CHAPTER - VII

FINDINGS, SUGGESTIONS AND CONCLUSION

7.1 MAJOR FINDINGS

1. It was found that Kuttampuzha has an alluring natural beauty and a very fascinating landscape, capable of attracting both indigenous and foreign tourists. However, the existing basic infrastructural facilities such as transportation, hotels, motels, parks etc. are deplorably inadequate and wide publicity which is backbone of tourism development is found wanting. These constraints have deemed Kuttampuzha its rightful claim to grow into a popular tourism hub which can boost its economy to an unprecedented level.

2. It was found that most of the visiting tourists had came to know about Kuttampuzha and its tourist attractions from their friends and relations rather than from media publicity. This points to the inadequacy of publicity about the enchanting geography of Kuttampuzha that no tourist can ignore.
3. It was found that the Thattekkad Bird Sanctuary in Kuttampuzha is one of the most important tourist attractions. This safe habitat for birds was founded by the State Government in 1983 but since then it has been subjected to neglect by the authorities concerned so much so the basic facilities needed for stay and movement of the tourists are not available commensurate with the importance of the location no concentrated efforts have been made for attracting tourists so as to tap its vast potential. Therefore it prospects as a low-profile in the map of local tourism.

4. The Researcher made an extensive study of the present condition of the Cherai beach, its dilapidated walkways, foot-paths, park, play grounds and found that the condition is dismal in what is considered to be the earliest European settlement in India, that has left masterpieces of Portuguese, Dutch and English Architecture. There is no doubt that this fascinating and beautiful beach can fruitfully be harnessed and transformed into an attractive tourism hotspot if attractive infrastructural facilities are made available.

5. It was found that the domestic tourists have been just tolerating the chaos and dirt at Cherai Beach. It is disheartening to see that
plastic bottles, thermocol and ice-cream cups are strewn about all along the beach and heritage streets. Such stink and untidiness can dissuade the tourists, especially foreigners from visiting the spot.

6. It was learned from a group of young tourists from Switzerland that they were shocked to see even elderly people, littering the streets and were disenchanted with the existing infrastructural facilities, cleanliness and garbage management in Cherai Beach.

7. It was found that foreign tourists visiting Cherai beach are annoyed at the behavior of local people who stare at them as if they were strange creatures.

8. It was found that the Historic location, in Cherai beach which attracts a large number of tourists, do not have well kept pay-and-use toilets and the footpaths, which are reasonably wide are uneven and heavily encroached upon by vendors and haphazardly parked vehicles.

9. It was found that the vendors selling fish, ice-creams etc. at Cherai Beach are mostly responsible for polluting the premises.
and that they deny the tourists a comprehensive view of the beach and the Chinese fishing nets that abounds in.

10. It was found that there have been complaints of criminals operating under the cover, provided by rickety stalls in both Cherai land Kumbalangi.

11. It was found that the plain land premises in Cherai and Kumbalangi abound in tall and bushy weeds denying adequate sports lovers.

12. It was heartening that in Kumbalangi a project involving Rs.4.87 crores was finalized in June 2013 to renovate the park, to build an entrance plaza, to develop heritage streets, and to modernize tourism infrastructure. The work, however, is yet to take off despite June 14 being the deadline set for the project.

13. It was found that the major factors that favour tourism promotion in Kuttampuzha are: the exuberance of its natural beauty, vast potential for bird watching, amalgamation of tribal and modern culture; above all, its strategic and accessible location, i.e., its position mid-way between Edaimalyar, Bhothathankettu, and
Thateekadu besides being abound in prominent places of historical importance.

14. Yet there are some major factors that impede tourism development in Kuttampuzha and they are the lack of a specific tourism policy framework for the area, poor infrastructure and the lack of awareness on the part of the authorities with regards to the vast tourism potential of the area.

15. It was found that Kuttampuzha has immense potential for ecotourism development, boosting of rural tourism, responsible tourism and excellent possibilities for women entrepreneurship to flourish.

