Tourism being a multi-dimensional and integrated industry features low resource consumption, high leverage effect and abundant job opportunities. It is now imperative to an economy; economically, socially, culturally and environmentally. Economically, it creates jobs and contributes to gross domestic product, as well as bringing in capital investment and exports. Socially and culturally, travel and tourism offers the opportunity of providing jobs for the minority and the disadvantaged groups, creating adequate training in management skills, providing education and technology to local people and increasing incomes in rural and local economies, thereby contribute to the alleviation of poverty in developing countries. Environmentally, it is essential for travel and tourism to maintain an optimal balance of its natural resources by ensuring the ongoing arrival of tourists to destinations. Thus, almost all the countries in the world have placed tourism on a pride of place as it employs over 235 million people, generates 9.2 per cent of global GDP, witnesses 940.0 million FTAs and generates 919.0 US $ billion FEE (WTO, 2010).

India is one of the popular tourist destinations in Asia. Tourism plays a critical role in the economic development of the country with a contribution of 6.23 per cent to the national GDP and 8.78 per cent of the total employment in India. As the second largest foreign exchange earner, it employs a large number of people, both skilled and unskilled. Owing to her secularism and rich culture, India has fascinated many people from all over the world. The majority of foreign tourists come from USA and UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five States to receive inbound tourists.

Kerala, the southern State of India, has been referred as a paradise for tourists by the media worldwide. Today, Kerala Tourism is a global super brand and is regarded as one of the destinations with the highest brand recall.
In 2010, Kerala attracted 6.59 lakhs of foreign tourists (an increase of 18.31%) and 85.95 lakhs of domestic tourists (an increase of 8.6%) as compared to the previous year thus making it one of the fastest growing tourism destinations in the world. The tourism industry significantly contributes to the State's economy and has considerable potential in Kerala. The State was able to generate from tourism Rs. 3797.37 crore in 2010 as against Rs. 535 crore in 2001, representing a compounded annual growth rate of 21.65 per cent. The State's tourism agenda promotes ecologically sustained tourism, which focuses on local culture, wilderness adventure, volunteering and personal growth of the local population. Acclaimed as India’s only ‘tourism super brand’, Kerala has been able to develop strengths in certain core areas of product development and infrastructure creation.

With the growth of urban professional middle class, the tourism in India is flourishing. Many agencies are functioning at national, state and regional levels, both in government and private sectors, to promote international and domestic tourism. These agencies provide host awareness programmes (for ensuring the involvement of local people), product promotion programmes (for attracting and retaining tourists) and provision of facilities/amenities at the tourist destinations (for improving the facilities at the destinations). They also formulate policies and programmes for the promotion of tourism. However, the Indian tourism industry has been hit, by obvious reasons, particularly by poor promotion and maintenance.

The condition of many of the destinations is very poor due to the negligence of the concerned authorities. Beaches have become the dumping grounds of garbage and waste left by tourists. Again, the tourist infrastructure in most of the destinations is either bad or meagerly maintained and also awareness about the destinations is also reported to be poor. Thus, strenuous efforts from all concerned in the area of tourism promotion is of a pressing need as these efforts alone can help to further augment in the Indian tourism industry.
1.1 Review of Literature

In order to streamline the present study and also to bridge the existing literature gap it was felt appropriate to review the studies conducted by individual researchers and institutions in the area of tourism and its different aspects. A review of such studies, summarized in chronological order, is stated below.

Pizam, A (1978) in his study, “Tourism Impact-the Social Cost to the Destination as Perceived by the Residents”, points out the social impact of tourism on the host community, such as vandalism, increased price of goods and services, drug abuse, increased alcoholism and increased cost of land and housing.

Thankamani, K (1980) in her research work, "Tourist Behaviour, Economy and Area Development Plan - Selected Tourist Centres of Tamil Nadu", examines the behavioural aspects of tourists and assesses the tourism resources and impact of tourism on the local economy and employment structure.

David Blanton (1981) in his research paper discusses the social and cultural dimensions of tourism training in developing countries and notes that the training in this field narrowly focuses on vocational and technical skills. The paper looks at the need for the development of programs which broaden the scope of training by taking into account the potential social and cultural risks of tourism for the industry worker, and the barriers to communication rising from different backgrounds, values, and expectations between hosts and foreign visitors.

Hilary Metcalf (1987) analyzes the employment generation in tourism and leisure industry and identifies various categories of employment and work responsibilities in tourism industry. The study also highlights the necessity and importance of human resource development for tourism industry.

Morrison (1989) in his book Hospitality and Travel Marketing, views tourism as a people-industry since this industry is highly dependent on the quality of hospitality offered by employees who work at hotels, restaurants, attractions, gift shops etc.

Sudheer, S.V (1991) conducts a detailed investigation in to the availability of natural resources, working of government machinery and the economic contributions of tourism in Kerala. The study reveals that the purpose of visit to Kerala is mainly for pleasure.

The first Tourism Policy of Government of Kerala (1995) highlights the need for creating human resource of good quality to serve the growing needs of the industry to promote quality tourism.

Vijayakumar, B (1995) has made an attempt to highlight the importance of native tourism/eco-tourism and he assesses the demand for the same in a tropical region like Kerala which unfolds the manifold manifestations of nature. The study though confined to foreign tourists, has succeeded in establishing empirically the fact that the natural beauty of Kerala rather than artificial ones attracts the foreign tourists to 'Gods Own Country'.

Frank, M.G.O (1995) analyzes the emerging issues in tourism education and notes that tourism education offers a great potential to make a significant contribution towards the creation of value added activities in the tourism sector and the sustenance of its competitive advantage.

Narayana, S.V and Sivaramakrishnan, R (1996) analyzes the views of tourism related respondents in Pondicherry and the awareness of environmental
variables and their relationship with tourism and also the perceptions of respondents on the quality of the environment existing. The study reveals that the quality of environment in respect of tourism, which includes various physical, socio-political and governmental factors, is poor in India. Demographic forces, ignorance, exotic policies and indifferent implementation are responsible for this. The environmental consciousness has not developed in public. The reasons for the failure of environmental activities are insincerity of government and public apathy. There is no serious effort from government to build up participative campaign through leadership.

