



THE HOUSEBOATS OF KERALA

What is the next step?

THE INGREDIENTS

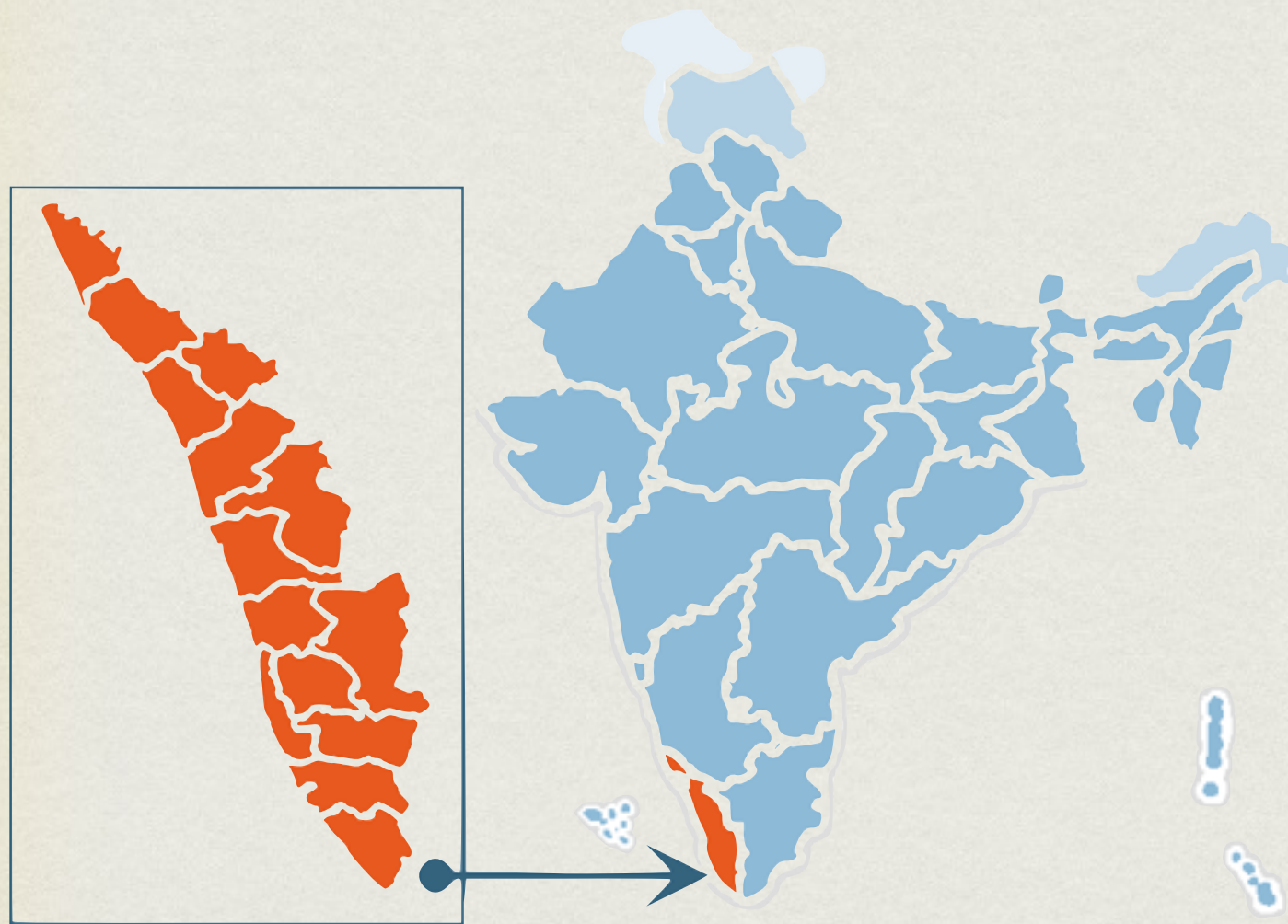
- Kerala - the place
- Kerala tourists - the people
- Sustainable tourism - the method
- The Proposal - the way forward