16. It was found that there are some distinctive factors that enshrine the tourism potential in Kumbalangi they are abundant natural beauty, its vast scope for bird watching and the amalgamation of rural and modern culture prevailing in the areas, its strategic location i.e., proximity to Fort Cochin and easy accessibility to Cochin International Airport.

17. It was found that the major factors that hinder optimum tourism development and Women Entrepreneurship ventures are the
inadequate policy framework on part of the government, laxity on the part of the tourism promotion personnel.

18. It was found that the most important aspects the great tourism potential of Kuttanadu are the facilities for canal tourism, existence of extensive backwaters, vast expanse of paddy fields and the alluring scenic beauty of Kuttanadu.

19. It was found that among the manifold factors that lie embedded in the tourism potential of Cherai, the most remarkable ones are its immense scope for water sports, for canal tourism and its strategic location, i.e. its proximity to the Cochin Shipyard, Nedumbassery International Airport and its reputation as the home of several historically important places, Cherai beach is the best Golden Beach of Kerala, with vast expanse of backwaters, an abundance Chinese fishing nets. Cherai Gowreshawaran Temple, Azheekkal Sree Varaha Temple, the Portuguese Fort, Kottayil Kovilakam, Pallipuram Church, Pallipuram Fort, Kottapuram Fort, Juma Masjid, Gothuruthu church are all rich in tourism potential.
7.2 DEMOGRAPHIC PROFILE OF WOMEN ENTREPRENEURS

1) As regards the demographic profile of the women entrepreneurs, interviewed as part of the research it was found that 41.5 per cent of the respondents were of the age 40-50 years while 34.5 percent belong to age group between 30-40 years. 14.5 per cent of them were above 50 years while 14.5 per cent were above 50 years of age. The remaining 9.5 per cent belong to the age group 20-30 years. This reveals the fact that the majority of the women entrepreneurs started their venture only after having completed their education and matrimonial responsibilities.

2) Regarding the educational qualification of the women entrepreneurs it is found that only ¾ percent of them are graduates while 42.5 percent of them have an educational status at levels around matriculation and just 7.50 per cent have either technical or professional educational background.

3) Apropos the religion wise classification of the women entrepreneurs, 52.5 percent are Hindus while 37.5 per cent. Are Christians and the remaining 10 percent are Muslims.
4) As regards the family background of the women entrepreneurs, it is found that 76.5 per cent are hailing from Nuclear families while the remaining 23.5 per cent belong to joint families.

5) Regarding the marital status of the respondents it was found that 85.5 per cent of them are married while 6.5 per cent are unmarried and the remaining 8 per cent are either widows or divorcee.

6) As regards the Family occupation of the respondents it is found that 42 percent of the respondents are hailing from business families while 21.5 percent belong to families where women are unemployed but their husbands are employed in same private sector enterprises. Further 9.5 per cent are employed in Government jobs and 4.5 per cent of the respondents belong to the agricultural families. And fascinatingly, 7 per cent of the family members of the respondents are already in the tourism sector.

7) Regarding the family size of the respondents it is found that 63.5 per cent of the respondents belong to families with 3-5 members. While 32.5 per cent of them belong to families with more than 5
members and only 4 of the respondents are part of the families with less than 3 members.

8) It is found that the women entrepreneurs are engaged in various small entrepreneurial activities such as: Running restaurants, Bakery units, grocery shops.

9) Regarding the time in which the respondents have initiated their ventures it is found that 69.5 per cent of the units have been initiated since 2000 while 36.5 of the ventures have their origin between 1990-2000. Six per cent of the ventures had been embarked upon during the period 1980-1990 and only just 3 per cent of them have been long standing coming into operation during the period 1970-1980.

10) It was found that 86.5 per cent of the ventures were initiated as new enterprises and the remaining 13.5 per cent are traditional family business inherited by them.

11) Apropos the initial investment made in the business by the respondents, it was found that 75.5 percent of the ventures had initial investments ranged from 1 lakh to 9 lakhs while 6.5 percent have investments between 9-11 lakhs and just 1.5 percent of
them have initial an out-lay above Rs. 20 lakhs. Only 16.5 per cent of the business enterprises are tiny units with an out-lay below Rs.1 lakh.

