



# CENTRAL UNIVERSITY OF KERALA

കേരള കേന്ദ്രീയ വിശ്വവിദ്യാലയം

## DEPARTMENT OF TOURISM STUDIES

Sl: No:	Name Of Student	Register Number	Year of Admission	Title Of Thesis	Guide	Type Of Work	Place Of Work
01	ABDUL BAJID P	BMT051901	2019	A STUDY ON POTENTIALITIES OF MONSOON TOURISM IN NILAMBUR	Mr. Nagaraja Sharma U	Research Project	Nilambur, Kerala
02	ABHIJITH R	BMT051902	2019	A STUDY ON WILDLIFE TOURISM: SPECIAL REFERENCE WITH ARALAM WILDLIFE SANCTUARY	Mr. Nagaraja Sharma U	Research Project	Aralam, Kerala
03	ABHILASH M	BMT051903	2019	POTENTIAL OF LAND BASED ADVENTURE TOURISM OF KASARAGOD; A CASE STUDY OF RANIPURAM	Mr. Nagaraja Sharma U	Research Project	Ranipuram, Kerala
04	AGNUS P B	BMT051904	2019	A STUDY ON IMPACT OF COVID-19 ON RITUAL TOURISM SPECIAL REFERENCE TO THEYYAM IN KANNUR	Mr. Nagaraja Sharma U	Research Project	Kannur, Kerala
05	AKHILAMOL C	BMT051905	2019	YAKSHAGANA GOMBAYATA- A STUDY OF PUPPETS OF KASARAGOD DISTRICT	Mr. Nagaraja Sharma U	Research Project	Kasaragod, Kerala
06	AMEEN P	BMT051906	2019	THE ART OF HITCHHIKING: A STUDY ON RISK AND SAFETY IN INDIA	Mr. Mohammed Ashraf B. A	Research Project	India
07	ANJALI M	BMT051907	2019	TOWARDS EMPOWERMENT-A STUDY ON WOMEN AND COMMUNITY BASED TOURISM IN EZHRAKUND WATERFALLS	Mr. Mohammed Ashraf B. A	Research Project	Ezharakund, Kerala
08	ANJIMA A M	BMT051908	2019	ROLE OF TOURISM IN PROMOTING HANDICRAFTS: CHALLENGES AND OPPORTUNITIES FOR LOCAL ECONOMIC DEVELOPMENT IN PALLIKARA VILLAGE	Mr. Mohammed Ashraf B. A	Research Project	Pallikkara, Kerala
09	ANOOP P K	BMT051909	2019	SMARTPHONE AS A CATALYST OF CHANGE: BOON OR BANE FOR TOURIST EXPERIENCE	Mr. Mohammed Ashraf B. A	Research Project	Kerala
10	ARJITHA A	BMT051910	2019	AN EXPLORATORY STUDY ON THE PROMOTION AND DEVELOPMENT	Mr. Mohammed Ashraf B. A	Research Project	Kasaragod, Kerala and South Karnataka



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## DEPARTMENT OF TOURISM STUDIES

				OF TOURISM IN TULUNADU REGION OF KASARAGOD AND SOUTH KARNATAKA			
11	ASHWANI SREEDHARAN	BMT051911	2019	AN ANALYTICAL STUDY ABOUT THE INVOLVEMENT OF SOCIAL MEDIA FOR DESTINATION MARKETING WITH REFERENCE TO KERALA	Ms. Dannya Sadanandhan	Research Project	Kerala
12	ASWATHI M	BMT051912	2019	ECO TOURISM OPPORTUNITIES AND THREATS: A CASE STUDY OF RANIPURAM HILL STATION	Ms. Dannya Sadanandhan	Research Project	Ranipuram, Kerala
13	DIVIL KUMAR KG	BMT051913	2019	STAKEHOLDERS ROLE FOR DEVELOPING NORTH MALABAR AS BACKWATER TOURISM DESTINATION	Ms. Dannya Sadanandhan	Research Project	North Kerala
14	DIVYA P	BMT051914	2019	A STUDY ON ADVENTURE TOURISM POTENTIALITY IN KASARAGOD DISTRICT	Ms. Dannya Sadanandhan	Research Project	Kasaragod, Kerala
15	FATHIMATH MUKTHARA NASREEN	BMT051915	2019	WELLNESS TOURISM: CHALLENGES AND OPPORTUNITIES WITH REFERNCE TO KOVALAM	Ms. Dannya Sadanandhan	Research Project	Kovalam, Kerala
16	GREESHNA C	BMT051916	2019	A STUDY ON COMMUNITY-BASED TOURISM AT MICRO DESTINATION - WITH SPECIAL REFERENCE TO KAVVAYI BACKWATERS	Mr. Unnikrishnan T	Research Project	Kavvayi, Kerala
17	HAJIRATH RAHEENA.K.R	BMT051917	2019	MEDICAL TOURISM DESTINATION SWOT ANALYSIS: A CASE STUDY OF NORTH MALABAR REGION	Mr. Unnikrishnan T	Research Project	North Kerala
18	JISHA NAIR	BMT051918	2019	AN EXPLANATORY STUDY ON THE MARKETING STRATEGIES ADOPTED BY HOSPITALITY INDUSTRY DURING COVID-19 PANDEMIC	Mr. Unnikrishnan T	Research Project	Kasaragod, Kerala
19	JITHIN A K	BMT051919	2019	IDENTIFYING COMPETITIVE STRATEGIES FOR SUCCESSFUL	Mr. Unnikrishnan T	Research Project	Palakkayam Thattu, Kerala



