

Tourism Vogue

A Newsletter from Kerala Tourism Vol. 1 ♦ Issue 5 ♦ March 2006

Dear tourism club members,

With an annual growth rate of 5 % worldwide and representing 6 % of the world GDP, ecotourism initiatives are the fastest growing in tourism industry, according to World Tourism Organisation.

Ecotourism, better known as sustainable Tourism, focuses more on culture, richness of local community, wilderness and personal growth of the tourists. It enables the local community in getting more income by learning new ways to live. For an ecotourist, flora, fauna and cultural heritage are primary attractions. Responsible ecotourism includes programmes that minimise the adverse effects of traditional tourism. The natural environment enhances the cultural integrity of local people. Historical, biological and cultural protection, preservation, sustainability in development are some of the areas, which closely associate with ecotourism. Tourism Industry is changing very fast as nature, heritage and recreational destinations become more important and as conventional tourism is forced to meet tougher environmental requirements. This presents challenges to government and private companies. Successful



tourism must benefit local population economically and culturally to give them incentives to protect natural resources. Our Western Ghat area can be projected as one of the best ecotourism areas in India. Government has already initiated some firm measures to develop some of the prominent places for eco related activities. USP of our Kerala is that we have 12 wildlife sanctuaries and 2 national parks with excellent bio-diversity. Scope is there for variety of ecotourism activities like trekking, mountaineering and bird watching. Location advantage such as short distance from sea shore and well developed road network up to the forest area also would contribute for the growth of ecotourism.

Neyyar, Peppara, Shenduruny, Periyar, Idukki, Eravikulam, Chinnar Thattekad, Chimmini, Peechi, Vazhani, Silent Valley, Parambikulam, Wayanad and Aralam are important ecotourism destinations in Kerala. Thenmala Ecotourism destination is India's first planned project and graduated as one of the best Eco-destinations along with other 64 in the same line across the world.

Let us together place our God's Own Country as one of the prominent Eco-destinations in the world.

Yours affectionately,

K.C Venugopal

Write to me directly at minister-tourism@kerala.gov.in



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VAZHIYORAM - A GREAT OPPORTUNITY FOR ENTREPRENEURS IN TOURISM

One hundred and twenty one entrepreneurs have been selected in the first stage of Vazhiyoram project, across the state. This is the first time that Department of Tourism has come out with a joint venture with private sector in tourism.

Selection committee has the representatives of Kerala Tourism, SBI, DTPC and Tourism Planner as members. The criteria for selection included availability of land, location, business experience and age of the entrepreneur.

Vazhiyoram aims at providing quality food and recreation facilities along the roads leading to major tourist locations. Vazhiyoram is expected to provide employment to 2500 persons directly and 10,000 indirectly by considering the multiplier effect of tourism.

Total expected investment is Rs. 61 crores out of which Rs. 48 crores is from private sector and Rs.13 crores from government sector.

This innovative scheme is masterminded by the Department of Tourism for developing wayside facility centers with minimum standards such as public toilets, restaurant etc. along all the major roads, waterways and roads leading



to major tourist destinations of God's Own Country.

Vazhiyoram units will have typical designs and will be branded by Department of Tourism under a single umbrella. Department will extend assistance in getting loans and project approval from banks. Construction of buildings will have to be done by the investor. All units

will have same signage designed by Department of Tourism. Vazhiyoram units will be provided with 25% of the cost of construction as incentive from Government subject to maximum of Rs. 5 Lacs.

Speaking on the occasion Hon'ble Minister for Tourism said that Vazhiyoram would be the largest venture by the Department of Tourism involving the public and private sectors and the Government is committed to offer all infrastructure help to the investors.



Hospitality career : small game but tall gains. Learn and earn through Food Craft Institutes

Sam Thomas
Faculty, FCI

Kerala God's Own Country has travelled considerable headway in the field of hospitality education as a result of the action taken by none other than catering



A Newsletter from Kerala Tourism

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Sri. K.C.Venugopal
Minister for Tourism, Govt. of Kerala

Patrons
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Principal Secretary, Tourism
Sri. B.Suman IAS, Director, Tourism

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Sri. K.G.Mohanlal IFS, Director, Eco-tourism
Sri. P.K.Keshavan IFS, MD, BRDC

State Level Reporters
Sri. U.V.Jose, Planning Officer, Tourism
Sri. P.G.Sureshkumar, Tourism Information Officer
Sri. Pramod Kumar