12) As regards the management of the business and the decision making connected with it 48 per cent of them depend on their husbands for guidance where as 35 per cent of them are independently managing their business. The remaining 2 per cent of the respondents manage the business through appointed managers while 15 percent take decisions jointly. This finding points to the vital necessity of improving the managerial skills of the women entrepreneurs.

13) As regards the prior experience of the respondents, gained before starting their entrepreneurial ventures it is found that 55 per cent of them are novices in the field and that they straight-away daringly plunged into it. While 23.5 per cent of them had experience in the service sector before starting the enterprises 15 per cent had been involved in activities such as manufacturing and trading and 6.5 per cent were engaged in trades of various kinds along prior to the initiation of their present business ventures.
14) As regards the marketing and promotional strategies followed by the present women entrepreneurs it was found that the prominent alluring factors are Discounts, Credit sales, Personal selling and oral propaganda on the merits of the produces offered for sale.

15) It was found that the Women Entrepreneurs are not at present paying proper attention to quality control of their products and it accounts for the poor market share of their products.

16) It was found that the Women Entrepreneurs do not follow any definite criteria in fixing the prices of the products offered on sale but they are left to float on tide. This point to the fact that a systematic approach is not used in the fixing of prices for the various products noted in the study area.

17) Another adverse factor noticed by the researcher that the Women Entrepreneurs in the study area do not get any substantial family support in their business barring some meager support in the marketing of the products.

18) It was found that 68.5 per cent of the existing women entrepreneurs are facing conflicts with their domestic chores amidst managing their business. And as such their woes in synchronizing their business enterprises with their familial
obligations. Especially the role of a good spouse, paying proper attention to children’s vital needs including their education.

19) It was found that only 29.5 per cent of the existing women entrepreneurs in the area possessed adequate awareness regarding the various supports extended to women entrepreneurs by various governmental agencies.

7.3 FEASIBLE WOMEN ENTREPRENEURSHIP PROGRAMMES IN THE SELECTED AREAS ARE AS FOLLOWS:

1. It was found that in the waterlogged Kuttanad the majority of the women were unemployed, idle and were desperately in need of jobs and income.

2. It was found that Kuttanad has immense potential for Apiculture, Horticulture and Floriculture and these have been fruit-fully tapped as viable women entrepreneurial ventures in these three areas have been started and Floriculture was found to yield better returns and hold greater potential for future growth.

3. It was found that there is tremendous scope for the setting up of a cooperative society for the cultivation of Anthurium and Orchid plants and the marketing of their flowers. The Anthuriums could
be marketed outside Kerala and the Orchids primarily inside Kerala.

4. Apropos the alarmingly high unemployment rate among women in Kuttanad, it was found that the main reasons for this dismal plight are: low level industrialization in the area, reduced returns from farming that compel several farmers reduce the number of people employed on their farms and lack of proper technical training on the part of the local populace.

5. It was found that as far as Kuttanad is concerned Apiculture (Bee keeping) is a highly feasible and most suitable occupation for the women folk, living near the paddy fields and coconut plantations. The reason is that coconut tree is a good source of pollen for honey during the months from January to March, the time of refoliation after wintering. Moreover, honey bees collect large quantities of nectar from the secretions of extra floral nectar glands at the junction of the leaf petioles and leaflets of tender leaves, during these months.

6. The initial investment and profitability needed for starting of a cottage unit of beekeeping of 6 colonies is not much since 150 kgs of honey can be produced from one hectare of coconut/rubber
plantation. The investment required is estimated to be around Rs.7000 -10000 (for 6 colonies) and the returns start coming from the first year itself. A larger portion of the initial capital investment can be recovered in the first year itself. The additional requirement is just the annual expenditure incurred for buying sugar for the lean months from April to December. This comes to around Rs.700/-per year (for 6 bee colonies).