**What is the next step in the evolution
of the Kerala Houseboats ?**

Research Goal		Data Goal	Research Methods	Data Analysis	Outcome
	Traditions and Cultural knowledge for redesigning the kerala houseboat	Kerala history and culture	Desk based research	Boat Design and Construction Information	A guideline for the Design of a boat that helps bring revenue into the local economy by creation of tourism while at the same time maintaining the ecosystem through sustainable methods.
		Inland waterways - challenges	Interview with government officials		
		Houseboat design characteristics	User experience & interview with boat operators		
	Tourist Requirements	Hotels and yacht standard practices	Desk based research	Design specification, features and size requirements	
		Tourist demographics	Tourism Industry statistics		
		Tourist interests and tastes	Survey conducted by tourism industry		
	sustainable tourism	Ecosystem	desk based and field research	Eco Tourism - Sustainability Information and Specifications	
		Economy	Interview with government officials		
		Impact of tourism	Desk based research		

KERALA, INDIA



- Its history
- The statistics
- The backwaters of Kerala
- The design influences
- The houseboats of Kerala

KERALA, INDIA



- **Its history**
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KERALA, INDIA

- 33.4 million people
- Geographic positioning
- Highest Literacy rate (93.9%)
- Highest Life expectancy (74 years)
- 21st largest state - size of Netherlands
- Highest Human Development Index (0.790)



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THE TOURIST



- Tourist Demographics
- What to learn from Hotels and yachts
- Tourist interests and tastes

THE TOURIST

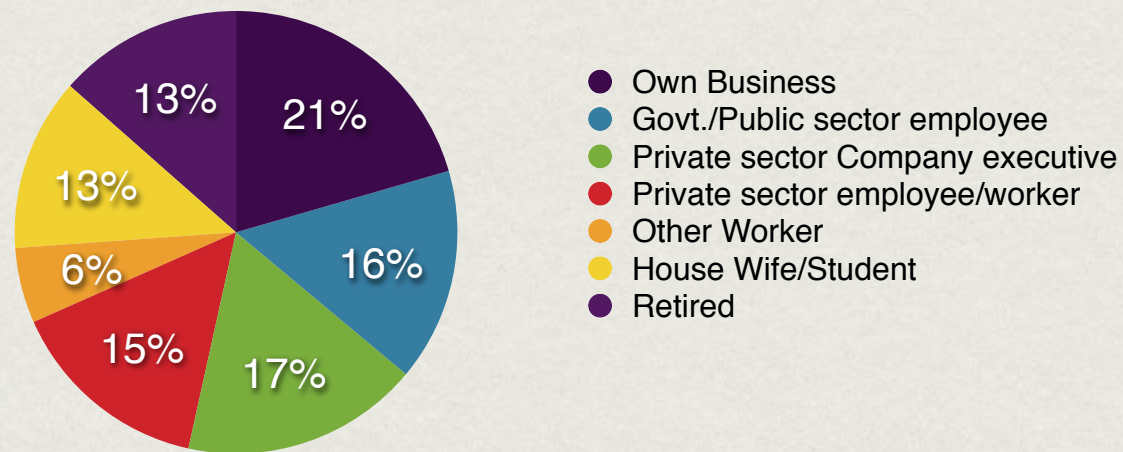
based on 2011 statistics	Total visitors	Average length of stay	Average per day expenditure	total revenue
International Tourist	7,32,985	18 days	£ 40	£ 527,749,200
Domestic Tourist	93,81,455	7 days	£ 20	£ 1,313,403,700
Total revenue generated from tourism				£ 1,841,152,900

Sl. no.	Country	2010	Percentage share
1	U.K	1,56,265	23.7
2	U.S.A	71,103	10.79
3	France	64,520	9.79
4	Germany	50,265	7.62
5	Australia	36,854	5.59