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## DEPARTMENT OF TOURISM STUDIES

				TOURISM DESTINATION DEVELOPMENT: AN EVALUATIVE STUDY OF PALAKKAYAM THATTU AND EZHARAKKUND WATERFALLS TOURISM PROJECTS			
20	KAVYA E V	BMT051920	2019	INTEGRATED DEVELOPMENT THROUGH HERITAGE TOURISM CIRCUIT- A FEASIBILITY STUDY WITH SPECIAL REFERENCE TO KANNUR DISTRICT	Mr. Unnikrishnan T	Research Project	Kannur, Kerala
21	KRISHNA V S	BMT051921	2019	SCOPE OF AGRITOURISM IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO CHERUPUZHA PANCHAYATH	Ms. Reshma Sandeep Kumar Dey	Research Project	Cherupuzha, Kerala
22	NITHIN T	BMT051922	2019	A STUDY ON POTENTIAL OF CULTURAL TOURISM IN KASARAGOD DISTRICT WITH SPECIAL REFERENCE TO ARTS, FAIRS AND FESTIVALS	Ms. Reshma Sandeep Kumar Dey	Research Project	Kasaragod, Kerala
23	RESHA BASHEER PATTUPARA	BMT051923	2019	A DESCRIPTIVE STUDY ON ROLE OF KOTAKKAL ARYA VAIDYA SHALA IN PROMOTING HEALTH TOURISM IN KERALA	Ms. Reshma Sandeep Kumar Dey	Research Project	Kottakkal, Kerala
24	REZMIYA FIDA C M	BMT051924	2019	A STUDY ON COMMUNITY BASED FOREST MANAGEMENT IN SILENT VALLEY NATIONAL PARK	Ms. Reshma Sandeep Kumar Dey	Research Project	Palakkad, Kerala
25	RITHIN P	BMT051925	2019	A STUDY ON TOURISM POTENTIAL OF BEACH TOURISM AND RURAL TOURISM AT AZHITHALA	Ms. Reshma Sandeep Kumar Dey	Research Project	Azhithala, Kerala
26	SHILPA K V	BMT051925	2019	A STUDY ON OPPORTUNITIES OF EVENT TOURISM IN KASARGOD WITH SPECIAL REFERENCE TO BEKAL	Ms. Aida Augustine	Research Project	Bekal, Kerala



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केरल केन्द्रीय विश्वविद्यालय

## DEPARTMENT OF TOURISM STUDIES

27	SREELAKSHMI SUKUMARAN	BMT051927	2019	A STUDY ON IMPACT OF COVID 19 PANDEMIC ON CULTURAL TOURISM WITH SPECIAL REFERENCE TO RELIGIOUS FESTIVALS IN KASARAGOD	Ms. Aida Augustine	Research Project	Kasaragod, Kerala
28	SUBITH KUMAR P	BMT051928	2019	A STUDY ON THE CONCEPT OF DESTINATION WEDDING AND HOW IT HAS CHANGED THE TOURISM INDUSTRY, TO KASARAGOD DISTRICT, KERALA	Ms. Aida Augustine	Research Project	Kasaragod, Kerala
29	UNNIMAYA M Y	BMT051929	2019	AN ASSESSMENT OF PERCEPTION AND PERSPECTIVE OF THE TOURISTS ON CULINARY TOURISM WITH PRIOR PROMINENCE TO KASARAGOD DISTRICT, KERALA	Ms. Aida Augustine	Research Project	Kasaragod, Kerala
30	VISHNUMAYA	BMT051930	2019	A STUDY ON POTENTIALITIES OF RIVER CRUISE TOURISM IN NORTH MALABAR WITH SPECIAL REFERENCE TO PARASSINIKADAVU	Ms. Aida Augustine	Research Project	Parassinikadavu, Kerala

**A STUDY ON POTENTIALITIES OF MONSOON  
TOURISM IN NILAMBUR**

*This report is submitted to the Department of Tourism Studies in partial fulfillment of  
the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by  
**ABDUL BAJID. P**  
Reg. No: BMT051901

Under the Guidance of  
**Mr. NAGARAJA SHARMA U**



**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**APRIL 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYA, KASARAGOD**

**CERTIFICATE**

This is to certify that this "A STUDY ON POTENTIALITIES OF MONSOON TOURISM IN NILAMBUR" is based on the individual study and original work done by **Mr. ABDUL BAJID. P** for the partial fulfillment of course curriculum of Master of Business Administration (Tourism and travel management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

