

RESEARCH PAPER

Problems encountered by foreign tourists in Kerala

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Received : 29.01.2019; Revised : 01.03.2019; Accepted : 18.03.2019

ABSTRACT

The study focused on the problems faced by the foreign tourist. For the purpose of analyzing the objective three tourist destinations in Kerala viz., Kovalam beach, Wayanad and Idukki were selected and 30 foreign tourists were surveyed from the three selected tourist destinations using convenience sampling technique. A structured survey schedule was used for interviewing selected tourists and analysis was made with the help of index tool. The study identified that the problems encountered by foreign in Kerala are generally minor problems. However, some of them require particular attention for the improvement of the tourism industry like problems related to legal formalities and enforcement as well as problems related to cleanliness and hygiene which were mentioned to be the most strenuous problems encountered, followed by problems related to food.

KEY WORDS : Tourism industry, Foreign tourists, Constraints, Tourists responses

How to cite this paper : Krishna, R. and Paul, Haritha (2019). Problems encountered by foreign tourists in Kerala. *Internat. J. Com. & Bus. Manage.* 12(1) : 1-7, DOI: 10.15740/HAS/IJCBM/12.1/1-7. Copyright@ 2019: Hind Agri-Horticultural Society.

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