

RESPONSIBLE TOURISM BUSINESS WITH SPECIAL REFERENCE TO KERALA TOURISM

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ABSTRACT

Tourism is a sector which was giving sizeable revenue to the state of Kerala for at least a few decades. Tourism was viewed as a major supplier of forex as well as expected to provide employment opportunities to millions of Malayalees. Over a period of time, brand Kerala as a favorable destination for international tourists eroded and Kerala tourism experienced only a sluggish growth. One main reason for the same is lack of business management and innovative management practices in the tourism sector. This article tries to put some light on the key factors to be considered in a sustainable tourism model. This article also discusses the USP of Kerala tourism.

KEYWORDS: *Tourism, 4A's of Tourism, Responsible Tourism, Sustainable Business*