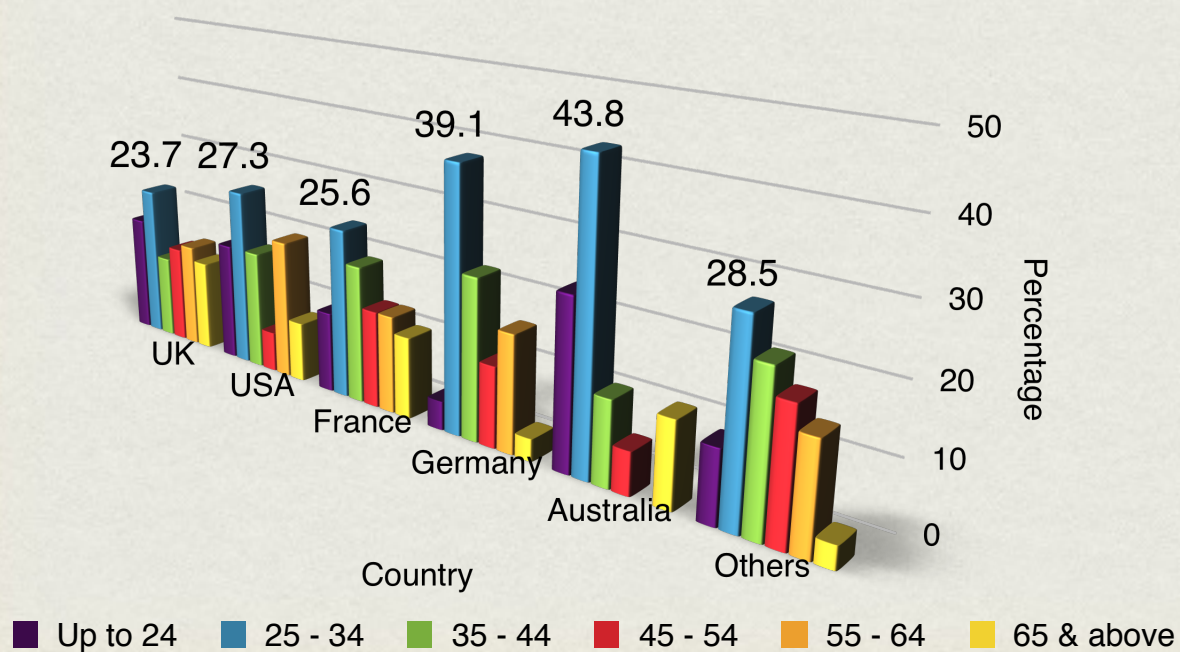
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THE TOURIST

