tourism Case Studies*. London: Overseas Development Institute .

Ashley, C., & Mitchell, J. (2008). *Doing the right thing approximately not the wrong thing precisely: Challenges of monitoring impacts of pro-poor interventions in tourism value chains*. London: Overseas Development Institute.

Ashley, C., Boyd, C., & Goodwin, H. (2000). Pro-poor tourism: putting poverty at the heart of the tourism agenda. *Natural Resources Perspectives* (51), 1-6.

Ashley, C., Meyer, D., Page, S., & Roe, D. (2004). *Tourism and the Poor: Analysing and Interpreting Tourism Statistics from a Poverty Perspective*. London: PPT Partnership.

Census of India. (2001). *Census of India*. Retrieved February 8, 2010

Choi, H.C., Sirakaya, E. (2006). Sustainability indicators for managing community tourism. *Elsevier Tourism Management* , 27, 1274-1289.

Department of Tourism. (2002). *National Tourism Policy*. New Delhi: Government of India.

Goodwin, H. (2006, June 6-9). Measuring and reporting the impact of tourism on poverty. *Cutting Edge Research in Tourism - New Directions, Challenges and Applications* , pp. 1-13.

Goodwin, H. (2008). Pro-poor tourism: a response. *Third World Quarterly* , 29 (5), 869-872.

Kerala Government. (2009). *Responsible Tourism, the Kerala Update*. Retrieved January 25, 2010, from <http://www.keralatourism.org/rt-keralaupdate.php>

Kerala planning board. (2008). *Economic review*. Retrieved February 8, 2010, from <http://www.keralaplanningboard.org/>

Kerala Statistics. (2007). *Kerala Tourism Statistics*.

Kerala Tourism Watch. (2009). *Rhetoric of Responsible Tourism: Irresponsible Practices?* Retrieved 12 20, 2009, from <http://www.keralatourismwatch.org>

Knox, P. L., & Marston, S. A. (2007). *Human Geography, Places and Regions in Global Context*. London: Pearson Education Ltd.

Lonely Planet. (2009). *South India*.

Maps of India. (2009). *Kerala*. Retrieved February 6, 2010, from mapsofindia.com: <http://www.mapsofindia.com/maps/kerala/>

Ministry of Rural Development. (2008). *The National Rural Employment Guarantee Act 2005: operational guidelines 2008*. New Delhi: Government of India.

Mitchell, J., & Faal, J. (2007). Holiday package tourism and the poor in the Gambia. *Development Southern Africa*, 24 (3).

Mowforth, M., & Munt, I. (2009). *Tourism and Sustainability, development, globalisation and new tourism in the Third World*. New York: Routledge.

Neto, F. (2003). A new approach to sustainable tourism development: moving beyond environmental protection. *Natural Resources Forum*, 27, 212-222.

Potter, R. B., Binns, T., Elliot, J. A., & Smith, D. (2008 ). *Geographies of development*. Harlow: Pearson Education Limited.

Sreekumar, T., & Parayil, G. (2002). Contentions and contradictions of tourism as development option: the case of Kerala, India. *Third World Quarterly* (23), 529-548.

Swarbrooke, J. (1999). *Sustainable tourism management*. Wallingford: CABI Publishing.

UNEP; WTO;. (2005). *Making Tourism More Sustainable*. Paris: United Nations Environment Programme and World Tourism Organisation.

Urry, J. (2007). *Mobilities*. Cambridge: Polity Press.

Wayanad.nic.in. (2010, 03 04). *The official wayanad website*. Retrieved from History: [www.wayanad.nic.in](http://www.wayanad.nic.in)

Worldbank. (2000). *Alleviating Poverty Through Forest Development*. Washington D.C.: Worldbank.



## APPENDIX 1: QUESTIONNAIRES

### Interview transport sector

Age .....  
 Gender: Male / female  
 Education: No education  
 Education until 10<sup>th</sup> grade  
 Education until 12<sup>th</sup> grade  
 Degree in .....

