ABSTRACT

The study entitled “The Economic Impact of CIAL in the Development of Tourism in Kerala with special reference to Cochin” tries to examine the role played by the Cochin Airport in the development of tourism in Kerala, customer satisfaction level, facilities for the tourists provided by the airport etc. The study is organized into seven chapters.

With regard to the impact of CIAL on tourism, the study made significant observations regarding number of tourists visiting Kerala through CIAL, flight movement, source of information about Kerala, marketing strategies for tourists in Kerala, different measures made use of by the tour operators to reach out to tourists, investment in tourism in Kerala, facilities in the Cochin Airport etc. These observations provided the setting for analysing the impact of tourism in Kerala.

The study found that Cochin International Airport occupies a significant position in the tourism development in Kerala. CIAL has brought about a spurt in the number of tour operators both within and outside the state. It was also observed that there is a quantitative increase in the travel agents since the inception of CIAL. It was also found that Indian Aviation Industry is experiencing massive growth as evident from the sharp rise in the number of air travellers to Kerala. The impact of CIAL is more evident with the mushrooming of hotels and apartments in and around Cochin. On the attitude of local people, both foreign and domestic tourists expressed Kerala as a lovable place and people friendly.

In the backdrop of these findings, a number of recommendations were suggested to improve the quality and standards of the airport to strengthen tourism development in Kerala.

**KEY WORDS:** CIAL, tour operators, tourism growth, foreign and domestic tourists, flight movement, medical tourism, terminals, passengers, tour packages, sight seeing, customer satisfaction, travel agencies, tourism products, civil aviation, infrastructure facilities, plan allocation, tourism receipts, foreign exchange earnings, administrative setup, tourism agencies, employment potential, tourism destinations, budget fares, airport authority, hospitality, tourists guides, accommodation, target groups.