7. It was found that a hectare of land is enough to setup a bee colony. The bees and the equipment for breeding can be had from the Rubber Board of Kerala, which is located in Kottayam. The Rubber Board provides both infrastructural and scientific support for bee cultivation in Kerala. It also provides a 10 day training on the process of honey collection and related activities, which costs a meagre Rs.500.

8. It is found that even though the equipment costs for Bee keeping is not subsidized, the low costs of the infrastructure needed make the venture attractive.

9. As regards the profitability of a cottage Honey Bee keeping unit it was found that it can generate a net profit of Rs. 8880 accruing form an aggregate return of Rs. 7,614.58. The Internal Rate of
Return is 61 per cent, which shows the definite feasibility of the venture.

10. As Kuttanad, being in the delta region, has silty soil and has a high level of rainfall and humidity, the soil of the area was found to be most suited for the cultivation of all varieties of Horticulture varieties such as Bitter Gourd, Snake gourd, Cow pea and Cucumber.

11. As regards the economic feasibility of the said horticultural undertakings it was found that three crops could be raised annually, for each one of them in one cent of land with an annualized net return of Rs.1704, Rs.1494, Rs.2094 and Rs.1636.5. respectively for Bitter Gourd, Snake Gourd, Cowpea and cucumber.

12. It was also found that the soil of Kuttanad is also ideal for the cultivation of Banana with cucumber as an intercrop with a net annual return of Rs.700 for Banana and Rs.2520 for cucumber from one cent of land.

13. It was found that Kuttanad has immense potential for Floriculture especially the highly prized orchids and Anthuriums and a sizable
income can be obtained even from small numbers. The labour required is so small that it can be provided in the leisure time of a nuclear family can be utilized for it. Regular maintenance is possible with the labour available in the family itself. This can be made a hobby and will be a diverting physical activity and the income obtained will be a well-earned reward.

14. It was found that orchids are profusely used in bridal bouquets at Christian Weddings. Since Kuttanad is situated in Alappuzha District, a district with very high percentage of Christians population a considerable quantum of orchids produced there can be easily marketed to nearby areas and the remaining one could be sold to the visiting tourists. Because of the long vase life of these flowers they can be marked in the hotels and resorts of Kuttanad.

15. It was found that Anthuriums, like Orchids can be cultivated in large numbers in small areas. Over 200 plants can be cultivated in one cent of land. One plant gives 5 to 8 flowers per year. The market rate is about Rs.5 for the common varieties and goes up to about Rs.15 for the rarer varieties.
16. It was also found that an advantage that Anthuriums have over Orchids is that they are easy to reproduce. It has been found that the demand for Anthuriums outside Kerala is higher than that for Orchids. One of the reasons for this is the long shelf life of Anthuriums, which is about 4 weeks.

17. It is noted that the demand for Anthuriums is increasing and there are possibilities and opportunities for the export of both Anthuriums and Orchids.

18. As regards the profitability of Anthurium cultivation it was found that a unit of 500 Anthurium plants fetch a net profit of Rs.24,000/- from the second year onwards and in the subsequent 2 years Rs.34,500/- each per annum and in the fifth year the net profit rises to Rs.50,500. This reveals the immense potential of Floriculture in Kuttanad.

19. It is found that there is tremendous scope for the development of Orchid cultivation as a whole in Kerala as the climate of Kerala highly suited for it since its high rainfall and humidity is ideal for the cultivation of Orchids on a commercial basis. Here orchids can be grown in open trenches without resorting to green houses or glass houses.
20. It is found that the other important factors that provide the potential for orchid cultivation in the selected study areas are:-

(i) The planting material necessary is available locally

(ii) The fact that in Kerala the plants bloom in the months of September and October is an added advantage (in Thailand the blooming season is July and August). So all we need to do is to procure marketable varieties of orchids, grow them and sell them to the visiting tourists, in the tourist resorts, five star hotels etc and then export the cut flowers.

(iii) Thus it is found that Orchid is an ideal industry of the future. It not only earns valuable foreign exchange but also provides income possibilities for scores of unemployed women and at the same time enhances the scenic beauty of the plantation areas which further attract tourists.

