

Exploring the Prospects of Tourism Higher Education in Kannur District, Kerala

¹Nimina Ramachandran, ²Dr. Sindhu R Babu,

¹Research Scholar, ²Asst.Professor,

¹Travel and Tourism Management, Kannur University, Kannur, India, nimina662@gmail.com

²Travel and Tourism Management, GPM Government College, Manjeshwar, India, sindhurbabu@gmail.com

Abstract: As a developing tourism destination Kannur requires efficiently trained people in the field of tourism to look after and manage various tourist services. As of now Kannur is considered to have a immense natural splendours like beaches, hill stations, river, backwaters, historic monuments and religious centres and also made its mark in the area of culture, religion and political heritage of Kerala. The Kannur international airport is set to open in the month of December, 2018 and it fuels the demand for tourism professionals with respect to specific skills and related training. The paper attempts a narrative review of the tourism projects and educational courses available in the field of tourism in Kannur. Tourism education is important to improve employee's abilities and promote the tourism industry's capabilities. The educational institutions are the backbone for the societal development of any region. The main objective of this paper is to examine the existing institutional/ infrastructural facilities available for fulfilling manpower requirements of tourism sector in Kannur and to make an analysis of current status of tourism higher education in Kannur. This paper initially starts with introduction followed by the new Initiatives in Tourism Development Activities and projects. The first section of this paper reviews emerging tourism employment opportunities in Kannur, which then continues to highlight and discusses the prospects of Tourism Higher Education in Kannur in the second section. In the end the paper concludes by giving suggestions to improve the status of tourism education in Kannur.

Key Words: Tourism, Higher Education, Kannur.

1. INTRODUCTION:

According to WTTC, travel & tourism is a key sector for economic development and job creation throughout the world. In 2017, the industry directly contributed 118,454,000 jobs worldwide (3.8% of total employment) and this is expected to rise by 2.4% to 121,356,000 in 2018 and rise to 150,139,00 jobs in 2028. Indirectly it contributed 313,221,000 jobs and this is expected to raise 322,666,000 jobs in 2018 and rise by 2.4% pa to 413,556,000 jobs in 2028 (WTTC, 2018). Tourism is the hallmark of Kerala's economic development and a principal contributor to the State's economy. It contributed to generation of large scale employment and promotes traditional industries (Govt. of Kerala, 2016). According to the Kerala tourism statistics, total tourist arrival to Kerala during the year 2017 is 1,57,65,390 showing an increase of 10.94% over the last year figure 1, 42, 10,954. Total Revenue (including direct & indirect) generated from tourism during the year 2017 comes to Rs 33383.68 Crores, showing an increase of 12.56 % over previous year's figure of Rs 29658.56 Crores.

According to the study commissioned by the Ministry of Tourism, Government of India, the total employment in tourism industries is estimated at 14.07 Lakh in Kerala (MoT, 2009). The total number of jobs created directly and indirectly by the sector between 2009 and 2012 turned out to be 23.52 per cent of the total employment in Kerala (Govt of Kerala, 2016). Tourism is labour intensive industry and creates many job opportunities, especially for young people and part-time and full-time workers. In the tourism hospitality and recreation industries alone there are 50 categories of employment and approximately 200 classifications of occupations (Geethanjali, 2010). Formal Education plays an important role in the development of the Human Resource. As tourism is the world's largest industry and it is also known as service industry, hence there is a need of the development of the human resource for this industry (Bansal & Kumar, 2006). Tourism education is a major platform for human capital development for the tourism industry and it has a very close relationship with the economic development of the tourism industry (Wang Jie, 2008). Tourism education is the starting point in the training and development of human capital to undertake occupations in the industry. It not only adds value, personnel quality and sense of tourism professionalism, but also serves to sustain the local communities that support successful tourist destinations (Ladkin, 2005). The main purpose of tourism education is to produce high quality professionals that assists the industry and allied sectors who are capable of working at the cutting edge of modern management (Murugan, 2006).