**Prof. (Dr). V. BALACHANDRAN**  
Dean -School of Business Studies and  
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अध्यक्ष / Head  
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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**MR. NAGARAJA SHARMA U**  
Faculty Advisor  
Department of Tourism Studies

**A STUDY ON WILDLIFE TOURISM: SPECIAL  
REFERENCE WITH ARALAM WILDLIFE  
SANCTUARY**

*This is submitted to the Department of Tourism Studies in partial  
fulfilment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by

**ABHIJITH R**

Reg. No: BMT051902

Under the Guidance of

**MR. NAGARAJA SHARMA. U**



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**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project on the topic **“A STUDY ON WILDLIFE  
TOURISM: SPECIAL REFERENCE WITH ARALAM WILDLIFE  
SANCTUARY”** is based on the individual study and original work done by

**Mr. ABHIJH R** for the partial fulfilment of course curriculum of Master of Business  
Administration in Tourism and Travel Management from the Department of Tourism Studies,  
School of Business Studies, Central University of Kerala during the period of study in the  
academic year 2021.

  
**Prof. (Dr.) V. BALACHANDRAN**

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**MR. NAGARAJA SHARMA. U**

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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



**“POTENTIAL OF LAND BASED ADVENTURE  
TOURISM OF KASARAGOD; A CASE STUDY OF  
RANIPURAM”**

*This project report is submitted to the Department of Tourism Studies in partial  
fulfillment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by

**Mr. ABHILASH M**

Reg. No: BMT051903

Under the Guidance of

**Mr. NAGARAJA SHARMA U**



**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this report titled “**Potential of land based adventure tourism of Kasaragod; A case study of Ranipuram**” is a bonafide record of work done by **Mr. Abhilash M** during the fourth semester and submitted for the partial fulfillment of the requirement of the degree of **Master of Business Administration (Travel and Tourism Management)** from the **Department of Tourism Studies, School of Business Studies, Central University of Kerala** under my guidance and supervision during the period of study in the academic year 2019 – 2021.

**Prof. Dr. V BALACHANDRAN**

Dean of School of Business Studies

Head i/C

Department of Tourism Studies

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पर्यटन अध्ययन विभाग

**Department of Tourism Studies**

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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**Mr. NAGARAJA SHARMA U**

Faculty Advisor

Department of Tourism Studies

**A STUDY ON IMPACT OF COVID-19 ON RITUAL TOURISM SPECIAL REFERNCE TO  
THEYYAM IN KANNUR**

This is submitted to the Department of Tourism Studies in partial fulfilment of the requirement for  
the award of degree of

**MASTER OF BUSINESS ADMINISTRATION IN  
TOURISM & TRAVEL MANAGEMENT**

Submitted by  
**AGNUS P B**  
Reg. No: BMT051904

Under the Guidance of  
**NAGARAJA SHARMA U**





**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this research project on the topic “A STUDY ON IMPACT OF COVID-19 ON RITUAL TOURISM SPECIAL REFERENCE TO THEYYAM IN KANNUR” is based on the individual study and original work done by **MS. AGNUS P B** for the partial fulfilment of course curriculum of Master of Business Administration (Tourism and Travel Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 –2021.

  
**Prof. (Dr). V. BALACHANDRAN**  
Dean School of Business Studies  
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**Mr. NAGARAJA SHARMA U**  
Faculty Advisor  
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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

# **YAKSHAGANA GOMBAYATA- A STUDY OF PUPPETS OF KASARAGOD DISTRICT**

Submitted to the Department of Tourism Studies in partial fulfilment of the requirement for  
the award of degree of

**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
TRAVEL MANAGEMENT**

Submitted by  
AKHILAMOL C  
Reg. No: BMT051905

Under the guidance of  
**MR.NAGARAJASHARMA U**




**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA PERIYE , KASARAGOD  
MAY-2021**

# CERTIFICATE

This is to certify that this project report titled “ **Yakshagana gombeyata- a study of puppets of Ksaragod district** ” is based on the individual study and original work done by **Ms. AKHILAMOL C** for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

  
Prof.( Dr.)BALACHANDRAN  
Head of the Department  
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Mr.NAGARAJA SHARMA U  
Faculty Advisor  
Department of Tourism Studies

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
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**अध्यक्ष / Head**  
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Central University of Kerala  
कासरगोड, केरल-671316, Kasaragod, Kerala-671316

# **THE ART OF HITCHHIKING: A STUDY ON RISK AND SAFETY IN INDIA**

This project is submitted to the Department of Tourism Studies in partial fulfillment of the requirement for the award of degree of  
**MASTER OF BUSINESS ADMINISTRATION IN TOURISM & TRAVEL MANAGEMENT**

Submitted by  
**AMEEN P**

Reg. No: BMT051906

Under the guidance of  
**Mr. MOHAMMED ASHRAF B A**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY, 2021**