Joseph Antony (1997) explores the role of KTDC in the promotion of tourism in Kerala. He observes that KTDC has been discharging its functions with a view to promote tourism as an industry and that it has a very significant and lead role in the development of tourism industry in Kerala. He has also analyzed the management of funds of KTDC and asserts that KTDC maintains a safe and good position with regard to its management of funds.

Sinha, P.C (1998) in his book Tourism Marketing, states that in tourism marketing it is an intangible experience that is being sold. Therefore, the satisfaction provided is a function of human element providing the service. Since a vacation provided is an amalgam of several products and services offered by different firms, tourist satisfaction depends upon services of different sectors.

Jha, S.M (2000) observes that since the quality is significant in tourism products, the staff of hotels, tour operating agencies, travel agencies, resorts, transport organizations should be trust worthy, competent to speak English and other languages, friendly, reliable, accessible and well behaved. The scientific planning and the development of attractive tourism products necessitate formation and maintenance of an amalgam of various tangible or material factors which include attraction, accommodation, transportation, recreation, restaurants, and shopping. The intangible or non material factors consist of the
feel good elements like the general attitude towards tourists at reception centers, various tourist destinations, airport, hotel approach of the employees, and tour agents and the feeling of safety and security provided by the police and officials.

Joseph S. Chen (2000) explores urban residents’ loyalty to tourism development. Surveys with regard to perceptions of the effects of tourism development were mailed to Virginia residents. Responses to 210 questionnaires were analyzed. A factor analysis of 27 attitude items reveals a three-dimensional factor solution. The MANOVA procedure finds that respondents from different gender and age groups had different attitudes toward tourism development. A correspondence analysis further exhibits the attitudes toward tourism development between loyal and non-loyal residents. Loyal residents felt that total tourism benefits should outweigh the negative impacts; non-loyal residents were more concerned about the land value and traffic congestion.

Joseph S. Chen (2001) makes an attempt to help scholars and practitioners visualize the consequences of tourism development and urban residents’ support for future tourism expansion. The study clearly portrays residents’ concerns about tourism with four discernible factors including its economic, social, cultural, and environmental impacts. It is interesting to note that the path model proposed in this study indicates that cultural impacts did not have a direct effect on residents’ support for tourism.

Kuldeep Kumar (2001) in his research work, “Changing Dimensions of Tourism Related Activities in Himachal Pradesh”, identifies the core problems in the tourism industry in Himachal Pradesh. He also evaluates the existing policies and schemes and formulates an appropriate strategy for the promotion of tourism in Himachal Pradesh. The study concludes that cleanliness and crime-free atmosphere are the most important pre-requisites for the promotion
of tourism. For this, the involvement of local people is a must. They must be convinced that ultimately tourism benefit the local people also.

Thami P. Santhosh (2002) has studied the contributions of tourism in general and deeply analyses the eco-tourism product potential, market potential and the need for the development of eco-tourism facilities. He has concluded that the eco-tourism market potential is very high and that it can be marketed widely as an important tourism product in Kerala.


Santhi Marie (2002) conducts a study on marketing strategies for quality tourism promotion by taking a sample of 60 tourists and 60 tourism service providers. The study reveals that only 50 per cent of sample tourists have satisfaction toward the services of tourism service providers and only 17 per cent of sample tourists have proper awareness about tourist attractions in Nainital. The study also finds that travel agencies and hotels do not provide any training to their staff and the lack of qualified employees lessens the efficiency of jobs and outcomes.

Anil Kumar, T.R (2003) has analyzed the seasonality of tourism in Kerala and has concluded that November to May is the peak time for tourists. He has also made an in depth study on the employment opportunities provided by the tourism industry especially airlines, travel agencies, and agencies for operators and has pointed out that there is tremendous potential for self-employment in ancillary industries like handicrafts,

Kuldeep Kumar (2004) in his doctoral research work, “Financial Performance of Tourism Industry in Himachal Pradesh – A Case Study of HPTDC Ltd”, has studied the relationship between the general background of tourists and their purpose of visits, mode of travelling and the type of tourism.
accommodation performed. The study reveals that majority of the tourists either belong to higher income brackets or low income brackets who visits for pleasure trip which is followed by business, climate change and pleasure.

Babu P. George and Bibin P. George (2004) in their article, "Past Visits and the Intention to Revisit a Destination", empirically establishes that there is positive relationship between the measures of past purchases from a destination and those of the intention to repurchase in the future. It posits that this relationship is mediated by the development of place attachment. It also examines the moderating effect of novelty seeking at two distinct levels, novelty seeking as moderating the relationship between past purchases and place attachment and also that between place attachment and future purchase intention.

Robert J. Johnston and Timothy J. Tyrrell (2005) has developed a dynamic model illustrating the interrelated behavior of tourism-related economic and environmental conditions throughout time. The model illustrates findings relevant to the search for sustainable outcomes and characterizes potential conflicts implicit in different sustainable and non sustainable paths. The model demonstrates that in all but the rarest of circumstances, there is no single, universal sustainable optimum, and that a policy that maintains overly pristine environmental quality may be just as unsustainable - from the perspective of either the tourism industry or residents - as a policy that causes excessive environmental decay.

Bob Mckercher and Andrew Chan (2005) analyzes that much of the research documenting the size and importance of special interest (SI) tourism is based on secondary analysis of visitor survey data. Segments are defined by analyzing responses to activity questions, with the assumption being that activities are a valid proxy for motives to travel or trip purpose. The soundness of this approach is based on two suppositions that do not appear to have been questioned. The first is that visitor surveys are constructed in such a way that
valid SI trip-purpose segments can be defined. The second is the existence of a
direct correlation between actions and motivations.

Sarngadharan, M and Retnakumari (2005) in their study among three
hundred international tourists on hospitality and tourism in Kerala, has revealed
that the State has been far above the expectations of the international tourists in
relation to attractions and hospitality.

Parks and Involvement of Local People: Case Studies in Java, Indonesia and
Kerala, India", examined legislative, administrative, and institutional
arrangements of forest and protected areas, the process of establishing a
protected area, and its disparity with the actual situation, and also to examine
involvement of local people and find the points that may have led to the
success and sustainability. Three new NPs each in Java and Kerala were
selected for the case studies on legality, while Ujung Kulon NP in Java and
Periyar Tiger Reserve (PTR) in Kerala were selected for the case studies on the
involvement of local people. Differences between Indonesia and India can be
found in the legislation and administration systems of forest and protected
areas. Procedures in detail to establish a NP are different, but both have same
major components, namely declaration, settlement of rights, demarcation and
legalization. However, the actual situations in the study sites were similar,
namely all NPs had not yet finalized the procedures of establishment. In Java,
those procedures were a part of management plan, which means the procedures
to acquire legality cannot be completed until management starts. In the case of
Kerala, the procedures were nominal and de facto considered to be completed.