How much do you earn in one week? ..... rupees  
 Do you work on holidays? Yes No  
 What are the expenses for maintenance? ..... rupees per month  
 What expenses do you have for petrol? ..... rupees per month  
 What other costs do you have? ..... rupees per month  
 How long is your job available? The whole year ..... Months a year

Has your income increased or decreased due to tourism?  
 No  
 Yes, increased / decreased because: .....

Has tourism caused some other changes in your life?  
 no / yes:  
 better job security worse job security lower risk of losing the job  
 higher risk of losing the job other:.....

In general:  
 How has the influence of tourism been on your household?  
 Very good Good Neutral Bad Very bad

How has the influence of tourism been on your community?  
 Very good Good Neutral Bad Very bad

How has the influence of tourism been on the agricultural industry?  
 Very good Good Neutral Bad Very bad

How has the influence of tourism been on the wildlife?  
 Very good Good Neutral Bad Very bad

---

Has tourism benefited you or your community with:

funds for the community?	Yes	No
access to new roads or better transport opportunities?	Yes	No
more possibilities for access to ICT?	Yes	No
training to work in the tourism industry?	Yes	No
a new health clinic?	Yes	No
a possibility for education?	Yes	No

lower transport costs?

Yes

No

**What other benefits has tourism for your household?**

.....  
 .....

**Has tourism caused:**

loss of livestock?	Yes	No
loss of crops?	Yes	No
less land for livestock?	Yes	No
higher prices for land?	Yes	No
higher prices for food?	Yes	No
higher prices for water?	Yes	No
less availability of water?	Yes	No
changes in the main source of water?	Yes	No
if there are changes in the main source for water can you tell what these changes are?		

dumped waste?	Yes	No
loss of your traditional lifestyle?	Yes	No
a change in the way the community is functioning?	Yes	No

**What other problems or losses has tourism caused?**

.....

**Do you have any other comments about tourism?**

No / Yes:

.....

**Household size:** ..... persons in total  
 ..... adults  
 ..... children

**In what type of house does your household live?**

Shack	Brick / concrete house (two floors)
Wooden house	Brick / wooden house
Brick / concrete house (one floor)	Apartment
Other: .....	

**What is the main source of drinking water?**

tap	tank, pond, lake
river / canal	spring
pump	bottled water
well / tube well	Other: .....

**What assets does your household have?**

Radio / Transistor	Scooter / motor cycle /moped	Bicycle	Television
Car / Jeep / Van	Telephone	None of these assets	



**What are the income sources of your household in one week?**

Agricultural activities	yes: .....rupees	no
tourism activities	yes: .....rupees	no
other activities	yes: .....rupees	no
remittances:	yes: .....rupees	no
other: .....	yes: .....rupees	no

**Interview shopping sector**

**Age** .....

**Gender:** Male / female

**Education:** No education  
Education until 10<sup>th</sup> grade  
Education until 12<sup>th</sup> grade  
Degree in .....

**How much do you earn in one week?** ..... rupees

**Do you work on holidays?** Yes No

**What costs do you have for your shop in one week?** ..... rupees

**How long is your job available?** The whole year ..... Months a year

**Has your income increased or decreased due to tourism?**

No

Yes, increased / decreased because: .....

**Has tourism caused some other changes in your life?**

no / yes:

better job security	worse job security	lower risk of losing the job
higher risk of losing the job	other:.....	

**In general:****How has the influence of tourism been on your household?**

Very good    Good    Neutral    Bad    Very bad

**How has the influence of tourism been on your community?**

Very good    Good    Neutral    Bad    Very bad

**How has the influence of tourism been on the agricultural industry?**

Very good    Good    Neutral    Bad    Very bad

**How has the influence of tourism been on the wildlife?**

Very good    Good    Neutral    Bad    Very bad

**Has tourism benefited you or your community with:**

funds for the community?	Yes	No
access to new roads or better transport opportunities?	Yes	No
more possibilities for access to ICT?	Yes	No

training to work in the tourism industry?	Yes	No
a new health clinic?	Yes	No
a possibility for education?	Yes	No
lower transport costs?	Yes	No

**What other benefits has tourism for your household?**

.....  
 .....