Activity status of International Tourists to the region



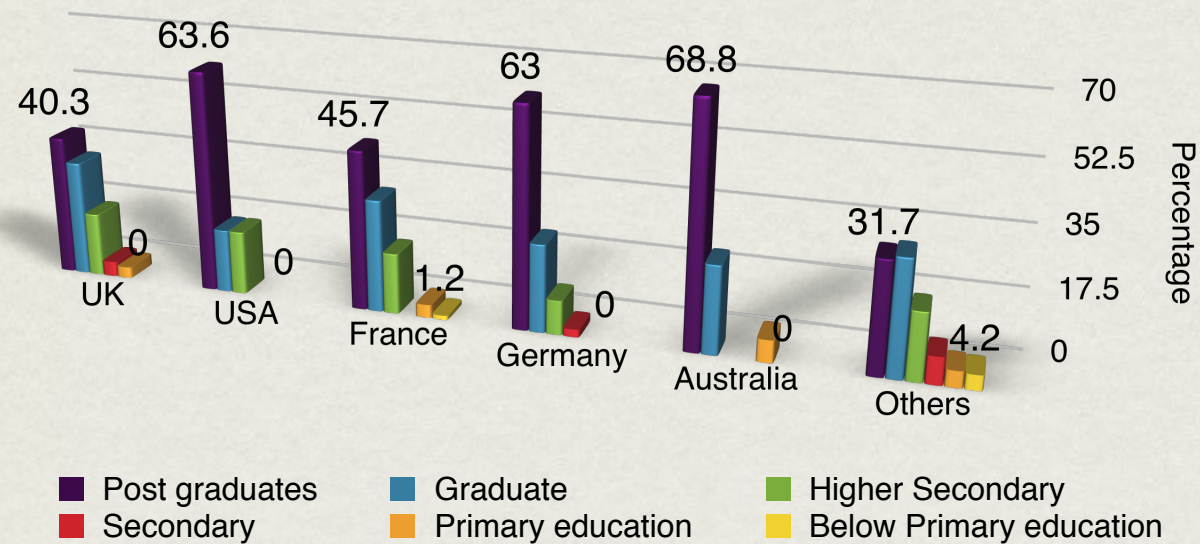
Age Profile of Foreign Tourists



- **Tourist Demographics**
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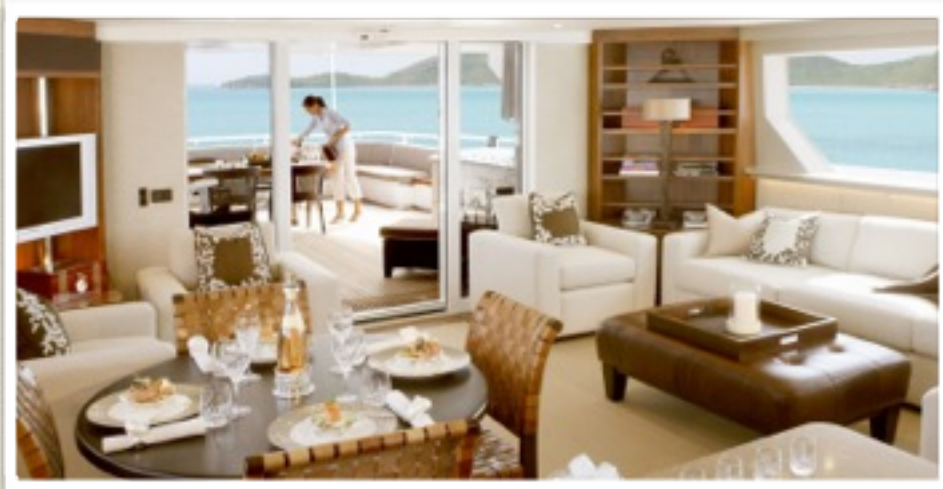
THE TOURIST

Educational Level of Foreign Tourists



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THE TOURIST

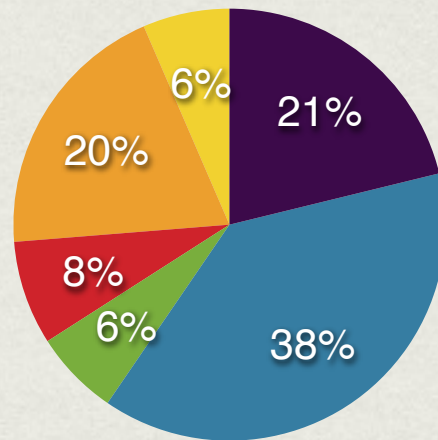


- Tourist Demographics
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THE TOURIST

Travel behaviour of International tourists to Kerala

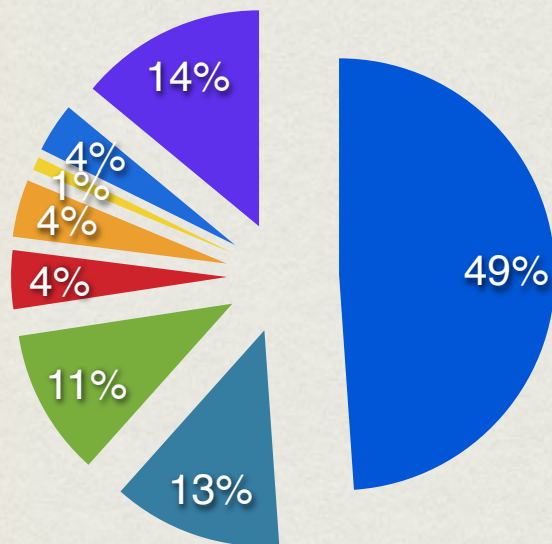
- Alone
- With Spouse Only
- With Other family members only
- With spouse and other family members
- With Friends only
- With friends and family members



- Tourist Demographics

- What to learn from Hotels and yachts

- Tourist interests and tastes



Purpose of visit

- Land scape and scenic beauty
- Beaches
- Back waters
- House boats
- Ayurveda/ Yoga/ Spa
- Hill resorts
- Wild life and Natural trails
- Culture and heritage

SUSTAINABLE TOURISM



- Economic sustainability
- Sustainability of the Ecosystem
- Tourist footprint in the backwaters

SUSTAINABLE TOURISM



- **Economic sustainability**
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Boat Construction



Gathering Bamboo



Making Coir



Fishing

SUSTAINABLE TOURISM



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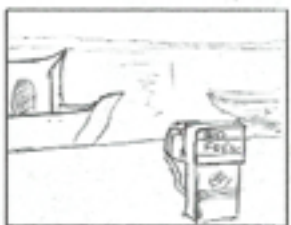
water Hyacinth Infestation



Excavation



Conversion to biogas

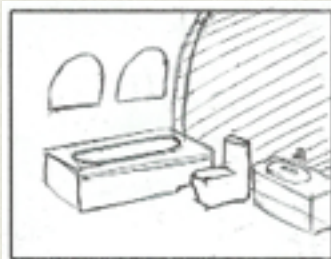


Fuel for cooking on board

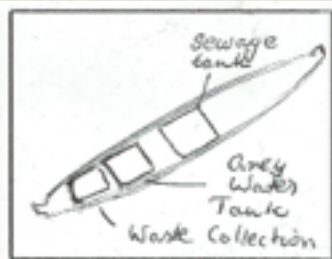
SUSTAINABLE TOURISM



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- Sustainability of the Ecosystem
- **Tourist footprint in the backwaters**