Silpa and Rajithakumar (2005) remarked that human resources
associated with the tourism industry should be well versed with the existing
government rules, laws and regulations on the industry and allied areas such as
transport, hotel, banking and insurance.
M/s Intercontinental Consultants and Technocrats Pvt. Ltd (2005) conducted a study to document the best practices formulated/adopted by the State Government and the tourism departments for promoting tourism. 2750 tourists were interviewed and their perceptions about tourism infrastructure, electricity, water, sanitation, communication, banking, transport, safety and security, health facilities etc were collected for the study.

Debasish Mazumda and Joshi, G.V (2006) in their study analyzes the problem of marketing a tourist destination in its perspective emphasizing on the experiences of developed and developing countries as to how to plan, market and manage tourism efficiently in the interest of Goa, the State in question, local population and the tourists who are the stakeholders. It takes into account the critical factors in tourist planning such as the existing infrastructure, basic tourist amenities, sustainability, role of private sector, investment and marketing strategies. Some of the major bottlenecks in marketing and tourism planning and development in Goa have been critically analyzed.

Manjula Chaudhry (2006) in her article presented the background of eco-certification - need and importance, different certification systems, important issues involved in the implementation of these systems, environmental awareness in India and the accepted eco-certifications by its tourism industry.

Vijayan, R (2007) in his research work, 'Tourism development and involvement of local people at destination", has studied the attitude of local people in tourism centres towards tourism development. He has also studied the impact of tourism on both economic and social life of destination people and also the role of officials in bringing awareness among local people regarding the benefits of tourism. The study reveals that the attitude of local people in tourism centres towards tourism development is positive. It is also found that the tourism officials have not succeeded in bringing awareness of the benefits of tourism to the local people. The study also reveals that tourism has a major
impact on the economic life of the destination people and at the same time tourism activities does not improve the social life of the destination people.

Saurabh Rishi and Sai Giridhar, B (2007) in their article, "Himachal Tourism: A SWOT Analysis", examines the perceptions and satisfaction of tourists to Himachal Pradesh using the Porter’s model. The study reveals that although Himachal has unique natural offerings it is not able to cash upon them due to lack of various facilities. Most of tourists’ expectations were met with but they depend on the presence of good necessities like amenities, food and water and proper infrastructural facilities like accommodation, transport, accessibility, etc which are found lacking in certain cases. A majority of the respondents believed that they would come again, based on the fact that the natural beauty of Himachal draws them towards it, provided that it develops the necessary facilities which are lacking currently. The tourists believe that Himachal does have the potential of becoming one of the world’s top tourist destinations, if it can overcome its deficiencies and market itself well so as to position itself uniquely in the minds of tourists.

Sonia Khan (2007) in his research work, “Gender Issues in Tourism: A Comparative Study of Decision Making”, concludes that gender is a significant variable that accounts for differences in vacation taking and participation in tourism activities.

Tourism Finance Corporation of India Limited (2007) in its study, "Incentives to accommodation infrastructure in India”, assesses and reviews the impact of Capital Subsidy Scheme of Ministry of Tourism, Govt. of India which is available to the budget category hotels in the country and to recommend whether to continue the scheme during the 11th five-year plan in the same form and manner or to suggest modifications/changes to make it attractive to the entrepreneurs and thereby augment the supply of the budget hotels in the country. The study reveals that the investment in the accommodation sector is linked to State govt. initiatives in promoting the
tourist centers or demand driven by business growth. The study also suggests that the subsidy should be related to the importance of the location such as being a destination with tourist value as pilgrimage centre etc, and hotel offering some unique facility with a replica of the culture of the location, backward area and areas of seasonal importance.

Annamalai Murugan (2008) in his article, "Tourism Studies in Universities", observes that the Universities have a crucial role to play by educating people at all levels and conduct research. He concludes in his study that a concerted effort with a mission-mode is called for and there is confidence that the universities will take up to the challenge of tourism education in the near future.

Jui chi chang (2008) in his article, "tourists’ satisfaction judgments: An investigation of emotion, Equity, and attribution", investigates the relationships between aspects of consumption behavior - emotion, equity, and attribution - and the consequences of tourists’ satisfaction. It also examines their different degrees of satisfaction in line with these three determinants. The component of equity, which is affected by cultural background, is found to have a greater effect on tourist satisfaction than people had thought, even though it was kept hidden by tourists when on the tour. This study proposes that the channel of communication could be used as a moderator to facilitate tourist satisfaction response. The results might help the travel industry refine its service quality and contribute to the literature of customer satisfaction attributes in the tourism industry.

Sandro Formica and Tanvi H. Kothari (2008) conducted a study to determine future forces that are likely to affect the future of tourism in the tristate area of Pennsylvania, New Jersey, and Delaware. The data for the study were gathered using the nominal group technique for scenario thinking, with informants from a variety of tourism businesses in the region. The findings of the study confirm that the tourism industry will be facing major challenges and
experiencing swift changes. The global economy, changing market demographics, and emerging technology are forcing destination managers to adopt and implement proactive strategies to survive the competitive tourism environment.

Anilkumar, K and Sudheer, S.V (2008) identifies and evaluates the negative impacts of tourism on hosts and guests. The study revealed overpricing, littering, disturbance to and exploitation on tourists as the factors causing the high level negative impacts on international and domestic tourists visiting Kerala. Similarly, alcoholism, overpricing of commodities, littering, water pollution, drug trafficking, prostitution and increase in land value in tourist centers are the factors for high level negative impact on host community. Among other suggestions the study highlights the need for awareness creation among tourists and hosts and the need for appointing trained tourism police and cleaning guards at tourist centers.

Sarngadharan, M (2008) in his paper, "Tourism: Career Opportunities and Courses", states that tourism enhances quality of life, preserves national heritage and encourages the appreciation of diverse culture both by domestic and foreign visitors. In his opinion, professionally qualified persons having a good knowledge of history and geography of the country, its culture, customs and tourist sites will certainly find a career in tourism and travel both exciting and rewarding.