21. It is found that the Medicinal value of orchids can be effectively exploited to promote women entrepreneurial ventures in the study areas. This is based on the rationale that the medicine salep is
obtained from some orchids especially in some of the genus orchids. The dry chin shih Hu obtained from the dried stem of Dendrobium Nobile has been used in China for a long time as an antipyretic and tonic. Besides a large number of alkaloids, including the famous Dendrobine have been isolated from orchids.

22. It is hearting to note that the Kerala Government has taken a lot of initiatives to promote Floriculture and that it has setup the Federation of Indian Floriculturists, mainly to help the Anthurium and Orchid growers.

23. It has been reliably learnt that the flower market in Kerala has tremendous potential for growth. As the economy grows and the relative affluence of the middle class population increases, the flower market is bound to grow. Moreover, the lifestyle of the Indian middle class is changing and an increasing number of people use flowers for interior decoration. The corporate offices and hotels have increasingly started the trend of engaging interior decorators to spruce up their offices and flowers have an integral part of decoration work. Anthuriums and Orchids with their longer vase life are preferred in this process.
24. It was found that the existing poor market demand for flowers in Kerala is due to the fact that the supply is erratic and or delayed. The customer wants of a steady supply of a substantial quantity of flowers. The grower often doesn’t stick to his commitments as he may sell his produce in the local market when the prices in the local market are high.

25. It was also found that the poor demand for flowers in Kerala is due that to the fact growers are unable to supply in bulk owing to the crude planting and harvesting practices followed. Another adverse factor is the inability of the small grower to tap the far away markets.

26. It is found that some floriculturists find the venture un-economical, owing to the delayed payment by their customers. The growers are at the mercy of the customers as far as the payment of the shipments is concerned. As long as they don’t have an agent at the customers end to pursue payment, which most of them don’t have, the growers have no way for receiving prompt payment. Besides, the growers generally do not have enough working capital buffers to time over the delay and hence the business turns unprofitable.
27. It is also found that poor quality consciousness is also a contributing factor to inconsistent returns. Even though Anthuriums and Orchids are suitable for cultivation in Kerala, they require a lot of care in their cultivation. The growers do not have sufficient training in high-yielding cultivation methods.

28. It is found that even though most of the types of Orchids can be grown in Kerala, Dendrobium is the most suited one for the climate of chosen for study. Dendrobium has also got the added advantage that it gives flowers throughout the year. Different colours of Dendrobium can be obtained from the supplier.

29. It is found that the Bio-technology Division of A.V. Thomas Group of Companies offers tissue cultured plants of a wide variety and the prices quoted by them on bulk purchases are the lowest in the market, for both Anthuriums and Orchids. Moreover, the possibility of developing long term relationship with them, for obtaining help in marketing the produce, makes it advisable to purchase the plants from them.

30. It is found regarding the economic feasibility of small scale household ventures that since the individual households will be responsible for only a small number of plants (500-1000), it
would be easily possible to substitute the net needed for shading by thatched palm leaves and to use bamboo poles in place of the support structures needed. This will reduce the initial cost considerably as bamboo poles and thatched palm leaves are available locally for just around one length of the net and support structures considered.

31. It is also found that the costly piping that is required for watering the plants can be substituted by perforated watering cans. Since water is available in plenty at a negligible cost, this will help bring about substantial savings in the initial investment. Additional time will have to be spent by the owner in manually watering the plants. But since the number of plants per home is low, this won’t consume much time.

32. It is found that an individual household that can undertake a cottage venture of 300 orchid plants by availing of 2/3 of the initial investment of Rs.40,300/- required, from co-operative banks at the interest rate of 12.25 per cent can generate a net annual income of Rs. 6671.748 during the same year and in the subsequent three year Rs. 6713.25, Rs.8550.75 and Rs.30088.25 respectively.
7.4 FEASIBLE PROJECTS

1. It was found that the most feasible Women Entrepreneurship ventures befitting for Kuttampuzha are Oleoresins and spice extracts, precious articles such as of Black Pepper, Clove Oil, medicated extractions Zingiber Zermbet. Cosmetic products and Oleoresins. Spices of all kinds are abundantly available in the hills and valleys of Kuttampuzha.