District Level Reporters
Secretaries, DTPCs

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Editor
Sri. Dileep M.R., Faculty, KITTS

Student Reporters
Pramod.K, Biju John, Remya M
and Divya. T.D
(Students of PGDBA-5, KITTS)

expert Padmashree Thankam E. Philip who succeeds Sri C.Belfield Smith (Father and Founder of catering education in India). The pioneer Food Craft Institute in India was started at Kalamassery during the year 1967. Over the years, this institute along with eleven extension centers enjoys excellent reputation in training skilled craftsmen

Courses offered by FCIs:

COURSES OFFERED	MINIMUM QUALIFICATION/ FEES
Front Office Operation	(PDC/+2) /Rs. 6750
Food & Beverage Service	(PDC/+2) /Rs. 6750
Canning & Food Preservation	(PDC/+2) /Rs. 7500
Food Production	SSLC /Rs. 7500
Bakery & Confectionary	SSLC /Rs. 7520
Hotel Accommodation Operation	SSLC /Rs. 6750
Industrial /Institutional	
Food Service - Management	Any Degree /Rs.12,375

much needed for the hotel industry. Today thousands of young men and women are working in multinational hotels and many more will find jobs in future.

Food Craft Institutes, jointly sponsored by the Govt. of India and Govt. of Kerala, have not reached the pinnacle of acceptance due to lack of publicity. It is necessary to redefine age old practices and to keep in tune to the methodologies in order to inspire the student community about the enormous career options open for them. The trend, though primarily new, is growing extensively and receiving wide acceptance.

Classified hotels are on the lookout for professionals who are able and willing to assume job positions with substantial hotel education and work experience. There is a plethora of opportunities to be explored in the hospitality industry. The career prospect of students venturing into this branch of studies are very good.

Tourists who stay more, spend more. Over 70% of the tourism revenue is generated through accommodation. Hotels play a vital role in providing the much needed hospitable service in the most professional manner. With this in mind, Food Craft Institute offers many entry level Craft Certificate courses tailor-made to suit the requirements of the hospitality industry as well as the student community.

Courses offered by FCIs are given in the table. Selection to the courses are based on merit (based on the marks obtained in the qualifying examination). The examinations are conducted by the Controller of Technical Education, Govt. of Kerala.

For Application forms and more information, contact the concerned Principals of :

- ❖ FCI, Kalamassery - 693104.
- ❖ FCI, Kadappakkada, Kollam - 691008.
- ❖ FCI, Mangathukavala, Thodupuzha - 685585.
- ❖ FCI, Poothole, Thrissur - 680004.
- ❖ FCI, City Park Centre, Tirur - 676101.
- ❖ FCI, Onden Road, Kannur - 670001.
- ❖ FCI, Pattom (P.O), Trivandrum - 675004.
- ❖ FCI, Kumorunelloor, Kottayam - 686016.
- ❖ FCI, SNHSS, Cherthala - 688524.
- ❖ FCI, Angadipuram, Perunthalmanna - 679321.
- ❖ FCI, West Hill, Kozhikode - 673005.
- ❖ FCI, Kumbala, Kasargode - 671321.

The details about the rest of the courses offered by IATA will be continued in the next issue.

QUIZ CORNER

1. Name the only active volcano on the mainland of Europe?
2. Corbett National Park is situated in which State?
3. The Eiffel Tower is built next to which river?
4. Which Airlines has its Headquarters in Madrid?
5. Which Italian city is known as the "Eternal City"?
6. What is the two letter code of Singapore Airlines?
7. Which is the Legislative capital of South Africa?
8. What are the Buddhist Temples in Thailand called?
9. In which year, Tourism was declared as an Industry in Kerala?
10. In which US city would you find the space needle?

Members of Tourism Clubs can send their answers to the Editor, forwarded by the Teacher Coordinator of the respective clubs. One lucky winner will be rewarded. (Last date for receiving answers is 31st March, 2006)

Record deal by Jet Airways



Jet Airways recorded the biggest aviation takeover in domestic airline sector in India by taking over Air-Sahara for Rs. 2300 crores all in a cash deal. It is reported that Jet Airways became the biggest domestic carrier in India. Mr. Naresh Goyal, Chairman of Jet Airways appointed a special integration team for the complete implementation of the merge. The employees are retained in the new deal.