Biju, M.R (2008) in his paper, "Indian Tourism: Kerala Shows the Way", reveals that Kerala is increasingly rated as one of the must-visit destination not only by the highly discerning foreign tourist but also by the domestic tourist. The study also reveals that the strategy which heavily focuses on class tourism leveraging the product differentiation possibilities does seem to be the ideal option for the State. The study concludes that such careful nurturing of the unique tourism resources has promoted the growth of the tourism industry.
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Ajims P. Muhammed and Jagathyraj, V.P (2008) in their article, "Challenges Faced by Kerala Tourism Industry", analyze in detail the problems faced by tourism industry in Kerala. The study has revealed that the greatest threat to tourism and travel, now-a-days, is terrorism in which the victims are mostly innocent people. The study has revealed that continuous research and time to time innovations alone will pave the way for achieving sustainability in tourism.

Sunanda, V.S (2008) studied the health tourism measures in Kerala with reference to ayurveda. She has also analyzed the marketing system developed for attracting the tourists. The study reveals that marketing environment of the health care tourism industry in Kerala is conducive to provide satisfaction of the needs and wants of the customers and that marketing system developed by the ayurvedic health care units has a favourable impact on the growth and development of ayurvedic tourism in Kerala. The study concludes that there are better prospects for the health care tourism sector in Kerala.

Mammootty, T.P and Raveendran, P.T (2008) in their article, "Promoting Malabar as a Tourism Destination: Perceptions of Tourists Visiting the Region", analyzes the tourism trend pattern in Malabar with that of the rest in Kerala. The study reveals that lack of various supporting systems, amenities and facilities restricts Malabar in attracting tourists, particularly foreign tourists. The study suggests that the main aim of tourism marketing strategy in a region like Malabar should be to ensure maximum effectiveness of promotional activity in order to strengthen and enhance the region’s position as an international tourist destination. In order to achieve the goal of positioning Malabar as an international tourist destination and to achieve the economic objectives, there is a need to formulate a Master Plan for Malabar.

Jubin Joy John, Hari Sundar, G. Anoop Das and Ravikrishnan (2008) in their article, "Study on Improving the Potential for Rural Tourism in Kerala- With Emphasis on Developing the Potential of Local Areas of Tourism
Importance with Special Reference to Ponnumthuruthu, Anchuthengu and Kumbalangi", reveals that Rural tourism will emerge as an important instrument for sustainable human development including poverty alleviation, employment generation, environmental regeneration and development of remote areas and advancement of women and other disadvantaged groups in the country apart from promoting social integration and international understanding.

Manoj Edward and Babu P. George (2008) in their article, "Tourism development in the State of Kerala, India: a study of destination attractiveness", have made an attempt to assess the destination attractiveness of Kerala, an emerging tourism destination in India. The study has revealed the strengths and weaknesses of Kerala from the demand side perspective, which suggests implications for destination marketing efforts. The analysis highlights the importance of specific destination attraction elements as core appeals of the destination. The analysis provides a solid theoretical rationale for the spectacular performance of Kerala tourism in the recent years across a number of fronts. The study is helpful to tourism decision makers in public and private sectors to understand the potential and development strategies of tourism in Kerala.

Gracious, J (2008) in his research work has made an empirical study on the cross-sectoral analysis of marketing mix implemented by different categories of tourism units in Kerala. The study concludes with a strong recommendation that the government of Kerala should give urgent attention to tourism marketing by setting up a separate institution with international standards and also it suggests giving continuous training programmes organized to update the skills in using modern ICT devices by various categories of people engaged in the tourism industry.

Gopal, R (2008) studied the key issues and challenges that a hospital faces in promoting medical tourism. The study reveals that the main driving
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force for patients to visit medical tourists' countries like India, Singapore etc is the high cost of the treatment as well as the long waiting period. The study also points out that Kerala has been very successful in medical tourism. The presence of several tourist spots like the Alappuzha Beach, Kappad Beach, Kovalam Beach, Marari Beach, Periyar Wildlife Sanctuary, Tekkady Wild life Resorts etc and the ancient art of treatments have made Kerala very successful in medical tourism.

Libison, K.B and Muraleedharan, K.P (2008) in their article, "Economic Benefits of Pilgrimage Tourism: A Case Study of Sabarimala Pilgrimage with Special Reference to Pandalam Rural Locality of Kerala (India)", attempts to investigate how Sabarimala pilgrimage helps in giving manifold economic benefits to local residents of Pandalam rural area. The study is based on six wards of Pandalam grama panchayath. The study reveals that the high positive effects of pilgrimage season on income, employment and standard of living of local residents of Pandalam rural locality.

Sindhu, R. Babu, Suresh Subramoniam and Krishnankutty, K.V (2008) suggests that Travel Router can be made to execute on the Internet browser using special Visual Prolog features and this can make it more useful in the e-business era. Several such other expert systems, like hotel booking, car rental booking, tour planner or tourist destination finder can be developed as well and can be integrated into the tourism web portal of the state. Such portals can be used by even tourists who are on the move using WAP enabled devices like palm top.

Kavita Chavali and Subrat Sahu (2008) studied the importance of website as an information source in the promotion of tourism destinations which in particular attracts new visitors. It is also important to understand the ways to improve the visitor’s experience and adding value to the websites. The study concludes that there is a lot of scope for further research in this area of comparing tourism websites and the role played by websites in the decision
making process and attitude change to get the value of money spent by government and State tourism corporations at large.

Prabaharan, B., Arulraj, A and Rajagopal, V (2008) have made an empirical SERVQUAL research and have identified the mediating factor for service quality of domestic and foreign tourists. The tangibility dimension of SERVQUAL influences domestic tourists and the responsiveness dimension of service quality influences the foreign tourists. Hence, the study concludes that the Kerala tourism staff has got a low impact of commitment towards the domestic as well as foreign tourists.

Nafees A. Khan (2008) analyzes the HRD initiatives of tourism industry with special reference to Air India Ltd. to enhance and sharpen the capabilities of its employees. The study also identifies the need of the Air India to incorporate the spirit of HRD in day to day functioning by utilizing all possible human resource systems and mechanisms to the organization.