2. It was found that there are tremendous possibilities for developing tourism resorts in Kuttampuzha since tourism is now in its infancy in this potential tourism hot spot.

3. It was found that owing to the vast expanse of greenery and abundant availability of fodder, there is immense potential for organic animal husbandry which includes the breeding of cattle such as cow, buffalo, goat, as well as poultry farming using just organic and biodegradable inputs from the ecosystem in terms of nutrition, health, housing and breeding of animals. The milk products from these ventures can be easily marketed among visiting tourists as well as in the resorts or hotels, in the area as well as in neighboring areas.
4. It was found that Women Entrepreneurship can feasibly initiate souvenir shops, for marketing bamboo products in the form of curtain lampshades, bags, purses, ethnic bamboo jewellery honey collected from the nearby forests and boxes made of rosewood some of the items that could be sold to the tourists quite profitably.

5. It was also found that Women Entrepreneurial ventures could be initiated in small and medium type hotels and restaurants at Kuttampuzha if optimum tourism development takes place in the area.

6. It was found that some other possible Women Entrepreneurial ventures that can be feasibly embarked upon in Kuttampuzha are: dressmaking units, weaving units, pickle manufacturing units, mineral water bottling plant tapping the availability of scores of springs in the hill terrains of Kuttampuzha. Besides women can engage themselves in rubber products, including furniture items since the area has abundance of rubber cultivation.

7. It was found that there is tremendous potential for establishing Dairy milk units in Kuttampuzha because of the vast expanse of
the undulating forest terrain, engulfing Kuttampuzha that are suitable for cattle breeding and dairy development.

8. It was found that there is immense Women Entrepreneurial development possibilities in Kuttanadu for starting Ayurvedic health clinics, with massage parlours, formation of folklore and theatre groups, boat service, ornamental fish farming and beekeeping, mushroom farming, organic husbandry, and hatcheries where eggs are hatched under artificial conditions especially those of fish and poultry.

9. It was also found that there are excellent possibilities for developing coir products in Kuttanad, owing to the abundant availability of coconuts. These products include handloom mats, tufted mats, power loom mats, coir pith, coir geo textiles and coir yarns.

10. It was found that milk chilling and pasteurizing plants will be quite suitable for Kuttanad, since several people in the area are engaged in animal husbandry.

11. It was found that the most feasible Women Entrepreneurial ventures that can be fruitfully run in Cherai are ornamental fish
farming, beekeeping, artificial jewellery making, pottery, duck breeding, fish processing and floriculture.

12. It was found that the Women Entrepreneurial ventures befitting Kumbalangi are coir products, as this village abounds in coconut trees. This place is suitable for the setting up a good number of coconut oil units. The availability of coir fiber in large quantities which facilitates the production of coir products, yarn.

13. It was found that ornamental fish farming is a very feasible income generating venture with a vast export potential, owing to its nearness to Cochin International Airport.

14. It was found that Kumbalangi has tremendous potential for prawn and crab framing, mushroom farming, tender coconut products, pickle making and organic farming.

15. It was found that in all the four areas there is immense scope and potential for the production of tissue cultured plantlets and the setting up of nurseries for cash crops; plantation crops (banana) and horticultural varieties such as anthuriums and orchids and this plantlets can be distributed among the marginal farmers in all the study areas.
16. It was found that a group of women can set up a Tissue Culture unit for the micro propagation of cash crop and horticulture variety as cited above and generate a net cash surplus of Rs. 4,74,000 during the second year and Rs 8,41,000 during the third year and Rs. 11,07,000 during the fourth year and Rs. 12,67,000 during the fifth year of its operation.

17. It was found that a Coconut Oil making unit can be successfully undertaken in each of the four study areas. And they can start generating annual profit from the first year of operation and according to the projected profitability such units can generate an annual profit of Rs. 429.66 lakhs during the first year of its operation and Rs. 503.84 lakhs during second year and Rs. 568.01 in subsequent years.

