APPENDIX - I

A SURVEY OF TOURISM WOMEN ENTREPRENEURS

Reg. No:


2. Your association with tourism
   1. Travel Agency/Tour Operators 2. Souvenir/ Gift Shop 3. Handicrafts

Personal Profile

3. Name of Entrepreneur:

4. Age

5. Educational Qualification:

6. Marital Status
   1. Married
   2. Single
   3. Divorced
   4. Widow
   5. Other Specify
7. Religion
   1. Hindu
   2. Christian
   3. Muslim

8. Occupation of Husband
   a) Business       b) Private sector
   c) Government job d) Agriculture e) Other

9. Family Background
   1. Nuclear Family
   2. Joint Family

10. Reasons for entrepreneurial career
    1. Encouragement by husband / parents / relatives
    2. Out of compulsions
    3. Interest / inclination to do business
    4. Demand for the product
    5. Success of other units
    6. Previous experience
    7. Low capital requirement
    8. Family business
    9. To avail govt incentive / benefits
   10. Effective utilization of time
**Business Profile**

11. Specify the nature of activity
   1. Primary traders  
   2. Secondary traders

12. Year of establishment of the enterprise
   a) 1975 -1980
   b) 1981 -1990
   c) 1991-2000
   d) 2000 onwards

13. Mode of starting of the enterprise
   a) newly started
   b) Inherited
   c) Acquired from partner

14. Location of business
   1. Nearness to home/own building
   2. Marketing facilities
   3. Tourist Destination
   4. Available of raw materials
   5. Availability of skilled labor

15. Initial investment made
   1) Below 1 lakh  
   2) 1-3 lakh
   3) 3-5 lakhs  
   4) 5-7 lakhs
5) 7-9 lakhs  
6) 9-11 lakhs  
7) 11-20 lakh  
8) Above 20 lakhs  

16. Managing of the business  
   1. Self  
   2. Husband and self  
   3. Person employment  
   4. All jointly  

17. Source of funds in business  
   1. Own contribution  
   2. Own and bank  
   3. Own and husbands saving  

18. Marketing and promotional strategies used  
   1. Discounts  
   2. Credit sale  
   3. Personal selling  
   4. Quality control  
   5. Advertising / Hoarding  
   6. Product differentiation  
   7. Word of mouth  
   8. Store displayed  

19. Fixing the selling price of the  
   1. Mark up  
   2. Selling at a prevailing Market price
3. Dealers or agents
4. Less than the market price

20. Mode of sales
   1. Cash
   2. Credit
   3. Both

21. Nature of help from family members
   1. Marketing of product
   2. Production process
   3. Procurement of inputs
   4. Tackling problems
   5. In all matters
   6. No support

22. Conflict between domestic and entrepreneurial role
   1. Domestic work
   2. In convenience of family
   3. Being a good spouse
   4. Children’s education
   5. No conflict between role

23. Social recognition Before And After
   Mark 1 for very high, 2 – high, 3- Moderate, 4- nil
Social recognition

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<tr>
<th>Before</th>
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<tr>
<td>1. Respect in family</td>
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<td>2. Respect in society</td>
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<td>3. Respect in Peer group</td>
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<td>4. Decision making Powers</td>
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<td>5. Control over investments</td>
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<td>6. Control over income</td>
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<td>7. Control over expenditure</td>
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<td>8. Freedom of mobility</td>
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<td>9. Access to information and technology</td>
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24. Which of the following Ambition influenced you to start the business.

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<th>Rank</th>
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**PULL Factors**

1. Earn money
2. Gain independent
3. Provide employment to others
4. Engage in oneself fully
5. Encouragement
6. Higher social Status
7. Keep life meaningful
8. Others
25. Has any of the following reasons also influenced you into business.