Basil Hansl, V (2008) investigates the progress made by India’s tourism industry in the planning era, and the emerging issues (like alternative tourism) under globalization. It also examines the impact and challenges posed by GATS and the burgeoning service sector of the country as well as the pitfalls in tourism planning in India. The study reveals that the story of globalization and tourism are interrelated as both are crossing the national boundaries, making interconnectivity in the world on an unprecedented scale and unimaginable speed. GATS have indeed opened new vistas of growth for the tourism industry and fresh challenges are in the offing.

Siby Zacharias, James Manalel, Jose, M.C and Afsal Salam (2008) in their article, "Back Water Tourism in Kerala: Challenges and Opportunities", have studied the effect of back water tourism on the environment. The study concludes that there is an adverse effect on environment and house boats (Kettuvallom) are integral parts of backwater tourism.
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MARCH Marketing Consultancy and Research (2008) examines the efficiency of the promotional tools used in the campaign and assesses the impact of the campaign in promoting awareness about the tourist destinations. 1780 respondents were interviewed from amongst three target segments viz., general public current tourists and service providers.

M/s Consulting Engineering Services (India) Pvt. Ltd (2008) in their study, "Evaluation of the Scheme of Financial Assistance to States for Development of Circuits/ Destinations", covers 41 sample projects spread over 10 States. The study evaluates the impact of the scheme, particularly on tourist arrivals, creation of infrastructure like accommodation, travel agencies, guide services etc, employment generation, income generation, socio-economic upliftment of local people; and the overall development of the area.

Harsh Mehta (2009) in his thesis, "The Impact of Terror Incidents on US and EU Tourist Arrivals in India: The Need for a Variable that Captures Terror Incidents in Tourism Forecasting Models", empirically analyzes the determinants for USA and EU tourist arrivals to India using data over the period of 56 quarters from 1994 - 2007. The result reveals that terror incidents significantly and negatively affect tourist arrivals from these countries. The thesis concludes by claiming that terror incidents place a threat on the growth of the tourism industry.

Haiyan Song, Stephen F. Witt, Kevin F. Wong and Doris C. Wu (2009) in their study, "An Empirical Study of Forecast Combination in Tourism", analyze the statistical comparisons between the combination forecasts and single-model forecasts. It shows that the combined forecasts are significantly more accurate than the average single-model forecasts across all forecasting horizons. This provides a strong recommendation for forecast combination in tourism. In addition, the empirical results indicate that forecast accuracy does not improve as the number of models included in the combination forecasts
increases. It also appears that combining forecasts may be more beneficial for longer-term forecasting.

Jyothis, T and Janardhanan, V.K (2009) have conducted a detailed investigation on the service quality levels of health tourists who visited Kerala. Primary data is collected from 370 foreign tourists who had availed themselves treatment from Kerala health tourism providers during the period of year 2001 to 2007 through a questionnaire. The findings of the study reveal that majority of the health tourists expected more from the health tourism providers of Kerala than that of what they received.

Bindu V.T., Chitramani, P and Babu P. George (2009) investigate the perception of medical tourists towards Kerala, India, as an alternate medical tourism destination. The various issues related to tourist satisfaction such as satisfaction with booking and information provision as well as satisfaction with treatment and miscellaneous other facilities are explored. The study identifies the key motivational variables and sources of information used by healthcare tourists. The paper concludes with the formulation of a customer retention model for alternate medical tourism.

Amit Sharma and Kamal K. Mishra (2009) explore the relationships between tourism service quality and the tourist budget at different involvement levels. The research work is based on the tourism industry of Rajasthan more specifically to the region of Jaipur-Pushkar circuit. The analysis reveals that there is a clear correlation between the tourist budget and tourism service quality provided.

Sasikumar, K and Santhosh, V.S (2010) made an attempt to identify the potential and marketability of various tourism products in Kerala. The study concludes that tourism marketing and promotion activities of various organizations in Kerala are required to be controlled and coordinated by a separate body to accomplish the high beam of sales in our tourist resources.
Indian Institute of Tourism and Travel Management (2010) in its study "Analyzing the Factors Responsible for Slow-down of Tourist Arrivals in India", surveyed a total of 1272 tourists and 1051 tourist establishments at 10 destinations, examined the major causative factors of decline of tourist arrivals in India and the impact of these factors on the international tourist arrivals. The study succeeded in highlighting the overall scenario of tourism in the recent past, specifically those factors probably determining tourism demand, impact of crisis events on tourist arrivals and industrial activities and preparedness of industry participants to deal with crises of different nature in Indian context.

GfK MODE Pvt. Ltd (2010) in its study "Infrastructure Gaps in Tourism Sector at Five Tourist Destinations in India based on Perception of Tourists", covered 634 foreign tourists and 1953 domestic tourists. The study is based on importance-satisfaction model. The study reveals that though there is overall similarity in the gaps reported between foreign and domestic tourists, the foreign tourists assign more importance to cleanliness of infrastructure around the tourist sites. The domestic tourists assign more importance to access to the site and amenities at the tourist sites like traffic management, signages and help at the reception office. The study also suggests that there is a need to prioritize all the components of tourism infrastructure.

Indian Institute of Tourism and Travel Management (2010) selected a total of 1205 tourists with reduced mobility from six attractions which are essentially historic-cultural in nature for studying "Problems and Prospects of Accessible Tourism in India". The study reveals that domestic tourists cited the critical factors that influence their travel decisions are economic in nature viz. reasonably priced tourism products and better income opportunities. Foreign tourists view the factors, in the order of importance, are provision of safety support systems, proper information about availability of aids/equipments, reasonably priced-tourism products and availability of accessible vehicle at destinations. The study also suggests that tourism, travel and hospitality management institutions in India may be advised to incorporate accessible
tourism and disability awareness modules in their curriculum for both teaching and training purposes.

Indian Institute of Tourism and Travel Management (2011) conducted a work entitled "Study of Problems and Challenges Faced by Medical Tourists Visiting India". The purpose of the study was to throw light on gaps between what inbound medical tourists expected and what they believed they got. The study presents a departure from the myths and popular beliefs about inbound medical tourism in India to ‘what are the ground realities’. The report digs into the intricacies of customer satisfaction along the value chain. One of the important findings is that ‘mere patients’ are the major segment for Indian medical tourism.

Santhosh, V.S (2011) in his study examined the policies and programmes of the Central and the State governments for the development of tourism industry in Kerala. The research has made an attempt to analyze the present tourism marketing practices in Kerala and the marketing mix of tourism viz., product, price, promotion, people and physical evidence.