Kannur is one amongst the northernmost districts in the south western state of Kerala in India. Kannur is rightly called 'The City of Looms and Lores'. It produces world famous handloom cotton fabrics (Mammooty, 2007). Handloom industry is the most important and the largest in the district. The handloom cloths of Kannur have won

international reputation. Kannur is rich in traditional art and culture and the home of Kerala folklore academy. The gift of Kannur in the field of art and culture is its folk arts. Theyyam is an ancient and still popular ritual dance. It's a unique combination of dance and music and also reflects the main features of tribal culture. Historical forts like Thalassery, Kannur, Pazhassi and Arakkal palace are monuments that add still more pride to the historical records of Malabar. They give us glimpses of the region of the Portuguese, the Dutch and the British (Mishra, 2006). The St. Angelos fort, a protected monument under the Archaeological Survey of India is the symbol of Portuguese architecture and was constructed in 1505. Kannur beach, Pythal mala and Ezhimala attract plenty of tourists. Madayipara is a significant spot owing to its bio-diversity as well as history. Aralam Wildlife Sanctuary is home to a vast variety of flora and fauna endemic to the Western Ghats. Kerala's only drive-in beach, the Muzhappilangad beach which stretches across 4 kilometres of sand where one can drive down the entire length. Places of historical importance, like the house of Herman Gundert, who composed the first Malayalam-English Dictionary and the mosque at Madayi constructed in 1124, using marble brought from Mecca attract many tourists. (Govt. of Kerala, 2003). It could be said that the tourism potential for Kannur is high. The success of any potential tourism destination largely depends upon the arrival of tourists to the tourist spots of that area. According to the Kerala Tourism statistics, Domestic Tourist arrival to Kannur during the year 2017 is estimated to be 695655 and Foreign Tourist arrival to Kannur during the year 2017 is 5123.

This study attempts a narrative review tourism projects and educational courses available in the field of tourism in Kannur. Tourism education is important to improve employee's abilities and promote the tourism industry's capabilities. The educational institutions are the backbone for the societal development of any region. The main objective of this study is to examine the existing institutional/ infrastructural facilities available for fulfilling manpower requirements of tourism sector in Kannur and to make an analysis of current status of tourism education in Kannur

1.1 NEW INITIATIVES IN TOURISM DEVELOPMENT ACTIVITIES

The department of Tourism, government of Kerala has initiated several steps to develop various infrastructure facilities in Malabar region. They encompass construction of roads connecting important tourism destinations, arrangement of various types of accommodation facilities for the tourists, beautification of tourist centres, and development of emerging tourism destinations and so on. The increased focus on development of tourism infrastructure in Kannur region by the Department of tourism is evident from different projects being undertaken recently.

Table1: Projects and Funds allocated till 2018

| Sl.No | Name of project | Constituency | Date of Sanction | Amount | Status |
|-------|---|---------------|------------------|----------|-------------|
| 1 | Development of Payyambalam beach walkway, Kannur | Kannur | 9/3/2012 | 22800000 | In Progress |
| 2 | Re-Construction of Pazhassi Gardens at Pazhassi Dam Area in Kannur | Peravoor | 24/06/2013 | 14700000 | In progress |
| 3 | Sauhrida Veedi – Parassinikkadu – Dharmasala | Thaliparamba | 1/08/2014 | 8000000 | In progress |
| 4 | Handloom village at Azheekode | Azhikode | 29/05/2014 | 45000000 | In Progress |
| 5 | Sauhridha Veedi Phase 11(Parassinikadavu Snake Park-Parassinikkadavu Temple) | Thaliparamba | 13/10/2016 | 7500000 | Not started |
| 6 | Eco Tourism park Puralimala in Kannur | Mattannur | 05/12/2016 | 20000000 | Not started |
| 7 | Malabar Mangroves Eco Tourism Circuit at Vellikkeel Phase 11 - Additional work | Thaliparamba | 19/10/2016 | 10000000 | Not started |
| 8 | Development of Vannathipuzha river side park | Kalliasseri | 20/10/2016 | 7500000 | Not started |
| 9 | Renovation of Sea View park at Thalasseri | Thalasseri | 15/11/2016 | 4980000 | In Progress |
| 10 | Mangalassery Boat Race Pavillon | Kalliassri | 12/10/2016 | 6840000 | In progress |
| 11 | Back water tourism at Payyannur(phase 1) | Payyannur | 13/12/2016 | 10000000 | In progress |
| 12 | Development of Paithalmala Tourism, Kannur | Irikkur | 14/12/2016 | 10000000 | In progress |
| 13 | River View Park at Pazhayangadi, Kannur | Kalliasseri | 14/12/2016 | 9000000 | In progress |
| 14 | Construction of evening park at Kutthuparamba, Kannur | Kutthuparamba | 20/12/2016 | 3689000 | In progress |
| 15 | Construction of food craft institute at Kannur – phase 111 | Kannur | 14/03/2017 | 6400000 | Not started |
| 16 | Beautification of Payyambalam beach, Kannur | Kannur | 25/03/2017 | 35000000 | In progress |
| 17 | Development of Parassinikkadavu boat terminal | Thaliparamba | 25/03/2017 | 48880000 | In progress |
| 18 | Thalasseri Heritage Project – conservation of Tellicherry pier and Development of food street and sculpture park at pier road-phase 1 | Thalassery | 25/03/2017 | 21254000 | In progress |
| 19 | Thalassery Heritage project, phase 1- construction of old fire tank and Development of performance centre and heritage street | Thalassery | 25/03/2017 | 6076500 | In progress |

