

CULTURAL AND HERITAGE TOURISM : TREND AND POTENTIAL OF KERALA, INDIA

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Abstract

Kerala, the southernmost state of the country was formed in Nov 1- 1956 by States Reorganization act by combining Travancore, Cochin and Malabar ie: the Malayalam speaking regions. It is believed that the state got the name from the numerous coconut trees across the state because, Kera means Coconut tree and Alam means land. Though it is a small state in the country the Culture and Heritage is really rich and can match to any of its largest counterparts. Tourism has shown great acceleration in terms of popularity and participation globally, to learn and experience cultural and heritage significance of a destination always stay on top selection criterion while planning a tour. This could be utilized responsibly in Kerala since we have the entire adequate factor to cater the needs and expectations of tourist's explorers.

Keywords: *Tourism in Kerala, Attractions, Responsible Tourism, Heritage, Culture, Campaigns.*

I. INTRODUCTION

The culture of India refers collectively to the thousands of distinct and unique cultures of all religions and communities present in the country, our various aspects from languages, religions, dance, to music, and architecture, etc has a wide variance in each state within the country. The same is applicable in the case of Kerala, the beautiful state of South India with very unique landscape and rich cultural and heritage significances popularly known as "God's own Country" is one of the most sought after tourist destination of India. The culture and heritage of the state is a blend of Dravidian and Indian and also been

influenced with the neighboring states. The term Cultural and Heritage tourism is the division of tourism in which the point of attraction of a particular destination becomes the culture and heritage of the place itself. It is one of the oldest forms of tourism which may find the roots from the Grand Tour era of 16th century. This form of tourism helps the destination in various ways ie: imaging building, the socio – economic factors and above all helps in the preservation and conservation of cultural and heritage remaining of each place.

Objectives

The objectives of the study are the following.

1. To study the present Tourism scenario of Kerala
2. To emphasise the significance of Cultural and Heritage tourism in Kerala
3. To identify the status of our Cultural and Heritage of Kerala and its conservation methods
4. To study the empowerment of local community towards Cultural and Heritage tourism sector
5. To explore the potential of Cultural and Heritage tourism in Kerala

II. METHODOLOGY

The study is primarily conceptual in nature and attends to understand the Cultural and Heritage tourism importance and potential along with conservation measures to save our historical assets from premature death. Primary and secondary data