The foregoing review reveals that tourism industry plays a significant role in transforming the economy through eradication of poverty, generation of employment and contribution to the exchequer in the form of FEE. This socio-cultural and economic benefit necessitates promotion of this highly promising industry. A number of agencies are also functioning at global, national and regional levels both in government and private sectors for its promotion and development. Though many studies on tourism have been conducted but they were restricted to areas such as its impact, contribution, marketing, employees’ loyalty, career opportunities, challenges etc. But there were no exhaustive studies on tourism promotion and also the role played by the agencies in its promotion. This becomes the base to design interventions to explore the present problem.
1.2 Statement of the Problem

The State of Kerala is considered as a 'tourist paradise' and as many as hundred tourism products are found in the length and breadth of the State. Tourism in Kerala is really non-seasonal in nature and is a constantly growing industry. Department of Tourism (DoT), Kerala Tourism Development Corporation (KTDC), Bakel Resorts Development Corporation (BRDC), Tourist Resorts Kerala Limited (TRKL), District Tourism Promotion Councils (DTPC), Kerala Institute of Travel and Tourism Management Studies (KITTS), Kerala Institute of Hospitality Management Studies (KIHMS), Thenmala Eco-Tourism Development Agency, and a host of other government departments such as Forest and Wildlife, Irrigation, KSEB, Fisheries and Agriculture, Culture, Museum, Zoo and Archaeology are the important State sponsored institutions which play a key role in the tourism sector of Kerala. Besides, there are a large number of agencies working in the semi-government, NGOs and private sector for promotion of tourism in Kerala.

Kerala, being a role model in tourism development among Indian States, has been significantly successful in its tourism endeavours through a focused promotion. Being a green State with favourable climate and natural surroundings, Kerala can make rapid progress in the tourism sector. More than 250 distinct tourism spots of varying degree of importance and potential can be found across the State. Moreover, the State has innumerable project possibilities which have to be identified and implemented from time to time based on emerging trends.

Among the promotional agencies, DTPCs set up by the government of Kerala in all the 14 revenue districts, exploit the tourism potential of the State through sustained efforts by coordinating various government departments, voluntary agencies and other agencies interested in travel and tourism, and by ensuring local initiatives and mobilization of resources at local levels. At present, nearly one-third of the identified tourism spots in Kerala are promoted and maintained by DTPCs. This shows the significant role played by DTPCs in
the promotion of tourism in Kerala. However, based on the available literature, it is revealed that the role of promotional agencies in Kerala particularly the DTPCs has not been addressed by the social scientists. Thus, by considering the vast and varied potential of tourism in the State and the promotional efforts of DTPCs in Kerala in creating a key platform for the State and positioning itself competitively in the international market, a detailed study on the role of DTPCs in the tourism development of Kerala is found to be pertinent. It is against this backdrop that the present study has been carried out.

1.3 Significance of the Study

Kerala is bestowed with various attractive features for tourism development. It is blessed with golden beaches, beautiful lakes, splendid waterfalls, calm backwaters, cascading rivers, well-kept wildlife sanctuaries, tempting hill resorts, graceful valleys, exotic spices, numerous historical and archeological remnants, pilgrim centres of different regions, colourful fairs and festivals in which tourists are especially interested in, besides, the cosmopolitan outlook of the people. The concept of DTPCs has received wide acclaim as a novel experiment in grass root level planning with respect to identification, implementation and operation of tourism projects. To keep pace with the alarming growth of tourism industry in global level and by considering the immense potential of the tourism sector of Kerala, a deep study is warranted on the functioning of DTPCs in Kerala. It is hoped that the study will be of great use to the policy makers for attracting more tourists by proper planning and implementation with respect to tourism promotion. It will also definitely be useful to prospective investors, potential tourists and also the host community.

1.4 Scope of the Study

The study attempts to evaluate the role of DTPCs in the promotion of tourism in Kerala. It aims at reviewing the tourism promotion in India and abroad with specific reference to the organizational structure and functioning of DTPCs and evaluation of various activities undertaken viz., awareness and product promotion programmes and amenities/facilities provided at tourist
destinations. Identification and implementation of programmes, effectiveness of programmes and the benefits of the projects of DTPCs to the host community are also covered under the purview of the study. The study has been conducted based on the perception of officials, tourists and host community of the selected six DTPCs in Kerala.

1.5 Objectives of the Study

The present study is undertaken with a view to evaluate the role of DTPCs in the promotion of tourism in Kerala, from the point of view of officials, tourists and host community. The specific objectives are:

1. To review the tourism promotion in India and abroad and also the organizational structure and functioning of DTPCs in Kerala.
2. To enquire into the identification and implementation of the projects of DTPCs for the promotion of tourism in Kerala.
3. To assess the effectiveness of the programmes of DTPCs in Kerala.
4. To assess the benefits of the projects of DTPCs in Kerala from socio-cultural, economic and environmental point of view.

1.6 Hypotheses

The following hypotheses have been formulated on the basis of the objectives of the study.

H₀₁: Not more than one half of the host community perceives that tourism awareness programmes of DTPCs in Kerala through media are effective.

H₀₂: Not more than one half of the host community perceives that tourism awareness programmes of DTPCs in Kerala through campaign are effective.

H₀₃: Not more than one half of the tourists perceive that the product promotion programmes of DTPCs in Kerala are effective.

H₀₄: Not more than one half of the tourists are satisfied with the facilities at the destinations of DTPCs in Kerala.
H₀₅: Not more than one half of the tourists perceive that the price charged for facilities at the destinations of DTPC in Kerala are high.

H₀₆: Not more than one half of the host community perceives that the projects of DTPCs in Kerala are beneficial to the host community.

