AN EMPIRICAL STUDY ON CHOICE OF TOURIST DESTINATION OFFERED BY KERALA TOURISM DEVELOPMENT CORPORATION (KTDC) - THEKKADY

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ABSTRACT

Tourism is classically regarded as travelling for recreation although this definition has been expanded in recent years to include any travel outside of one's normal working or living area. This choice for tourist destination comprises the major factors for selecting the destinations by the tourists. Some of them are communication, basic facilities, attractions, support services, objectivity, psychological and physical environments etc. In this article researcher wants to find out the various factors influencing the choice of tourist destination offered by Kerala Tourism Development Corporation (KTDC) with reference to Thekkady, Idukki District. Primary data was collected by the researcher with the help of structured questionnaire administered to the tourist of Kerala Tourism Development Corporation, Thekkady. 183 tourists constitute the sample size. Type of sampling method used was simple random sampling (Using lottery method). Using statistical package for social science (SPSS) the following test were administered 1.Factor Analysis and 2.Reliability Test. Based on the test results some of the findings were derived that will be relevant and significant to identify the choice of tourist destination offered by KTDC.

KEYWORDS: Tourism, Destination, Travel, Tourist.