

ECONOMIC IMPACT OF TOURISM IN KERALA

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ABSTRACT

Kerala is one of the prominent tourist destinations of India with backwaters, hill stations, beaches, Ayurvedic tourism and tropical greenery. National Geographic's Traveller magazine listed Kerala in the 'Ten Paradises of the World' and '50 must visit places of a lifetime'. A unique advantage of Kerala is that most of the destinations here are only a two - four hour drive from the other destinations. Classical art forms, colourful festivals, exotic cuisine are some of the cultural marvels that await travellers. Ayurveda, the ancient Indian system of medicine and Panchakarma, the rejuvenation therapy in Ayurveda have also helped Kerala to gain a pan-global reputation as a worth-visit destination. Season never ends in Kerala, thanks to the year-long moderate climate and numerous festivals and event. Kerala, "God's Own Country," is one of the hottest tourist's destinations of the world, attracting both domestic and international tourists. Growing at a rate of 13.31%, the tourism industry is a major contributor to the state economy. . Tourism Industry is the most energetic tertiary action and a multibillion industry in India.

KEYWORDS: God's Own Country, Eco Tourism, Responsible Tourism, Bio Diversity. Conservation