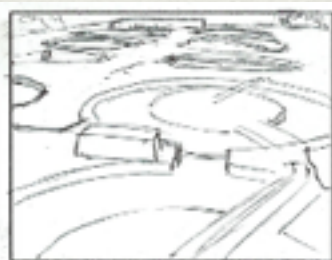
Chemical Toilets



Onboard Storage



Eco Friendly Disposal

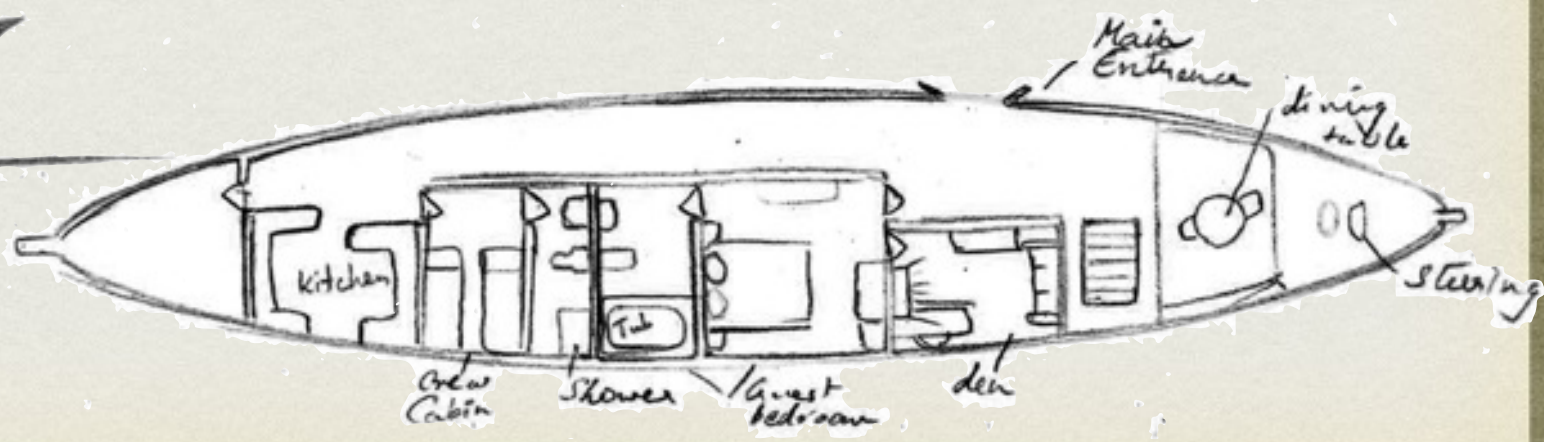
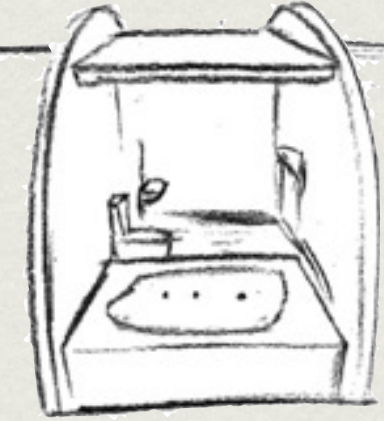
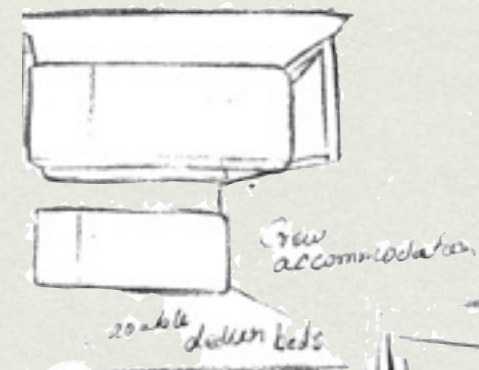