1.7 Variables Used for the Study

1.7.1 Identification and implementation of the projects of DTPCs

(a) Identification of the projects
- i. Development of new and existing destinations
- ii. Provision for facilities at tourism destinations
- iii. Provision for tourism information/awareness programmes
- iv. Conducting campaigns
- v. Marketing of local tourism products

(b) Implementation of the projects
- i. Agency for project implementation
- ii. Source of funds for project implementation
- iii. Project implementation mechanism
- iv. Problems faced during implementation
- v. Funds generated from projects

1.7.2 Assessment of the effectiveness of the programmes of DTPCs

(a) Awareness programmes to host community
- i. Print materials
- ii. Media
- iii. Web sites
- iv. Campaigns among general public
- v. Campaigns in educational institutions
- vi. Campaign among small entrepreneurs
- vii. Publicity boards
- viii. Sponsored events
(b) Product promotion programmes
   i. Advertisement in print/visual media
   ii. Participation in exhibitions/seminars
   iii. Information centres
   iv. Websites

(c) Provision for amenities/facilities
   i. Tourism information
   ii. Entertainment
   iii. Shopping
   iv. Tele-communication
   v. Local conveyance
   vi. Comfort stations
   vii. Food and beverages
   viii. Drinking water
   ix. Waste management
   x. Tourist guide
   xi. Safety and security
   xii. Parking

1.7.3 Assessment of benefits of the programmes of DTPCs

(a) Socio-cultural
   i. Revival of traditional art, craft and culture
   ii. Restoration of historic building
   iii. Cultural advancement of the community
   iv. Cultural identity of the station
   v. Cultural exchange and education
   vi. Social interaction

(b) Economic
   i. Job opportunities
   ii. Expansion of local business units
iii. Income of the community
iv. Standard of living of the host community
v. Infrastructure
vi. Investment
vii. Shopping opportunities

(c) Environment
i. Environmental awareness
ii. Conservation and preservation of nature

1.8 Methodology

The present study is empirical in nature based on both primary and secondary data.

1.8.1 Sampling Procedure

Multi-stage sampling has been used to select the sample. In the first stage, sample DTPCs has been selected. In the second stage the tourists, host community and Officials at the destinations maintained by the sample DTPCs have been selected.

1.8.1.1 Selection of Sample DTPCs

All the 14 DTPCs functioning in the 14 revenue districts of Kerala form the population for the study. The southern region comprises of four DTPCs (Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha), the central region consists of five DTPCs (Kottayam, Idukki, Palakkad, Thrissur and Ernakulam) and the northern region comprises of the remaining five DTPCs (Malappuram, Kozhikkode, Kannur, Wayanad and Kasargode). For the intensive study, two DTPCs were selected from each of the three regions on judgment sampling technique by considering the DTPCs which had a large number of tourists and maintained a wide variety of tourism products. Accordingly, Thiruvananthapuram and Alappuzha (representing the south), Idukki and Ernakulam (representing the central) and Kozhikkode and Wayanad (representing the north) were selected (Table 1.1).
Table 1.1: Selection of Sample DTPCs

<table>
<thead>
<tr>
<th>Region</th>
<th>DTPCs in Kerala</th>
<th>DTPCs Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Trivandrum</td>
<td>1. Trivandrum</td>
</tr>
<tr>
<td></td>
<td>2. Kollam</td>
<td>2. Alappuzha</td>
</tr>
<tr>
<td></td>
<td>3. Pathanamthitta</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Alappuzha</td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Kottayam</td>
<td>1. Idukki</td>
</tr>
<tr>
<td></td>
<td>2. Idukki</td>
<td>2. Ernakulam</td>
</tr>
<tr>
<td></td>
<td>3. Ernakulam</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Thrissur</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Palakkad</td>
<td></td>
</tr>
<tr>
<td>North</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Malappuram</td>
<td>1. Kozhikode</td>
</tr>
<tr>
<td></td>
<td>2. Kozhikode</td>
<td>2. Wayanad</td>
</tr>
<tr>
<td></td>
<td>3. Wayanad</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Kannur</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. Kasargode</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>6</td>
</tr>
</tbody>
</table>

1.8.1.2 Selection of Sample Tourists

The monthly average of tourists for the peak season (September to February) during the last three years from 2008-2010 constitute the population. A total of 480 tourists consisting of 360 domestic tourists and 120 foreign tourists were selected conveniently for the detailed study (Table 1.2).

Table 1.2: Selection of Sample Tourists

<table>
<thead>
<tr>
<th>Region</th>
<th>DTPCs Selected</th>
<th>Domestic Population*</th>
<th>Sample</th>
<th>Foreign Population*</th>
<th>Sample</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>Trivandrum</td>
<td>100715</td>
<td>98</td>
<td>26824</td>
<td>32</td>
<td>130</td>
</tr>
<tr>
<td></td>
<td>Alappuzha</td>
<td>23234</td>
<td>22</td>
<td>6752</td>
<td>8</td>
<td>30</td>
</tr>
<tr>
<td>Central</td>
<td>Idukki</td>
<td>46683</td>
<td>28</td>
<td>6589</td>
<td>7</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Ernakulam</td>
<td>156398</td>
<td>92</td>
<td>28718</td>
<td>33</td>
<td>125</td>
</tr>
<tr>
<td>North</td>
<td>Kozhikode</td>
<td>50066</td>
<td>73</td>
<td>1156</td>
<td>22</td>
<td>95</td>
</tr>
<tr>
<td></td>
<td>Wayanad</td>
<td>32382</td>
<td>47</td>
<td>939</td>
<td>18</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>407478</td>
<td>360</td>
<td>70978</td>
<td>120</td>
<td>480</td>
</tr>
</tbody>
</table>

*Monthly average of tourists for the peak season-September to February - during the last three years from 2008-2010.
1.8.1.3 Selection of Officials at DTPCs and Host Community

There were 41 project officials in all the six selected DTPCs. All the officials were selected for the study. For selecting the host community, 25 persons from various destinations of each DTPC were selected conveniently and thus it constituted a sample of 150 (Table 1.3).

Table 1.3: Selection of Officials of DTPCs and Host Community

<table>
<thead>
<tr>
<th>Region</th>
<th>DTPCs Selected</th>
<th>Project Officers Selected</th>
<th>Host Community Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td>Trivandrum</td>
<td>11</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Alappuzha</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Central</td>
<td>Idukki</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Ernakulam</td>
<td>9</td>
<td>25</td>
</tr>
<tr>
<td>North</td>
<td>Kozhikkode</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Wayanad</td>
<td>5</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>41</td>
<td>150</td>
<td></td>
</tr>
</tbody>
</table>

1.8.2 Collection of Data

The primary data were collected from three categories of respondents – tourists, host community and officials of DTPC with the help of three separate sets of scientifically pretested structured interview schedules (given as Annexure I, II and III). The secondary data were collected from the official reports of the Ministry of Tourism, Govt. of India; the Department of Tourism, Govt. of Kerala; the State Planning Board as well as from the published and unpublished research reports on tourism of various tourism promotional agencies, research articles, market research agencies, books and the Internet.