| | | | | | |
|----|---|--------------|------------|----------|-------------|
| 20 | Payyannur Heritage Tourism , Recreation centre at meenkuzhi, Kannur | Payyannur | 25/03/2017 | 40000000 | Not started |
| 21 | Thalassery Heritage project – conservation and Re use of Gundert Bungalow as Language Museum and German study centre- Phase 1 | Thalassery | 25/03/2017 | 21000000 | Not started |
| 22 | Thalassery Heritage project – conservation and Re use of old Moidupalam Bridge as Public Garden and Gateway to Muzhipalangad | Dharmadam | 25/03/2017 | 14397000 | Not started |
| 23 | Development of Boat Terminal at Pazhayangadi | Kalliasseri | 28/03/2017 | 30000000 | In progress |
| 24 | Adventure(kayaking) Tourism Promotion in Kannur district | Azhikode | 29/03/2017 | 8808172 | In progress |
| 25 | Beautification of Kannur Town and Collectorate Garden-Phase 1 | Kannur | 06/12/2017 | 5500000 | In progress |
| 26 | Pilgrim facilitation and theyyam Exhibition/interpretation centre at Andalurkavu, Thalassery | Dharmadam | 17/06/2017 | 36055621 | In progress |
| 27 | Construction of bridge at chottad beach | Kalliasseri | 25/09/2017 | 20000000 | Not started |
| 28 | Malanad – North Malabar River Cruise Tourism- Boat terminal at chambad, Kannur | Dharmadam | 20/10/2017 | 9455700 | Not started |
| 29 | Malanad – North Malabar River Cruise Tourism- Boat terminal at Peringathur, Kannur | Kuthuparamba | 20/10/2017 | 11143433 | Not started |
| 30 | Malanad – North Malabar River Cruise Tourism- Boat terminal at Monthal, Kannur | Thalassery | 21/10/2017 | 11143433 | Not started |
| 31 | Malanad – North Malabar River Cruise Tourism- Boat terminal at Dharmdam | Dharmadam | 23/10/2017 | 32033933 | Not started |
| 32 | Malanad – North Malabar River Cruise Tourism- Boat terminal at Kariyad, Kannur | Kuthuparamba | 23/10/2017 | 30346200 | Not started |
| 33 | Malanad – North Malabar River Cruise Tourism- Boat terminal at parapram, Kannur | Dharmadam | 23/10/2017 | 34700000 | Not started |
| 34 | Malanad – North Malabar River Cruise Tourism- Boat terminal at pinarayi company metta | Dharmadam | 23/10/2017 | 34782683 | Not started |
| 35 | Infrastructure Development of Various tourist centres in Kanuur district Lighting at Muzhappilangad, Dharmadam | Dharmadam | 13/02/2018 | 9546000 | Not started |
| 36 | Beautification of Bund Road at Chokli panchayath | Thalassery | 24/02/2018 | 9990000 | Not started |
| 37 | Tourism Development / Modification of existing Guest house and surrounding at Aralam Farm, Kannur | Peravoor | 28/03/2018 | 7000000 | Not started |
| 38 | Malanad – North Malabar River Cruise Tourism- Boat Jetty and Walkway at Kakkadavu, Kannur | Thalassery | 12/03/2018 | 30300000 | Not started |
| 39 | Malanad – North Malabar River Cruise Tourism- Boat Jetty at punnakadavu, Kannur | Payyannur | 12/03/2018 | 17500000 | Not started |
| 40 | Malanad – North Malabar River Cruise Tourism- Boat terminal and Walkway at New Mahe, | Thalassery | 12/03/2018 | 50200000 | Not started |
| 41 | Malanad – North Malabar River Cruise Tourism- Boat terminal at pathikkal, Kannur | Thalassery | 12/03/2018 | 17500000 | Not started |
| 42 | Malanad – North Malabar River Cruise Tourism- Boat terminal at Mukkuvacheri, Kannur | Payyannur | 12/03/2018 | 50200000 | Not started |