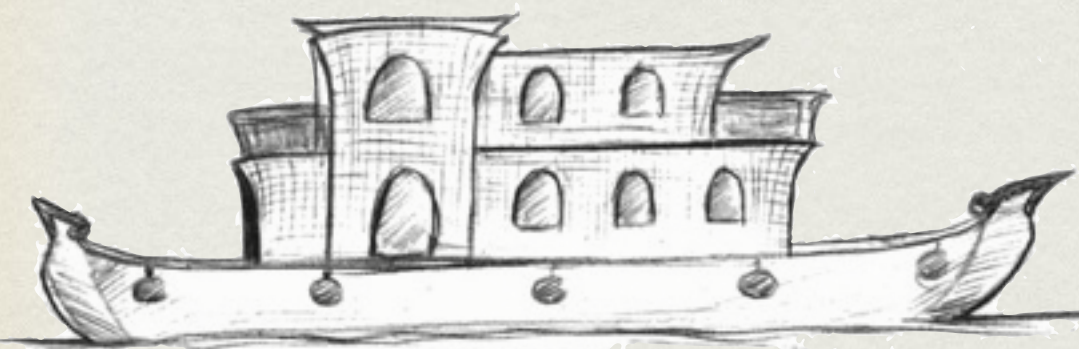
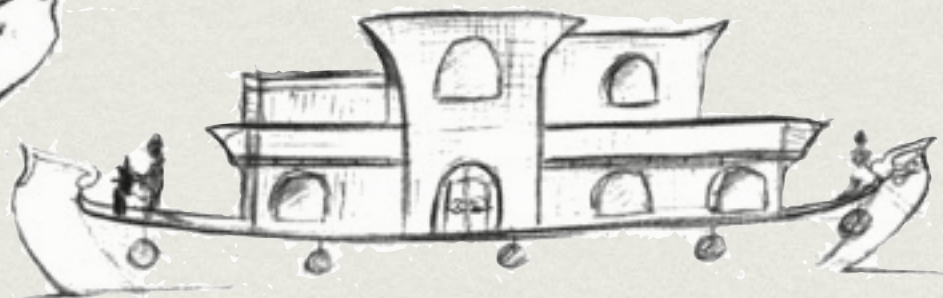
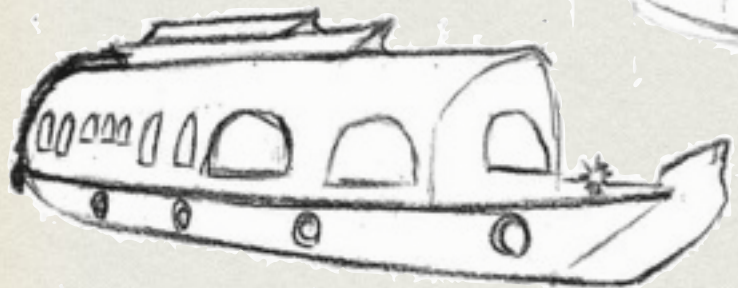
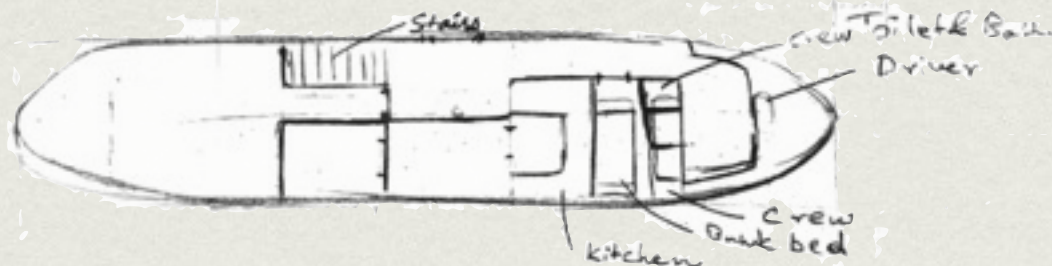
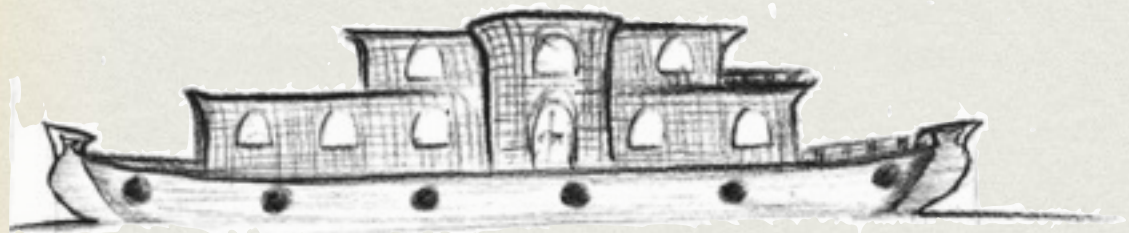