Emirates starts operations to Trivandrum

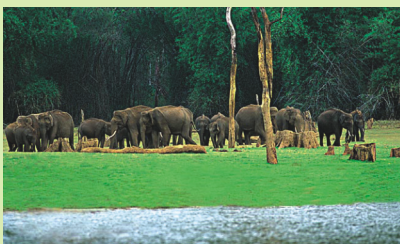


Emirates, one of the world's growing sophisticated airlines has now officially started its direct, non-stop service to Trivandrum. It is stated that, it will operate 8 flights per week using Airbus A330-200 with seating capacity 237 and 17 tonnes cargo carrying capacity. In a short while they will start flights to Cochin and Chennai. Tickets can also be booked online on www.emirates.com.

PATA Awards: Celebration time for Kerala Tourism

It is indeed celebration time for Kerala Tourism. Three Pacific Asia Travel Association (PATA) awards are bagged by Kerala Tourism. This year the awards honour the achievements of 28 travel related organisations and individuals. The awards will be given away on the opening day (23rd April, 2006) of the 55th Annual Conference of PATA which will be held in Pattaya, Thailand.

The awards for Kerala Tourism are for three items. First one is the Grand Award in the Environment category which is given to "Zero Waste Kovalam" initiative. Gold awards for



Ecotourism and Travel related (Environmental) is bagged by Kumbalangi Rural Tourism project. Award for Education and Training (Publication) is bagged by "Ayurveda: The Mantra of Niramaya", published by Kerala Tourism.

Ambika Soni: New Minister for "Incredible India"



Mrs. Ambika Soni, Senior Congress leader, has assumed the charges as the Union Minister for the Tourism and Cultural Affairs. She administered the Oath of office at Rashtrapathi Bhavan on 29th January 2006. She expressed the view that there is lot of scope for further development of tourism in India and favoured continuation of the process for which her predecessor had laid the foundation.

Kerala Finalist in WTTC Award list

World Travel and Tourism Council (WTTC) has announced the three finalists for "Tourism for Tomorrow Awards" 2006. Kerala Tourism could find a place in the category of destinations along with Crete's Culinary Sanctuaries, Greece and Sierra Gorda, Mexico. These awards represent the highest accolade for the best practice in tourism development the world over.

Kerala Tourism organised Road-Show in France

Aiming at stimulating tourism arrivals from France, Kerala Tourism organised a Road-Show at Millennium hotel in Paris. The show was inaugurated by the Indian Ambassador to France, Mr. T.C.A. Rangachari and it was attended by large number of tour operators and travel media representatives. The show has received an overwhelming response from the trade and media.

God's Own Country creates waves at FITUR



Kerala Tourism has spread a fresh wave of attractions to Spain at the FITUR Travel Mart 2006, held during 25th to 29th January in Madrid. Kerala was in the limelight by being ranked among the best ten tourist destinations of the participators.

FITUR is considered as one of the best platforms in the world for promotion and marketing of destinations and services, brand names, know-how, training and technology. The event was attended by Tour Operators, Travel Agencies, Carrier Companies, Destination Organisations, Travel Trade Media, MICE Tourism Operators, Training Agencies etc.

Spain has emerged as a key market for outbound tourism, and Kerala Tourism eyes at the potential of it. The team from Kerala tourism was led by Sri. K.C. Venugopal, Minister for Tourism. The team expressed the hope that, besides introducing exclusive products of Kerala, the participation in the Travel Mart would help in boosting the tourist flow from Spain.



Sri. K.C. Venugopal
Minister for Tourism, inaugurates Tourist Facility Centre at Payyannur.

Health Tourism will flourish in Kerala soon

(Mr. E. M. Najeeb, Chairman and M.D., Air Travel Enterprises talks on Kerala Tourism)

1. How did you make an entry into the tourism business and what are the types of tourism related business you deal with now?

Air Travel enterprises entered into the Travel Industry in 1976, and flourished in the field by the 80's. By the end of eighties, we could foresee the tourism potential of Kerala. We wanted to be pioneers in the tourism industry in Kerala and so we set up the tour-operating wing namely the Great India Tour Company and started its operations by 1991.

The flagship company ATE concentrates on arranging travel facilitations. Great India Tour Company (GITC) handles both inbound and outbound tour operations. Great India Aviation (GSA - Qatar Airways), Great India Cars and Coach Rentals, Consultancy Services, Great India Events, Chrysalis (Tourism Marketing and Communications), Green Gateway (for putting up Hotels & Resorts) and Great India Publishing Foundation are sister concerns of Air Travel Enterprises.

