

WORKING TITLE: TOURISM MASTER PLAN FOR WAYANAD DISTRICT

ABSTRACT

Most of the industrial sector have been severely impacted because of the current pandemic scenario, and the travel and tourist industry is unarguably one of them. While the rest of the world is steadily recovering, tourism is still lagging behind, owing to people's perceptions of safety. The ongoing crisis on the sector has the potential to create major modifications in many tourism segments, infrastructure facilities, their management and governance. So, there is a need for a proper resilient domestic tourism planning which can also help in boosting the local economy of the region. The Covid19 pandemic have also led to the travel restrictions in almost every country all around the world. Like all other sectors, travel and tourism sector is also affected because of the restrictions imposed. This led to a decrease in the trends of Foreign tourism creating scope for domestic tourism. So, people started looking for untapped local tourist destinations for avoiding over crowdedness. This creates a need for a sustainable and resilient tourism planning for such areas. Wayanad district in Kerala have a high potential for tourism development mainly because of its geographical features. Mapping suitable areas having high potential for tourism can help in efficient planning and management of domestic tourism in the district. It also helps in proper utilization of resources and maximizing the tourism gross domestic outputs thereby boosting the local economy. For that, issues and constraints for the tourism development in the district have to be studied and analyzed. This research aims at developing a tourism master plan for Wayanad district of Kerala in order to ensure efficient and sustainable management of tourism resources.

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