**THE ART OF HITCHHIKING: A STUDY ON RISK AND  
SAFETY IN INDIA**

This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of  
**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
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Submitted by  
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**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY, 2021**



**TOWARDS EMPOWERMENT-A STUDY ON WOMEN AND  
COMMUNITY BASED TOURISM IN EZHRAKUND WATERFALLS**

This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
TRAVEL MANAGEMENT**

Submitted by

**ANJALI M**

Reg. No: BMT051907

Under the guidance of

**Mr. MOHAMMED ASHRAF B A**



**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY, 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project on the topic “**TOWARDS EMPOWERMENT – A STUDY ON WOMEN AND COMMUNITY BASED TOURISM IN EZHRAKUND WATERFALLS** ” is based on the individual study and original work done by **Ms. ANJALI M** for the partial fulfillment of course curriculum of Master of Business Administration in Tourism and Travel management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

**Prof. (Dr) V. BALACHANDRAN**

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**Mr. MOHAMMED ASHRAF B A**

Faculty Advisor

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**ROLE OF TOURISM IN PROMOTING HANDICRAFTS –  
CHALLENGES AND OPPORTUNITIES FOR LOCAL ECONOMIC  
DEVELOPMENT IN PALLIKARA VILLAGE.**

*This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by  
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Reg. No: BMT091805

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**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
2019-21**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

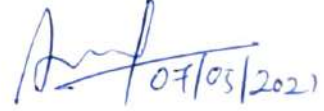
**CERTIFICATE**

This is to certify that this project report titled “**Role Of Tourism In Promoting Handicrafts-Challenges And Opportunities For Local Economic Background Of The Community**” is based on the individual study and original work done by **Ms. ANJIMA A M** for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.



**DR. BALACHANDRAN.V**

Dean of school of business studies  
Head of Department of Tourism studies



**MR. MOHAMMED ASHRAF B A**

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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**SMARTPHONE AS A CATALYST OF CHANGE:  
BOON OR BANE FOR TOURIST EXPERIENCE**

*This is submitted to the Department of Tourism Studies in partial  
fulfilment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
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Submitted by

**ANOOP P K**

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**DEPARTMENT OF TOURISM STUDIES  
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**MAY 2021**

DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD

CERTIFICATE

This is to certify that this project on the topic "SMARTPHONE AS A CATALYST OF CHANGE: BOON OR BANE FOR TOUEIST EXPERIENCE" is based on the individual study and original work done by Mr. ANOOP P K for the partial fulfilment of course curriculum of Master of Business Administration in Tourism and Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019-2021.

  
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कसरगोड, केरल-671316 / Kasaragod, Kerala-671316

**AN EXPLORATORY STUDY ON THE PROMOTION AND  
DEVELOPMENT OF TOURISM IN TULUNADU REGION OF  
KASARAGOD AND SOUTH KARNATAKA**

This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
TRAVEL MANAGEMENT**

Submitted by

**ARJITHA.A**

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**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project report titled “An Exploratory Study on the Promotion and Development of Tourism in Tulunadu Region of Kasaragod and South Karnataka” is based on the individual study and original work done by Ms. ARJITHA.A for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

**Prof. (Dr) V. Balachandran**

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**Mr. Mohammed Ashraf B A**

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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



**AN ANALYTICAL STUDY ABOUT THE INVOLVEMENT OF  
SOCIAL MEDIA FOR DESTINATION MARKETING WITH  
REFERENCE TO KERALA**

*This project is submitted to the Department of Tourism Studies in partial  
fulfillment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION (TOURISM &  
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Submitted by

**ASHWANI SREEDHARAN**

Reg. No: BMT051911

Under the Guidance of

**MS. DANNYA SADANANDHAN**



**DEPARTMENT OF TOURISM STUDIES SCHOOL OF BUSINESS  
STUDIES CENTRAL UNIVERSITY OF KERALA PERIYE,  
KASARAGOD**

**MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this research project on the topic “AN ANALYTICAL STUDY ABOUT THE INVOLVEMENT OF SOCIAL MEDIA FOR DESTINATION MARKETING WITH REFERENCE TO KERALA” is based on the individual study and original work done by MS. ASHWANI SREEDHARAN for the partial fulfilment of course curriculum of Master of Business Administration (Tourism and Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 –2021.

**Prof. (Dr) V. BALACHANDRAN**

Head of the Department

Department of Tourism Studies

**MS. DANNYA SADANANDHAN**

Faculty Advisor

Department of Tourism Studies

अध्यक्ष / Head  
पर्यटन अध्ययन विभाग

**Department of Tourism Studies**

केरल केन्द्रीय विश्वविद्यालय

Central University of Kerala

कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**“ECO TOURISM OPPORTUNITIES AND THREATS: A CASE  
STUDY OF RANIPURAM HILL STATION”**

*This report is submitted to the Department of Tourism Studies in partial fulfillment  
of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by  
**ASWATHI M**  
Reg. No: BMT051912

Under the Guidance of  
**Ms. DANNYA SADANANDHAN**





**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this Project Report title “ECO TOURISM OPPORTUNITIES AND THREATS: A CASE STUDY OF RANIPURAM HILL STATION” is based on the individual study and original work done by Ms. ASWATHI M for the partial fulfillment of course curriculum of MBA Tourism and Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 - 2021.

