

Problems and Prospects of Heritage Tourism in Kerala; with Special Reference to Cheraman Juma Masjid, Kodungallur.

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Abstract: *This article highlights the problems and prospects of heritage tourism in Kerala with special reference to Cheraman Juma Masjid, Kodungallur. Kerala popularly known as the 'God's own country' has emerged as the most attained tourist destinations in the Country. The tourism and travel industry comprises 10 percent of Kerala's GDP and contributes around 23.5 percent to the total employment in the state. Heritage tourism is a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. The state's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture and personal growth of the local population. Cheraman Juma Masjid is one of the famous heritage spots in Kerala attracting large number of tourists. It is believed to be the first mosque in India and it is one of the oldest in the World. The study revealed that Masjid is well maintained and protected even if the construction is still continuing. Tourists visited the destination for relaxation and development of tourism destination improved the standard of living of the host community also.*

Keywords: Tourism, Cheraman Juma Masjid, Expectation, Satisfaction, Sustainable tourism Development