2. Could you please comment upon Health Tourism and its prospects in Kerala?

Among the various newly emerging thrust areas of tourism in Kerala, Health Tourism is the most prominent one as the destination is ideally set for such a branch of tourism. The availability of most modern tertiary care hospitals with Internationally qualified and trained doctors, nurses, and other paramedical professionals, English speaking people, moderate climate of the state, hospitable society, excellent air connectivity, availability of modern resorts for recuperative holidays and the widespread possibility of traditional treatment modalities like Ayurveda, all have contributed to the emergence of Kerala as a Health Tourist destination. A recent joint study by the Confederation of Indian Industry (CII) and McKinsey has found that Health Tourism can contribute Rs. 5,000 to Rs. 10,000 crores additional revenue to the upmarket tertiary hospitals by 2012. According to the study, Health Tourism would account for 3.5 percent of the healthcare delivery market during this period. All these point to the potential growth of Health Tourism sector in Kerala.

3. You have been associated with KTM since the beginning of it. Could you please comment upon the success of it?

KTM is one of the best events to occur in Kerala's tourism industry. While the practice is that tourism fairs usually take place in a potential market and sellers converge at that location, Kerala on the contrary could showcase its entire range of products and services under one roof and bring potential buyers from all over the



world to Kerala. This gave an opportunity to the buyers to have a direct feel of the products of Kerala.

This worked very well for so many years, and Kerala could be promoted effectively in all source markets. The State Tourism Department partnered with the private sector to make it a great success. As time passed KTM gained more and more popularity and is sure to gain more popularity in future too.

4. What preparations are being taken for this year's KTM?

As in the past, this year too the President and the team have started preparations for the forthcoming KTM and we believe that it will be a great success this year too.

5. As far as Kerala Tourism is concerned, what prospects are there?

Kerala Tourism is already a Superbrand in Tourism. It hardly requires any new introduction internationally. All the leading publications have acclaimed the destination as exotic and unique. More operators from different destinations are looking for tour operations to this destination. Kerala's travel and tourism industry, by the year 2012 as predicted by WTTC, will see an annual real growth of 11.4% in total demand, 11.4% in total travel & tourism GDP, 11.6% in travel & tourism employment and 13.8% in visitor exports. More airlines, more connectivity, more hotels and resorts are all pointing to the mind boggling development, which will make Kerala, the most sought after tourist destination in few years.

6. What advice would you like to give to the younger generation of Kerala for evolving sustainable tourism?

Like any seasoned tourism admirer would advise, I advise the new generation in the tourism industry to go by eco-friendly tourism with social involvement, empowerment of local community and economic advantages to the people living in the locality, so that the industry would be nurtured in a culture preserving and self-sustaining manner. Nothing should be done against the values and cultural ethos of the destination. The negatives should be nipped in its bud to preserve our life and culture from any negative onslaughts.

"Sylvan Whispers" released

The first issue of "Sylvan Whispers" a periodical published by Tourism Club of Pazhassi Raja College, Pulpally (Wayanad) was released recently. Tourism Vogue wishes it a bright future.



A street Play by Tourism Club

"Bhoomikkoru Charamageetham", the street play was performed by the Tourism Club of Govt. VHSS Murikkumvayal

(Kottayam) at various places. The performances evoked much enthusiasm and response from the public. It was composed with an aim to spread the message of the importance of keeping the environment plastic free and to promote tourism in an eco-friendly manner.

Reader's Column

Tourism Clubs may send reports of outstanding programmes along with photographs. Selected ones will be published. Readers may send opinions and suggestions for improving the quality of this Tourism Newsletter. Selected letters will be published in this column.

Question Corner

Q. What is "carrying capacity" in relation to tourism?

The influence of tourism and its development on destinations is of different kinds and dimensions. It is accepted that the impacts on a destination vary in relation to many factors like social structure, culture, environment, political structure, type of tourist activity and tourist characteristics. Every destination is subject to a carrying capacity and when it is crossed, deterioration begins. The term is basically defined as "the level of tourism activity that can be sustained into a long term without creating serious or irreversible changes to the destination". Tourism planning and development are usually done based on the respective carrying capacities of the destinations which will be assessed in advance.

Tourism Club Members may send questions to this column to the Editor, The Tourism Vogue, KITTS, Residency, Thycaud, Trivandrum -14.