  
**PROF. (DR). V BALACHANDRAN**  
Dean School of Business Studies  
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**Ms. DANNYA SADANANDHAN**  
Faculty Advisor  
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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**STAKEHOLDERS ROLE FOR DEVELOPING NORTH MALABAR AS  
BACKWATER TOURISM DESTINATION**

This is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of  
**MASTER OF BUSINESS ADMINISTRATION IN  
TOURISM & TRAVEL MANAGEMENT**

Submitted by  
**DIVIL KUMAR K G**  
Reg. No: BMT051913

Under the Guidance of  
**Ms. DANNYA SADANANDHAN**



**DEPARTMENT OF TOURISM STUDIES  
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CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this research project on the topic “**STAKEHOLDERS ROLE FOR DEVELOPING NORTH MALABAR AS BACKWATER TOURISM DESTINATION**” is based on the individual study and original work done by **Mr. DIVIL KUMAR K G** for the partial fulfilment of course curriculum of Master of Business Administration in Tourism & Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

**Prof. (Dr). V. BALACHANDRAN**

Dean School of Business Studies

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**Ms. DANNYA SADANANDHAN**

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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**A STUDY ON ADVENTURE TOURISM  
POTENTIALITY IN KASARAGOD DISTRICT**

*This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
TRAVEL MANAGEMENT**

**Submitted By**

**DIVYA P**

**Register No.: BMT051914**

**Under the Guidance of**

**Ms. Dannya Sadanandhan**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY 2021**

DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYA, KASARAGOD

CERTIFICATE

This is to certify that the Project Report title “A STUDY ON ADVENTURE TOURISM POTENTIALITY IN KASARGOD DISTRICT” submitted in partial fulfilment for the award of Master of Business Administration in Tourism & Travel Management Programme of Department of Tourism Studies, Central University of Kerala, was carried out by DIVYA P under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate



Prof. (Dr.) V Balachandran  
Head of the Department  
Department of Tourism Studies



Ms. Dannya Sadanandhan  
Faculty Advisor  
Department of Tourism Studies

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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



# **WELLNESS TOURISM: CHALLENGES AND OPPORTUNITIES WITH REFERNCE TO KOVALAM**

*This report is submitted to the Department of Tourism Studies in partial fulfillment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by  
**FATHIMATH MUKTHARA NASREEN**  
Reg. No: BMT051915

Under the Guidance of  
**MS. DANNYA SADANANDHAN**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project report entitled on “**Wellness Tourism: Challenges and Opportunities with reference to Kovalam**” is a bona fide record of original work done by Ms. **FATHIMATH MUKTHARA NASREEN** during fourth Semester and submitted in partial fulfillment of the requirement of the degree of **Master of Business Administration in Tourism & Travel Management, Central University of Kerala** with my guidance and Supervision.



**Prof. ( Dr.) V Balachandran**

Dean, School of Business Studies

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**Ms. Dannya Sadanandhan**

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**Department of Tourism Studies**

केरल केन्द्रीय विश्वविद्यालय

**Central University of Kerala**

कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**A STUDY ON COMMUNITY-BASED TOURISM AT MICRO  
DESTINATION - WITH SPECIAL REFERENCE TO  
KAVVAYI BACKWATERS**

*This report is submitted to the Department of Tourism Studies in partial fulfillment  
of the requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

*Submitted by*

**MS. GREESHNA C**

Reg. No: BMT051916

*Under the Guidance of*

**MR. UNNIKRISHNAN T**



**CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

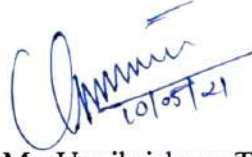
**MAY 2021**

## CERTIFICATION

This is to certify that the Project Report title “A study on Community-based Tourism at Micro destination - with special reference to Kavvayi backwaters” is submitted in partial fulfillment for the award of MBA (Tourism & Travel Management) Programme of Department of Tourism Studies, Central University of Kerala, was carried out by **MS. GREESHNA C** under by guidance. This has not been submitted to any other University or Institution for the award of any degree/ diploma/ certificate.