Source: Department of Tourism

The Department of Tourism (DoT) has played a vital role in the development of tourism in Kannur. It is working towards long-term goals of establishing tourism as a major development factor in the state. It is equally important that the DoT's efforts to facilitate adequate infrastructure and to create and maintain a collective mind-set among the people with a positive orientation towards tourism. The details of certain important projects are given below.

1.1.1 MALABAR RIVER CRUISE

Government of Kerala along with Kerala tourism launching Malabar river cruise as a prime USP for promoting Kannur as a tourism destination. It is considered as 'the Infotainment' on the backwaters of North Kerala and presents itself with the largest ever tourism project in this Kerala, which was Inaugurated on 30th June at Parassinikkadavu. The project aims at generating 2 Lakh jobs in the next and overall development of traditional industries, art and culture of Malabar. A new brand of tourism by employing an eco-friendly green architecture design and a zero-waste model will be presented through this project. The estimated cost of the project was 325 crore, the government has already given administrative sanction for 53 crore for the project. According to reports in media, the state is also expecting 100-crore aid from the Central Government under the Swadeshi Darshan scheme (www.thehindu.com). The Malabar River Cruise project is being implemented in eight rivers- Mahe, Anjarakkandy, Valapattanam, Kuppam, Perumba, Kavvayi/Valiyaparamba, Thejaswini, and Chandragiri. The cruise in each river will be based on a particular theme. So

there will be cruises based on 11 themes, including Kalaripayattu martial arts, Pazhassi Raja heritage and spices, Water sports and River boating, Muthappan temple, Malabar cuisines, Mangroves, Music, Handloom and handicrafts, birds and agriculture, Theyyam and Yakshaganam, besides a model village cruise on Valiyaparamba Lake (timesofindia.indiatimes.com). The air-conditioned houseboats modelled on Muziris heritage would be arranged for tourists. The project would be a boost to the traditional sectors like handloom, agriculture, toddy taping, fishing, pottery-making and food. Theyyam, Oppana, Poorakkali, Kolkali and Yakshagana cultural forms would get an impetus by the project. It will become a milestone in the developmental history of the region (www.thehindu.com).

1.1.2 KANNUR INTERNATIONAL AIRPORT

The upcoming Kannur International Airport would be a major boost to Malabar tourism as only ten percent of tourists to the state were now visiting the region, rated by Lonely Planet as the third best destination in Asia for holidaymakers this year. With the opening of this airport the locality will witness many positive impacts in the near future. With the opening up of new industries, factories, tourism-hospitality and business enterprises will pave way for new employment opportunities for both men and women. It is expected that this airport will generate more than 3000 job opportunities in the locality. The airport will open up new travel avenues for the domestic and international passengers (Retna M. R, 2010). The significance of Kannur airport for tourism is immense. The airport also opens up the possibility of MICE tourism in the region, the bigger properties with large room inventories (Venu, 2010).