Sewage Treatment

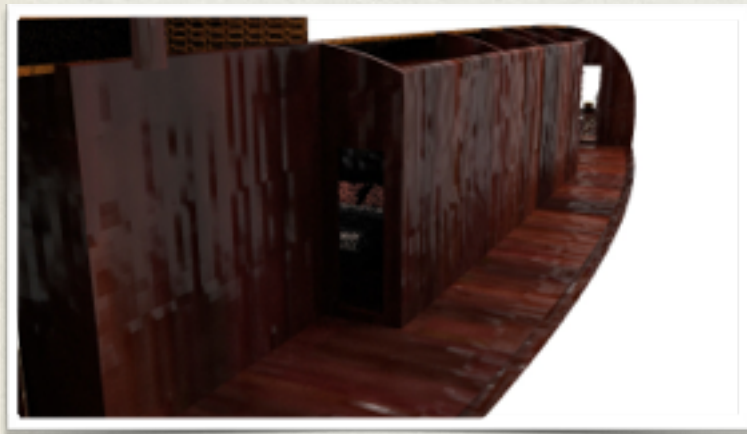
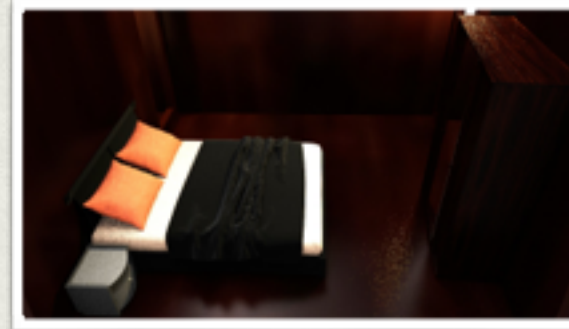
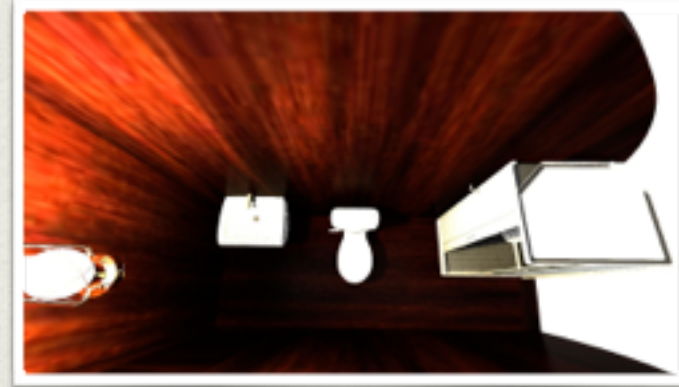
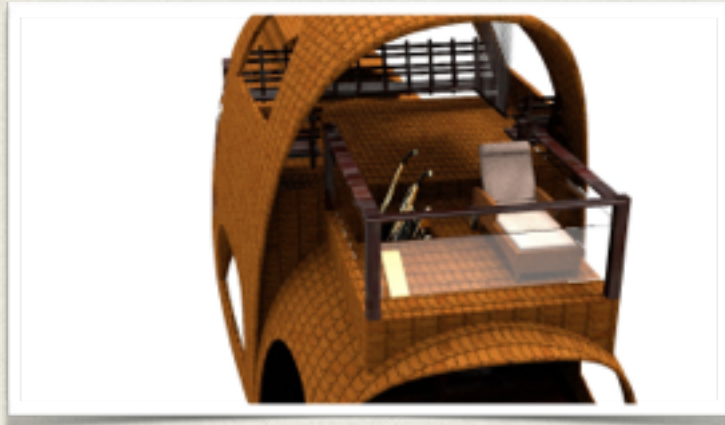
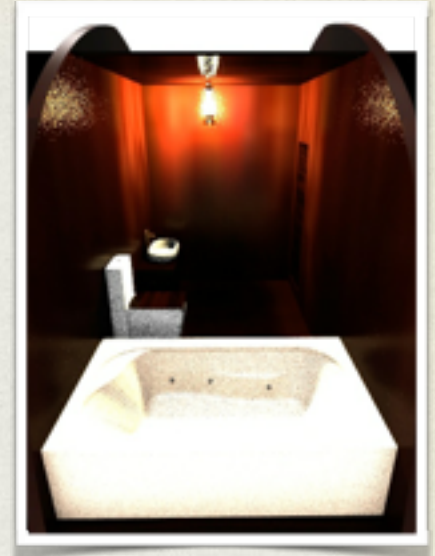
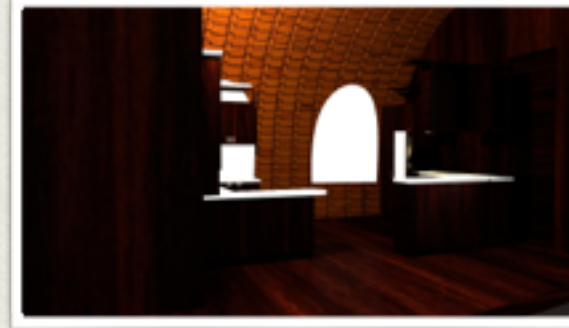
Design Specification