Prof. (Dr) V. Balachandran  
Dean, School of Business Studies  
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Mr. Unnikrishnan T  
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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**MEDICAL TOURISM DESTINATION SWOT ANALYSIS:  
A CASE STUDY OF NORTH MALABAR REGION**

*This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

*Submitted by*

**MS. HAJIRATH RAHEENA K R**

Reg. No: BMT051917

*Under the Guidance of*

**MR. UNNIKRISHNAN T**



**CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY 2021**

## CERTIFICATE

This is to certify that this study “MEDICAL TOURISM DESTINATION SWOT ANALYSIS: A CASE STUDY OF NORTH MALABAR REGION” is based on the individual study and original work done by Ms. HAJIRATH RAHEENA K R for the partial fulfillment of course curriculum of Master of Business Administration (Tourism & Travel Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

**Prof. (Dr). V. BALACHANDRAN**  
Dean – School of Business Studies  
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**Central University of Kerala**  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**AN EXPLANATORY STUDY ON THE MARKETING  
STRATEGIES ADOPTED BY HOSPITALITY INDUSTRY  
DURING COVID-19 PANDEMIC**

*This project is submitted to the Department of Tourism Studies in partial fulfillment  
of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

*Submitted by*

**MS. JISHA NAIR**

Reg. No: BMT051918

*Under the Guidance of*

**MR. UNNIKRISHNAN T**




**CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

## CERTIFICATE

This is to certify that this project report “An Explanatory Study on The Marketing Strategies Adopted by Hospitality Industry During Covid-19 Pandemic” is based on the individual study and original work done by Ms. Jisha Nair (BMT051918) for the partial fulfillment of course curriculum of Master of Business Administration (Tourism and Travel Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.



**Prof. (Dr). V. BALACHANDRAN**  
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**MR. UNNIKRISHNAN T**  
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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



**IDENTIFYING COMPETITIVE STRATEGIES FOR SUCCESSFUL  
TOURISM DESTINATION DEVELOPMENT: AN EVALUATIVE  
STUDY OF PALAKKAYAM THATTU AND EZHARAKKUND  
WATERFALLS TOURISM PROJECTS**

*This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

*Submitted by*

**MR. JITHIN A K**

REG. NO: BMT051919

*Under the Guidance of*

**MR. UNNIKRISHNAN T**



**CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

## CERTIFICATE

This is to certify that this project report titled “IDENTIFYING COMPETITIVE STRATEGIES FOR SUCCESSFUL TOURISM DESTINATION DEVELOPMENT: AN EVALUATIVE STUDY OF PALAKKAYAM THATTU AND EZHARAKKUND WATERFALLS TOURISM PROJECTS” is based on the individual study and original work done by MR. JITHIN A.K for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.



**Prof. (Dr) V. Balachandran**

Dean - School of Business Studies

Head i/c,

Department of Tourism Studies

अध्यक्ष / Head

पर्यटन अध्ययन विभाग

**Department of Tourism Studies**

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Central University of Kerala

कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



**Mr. Unnikrishnan T**

Faculty Advisor

Department of Tourism Studies

**INTEGRATED DEVELOPMENT THROUGH HERITAGE TOURISM  
CIRCUIT- A FEASIBILITY STUDY WITH SPECIAL REFERENCE TO  
KANNUR DISTRICT**

*This project is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

*Submitted by*

**MS. KAVYA E V**

Reg. No: BMT051920

*Under the Guidance of*

**MR. UNNIKRISHNAN.T**



**CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**May 2021**

## CERTIFICATION

This is to certify that this project report titled “INTEGRATED DEVELOPMENT THROUGH HERITAGE TOURISM CIRCUIT- A FEASIBILITY STUDY WITH SPECIAL REFERENCE TO KANNUR DISTRICT” submitted in partial fulfillment for the award of MBA (Tourism & Travel Management) Programme of Department of Tourism Studies, Central University of Kerala, was carried out by **MS. KAVYA.E.V (BMT051920)** under my guidance. This has not been submitted to any other university or Institution to award any degree/ diploma/ certificate.



**Prof. (Dr). V. BALACHANDRAN**

Dean- School Of Business Studies

Head of the Department i/c

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कासरगोड, केरल-671316 / Kasaragod, Kerala- 671316



**MR. UNNIKRISHNAN T**

Faculty Advisor

Department of Tourism Studies

## **RESEARCH PROJECT**

### **SCOPE OF AGRITOURISM IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO CHERUPUZHA PANCHAYATH**

This is submitted to the Department of Tourism Studies in partial fulfilment of the  
requirement for the award of degree of

### **MASTER OF BUSINESS ADMINISTRATION IN TOURISM & TRAVEL MANAGEMENT**

Submitted by  
**KRISHNA V.S**  
Reg. No: BMT051921


Under the Guidance of  
**Mrs. RESHMA SANDEEP KUMAR DEY**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

## CERTIFICATE

This is to certify that this research project titled “SCOPE OF AGRITOURISM IN KANNUR DISTRICT WITH SPECIAL REFERENCE TO CHERUPUZHA PANCHAYATH”, submitted with Register No: BMT051921 is an authentic record of bonafide research work done by Ms. Krishna V.S under my guidance and supervision in based on the individual study and original work done by **MS KRISHNA V.S** for the partial fulfilment of course curriculum of Master of Business Administration in Tourism & Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

  
**Prof. (Dr) V. BALACHANDRAN**  
Dean, School of Business Studies  
Department of Tourism Studies  
Central University of Kerala