The article published in printed media reports that tourists from India and abroad find Payyambalam, Muzhappilangad beaches far better than the crowded and tidy beach of Kovalam. The weather and natural beauty of Wayanad hills are not in any way less attractive than Munnar and Thekkadi. Bekal, Kannur and Tellichery forts are beautiful and historically important. All these important tourist destinations are not attracted either by domestic or by the foreign tourists due to lack of transport facilities. The Kannur airport will be an ultimate solution for the travel problem. Further, cities like Mysore, Bangalore, Coorg will be accessible from Kannur Airport. The total tourism business of Malabar will be 20 times greater than it in now which will in turn in increasing foreign currency earning of the state in the coming year. The home stay business now in dormant condition will be revived. Hotel business will flourish. The demand for sea foods will increase. Kerala’s own ayurveda treatment, folklore arts like Thira; Kalaripayattu etc will attract more foreign tourists to Malabar, thereby creating more employment opportunities and more income to the people of Malabar. Since ayurveda is very effective in sports medicine more from Europe and other Latin American countries will visit Malabar. It is expected that tourism will flourish further once the airport starts its operation.

2. EMERGING AREAS OF TOURISM INVESTMENT AND EMPLOYMENT OPPORTUNITIES IN KANNUR:

Tourism is a labour intensive industry where service sector dominates (Babu K,R.,2011). It is observed that the present situation in the developing world, where there is a large population with low surplus money for further investment, certainly tourism seems to be a solution.

Table 2: Employment opportunities

| Areas of Investment | Investment and Employment opportunities |
|--------------------------|---|
| Transport | Operation of aircrafts, luxury cars, luxury coaches, boats, steamers |
| Accommodation | Hotels, resorts, guest houses, home stay, camping facilities, caravans, recreating and promoting heritage homes |
| Travel and Tours | Travel agencies, tour operators, and transport operators |
| MICE facilities | Meeting hubs, convention centres in backwaters, beach and hill resorts, trade fairs, event organizers |
| Souvenir shops | Handicraft shops, souvenir shops, ethnic boutiques, traditional jewellery centres |
| Information facilitation | Information counter, guide agencies, book stall, publishing of maps, guides etc |
| Wellness centres | Ayurveda centres, wellness spas, health clubs, treatment centres, exclusive packages |
| Hill station facilities | Herbal gardens, plantation tours, tree houses, golf courses, cycling, adventure sports like paragliding and rock climbing, recreational facilities like ropeways, photography |
| Beachside entertainment | Water skiing, surfing, yachting, diving, sea food restaurants, Life guard |
| Wayside amenity centres | Restaurants, motels, snack bars, utility shops pay- and –use toilets |
| HRD Institutions | Manpower training centres, guide training centres |
| Science | Science and technology museums, theme shows, 3D motion simulators, 4 screen multiplex, amphitheatre. |
| Jungle attractions | Environment friendly accommodation, tree houses, wildlife safari, spice tours, bird watching |

Source: Mammooty T.P.

3. PROSPECTS OF TOURISM HIGHER EDUCATION IN KANNUR:

A degree programme in Tourism raises an opportunity for many students to select tourism as their career. This would definitely raise good manpower, entrepreneurs and researchers which are essential for the sustainable development of tourism. Kannur University has designed the Bachelor of Tourism and Travel Management programme to bridge the gap of availability of trained manpower for the Tourism industry. Kannur University provides total of over 184 seats in around 5 colleges for Bachelor of travel and tourism management. Kannur University started BA Travel and Tourism Management programme in the year 1998 in Govinda Pai Memorial Government College. That is the only government college providing tourism graduation Under Kannur University. The Master of Tourism and Travel Management Programme (M.T.T.M) of Kannur University is a calculated beginning towards quality post graduate education in the subject in North Malabar. Peoples co- operative Arts and Science College, Munnad started Master of Tourism Administration programme in 2013. BA travel and Tourism Management had changed to BTTM from 2014 admission onwards. Kannur University offers BBA (Travel and Tourism) and BTTM course that comes under the Department of Commerce. BBA course has six semesters and at the end of sixth semester, the students have to submit a Project report after the field study. This course does not include practical training with regard to the Tourism Management. The students of BA course shall be required to undergo two weeks practical training in Government approved Travel Agency/Tour Operations/Airports Immediately after the end of the fourth semester during the Vacation. They shall be required to undergo a 21 days practical training in hotels/resorts during the 5th semester. On-the-job training is an essential part to give more practical exposure. Every student shall have to work on a project under the supervision of a faculty member as per the curriculum. Project evaluation shall be conducted at the end of sixth semester. Kannur University started PhD in Tourism in the year 2016. Besides, Kerala Institute of tourism and Travel Studies (KITTS) started its regional centre at Thalassery in 2007 to cater to the increasing demand for various tourism- related training and diploma programmes in the northern part of Kerala.

