

## RESEARCH PAPER

# INTEGRATED TOURISM AND CULTURAL HERITAGE TOURISM IN KERALA

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### ABSTRACT

Tourism is considered as a fast and wide growing industry in all over the world and also in Kerala it is regarded as an industry that contributes income to eradicate poverty and unemployment. Presently tourism has divided into different form according to the characteristics. Responsible tourism, Ecotourism, Mice Tourism, Cultural tourism, Heritage tourism, Green tourism etc., are some examples. In this context the industry has introduced new tourism area i.e., integrated tourism. Integrated tourism can be defined as that which is explicitly linked to the localities in which it takes place and, in practical terms, has clear connections with local resources, activities, products, production and service industries, and a participatory local community and enhance our economy and tried to find out the feasible combination of other type of tourism. In this context the study has focused with three important objectives and the objectives was tried to identify a link between integrated tourism and cultural heritage tourism in Kerala. The study found that integrated tourism and cultural heritage tourism was positively correlated.

### KEYWORDS

*Tourism, Integrated Tourism, Cultural Heritage Tourism, Integrated Tourism Circuit.*