Supervising Guide 

**Mrs. RESHMA SANDEEP KUMAR DEY**  
Faculty Advisor  
Department of Tourism Studies  
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अध्यक्ष / Head  
पर्यटन अध्ययन विभाग  
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Central University of Kerala  
कासरगोड, केरल-671316 / Kasaragod, Kerala-671316

**“A STUDY ON POTENTIAL OF CULTURAL  
TOURISM IN KASARAGOD DISTRICT WITH  
SPECIAL REFERENCE TO ARTS, FAIRS AND  
FESTIVALS”**

*This is submitted to the Department of Tourism Studies in partial  
fulfilment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by

**NITHIN T**

Reg. No: BMT051922

Under the Guidance of

**MRS. RESHMA SANDEEP KUMAR DEY**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project on the topic “A STUDY ON POTENTIAL OF CULTURAL TOURISM IN KASARAGOD DISTRICT WITH SPECIAL REFERENCE TO ARTS, FAIRS AND FESTIVALS” is based on the individual study and original work done by **Mr. NITHIN T** for the partial fulfilment of course curriculum of Master of Business Administration in Tourism and Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019- 2021.

  
Prof.(Dr). V. BALACHANDRAN

  
MRS. RESHMA SANDEEP KUMAR DEY

Dean School of Business Studies

Faculty Advisor

Head i / c

Department of Tourism Studies

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कासरगोड, केरल-671316 / Kasaragod, Kerala-671316



**DESCRIPTIVE STUDY ON ROLE OF KOTAKKAL ARYA  
IDYA SHALA IN PROMOTING HEALTH TOURISM IN  
KERALA**

*This project is submitted to the Department of Tourism Studies in  
partial fulfillment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by

**RESHA BASHEER PATTUPARA**

Reg. No: BMT051923

Under the Guidance of

**MS. RESHMA SANDEEP KUMAR DEY**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this research project on the topic “**A DESCRIPTIVE STUDY ON ROLE OF KOTAKKAL ARYA VAIDYA SHALA IN PROMOTING HEALTH TOURISM IN KERALA**” is based on the individual study and original work done by **MS. RESHA BASHEER PATTUPARA** for the partial fulfillment of course curriculum of Master of Business Administration (Tourism and Travel Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019–2021.



**Prof. (Dr) V. BALACHANDRAN**

Head of the Department

Department of Tourism Studies



**MS. RESHIMA SANDEEP KUMAR DEY**

Faculty Advisor

Department of Tourism Studies

**अध्यक्ष / Head**  
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**Central University of Kerala**  
पेरिये, कसरगोड, केरल-671316 / Kasaragod, Kerala-671316

**A STUDY ON COMMUNITY BASED FOREST  
MANAGEMENT IN SILENT VALLEY NATIONAL  
PARK**

*This project is submitted to the Department of Tourism Studies in partial  
fulfillment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION IN TOURISM &  
TRAVEL MANAGEMENT**

Submitted by  
**REZMIYA FIDA C M**  
Reg. No: BMT051924

With the Guidance of  
**MRS. RESHMA SANDEEP KUMAR DEY**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD**

**CERTIFICATE**

This is to certify that this project report titled “A STUDY ON COMMUNITY BASED FOREST MANAGEMENT IN SILENT VALLEY NATIONAL PARK” is based on the individual study and original work done by Ms. REZMIYA FIDA C M for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.

  
**Dr. Balachandran** ✓

Head of the Department  
Department of Tourism Studies



**Mrs. Reshma Sandeep Kumar Dey**  
Faculty Advisor  
Department of Tourism Studies

अध्यक्ष / Head  
पर्यटन अध्ययन विभाग  
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कासरगोड, केरल-६७१३१६ / Kasaragod, Kerala-671316

**RESEARCH PROJECT**

**A STUDY ON TOURISM POTENTIAL OF BEACH TOURISM AND RURAL  
TOURISM AT AZHITHALA**

This is submitted to the Department of Tourism Studies in partial fulfillment of the  
requirement for the award of degree of

**MASTER OF BUSINESS ADMINISTRATION IN  
TOURISM & TRAVEL MANAGEMENT**

Submitted by

**RITHIN P**

Reg. No. BMT051925

A V SUDHA SHARMA

Under the Guidance of

**RESHMA SANDEEP KUMAR DEY**



**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIYE, KASARAGOD  
MAY 2021**

DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
CENTRAL UNIVERSITY OF KERALA  
PERIVE, KASARAGOD

CERTIFICATE

This is to certify that this research project on the topic "A STUDY ON TOURISM POTENTIAL OF BEACH TOURISM AND RURAL TOURISM AT AZHITHALA" is based on the individual study and original work done by **MR. RITHIN P** for the partial fulfillment of course curriculum of Master of Business Administration (Tourism and Travel Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 -2021.