3.1 TOURISM RELATED COURSE OFFERED BY UNIVERSITY/INSTITUTE IN KANNUR

Institutes are playing vital role in imparting and enhancing working skills, professional attitude to the people aspiring for career in tourism. The following table shows the details of courses offered by the universities /Institutes associated with tourism management.

Table 3: As of 2017-2018 academic years, the tourism education programs are as follows

| Name of University/ Institute | Courses offered related to tourism | | Average intake |
|-------------------------------|--|--|--|
| Kannur University | MTTM 1) Peoples Co-operative Arts & Science College, Munnad | Self Financing | 15 |
| | BTTM 2) Govinda Pai Memorial Govt. College, Manjeswaram 3) Malabar Islamic Complex- Arts & Science College 4) Peoples Co-operative Arts & Science College, Munnad 5) Mahatma Gandhi Arts & Science College, Chendayad 6) MM Knowledge Arts & Science College, Thaliparamba | Government Self Financing Self Financing Self Financing Self Financing | 28 40 36 40 40 |
| | BBA (Travel and Tourism) 1) Gurudev Arts & Science College, Mathil 2) I.T.M. College of Arts & Science, Mayyil 3) M.E.S.College, Naravoor South 4) Malik Dinar College of Graduate Studies, Seethangoli 5) MM Knowledge Arts & Science College, Thaliparamba 6) Nalanda College of Arts & Science, Perla 7) Pilathara Co-op Arts & Science College, Pazhichiyil 8) Sree Narayana College of Management Studies Periya 9) Sharaf Arts & Science College, Padanna | Self Financing Self Financing Self Financing Self Financing Self Financing Self Financing Self Financing Self Financing Self Financing | 40 42 36 36 36 48 30 48 40 40 |

| | | |
|------------------------------|---|----|
| KITTS (Thalassery) | PG Diploma in Public Relation and Tourism (1 year) | 25 |
| | Diploma in Airport Operation and Travel Management(6 month) | 20 |
| | IATA Airport Operation (4 Months) | 20 |
| | IATA Foundation Diploma with Amadeus(6 Months) | 10 |

Source: (www.cap.Kannuruniversity.ac.in)

Tourism education needs to run vocational courses in the regions having tourism prospective, so that it can help to reduce skill shortage and support local youth. In Kerala, only less number of VHSE (Vocational Higher Secondary Education) is offering tourism course, in fact there are only 27 VHSE offering tourism course out of 389 VHSEs. As per the government data, there is no course related to tourism offered under VHSE in Kannur District even though tourism potential is high. It is shocking that research on tourism aspects is being not taken up in universities on a large scale because of non availability parent department in the Universities. Only one self financing college is providing tourism post graduation programme in Kannur University. It is high time that Kannur University gives a separated department with a full fledged faculty status in tourism.

4. SUGGESTIONS:

From this study, the researcher could identify certain points which are presented here in the form of suggestions to improve the status of tourism education in Kannur.

- It is found that there are various opportunities for development of tourism in Kannur. Accordingly, various short term related courses along with skill development should be started at the colleges and university levels;
- The Government and DTPC could arrange the awareness programmes highlighting the importance of tourism industry in the economy of the country;
- Tourism department/ Government can conduct various workshops; discussion and seminars giving special focus on tourism potentialities of Kannur that will attract the youth to the industry;
- Tourism Department can provide career guidance classes to students enlightening them of various courses available in and out of Kannur;
- The government could take necessary steps to start more tourism institutes to train quality manpower to manage the tourism industry in Kannur;
- The Government could give directions to the universities and other government departments to sanction new institutes with new syllabus and training facilities for manpower in tourism industry;
- The government should ensure that only professionally qualified staff possessing tourism degree are appointed in all tourism service units and tourism related offices;
- The University can work with the different internal and external stakeholders that will produce workable and effective tourism education program;
- The total intake for various tourism related courses offered by universities/government institutions in Kannur can be increased in order to match the demand and supply.