- **Stay for up to two passengers, with a spacious bedroom and private living area.**
- **The vehicle must have sufficient cabin space for up to three crew members and a toilet and shower area for the same as well as for the tourist cabins.**
- The vehicle must provide space for the dining experience of the guests.
- Maximum view to the sites and sounds of the backwaters is a must.
- A kitchen for on board food preparation.
- Large percentage of materials must be sourced from local industries.
- Current design and influences must be taken into account.
- **solar panels and the use of sustainable fuels such as biofuel produced from water hyacinths.**
- general construction should show distinctive qualities of luxury and tradition.
- **alternative arrangements for discharging solid waste and sewage, chemical toilets**
- **Alternate sources of energy for fuel, like solar power, to be used for heating, lighting etc.**
- Arrangement of a system of separating the recyclable from non-recyclable garbage
- Use of locally available ethnic materials for construction of houseboats and furniture. At least 75% of the workers in a houseboat should be employed from districts of the houseboat's operation.
- Luxury bathing facilities to indulge the guests.
- **quiet reading and relaxing areas to enjoy the tranquility of the region**
- **Communication facilities and place for writing.**
- Outdoor dining experience to be closer to the natural beauty
- Details of Kerala architecture wherever possible

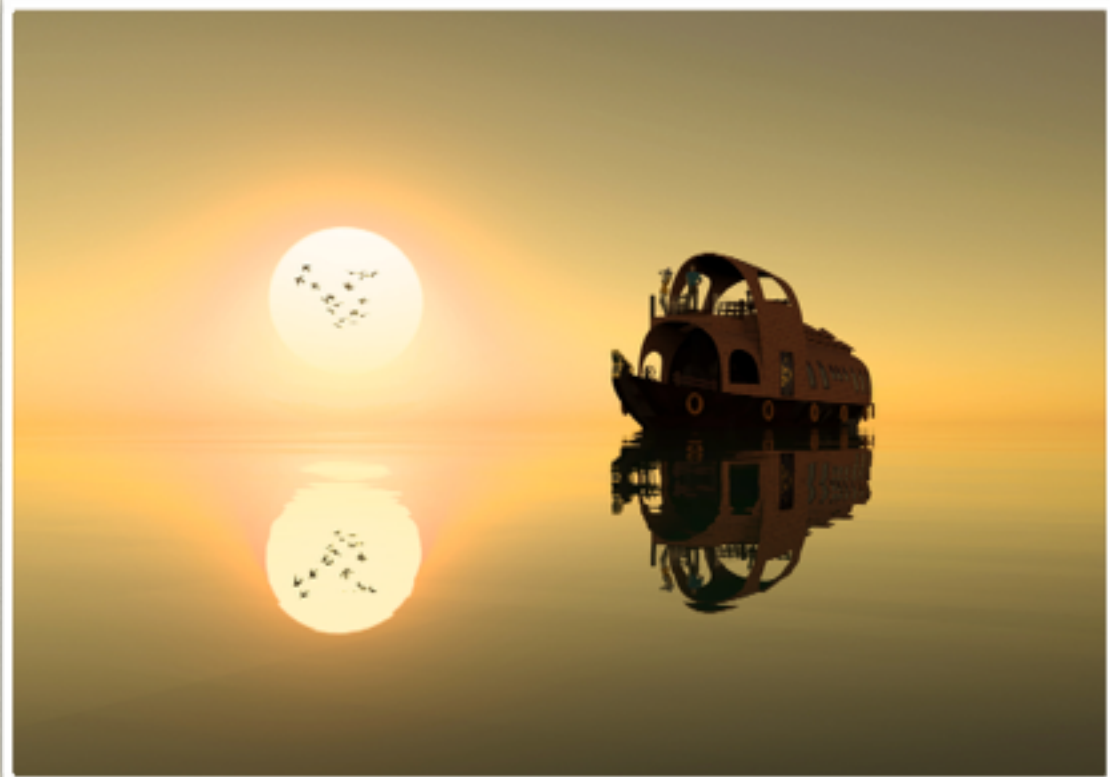
Design Development



Final Design



Final Design



THANK YOU

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