

INTRODUCTION

Tourism is an ever growing industry and it takes in to its sweep the global boundaries. Tourists bring nations together. They are means of not only cultural exchanges but also bring economic prosperity of the nations they visit. Tourism is the largest export industry in the world. International tourism is the largest single item in the world's foreign trade and for some countries it is already the most important export industry and earner of foreign exchange. Interestingly, tourism receipts have registered a higher growth than that of world export in services and merchandise exports. According to the World Travel and Tourism Council, India will be the world's leading tourism hotspot, having the highest 10year growth potential. Tourism is the fastest growing industry of the world. According to United Nations Organizations World Tourism Organization (UNWTO) report (Jan 16, 2012), International tourist arrivals grew by 4.4% in 2011 to a total of 980 million, as compared to 939 million in 2010. UNWTO forecasts international tourism to continue growing in 2012 although at a slower rate. Arrivals are expected to increase by 3% to 4%, reaching the historic one billion mark by the end of the year. For the past twenty years the industry has been growing at the rate of above 5%. The sector is directly responsible for 5% of the world's GDP, 6% of total exports value. It employs one out of every 12 people in advanced and emerging economies²² . However in a country like India, even without putting the much needed efforts, the contribution of tourism industry in the economy is great

Today the world is full of wonders and tourism is an activity which inspires you to spend your leisure time seeing these beautiful natural and manmade attractions. Thanks to the present day busy hectic lives backed by the discretionary income, which has enabled the common man to enjoy their leisure time visiting new places. Earlier it used to be the prerogative of the elite class only.

Tourism is the second largest growing business area after information technology in the global economy. In the pre – industrial area, tourism was considered as a cultural practice among the elite sections of the society. Industrial revolution brought about increases in productivity, regular employment and great urbanization which together gave more people the opportunity and motivation to travel. Mass tourism commenced only in 1920s, firstly USA, when science and technology made possible the mass production of vehicles and then in 1930s when greater availability of leisure time the system of paid holidays introduced. The tourism becomes a mass phenomenon only after the Second World War. During that time the nature

and geographical horizons of mass tourism changed from domestic holidays to international tourism. The second half of the twentieth century has witnessed the mushrooming of tourist space every where in the world. The United Nations recognized the importance of tourism to the economies of Third World. The UNO, in 1980, considered tourism as a vital force for peace among the people in the world. The developments in transportation give a rapid change in tourism.

Kannur is a beautiful miniature of the picturesque state of Kerala. It is reported that the history of Kannur commences with the arrival of Europeans. In the 16th century Portuguese, Dutch, English and French people landed in Kannur. In February 1766 Hyderali invaded and subdued Kolathunadu, subsequently during his invasion Tippu Sultan subdued Malabar and Kannur being then in Malabar, came under Mysore regime. In 1792 the English people attacked and defeated Tippu Sultan and former Malabar district was brought under British Regime.

The district has a high tourism potential. The St. Angelos Fort in the Karmur Cantonment, which was constructed in 1505, and the mosque at Madayi constructed in 1124, using marble brought from Mecca, attracts plenty of tourists. The tourists who come to this district will never forget to visit, St. Angelo's Fort, Muzhappilangad Beach, Meenkunnu Beach, Payyambalam beach, Snake Park at Parassinikkadavu, Mappila bay, Pazhassi Dam, Sree Muthappan Madappura and a number of water theme parks. Other places of Tourist interest in Kannur are Thalassery Fort, Ezhimala, Malayalalagramam, Pythal Mala, Gundert Bungalow, Thottada Beach etc. The exodus of both skilled and unskilled workers to Gulf countries still continues from Kannur. The huge amount of foreign money they send from there has changed even the face of each and every town as well as country side of Kannur.

The traditional Hindu in the district observes a number of religious festivals. Among them the prominent ones are Vinayaka Chaturthi (in the month Chingam, August-September), Ashtami Rohini (in Chingam), Navarathri (in Kanni, September- October), Mahasivarathri (in Kumbhom, February-March), Onam (in Chingam), Vishu (in Medam, April-May) and Pooram (in Meenam, March-April).

OBJECTIVES OF STUDY

- To study about the importance of cultural tourism
- To study about the major cultural tourist attractions of Kannur

- To study the importance of Theyyam in Kannur tourism sector
- To identify the tourists approach towards Theyyam performance
- To make findings suggestions based on the study.

METHODOLOGY OF THE STUDY

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm theoretical model phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions, it is not the something as a method, set of methods or so called, “the best practices” can be applied to specific case for example, to calculate a specific result. The proper objective setting of the study is ensuring a specific result. Taking this objective into consideration, the methodology comprises the source of data, selection sample size and methods, questionnaire construction of data.

SOURCES OF DATA

Both primary and secondary sources of data were used together the data with regard to tourist and officials.

Primary Data

Primary data include the method of gathering data with the help of questionnaire. Tourists and officials were administered the questionnaire at the study state.

Secondary Data

Several research references, such as journals, books periodical web references and data basis were also referred to understand the concepts, current trends, challenges, problems and development of tourism and aspects in relation with other key elements.

Selection of Sample size and sample method.

A convenient sampling method is adopted for the study. A total 50 tourist and travelers are interviewed with a structured questionnaire.

SAMPLE SIZE

For the present research work a total of 50 samples have been collected from the tourists of Kannur. The data collected, filtered and finally determined for data analysis.

QUESTIONNAIRE CONSTRUCTION.

Questionnaire is considered a research instrument used to capture the best data from the field after the preliminary field works. Survey and review of literature. A well-structured questionnaire was prepared.

The questionnaire was designed for the tourists of Kannur

DATA ANALYSIS AND INTERPRETATION

After the primary data is collected the data is coded and filtered and finally the 50 questionnaires from the tourist have been finally retained for data analysis. The selected data is coded and feuded in Microsoft Excel software and analyzed to get the output. Simple percentage method is used to get the output. And this data are to be converted into the graphs and diagrams.

LIMITATIONS OF THE STUDY

- The major limitation is the limited time period
- The study was done during the non-tourist season the availability of foreign tourist was limited