**Has tourism caused:**

loss of livestock?	Yes	No
loss of crops?	Yes	No
less land for livestock?	Yes	No
higher prices for land?	Yes	No
higher prices for food?	Yes	No
higher prices for water?	Yes	No
less availability of water?	Yes	No
changes in the main source of water?	Yes	No

if there are changes in the main source for water can you tell what these changes are?

.....

dumped waste	Yes	No
loss of your traditional lifestyle?	Yes	No
a change in the way the community is functioning?	Yes	No

**What other problems or losses has tourism caused?**

.....

**Do you have any other comments about tourism?**

No

Yes: .....

**Household size:** ..... persons in total

..... adults

..... children

**In what type of house does your household live?**

Shack Brick / concrete house (two floors)

Wooden house Brick / wooden house

Brick / concrete house (one floor) Apartment

Other: .....

**What is the main source of drinking water?**

tap tank, pond, lake

river / canal spring

pump bottled water

well / tube well Other: .....

**What assets does your household have?**

Radio / Transistor	Scooter / motor cycle /moped	Bicycle	Television
Car / Jeep / Van	Telephone	None of these assets	

**What are the income sources of your household in one week?**

Agricultural activities	yes: .....rupees	no
tourism activities	yes: .....rupees	no
other activities	yes: .....rupees	no
remittances:	yes: .....rupees	no
other: .....	yes: .....rupees	no

**Interview internet sector**

Age .....  
 Gender: Male / female  
 Education: No education  
 Education until 10<sup>th</sup> grade  
 Education until 12<sup>th</sup> grade  
 Degree in .....

How many employees work in the internetcafe? .....  
 How many of these employees are unskilled? .....  
 What are the jobs for the unskilled persons? .....  
 How many of the employees are from Wayanad? .....  
 How much is the income in one month? ..... rupees  
 Do you work on holidays? Yes No

What expenses do you have for wages per month? ..... rupees per month  
 How much do you spend on wages for unskilled employees? ..... rupees per month  
 How much do you spend on wages for skilled employees? ..... rupees per month  
 What other expenses do you have? ..... rupees per month

**Has the income of the internetcafe increased or decreased due to tourism?**

No

Yes, increased / decreased because: .....

**Has tourism caused some other changes in your life?**

no / yes:

better job security worse job security lower risk of losing the job  
 higher risk of losing the job other:.....

**In general:**

**How has the influence of tourism been on your household?**

Very good Good Neutral Bad Very bad

**How has the influence of tourism been on your community?**

Very good Good Neutral Bad Very bad

**How has the influence of tourism been on the agricultural industry?**

Very good Good Neutral Bad Very bad

**How has the influence of tourism been on the wildlife?**

Very good Good Neutral Bad Very bad

**Has tourism benefited you or your community with:**

funds for the community?	Yes	No
access to new roads or better transport opportunities?	Yes	No
more possibilities for access to ICT?	Yes	No
training to work in the tourism industry?	Yes	No
a new health clinic?	Yes	No
a possibility for education?	Yes	No
lower transport costs?	Yes	No

**What other benefits has tourism for your household?**

.....

**Has tourism caused:**

loss of livestock?	Yes	No
loss of crops?	Yes	No
less land for livestock?	Yes	No
higher prices for land?	Yes	No
higher prices for food?	Yes	No
higher prices for water?	Yes	No
less availability of water?	Yes	No
changes in the main source of water?	Yes	No
if there are changes in the main source for water can you tell what these changes are?		

.....

dumped waste?	Yes	No
loss of your traditional lifestyle?	Yes	No
a change in the way the community is functioning?	Yes	No

**What other problems or losses has tourism caused?**

.....

**Do you have any other comments about tourism?**

No/Yes.....

**Household size:** ..... persons in total  
 ..... adults  
 ..... children

**In what type of house does your household live?**

Shack ..... Brick / concrete house (two floors)  
 Wooden house ..... Brick / wooden house  
 Brick / concrete house (one floor) Apartment  
 Other: .....