<table>
<thead>
<tr>
<th>Rank</th>
<th>1</th>
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<tbody>
<tr>
<td>1. Unemployment</td>
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<td>2. Dissatisfaction of previous job</td>
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<td>3. Urge to use own professional skill</td>
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<td>4. Compulsion from parents</td>
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<td>5. Death of Husband</td>
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<td>6. Idle Funds</td>
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<td>7. To diversify Economic Interest</td>
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<td>8. Divorce</td>
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<td>9. Ill health of bread winner</td>
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<td>10. Others</td>
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26. How would you regard yourself in the following Areas? Pls mark Yes / No

A  Competence

1. Organizational
2. Operational
3. Investment
4. Production
5. Marketing
6. Financial

B  Character

7 Self Starter
8 Take responsibility
9 Hardworking
10 Self Confidence
11 Socialization
12 Ambition

C  Values

13 Stick to words
14 Trust People
15 Equality of gender
16 Freedom

D  Habits

17 Keep records
18 Managing Time properly
19 Self Discipline
20 Regularity

27. Awareness of govt. institute/ agencies assisting women entrepreneurs

28. Specify the support services utilized

1. Training
2. Subsidy and incentives
3. Marketing
4. Trade fair
5. Infrastructure facilities
6. Quality upgradation
7. Buyer seller Meets
8. Consultancy

29. Have you attend any training program by govt/agencies/institutions?
   a) Yes       b) No

30. Attitude of Women entrepreneurs towards the support agencies

   SA: 1 Strongly Agree,A: 2 Agree, UD: 3(Undecided),
   D – 4 disagree, SD -5 Strongly Disagree

   1. Assistance to do provided is largely on papers
   2. Support agencies do not provide timely support
   3. No coordination between various agencies
   4. Advertisement by support agencies effective
   5. Less procedural formalities
   6. Up to date information
7. Behavior of staff is positive to clients

8. Success of an enterprises depends to a largely extent upon the assistance provided by support agencies

31. Development made with the help of govt agencies
   1. Modernization
   2. Efficient Management
   3. Diversification
   4. Production
   5. Reduction in cost
   6. Increased sales
   7. Reduction in waste

32. Response regarding general service
   1. Satisfied
   2. Dissatisfied
   3. No opinion

33. Availing of assistance
   1. Financial support
   2. Development support
   3. None utilized
   4. All.
34. Awareness of association for Women entrepreneurs

1. Yes  
2. No

35. Problems faced by Women entrepreneurs

1. Financial  
2. Marketing  
3. Socio Personal  
4. Production  
5. Labour Problem  
6. Technical

36. Specify financial problem

1. Limited working capital  
2. Sales on credit  
3. Lack of collateral security and managing  
4. Money to secure  
5. Fear of taking more loan  
6. Complicated lengthy procedure for loan sanctioned  
7. Apprehensive of financial institution for recovering of the loan  
8. Reluctance of financial institutions to extend credit to women  
9. Unawareness about the source of borrowing

37. Specify marketing problem

1. Stiff competition  
2. Exploitation by middleman  
3. Lack of Traveling mobility  
4. High cost of Sales promotion  
5. Lack of adequate marketing orientation
6. Fluctuation in the demand of product / service
7. Fluctuating price of product

38. Specify socio – personal problem
   1. Dual duties
   2. Limited liberty to women
   3. Resistance from husband or family at the start
   4. Negative attitude of labour force
   5. Indifferent attitude of society
   6. Male dominance

39. Specify production problems
   1. Inability to keep pace with recent advance in technology
   2. Inadequate availability of proper working area
   3. Problem of raw material

40. Specify labour problem
   1. Non availability of skilled and experienced personal
   2. Absenteesm
   3. General insufficiently of the personal
   4. High salary / wages/ bonus demand
   5. High turnover of the staff workers
   6. Strained labour relation
41. Nature of problem solving used
   a) Independently
   b) Jointly with husband
   c) With family members
   d) with employee
   e) with experts
   f) with partners

42. Your opinion regarding
   SA: 1 Strongly Agree A: 2 Agree, D– 3 disagree, SD -4 Strongly Disagree

   1. Right place of women to work is home
   2. Acquiring of technical knowhow is a problem for women
   3. Management training is must for Women entrepreneurs
   4. Women entrepreneurs cannot survive without help of husband / family members
   5. Women become entrepreneurs due to economic compulsion
   6. Ideal stage for women to take up entrepreneurial career in before marriage
   7. Availing financial assistance from support system is a problem for Women entrepreneurs
8. Women entrepreneurs career results in neglecting children, family and home

9. There should be separate support agencies for Women entrepreneurs supervision and control of labour for Women entrepreneurs

