

## **ROLE OF KERALA TOURISM DEVELOPMENT CORPORATION (KTDC) IN THE TOURISM DEVELOPMENT OF KERALA**

**Muhammed Faisal T.**  
&

**Aboobacker Siddique Kakkattuchali**

Assistant professors in contract, Dept. of Commerce  
EMEA College Kondotty, Kummniparamba

### **ABSTRACT**

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the Manila Declaration on World Tourism of 1980 as “an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations. Tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world’s trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism in Kerala. Kerala Tourism Development Corporation (KTDC) is an important institution for providing tourism promotional activities. KTDC service industries which benefit from tourism include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs. Tourism is one of the world’s fastest growing industries as well as the major source of foreign exchange earnings and employment for many developing countries.

**Key words:** Tourism service, KTDC, Tourism employment opportunities etc

### **INTRODUCTION**

The Travel & Tourism competitiveness Report 2015 ranks India 52<sup>nd</sup> out of 141 countries over all. The report ranks the price competitiveness of India’s tourism sector 8<sup>th</sup> out of 141 countries. It mentions that India has quite good air transport (ranked 35<sup>th</sup>), particularly given the country’s stage of development, and reasonable ground transport infrastructure (ranked 50<sup>th</sup>). The country also scores high on natural and cultural resources (ranked 12<sup>th</sup>). Some other aspects of its tourism infrastructure remain somewhat underdeveloped however. The nation has very few hotel rooms per capita by international comparison and low at penetration. The World Tourism Organization reported that India’s receipts from during 2012 ranked 16<sup>th</sup> in the world and 7<sup>th</sup> among Asian and pacific countries.

Kerala has been referred as paradise for tourists by media worldwide. To empower tourism industry in Kerala Government started many promotional agencies such as KTDC, DTPC and TRKL