**What is the main source of drinking water?**

tap ..... tank, pond, lake  
 river / canal ..... spring  
 pump ..... bottled water  
 well / tube well ..... Other: .....

**What assets does your household have?**

Radio / Transistor ..... Scooter / motor cycle /moped ..... Bicycle ..... Television  
 Car / Jeep / Van ..... Telephone ..... None of these assets

**What are the income sources of your household in one week?**

Agricultural activities	yes: .....rupees	no
tourism activities	yes: .....rupees	no
other activities	yes: .....rupees	no
remittances:	yes: .....rupees	no
other: .....	yes: .....rupees	no

**Interview hotel / resort employees**

Age .....  
 Gender: Male / female  
 Education: No education  
 Education until 10<sup>th</sup> grade  
 Education until 12<sup>th</sup> grade  
 Diploma in .....  
 Degree in .....

What kind of job do you have? .....

Do you work on holidays? Yes No

How long is your job available? The whole year ..... Months a year

Has your income increased or decreased due to tourism?

No

Yes, increased / decreased because: .....

Has tourism caused some other changes in your life?

no / yes:

better job security worse job security lower risk of losing the job

higher risk of losing the job other:.....

In general:

How has the influence of tourism been on your household?

Very good Good Neutral Bad Very bad

How has the influence of tourism been on your community?

Very good Good Neutral Bad Very bad

How has the influence of tourism been on the agricultural industry?

Very good Good Neutral Bad Very bad

How has the influence of tourism been on the wildlife?

Very good Good Neutral Bad Very bad

Has tourism benefited you or your community with:

funds for the community?	Yes	No
access to new roads or better transport opportunities?	Yes	No
more possibilities for access to ICT?	Yes	No
training to work in the tourism industry?	Yes	No
a new health clinic?	Yes	No
a possibility for education?	Yes	No
lower transport costs?	Yes	No

What other benefits has tourism for your household?





tourism activities	yes: .....rupees	no
other activities	yes: .....rupees	no
remittances:	yes: .....rupees	no
other: .....	yes: .....rupees	no

## APPENDIX 2: INTERVIEWS

### General information:

- Employee from CPPR about the local circumstances of researching and tourism.
- Joint Director of Tourism in Cochin. About the statistics and changes in the tourism sector
- Manager KTDC. About changes in the tourism sector: regarding local community, the poor and marketing.
- Justice about the caste system, Wayanad and the tourism sector
- CEO of CPPR. About tourism in Wayanad and forests in Wayanad.

### Impact of tourism in Wayanad

#### Hotels and resorts

- Manager Hotel The Woodlands
- Manager Haritha Giri Hotel & Ayurvedic Village
- Manager PPS tourist home
- Manager Royal Palm Resort
- Manager homestay the four seasons
- Manager homestay green mount
- Manager homestay Rainbow holiday home
- Manager by the way hotel
- Manager Green Gates Hotel
- Manager Wyndvalley garden resort
- Manager Raincountry resorts
- Manager Vythiri resort
- Manager Vythiri villages: Sobi Dvadasan
- Manager Meenmutty heights resort
- Manager Stream valley cottages
- Manager Prince Inn hotel
- Manager Wynberg resorts
- Manager Hotel Regency

- Manager Orchid resorts
- Manager Juggus Island
- Manager Maramalade resort
- Manager Four seasons homestay
- Manager Green rest homestay

#### Experts

- Forest department
- Old inhabitant of Kalpetta
- Muddy Boots employee
- Muddy Boots owner
- DTPC & Responsible tourism project information officer
- NGO: RASTA. Interview with the Director
- RASTA: Interview with a manager with knowledge on ecological subjects
- RASTA: Interview with an employee on the tribal community
- DTPC: interview with an information manager
- Responsible Tourism Policy employee

#### Other

- Meeting Wayanad Tourism Organisation
- Interview tourist from the United Kingdom
- Interview tourist from Germany
- Visit to Tribal Village
- Wayanad Ecological Tourism Organisation: Sunny
- Second interview manager hotel school and resort
- Second interview sustainable resort owner
- Email contact with the manager of the hotel school for additional information