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DIRECTION FOR FURTHER RESEARCH

Based on the experience gained during the present study, it was felt that the following areas be given due consideration for further research.

1. The Role of Department of Tourism in the Promotion of Tourism in Kerala
2. Challenges of Tourism Promotional Agencies in Kerala: An Empirical Study
3. Impact of Tourism on Host Community in Kerala
4. The Role of Private Sector in the Tourism Development of Kerala
5. DTPCs in Kerala and Andra Pradesh – A Comparative Study
6. Marketing Strategies for Tourism Products in Kerala