10. Supervision and control of labour is easy for Women entrepreneurs.
APPENDIX - II

INTERVIEW SCHEDULE FOR GOVT. OFFICERS

1. Area:

2. Name of staff

3. Type of activities for the development of Women entrepreneurs
   1. Training
   2. Subsidy / incentives
   3. Marketing
   4. Trade fairs
   5. Infrastructural facilities
   6. Quality up gradation
   7. Buyer seller meets
   8. Consultancy

4. Perception of the officers about Women entrepreneurs
   Perception Mark High -1, Medium 2, Low 3
   1. Project identification
   2. Project Preparation
   3. Participating in training
   4. Performance after training
   5. Utilizing loan amount
   6. Utilizing other facilities
   7. Repayment of amount
   8. Role in business
5. Are there any special package or incentives for women entrepreneurs in tourism
   a) Yes    b) No

6. Can you suggest some measures to improve Women entrepreneurship?

7. Are there sufficient opportunities for women entrepreneurs in tourism related business
   1. Yes      2. No

8. What according to you are the major reason for very few Women entrepreneurs
APPENDIX - III

INTERVIEW SCHEDULE FOR TOURIST

1. Name

2. Gender: 1. Male 2. Female

3. Age
   1. below 25  2. 26-50  3. 51-75  4. 75 and above

4. Nationality:
   1. Domestic  2. Foreign

5. Have you visited other states of before coming to Kerala

6. Is this your first visit to Kerala

7. Will you come to Kerala if you were given a chance:

8. How would you rate the host guest interaction in Kerala

9. What are the various Governmental measures adopted during the past couple of years for promotion of tourism in your region?

10. Do you think that State government has adequately exploited the tourism potential of the area?
    1. Yes  2. No

11. What are your suggestion to improve the tourism of this region?
12. Do you think that Kerala has more opportunities for women than other states in India
   1. Yes  
   2. No

13. Are you aware of entrepreneurial venture in your hometown?
   1. Yes  
   2. No

14. Would you encourage business venture conducted by Women?
   1. Yes  
   2. No

15. Do you think that there is more scope for Women in tourism than other sectors
   a) Yes  
   b) No

16. Can you suggest some measures to improve women entrepreneurship
APPENDIX - IV

QUESTIONNAIRE FOR THE GENERAL PUBLIC

1. Name
2. Your age
3. How long have you been residing in this region
4. Gender: 1. Male 2. Female
5. Level of Education
   1. SSLC  2. pre Degree  3. Degree
   7. Govt. employ  8. Private firm employ
6. The average income of your family monthly
   1. Less than 2000  2. Between 2001-4000
   3. Between 4001-6000
7. How important is the preservation of the following
   Preservation 1 2 3 4 5
   16. Regional festivals
   17. Local lifestyle
18. Food habits
19. Local occupation

*1: Very Important; 2: Important; 3: No opinion; 4: Less important

8. Please give your feedback on the following statement

Feedback SA A NO D

1. Tourism development helps the region
2. Tourism benefits the poor
3. If you had an occasion you would work for tourism promotion
   a) Women entrepreneurs encourages the growth of tourism in the region

SA: strongly agree; A agree; NO No opinion; D disagree

9. Kindly evaluate the impact tourism on the following

   1 2 3 4 5

1. Roads
2. Public transport
3. Other transport (car, auto…)
4. Bridges
5. Opportunity to shop
6. Availability of electricity
7. Quality of food
8. Availability of clean water
Ecological

1. Ecologically sustainability has improved
2. Tourism has contributed to Preservation of environment

Economic

1. Employment opportunity
2. Income and standard of living
3. General price of the product
4. Sales in shops
5. Cost of land and real estate
6. Availability of land
7. Overall revenue of the people

Quality of life

1. Life style
2. Recreation facilities
3. Public security
4. Noise pollution
5. Practice of littering public places

Cultural

1. Tolerance to different culture
2. Interest in preservation of old buildings
Social

1. Crime
2. Gambling
3. Vandalism
4. Drug abuse
5. Alcoholism
6. Sex trade

*1- Significantly improved; 2- Improved to some effect; 3 No difference; 4 Worsen

10. Do you think that the government has been promoting tourism here
1. Yes  2. No

11. Any suggestion to improve the benefits of tourism to the less privileged