PREFACE

Tourism is one of the most successful and fast growing business activities in the world. Economic diversification and technological improvement has created a very conducive environment for tourism development. Tourism acts as a driving force for employment generation, poverty alleviation and social harmony. It is a multi-dimensional activity.

The government of India has taken concerted steps in the promotion and development of tourism industry at national, regional and local levels such as identification of travel circuits, liberalized charter policy, provision of various financial and non-financial incentives, publicize the traditions, fair and festivals, conducting surveys, setting tourism committees, developing human resources, introduction of innovative marketing strategies, strengthening tourism product, development of infrastructure and superstructure, formulation of tourism policies, plan strategies and so forth.

Tourism is a constantly growing industry and it has considerable potential in Kerala. A balanced climate, green vegetation, natural tourist spots, fully literate population etc can be considered as Kerala’s strength in tourism. Kerala, the southern State of India, has been referred to as a paradise for tourists by the media world wide. A gradual growth in both foreign and domestic tourist arrivals has happened in the last decade. This is mainly due to the diversification and enrichment of existing tourism products and the addition of more innovative tourism products.

Tourism in Kerala is really non-seasonal in nature. The flagship of tourism industry in Kerala is the Department of Tourism, government of Kerala. Kerala Tourism Development Corporation, Bakel Resorts Development Corporation, Tourist Resorts Kerala Limited, District Tourism Promotion Councils, Kerala Institute of Travel and Tourism Management Studies, Kerala Institute of Hospitality Management Studies, Thenmala Eco-Tourism
Development Agency, and a host of government departments such as Forest and Wildlife, Irrigation, Museum, Zoo and Archaeology are the other important state sponsored institutions which play a key role in the tourism sector of Kerala. Besides, there are a number of agencies working in the semi-government and private sector for the promotion of tourism in Kerala.

The present study has been undertaken to assess the role of DTPCs in the promotion of tourism in Kerala. The scope of study covers identification and implementation of the programmes of DTPCs, assessment of the effectiveness of these programmes and also the benefits of these programmes to the society from socio-cultural, economic and environmental point of view. The perceptions of officials, tourists and host community are taken for assessing the same. The study covers a period of ten years from 2001 to 2010.

Both primary and secondary data were used for the study. The primary data were collected from officials, tourists and host community, based on three sets of pre-tested structured interview schedules. The first schedule was used for interviewing the tourists (480 Nos.) the second schedule was used for interviewing the host community (150 Nos.) and the third schedule for interviewing the officials of DTPCs (41 Nos.) The secondary data were collected from books, periodicals, reports, government publications and the Internet. For data analysis, statistical tools like compound growth rate, mean, percentage, chi-square test, Z test and ANOVA were used.

The study is organized in seven chapters. Chapter one gives an introduction which contains the review of literature, the statement of the problem, the significance of the study, the scope of the study, the objectives of the study, hypotheses, variables used for the study, methodology, period of the study and limitations of the study. Chapter two contains tourism growth and development in India and Kerala. Chapter three contains the tourism promotional agencies at global, national and regional levels and the organizational structure and management of DTPCs in Kerala. Chapter four
presents the opinion of officials regarding the identification of various programmes of DTPCs and also their implementation. Chapter five portrays the perception of officials, tourists and host community with regard to the effectiveness of the programmes of DTPCs. Chapter six bestows the perception of host community with regard to the benefits of the programmes of DTPCs from socio-cultural, economic and environmental point of view. Chapter seven, being the last chapter contains a summary of findings, conclusion and suggestions based on the study.

It is hoped that the findings of the study would be used by policy makers, potential tourists and also by the host community for attracting more tourists by proper planning with respect to tourism promotion.

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