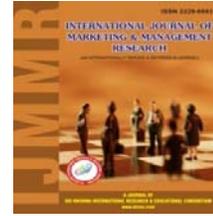




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A STUDY ON TOURIST'S SATISFACTION LEVEL WITH A REFERENCE TO KERALA, THE GOD'S OWN COUNTRY

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ABSTRACT

Kerala popularly known as 'God's own country' in the global tourism market was the first state in India to declare tourism as an industry way back in 1986. Though the performance of the state in tourism sector was low compared to other states in India, it could marked the highest growth rate of tourism development even in the world with 10.4% in 2002 along with Turkey. Both the public as well as private sector promote a series of reforms to encourage more foreign and domestic tourists to the state and the ever increasing flow of both foreign and domestic tourists to Kerala indicates that their efforts taken in the recent past have started paying dividends. But, for confirmation, one has to evaluate whether the brand image projected in the promotional activities has been perceived by the tourists when they actually visit the destinations. The congruence of the expected image of destination with what is perceived at destinations creates satisfaction about the destination. This satisfaction generated by meeting the desires of customers is a key element in the sustainability of destinations. Satisfaction encourages new and repeat visits of tourists. In this context this study aims to measure the satisfaction level of tourists towards the tourism attributes of the state. The present study was based on primary data which was collected during 2006 to 2007 from various coastal tourism centres of Kerala. The results indicates that Kerala has to go a lot to satisfy both the domestic and foreign tourists to make a sustainable tourism destination as visualised in the Vision 2025 of the state.

KEYWORDS: Foreign and domestic tourists, multi-dimension scaling, satisfaction levels, spider graph.