18. It was found that a factory of Rubber wood Processing and centrifugal latex can be successfully undertaken in Kuttampuzha which in rubber cultivation and production of rubber.

19. Accordingly, the centrifugal latex unit can generate an annual profit of Rs. 17.80 lakhs during the first year and Rs 28.10 lakhs during the second year of its operation and Rs 37.12 during the
third year of its operation and very attractive profit during subsequent years.

7.5 SUGGESTIONS

1. It is suggested that if these areas are provided with the State-of-Art Infrastructural Facilities, Good Transportation facilities and adequate number of Hotels, Motels and Parks it can go a long way in boosting tourism industry.

2. It is suggested that the tourism authorities must see that adequate publicity is given for tourism promotion making use of all media-print, visual and electronic in order to make the selected four tourism hot spots attractive and enchanting enough to attract tourists.

3. It is suggested that State Tourism authorities must initiate constructive measures for preserving the Natural Environment and Scenic Beauty already existing undisturbed and intact. Currently, unscrupulous traders and poachers are encroaching in the serene atmosphere of the localities and disturbs the overall equilibrium to serve their selfish interest, causing an irreparable damage to the senile geography of the rural location.
4. It is suggested that adequate infrastructural facilities and impressive amenities should be provided and wide publicity need to be made for attracting both indigenous and foreign tourists to Thattekadu Bird Sanctuary as now there is a considerable fall in the number of tourists visiting this fascinating tourist spot.

5. It is suggested that the general ambience in Cherai Beach must be considerably improved and it must be made spic and span for attracting both indigenous and foreign tourists as the prevailing tourist environment there is polluted, littered with plastic bottles and other garbage pieces.

6. It is suggested that the existing basic infrastructural layout for tourism promotion must be redesigned and made more conducive for attracting tourists as currently as the area is conspicuous by the absence of good pay and use toilets and comfortable footpaths which are reasonably wide. The tiny footpaths are heavily encroached upon by vendors and haphazardly parked vehicles.

7. Another suggestion is that excellent infrastructural facilities for boosting water sports in Cherai and Kumbalangi must be provided to attract tourists as plain land premises in these two
centers are now weed infested, leaving little space for sports lovers.

8. It is suggested that the approved projects worth Rs. 4.87 crores for the renovation of the park building an entrance plaza, revamping the heritage streets and adding other necessary infrastructural facilities must be completed on a war footing.

9. It is suggested that the state and central governments must pay more attention for promoting Apiculture, Horticulture and Floriculture, which are certainly viable Women Entrepreneurial ventures throughout the locations visited by the researcher for the purpose of study.

10. It is suggested that the local government authorities in all the four study areas must establish a practical tie-up with the Rubber Board of India for the optimum promotion of Apiculture in those areas.

11. It is suggested that Government Agricultural Department must pay greater attention for the promotion of Organic Vegetable farming and marketing the same for boosting Women Entrepreneurship along with tourism in these areas.
12. It is suggested that the State Government may provide excellent market support for boosting the sale of flowers with a view to promote of Women Entrepreneurship in this sphere.

13. It is suggested that the existing Women Entrepreneurs in the study areas must be adequately instructed in the Total Quality Management of their products as it is one of the major reasons for their present mediocre entrepreneurial performance.

14. It is suggested that adequate training in Women Entrepreneurship connected with tourism must be imparted to all the existing and potential Women Entrepreneurs in the four study areas as a lack of professionalism and efficiency has been found to be prevailing in this front. Such training must be imparted with the help of professional agencies.

15. It is suggested that a practical tourism policy must be developed by the state government for boosting tourism particularly in the four afore areas discussed tourism locations, where the scope for optimum tourism promotion has been discerned by the researcher, who has put in black and white, supported by facts and figures.
16. It is suggested that the State and the Central and all the other destination development agencies must take steps to tap the full potential of these destinations by investing more funds for the setting-up of standard tourism facilities to attract more tourists to these destinations.

17. It is suggested that the Government must take care to set up only such industries which do not harm tourism development but help the local community to earn a regular living.