  
**Prof. (Dr.) V. BALACHANDRAN**

Dean School of Business Studies

Head i/c

Studies Department of Tourism Studies

  
**Mrs. RESHMA SANDEEP KUMAR DEY**

Faculty Advisor

Department of Tourism

ಶಿಕ್ಷಣ / Head  
ವರದಿ ಸಂಸ್ಥೆ ನಿರ್ದೇಶಕಿ  
Department of Tourism Studies  
ಕೇರಳ ಕೇಂದ್ರೀಯ ವಿಶ್ವವಿದ್ಯಾನಿಲಯ  
Central University of Kerala  
ಪರವೇರಿ, ಕಸರಗೋಡು / Kasaragod, Kerala 671329

**“A STUDY ON OPPORTUNITIES OF EVENT TOURISM IN  
KASARGOD WITH SPECIAL REFERENCE TO BEKAL”**

**PROJECT REPORT**

*This project is submitted to the Department of Tourism Studies in partial  
fulfilment of the requirement for the award of degree of*

**MASTER OF BUSINESS ADMINISTRATION  
(TOURISM & TRAVEL MANAGEMENT)**

Submitted by  
**SHILPA K V**  
Reg. No: BMT051926

Under the Guidance of  
**MRS. AIDA AUGUSTINE**



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PERIYE, KASARAGOD**

**MAY 2021**

**DEPARTMENT OF TOURISM STUDIES  
SCHOOL OF BUSINESS STUDIES  
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**CERTIFICATE**

This is to certify that this Project report titled “**A Study On Opportunity Of Event Tourism In Kasaragod With Special Reference To Bekal**” is a bonafide record of work done by **Ms. Shilpa K V** during fourth semester and submitted for the partial fulfillment of the requirement of the degree of **Master of Business Administration (Travel and Tourism Management)** from the **Department of Tourism Studies, School of Business Studies, Central University of Kerala** under my guidance and supervision during the period of study in the academic year 2019 – 2021.



**Prof. Dr. V Balachandran**

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**A STUDY ON IMPACT OF COVID 19 PANDEMIC ON  
CULTURAL TOURISM WITH SPECIAL REFERENCE TO  
RELIGIOUS FESTIVALS IN KASARAGOD**

*This project is submitted to the Department of Tourism Studies in partial  
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This is to certify that this project titled " A STUDY ON THE IMPACT OF COVID PANDEMIC ON CULTURAL TOURISM WITH SPECIAL REFERENCE TO RELIGIOUS FESTIVALS IN KASARAGOD " is based on the individual study and original work done by Ms. SREELAKSHMI SUKUMARAN for the partial fulfillment of course curriculum of Master of Business Administration (Tourism) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2019 – 2021.



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**“A STUDY ON THE CONCEPT OF DESTINATION  
WEDDING AND HOW IT HAS CHANGED THE  
TOURISM INDUSTRY, TO KASARAGOD DISTRICT,  
KERALA”**

*This project report is submitted to the Department of Tourism Studies in partial  
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This is to certify that this report titled "A study on the concept of Destination Wedding and how it has changed the tourism industry, to Kasaragod district, Kerala" is a bonafide record of work done by **Mr. Subith Kumar P** during the fourth semester and submitted for the partial fulfillment of the requirement of the degree of **Master of Business Administration (Travel and Tourism Management)** from the **Department of Tourism Studies, School of Business Studies, Central University of Kerala** under my guidance and supervision during the period of study in the academic year 2019 – 2021.



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**“AN ASSESSMENT OF PERCEPTION AND  
PERSPECTIVE OF THE TOURISTS ON CULINARY  
TOURISM WITH PRIOR PROMINENCE TO  
KASARAGOD DISTRICT, KERALA”**

*This project report is submitted to the Department of Tourism Studies in partial  
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**MAY 2021**

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This is to certify that this report titled “An assessment of perception and perspective of the tourists on culinary tourism with prior prominence to Kasaragod district, Kerala” is a bonafide record of work done by Ms. Unnimaya M Y during the fourth semester and submitted for the partial fulfillment of the requirement of the degree of Master of Business Administration (Travel and Tourism Management) from the Department of Tourism Studies, School of Business Studies, Central University of Kerala under my guidance and supervision during the period of study in the academic year 2019 – 2021.



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**A STUDY ON POTENTIALITIES OF RIVER CRUISE  
TOURISM IN NORTH MALABAR WITH SPECIAL  
REFERENCE TO PARASSINIKADAVU**

*This is submitted to the Department of Tourism Studies in partial  
fulfilment of the requirement for the award of degree of*

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This is to certify that this project on the topic "A STUDY ON POTENTIALITIES OF RIVER CRUISE TOURISM IN NORTH MALABAR WITH SPECIAL REFERENCE TO PARASSINIKADAVU" is based on the individual study and original work done by Miss. VISHNUMAYA for the partial fulfilment of course curriculum of Master of Business Administration in Tourism and Travel Management from the Department of Tourism Studies, School of Business Studies, Central University of Kerala during the period of study in the academic year 2021.

  
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