

## **TOURISM EXPERIENCES OF PEOPLE VISITING DESTINATIONS IN CALICUT DISTRICT OF KERALA**

*E.V. Shaji*

*Assistant Professor, Department of Commerce, Kannur University, Kannur, Kerala, India*

### **ABSTRACT**

*Ensuring the visit and revisit of tourist is a prerequisite for a sustainable tourism development for the state. Merely having attractive tourist destinations does not pay much for the state. In order to reap benefit from the tourism the state must take effective steps for attracting tourist and persuading them to spend more days. However tourist on the other hand will be encouraged to pay a visit to the destinations only when they have a satisfied experience with regard to the attractions and facilities present over here. Here it is imperative to analyse whether the tourist visiting Calicut district are returning with satisfying experience or not. Hence the study of assessing and evaluating the facilities is of paramount importance. For analyzing the tourist experiences in Calicut District various tourist facilities namely accommodation, accessibility, amenities, food and beverage, ancillary services, attitude, and activities are considered. A five point likert scale is prepared to measure the experience level and for collecting the responses. The study finds that, accessibility, food and beverage and attitude are the facilities that help augmenting the tourism industry of the district whereas the tourism amenities, ancillary services and tourism activities pull back the entertainment industry.*

**KEYWORDS:** *Tourist, Tourism Experiences, Facilities, Calicut District*

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