

IMPORTANCE OF TOURISM INDUSTRY IN KERALA

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ABSTRACT

Tourism, otherwise known as entertainment industry is being considered as the major bread winner of the economy. Realizing the enormous potential of tourism in the days to come government has started to extend various policies and funding plans in support of this industry. Unlike erstwhile, people are very much inclined to various tourism-related activities which in turn would prosper the economy and the employability.

Foreign exchange earnings of the nation are a matter of concern as far as India is concerned. Though massive inflow of foreign money is not a desirable trend, it is recommended to an extent. Government must expand the export segment operations by implementing SEZs in massive terms. Some relaxed policies and promotional attitude is maintained on the part of the policy makers in boosting the export potential of our country. While considering tourism an industry, it is evident that we don't have to export anything immaterial or tangible. Instead we need to beautify our cities and to ameliorate the infrastructure facilities which would attract the tourists in bulk. Hence, it is imperative to note that our intake of resources doesn't flow outside when we think of developing tourism.

Regional imbalance over the years is ailing the nation like anything. When we boast of the overall development of the nation, it is painful to note that lives in villages are still lagging behind in sanitation and basic amenities. Eventhough the situation has improved a little during these years; there are undeveloped areas where the hospitals, primary schools and banking institutions are still a distant dream. The sphere of tourism activities mainly involves designing a frame work for restructuring the dreams of rural people where lives are seemed to have ignored by the government.

Unemployment in Indian scenario is a menace which is to be tackled with utmost attention; the failure of which would even undermine the sovereignty of the nation. It is evident that the tourism industry can offer huge employment opportunities in the state. Deployment of various authorized tourist guide and the setting up of infrastructure facility would definitely mount the room for employment and thereby ameliorate the status of the citizens.

Development of adequate infrastructure has become a need of the hour. It is needless to say that a well developed infrastructure facility existing in the country would definitely support the tourism and allied activities.

KEYWORDS: *Enormous Potential of Tourism, Development of Adequate Infrastructure*

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