

# COLLOQUY

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Chapter 10

## CHALLENGES AND PROSPECTS OF RESPONSIBLE TOURISM AT KUMARAKOM

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### *Abstract*

*The present study aims to evaluate the challenges and prospects of Responsible Tourism at Kumarakom. Fifty tourists were selected for the study. This study identifies that Tourism is currently recognized as a global industry which is highly growing at a high rate, and like any industry that grows rapidly, the activities of tourism can have a substantial impact on the local development processes. It create earnings and employment opportunities for local community and promoting the conservation of the ecosystems in the local area. Tourism initiatives at Kumarakom came up with outstanding results and emerged as the model destination in the implementation of responsible tourism.*

*Keywords: Responsible tourism, challenges in tourism*

### **Introduction**

Tourism is travel for pleasure or business. Tourism may be international or within the country. It is the travel of people for fun. It includes activities such as sightseeing and camping. Tourism is the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure.

Travel and tourism is the largest service industry in India. It provides heritage, cultural, medical, business and sports tourism. The main objective of this sector is to develop and promote tourism, maintain competitiveness of India as tourist destination and improve and expand existing tourism products to ensure employment generation and economic growth.