



A GENERAL STUDY OF RESPONSIBLE TOURISM IN KERALA



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Abstract

The massive increase of international travellers and tourism development is a direct result of the globalisation process. The emergence of high capacity airplanes in the 1950s opened the doors for the growth of the tourism industry. The 1990s decade further increased the expansion rate of the industry with more growth forecasted for the future. The internet has also facilitated the growth of the sector, with low-cost holidays and travel destinations available all over the world.

Keywords : Kerala, tourism, globalisation, holidays, travel