

## **A Study on Impact Of Hartal On Coastal Tourism With Special Reference To Cherai Beach**

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Our state experiences hartals that results in businesses to shut down and offices and other undertakings forced to cease their operations causing huge losses to the economy. This paper attempt to study Impact of Hartal on Coastal Tourism with Special Reference to Cherai Beach in Ernakulum district. Frequently civil disturbances have been identified as a major threat to the tourism industry. In Kerala hartals are more so, there us chance to loss the destination brand and it provide a negative state image.

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