

## **SWOT ANALYSIS OF TOURISM INDUSTRY IN KERALA WITH SPECIAL REFERENCE TO KOLLAM DISTRICT**

**Mrs. R. Manju<sup>1</sup>**

<sup>1</sup> Assistant Professor, Rajagiri Viswajyothi College of Arts & Applied Sciences. Ernakulam, Kerala, India,

### **ABSTRACT**

Kollam, one of the fourteen districts of Kerala is world-famous for its historic importance and business culture as it is most important trading ports in India. It is abundant in tourism products and resources. Yet Kollam lags behind six other districts in Kerala occupying a seventh rank in the foreign tourist visits and eleventh rank in domestic tourist visits in the year 2014. In this context an attempt to made to assess the environmental factors that influence the growth of tourism industry in the district. For this purpose a SWOT analysis is done with the objective of assessing the strengths, weaknesses, opportunities and threats of Kollam tourism and to analyse the trend in growth rate of tourist arrivals in Kollam. Only secondary data is used for the study.

**KEYWORDS:** Kerala, Kollam, SWOT analysis