18. Quality Recreational Facilities could scarcely be found in the destinations selected for study. Hence, it is suggested that State-of-Art Recreational Facility must be set up in these rural areas.

19. The availability of Quality, value-for-money accommodation is a key component which influences the destination choice of a visitor. The rural destinations especially Kumbalangi, and Kuttampuzha lack good accommodation facilities which cater to the needs of Backpackers and low budget tourists. Hence, it is suggested that more low-budget hotels be established at these destination.
20. At present the Panchayaths at all the four destinations were seen to play no definite role in the regional tourism promotion activities. It is suggested that Panchayaths and DTPC must go hand-in-hand in promoting regional tourism development.

21. The researcher could not in spite of her best effort, find data on the local tourism statistics in any of the centers meant for the promotion of tourism. Therefore it is suggested that the Panchayath or any other local body, bring in new strategies for regional tourism development and also a data bank be created to aid more effective tourism development.

22. The Tourism Industry, Local Government, NGOs and the independent tourism initiatives should collaborate closely to conduct awareness raising programmes in order to make the tourists aware of the benefits of buying local products, such as Handicrafts, Food, Clothes, etc. and using local services, such engaging as local guides.

23. Supporting women to become self-employed, being engaged in tourism related activities should be linked with micro-credit programmes. Loans to women’s initiatives should be considered as a means of creating opportunities for the industry to buy and
source locally, thus maximizing the benefits for local communities.

24. Local government and community groups should jointly create community based institutions and services to help women to cope with the double burden of household work and the income generating venture outside the home. The setting up of a child-care facility can be an income generating activity, particularly suited for women.

25. Development of the handicraft industry should form an important part of strategic planning for community participation in tourism, especially the participation of Women.

26. Women should be encouraged to get involved in independent community based tourism initiatives, offering them proper guidance and creating opportunities to gain access to Credit from national and local Governments and from agencies collaborating with Women’s’ local Initiatives. Formal training will help are to become a good entrepreneur.
27. It is suggested that the Training and Education programmes should aim at encouraging Women to move into non-traditional occupations, which require more skill and are better paid.

28. It is suggested that the state and the central governments must take necessary initiatives to create a conducive environment by extending adequate professional support for boosting tourism related Women Entrepreneurial ventures.

29. It is suggested that the state and central governments must pay greater attention for ensuring superb quality in products and adequate market support to the existing and now Women Entrepreneurs, including incentives for exports.

30. It is suggested that the government can take the initiative to attract interested private players to boost tourism in four afore-said locations, which interalia must include Public-Private Partnership.

31. It is suggested that the Government, especially Agriculture and Spice development Board should take urgent measures to augment the production of the invaluable spices such as Malai Inchi, Kasturi Manjal, Cloves and Pepper.
7.6 CONCLUSION

The researcher made a comprehensive exploration into the tourism potentials of the four prominent study areas. It was disheartening to see that the existing tourism infrastructural facilities in all the four destinations are outdated, dilapidated and archaic. What is more disappointing is that the government is not paying any attention to make these tourism centers attractive. It is a matter of fact that every year the state and central governments are incorporating budgetary provisions for boosting tourism in the state. Nevertheless, the lion’s share of these budgetary provisions are ear-marked and utilized for fortifying the existing tourism hotspots nothing is done for harnessing new tourism hotspots or making the existing low profile tourist centres vibrant.

The present research study has convinced the researcher of the immense tourist potential of the four study areas. She hopes that a day would dawn in the near future when these four locations would be elevated to their deserving grades in the tourism map of India.

The researcher also probed into the possibilities of boosting Women Entrepreneurial ventures in tourism in the four study areas. It is disheartening to note that the existing Women Entrepreneurial ventures functioning in the four study areas are at a low ebb and most of them are
facing marketing constraints. This point to the urgent need for the intervention of the state and central Government to extend their helping hands for making these mediocre entrepreneurial ventures sustainable.

Finally, the researcher is fully convinced that all the four selected study areas have not only immense potential for tourism development but also have the opulence of a bounteous nature for fostering Women Entrepreneurial ventures connected with tourism.