

Topic:

Food - an Influencing Factor for Tourism in Calicut Impact of food on income of tourism in Kozhikode

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Aim: Main objective if this dissertation is to research on whether Food is an influencing factor for tourism in Calicut. Different touristic attractions and locations would be discussed along with the role of the local cuisine to attract tourists from across the globe.

Objectives:

- First objective to critically assess the economic impacts from tourism in terms of supply, demand and tourism expenditure.
- Argue whether marketing of Calicut as a tourist attraction is focused on the variety of food it offers or are there any other compelling factors which attracts tourists to the destination
- Conduct surveys among different tourists, and compile the result; to explore on the impact of food in promoting the flow of tourists to the land

Literature Review

Motivation: states that motivation may be inspired by events or it can come from within the individual.
(V.Brown, 2007)

Tourism: Since tourism being a vast sector with many different types of tourism, in this dissertation the author focuses on food tourism. States food tourism to be the exploration of food in different places (John Stanley, 2014)