

A Study on Factors Influencing the Selection of Tourist Destination by Tourists in Kerala

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Abstract: *One of the earliest human activities is travel and tourism. Man used to roam in prehistoric times in quest of food and shelter. Travel, however, had evolved into a leisure activity that was mostly done to escape a monotonous routine as time went on. God's Own Country of Kerala is a much sought-after tourist destination of India. Kerala is not only known for its hill stations, backwaters and the scenic beauty but also for its beaches. After Goa, Kerala is said to have most of the beaches in India hence making it a beach destination. From the south of Kerala, at Thiruvananthapuram to the north at Kannur, Kerala has got umpteen numbers of beaches gracing its landscape.*

Keywords: Kerala Tourist.

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