1.8.3 Tools of Analysis

For data analysis, Statistical Package for Social Sciences (SPSS) has been used. The analyzed data were interpreted with the help of arithmetic and statistical tools such as average, percentage, compound annual growth rate (CAGR), chi-square test, analysis of variance (ANOVA) and Z test. The mean was applied to determine the relative order of preference of the respondents. The chi-square test was applied to examine the significant variation in the
opinion among respondents in the three regions of Kerala. CAGR was calculated to find out the growth rate in FEE and tourist arrivals. ANOVA was used to find out the relationship of demographic variables on selected group variables. Z test was applied for testing the hypothesis.

1.9 Period of Study

The study limits itself to a ten year period starting from 2001 to 2010. It was during this period that the government recognized the importance of a district level agency for tourism promotion by giving priority in allocating substantial amount to the DTPCs for identification and maintenance of tourism destination and also for creating awareness among host community. However, secondary data related to the preceding and succeeding years have also been incorporated in some areas of the study, wherever found essential for drawing conclusions. The interview for collecting primary data was conducted during the peak season of tourism in Kerala from September 2010 to February, 2011.

1.10 Profile of DTPCs Selected for the Study

For analyzing the role of DTPCs in the promotion of tourism in Kerala, out of the 14 DTPCs six DTPCs were selected. A brief profile of these DTPCs is given below.

(i) Thiruvananthapuram DTPC

The Thiruvananthapuram DTPC was formed in the year 1989. Thiruvananthapuram, the southern-most district of the State of Kerala, holds a number of internationally renowned tourist spots viz. beaches, historic monuments, cultural institutions, palaces, ayurveda centres, art galleries, backwater stretches and a rich cultural heritage. During 2010 the DTPC has 12 projects, of which one is leased out.

(ii) Alappuzha DTPC

The Alappuzha DTPC, formed in the year 1989, stands for the promotion of tourism and tourism investments in the district of Alappuzha.
Alappuzha is blessed with the presence of the Arabian Sea, the back waters such as Vembanad Lake, Kayamkulam Lake and the rivers such as Manimala, Pamba and Achan kovil. Kuttanad is famous for its ‘Puncha Wayal’- the unending stretch of paddy fields, streams and canals. During 2010 the DTPC has nine projects, of which four projects are leased out.

(iii) Ernakulam DTPC

The Ernakulam DTPC was formed in the year 1988 in order to tap the tourism potential of the district of Ernakulam which has got a variety of cultural and geographical diversity. As the commercial hub of Kerala, Ernakulam is considered the gateway to Kerala for travelers and tourists coming to Kerala. A cosmopolitan city in comparison with other cities of Kerala, Ernakulam has a well-developed port and an International airport. Kochi, in Ernakulam, is referred to as the ‘Queen of the Arabian Sea’ and has in store for visitors some heritage sites as well as historic ones with a landscape crisscrossed by backwaters, which meet the Arabian Sea at various points. During 2010 the DTPC has 16 projects, of which seven are leased out.

(iv) Idukki DTPC

The Idukki DTPC, formed in 1999, initiates a number of programmes for the development and promotion of tourism in the Idukki district. The DTPC has many tourism related properties in the district like Parks, Boats etc. and it also co-ordinates the activities of tour operators, hotels, resorts, and tourism clubs in schools and colleges in the district. The concept of Home Stays and Serviced Villas are certified and recommended by the DTPC. Moreover, it renders training to various categories of personnel through ‘let us learn’ training programme with the help of the DoT. During 2010 the DTPC has 10 projects of which four are leased out.

(v) Kozhikkode DTPC

The Kozhikkode DTPC formed in 1999 undertakes various programmes for the tourism development of the Kozhikkode district. Kozhikkode, bounded
on the west side by the Arabian Sea, has a rich historical background. It was on Kappad beach in Kozhikkode was where the Portuguese sailor Vasco-Da-Gama set his foot in Kerala. Kozhikkode Beach, Kappad Beach, Thusharagiri, Beypore, Pazhassiraja Museum and Art Gallery, Kadalundi Bird Sanctuary, Thali Temple and Lokanarkavu Temple are some of the places of tourist importance. During 2010 the DTPC has four projects in hand.

(vi) Wayanad DTPC

The Wayanad DTPC was formed in the year 1999. Wayanad is located on the Western Ghats with altitudes ranging from 700 meters to 2,100 meters. Relatively untouched by modernization, this is the homeland of large groups of indigenous tribal communities. It also is one of the tri-juncture districts of Karnataka, Tamil Nadu and Kerala and is known as the ‘Nilgiri Biosphere’, which is world famous for its bio-mass resources, environment richness and scenic beauties. The district is also famous for its tropical climate and lush green hills, valleys and forests. The most enchanting beauty of the nature has gained immense tourist importance owing to its sanctuaries, caves and its vast plantations of cash crops. During 2010 the DTPC has five projects in hand.

1.11 Limitations of the Study

The study has the following limitations.

1. The statistical data published by different agencies on various aspects of tourism are found to be different.

2. For assessing the benefits of projects of DTPCs, the details of the employment generated from its different projects and the fund utilized for the projects have not been made use of and the details on these aspects are not available with the DTPCs.

3. The sample of tourists for the study has been selected conveniently as the data on the number of tourists visited in each of the destinations of DTPC are not available.
4. Some of the officials of DTPCs were reluctant to give information regarding the effectiveness of programmes undertaken and their level of satisfaction towards the facilities at the destinations.

In spite of these limitations, an earnest effort has been taken to collect the data and cross check the results to arrive at a meaningful conclusion.

1.12 Presentation of the Report

The study report is presented in seven chapters.

Chapter 1  Introduction
Chapter 2  Tourism Industry – Growth and Development
Chapter 3  Tourism Promotion in India and Abroad
Chapter 4  Identification and Implementation of the Projects of District Tourism Promotion Councils in Kerala
Chapter 5  Effectiveness of the Programmes of District Tourism Promotion Councils in Kerala
Chapter 6  Benefits of the Projects of District Tourism Promotion Councils in Kerala
Chapter 7  Summary of Findings, Conclusion and Suggestions