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It has been my long cherished idea to conduct research on a socially useful topic that will benefit the people, and the government. During my career as a college lecturer, this intense urge led me to select a current topic, Tourism Management. There is hardly any other industry in the world, which influences so much, the other sectors of the economy due to the “multiplier effect”. Various bounties of nature which the creator of earth has gifted to the humanity are immortal boons which the present generation must preserve for the posterity without inflicting damage. At the same time, man-made attractions are also capturing the attention of wanderlust tourists.

Kerala, better known in tourism language as gods own country is profusely gifted with natural and man-made tourism products. In Kerala, it is not the scarcity of tourism resources that confront the industry but the lack of effective tourism management. In my fact-finding mission, I could realise these problems and therefore, a set of recommendations have been presented here to refurbish the industry to exceed targets.

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