5. CONCLUSION:

From the above study it could be understood that state government has been consistently increasing investment to increase employment potentialities in the region. Tourism education has potential in creating employment opportunities. The gap between demand and supply is huge as there is a serious lack of skilled tourism professionals within Kannur. The government should take corrective actions to match the requirement of skilled manpower as per the demand. Skilled based programmes like tourism and travel consultant, travel journalism, language interpreter, online travel agents etc are some of the various options that could be included in tourism curriculum. These could help destination tourism industry in the wake of international airport at Kannur.

REFERENCES:

1. Bansal, S.P., Kumar, P.G. (2006). "Tourism Education in India: A Qualitative and Quantitative Analysis", in Bhardwaj .D.S (ed) Tourism Education: An Emerging Essential, Kanishka Publishers, New delhi, P 63-83.
2. Babu Kannithottathil Rajesh (2011), Ph.D thesis, "Manpower Management of Tourism Industry in Kerala –An Evaluative study", Kannur University, Kannur, P 22
3. Geethanjali. (2010). "Career in Tourism", Centrum Press, New Delhi, ISBN 978-93-80540-15-3, P 200.
4. Government of Kerala. (2016). "The Economic Review", State Planning Board, thiruvananthapuram. http://spb.Kerala.gov.in/EconomicReview2016/web/chapter09_04.php, http://spb.kerala.gov.in/EconomicReview2016/web/chapter09_01.php

5. Government of India, Ministry of Tourism, “Regional Tourism Satellite Account For Kerala And Madhya Pradesh, 2009-10”, National Council of Applied Economic Research, http://tourism.gov.in/sites/default/files/Other/TSA_Kerala_MP%20new.pdf
6. Government of Kerala, Department of Information and Public relations. (2003). ‘district of Handbooks of Kerala – Kannur’, KSAVRC press, Thiruvananthapuram, pp 5-65
7. Ladkin, A. (2005). “Careers and employment”, In Dr. Airey, & J. Tribe (Eds.), An international handbook of tourism education, UK: Elsevier, P 437-450.
8. Mammooty, T.P. (2007), Ph.D Thesis, “Problems, Prospects and Potentialities of Tourism Industry in Kerala with Special Reference to Malabar Region”, Kannur University , Kannur, P 74
9. Mishra Sitikantha and K Tapan Panda. (2006). “Tourism Marketing”, ICFAI University Press, Hyderabad, ISBN 81-314-0469-2 , P176
10. Murugan Annamalai. (2006). “Tourism Studies in Universities”, In Dr.M.r.Biju (Ed) Sajosps, Vol.6 ,No.2 ,pp 84-86
11. Retna Raj M, ‘Kannur International Airport: Urbanizing Effects’, North Malabar on the Wings of Development, Deshabhimani , 2010, P-24-29
12. Venu V, ‘Kannur Airport- Unlocking the Tourism Potential of Malabar’, North Malabar on the Wings of Development, Deshabhimani , 2010, P-166-172
13. Wang Jie (2008), thesis entitled “Is tourism education meeting the needs of the tourism industry? An Australian case study” submitted for the degree of Master of Arts in Tourism (Research) at the University of Canberra, Australian Capital Territory, Australia
14. Special Correspondent , Kazhcha , Mathrubhumi , 17 December 2010, P-1

Web References:

- <https://www.wttc.org/-/media/files/reports/economic-impact-research/region-2018/world2018.pdf>
- https://www.keralatourism.org/tourismstatistics/tourist_statistics_201720180314122614.pdf
- <http://www.Kannurtourism.com/>
- <http://14.139.185.42/syllabus/pg/2014/MTTMNew.pdf>
- <http://www.cap.Kannuruniversity.ac.in/ugadm/pdfs/ugprospectus2018.pdf>
- <http://www.kittsedu.org>
- <https://www.thehindu.com/news/national/Kerala/malanad-malabar-river-cruise-launched/article24301386.ece>
- <https://www.thehindu.com/todays-paper/tp-national/tp-Kerala/malanad-malabar-project-set-to-be-launched/article24189082.ece>
- <https://timesofindia.indiatimes.com/city/kochi/lonely-planet-entry-a-boost-to-tourism-in-north-Kerala/articleshow/59662644.cms>
- www.vhscap.Kerala.gov.in/vhse_cms/frame.html