

**Water for Everyone ★ Unit 2 Resource B**

**How does tourism affect the demand for water?**

**CARD SORT**

*Case Study: Kovalam, Kerala, India*

<p>In 2009-10 tourism contributed 9 % of Kerala's wealth</p>	<p>Tourism has been growing at 13% each year for a decade</p>	<p>Kovalam was a fishing village that was discovered by hippies in the 1970s</p>
<p>Kovalam has about 600 tourist establishments including hotels, restaurants and shops</p>	<p>Many locals have sought to increase the size of their properties to cope with rising tourist numbers</p>	<p>Unplanned development has meant that most shallow ground water supplies are contaminated by poor sanitation</p>
<p>Most hotels use tanker water in the dry season for drinking. They estimate guests require 200-1000 litres per day</p>	<p>In more luxurious hotels gardeners use irrigation to keep the lawns and flower beds in good condition for the guests</p>	<p>70% of the population use shallow wells or commercial boreholes to supplement water supplies</p>

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<p>The water table near the coast has fallen to 30-70m as water has been extracted</p>	<p>Problems with water supply have started to put off foreign tourists, whose numbers have halved in recent years</p>	<p>Mobile water tankers take water from the wells, which depletes supplies for those living nearby</p>
<p>Water tankers supply the hotels first as they are the biggest and best customers</p>	<p>Locals feel there is no conservation attitude in Kovalam. Hoteliers are unconcerned about escalating water problems</p>	<p>The local government (Panchayat) has been toppled twice by hoteliers refusing to address the issues if that means reducing incomes</p>
<p>Kerala has an average rainfall of 3.5 metres enriched by two monsoons. It has 44 rivers totalling c. 600km in length</p>	<p>There is a water shortage in March, April and May, lasting until the monsoons start in June</p>	<p>Major firms like Thomas Cook and First Choice used to bring 400 tourists a week to Kovalam</p>