CHAPTER - I
INTRODUCTION

The topography of Kerala, coupled with the hospitality nature of its populace, makes it highly conducive to the growth of tourism, now widely acclaimed and acknowledged to be one of the vital elements that support and sustain the economic prosperity and enhance the commercial potential of any geographical entity. It is not surprising that tourism has become a burgeoning industry in Kerala. Both the central and state governments are providing financial and material inputs to boost tourism in the state. Kerala is blessed with the opulence of a bounteous nature and naturally this state, though small, has quite a good number of tourism hotspots. If these potential tourism locations are properly harnessed there is immense scope for entrepreneurship to emerge and flourish in this area. Tourism is one of the largest industries in Kerala, which create employment possibilities for skilled and unskilled labor alike. Its dimension is so comprehensive that it embraces the entire gamut of life with all its aspirations and ambitions.

Tourism is always linked to local products and resources, wherein the local artisans and local traders are benefitted directly, which helps to diversify the economy, which in turn, increases the
governmental revenue, broadens the educational and cultural horizons and enhances the feeling of self-worth.

In many countries it acts as an engine for development through the acquisition of foreign exchange earnings and creations of direct and indirect employment opportunities. The TSA developed for India for the year 2002-03 confirms tourism as one of the largest sectors in the economy. Tourism value added accounts for 2.78 per cent of the GDP in terms the direct contribution; when indirect effects are also accounted for, the share of tourism in the GDP is 5.83 per cent. Tourism also accounts for a large share of total employment, directly accounting for 4.59 per cent of the total number of jobs. If both direct and indirect contributions of tourism are taken into account, number of jobs due to the tourism sector is at least 38.6 million, or 8.27 per cent of total jobs\(^1\). The results point to the fact that tourism is an important sector in the Indian economy. Research work reveals the different ways in which tourism could contribute to economic growth, poverty reduction and community development. However, little attention has been paid to the inequalities that exist while distributing the benefits of tourism between men and women, particularly in the developing countries. Tourism presents both opportunities and challenges for gender equality and

\(^1\)India’s Tourism Satellite Account 2009-10
women’s empowerment. The Global report on Women in Tourism (2010) was the first attempt to develop a quantitative framework for monitoring the status of women working in the tourism arena across the globe. Its focus was on tourism in the developing regions.

If I don’t make a peep into history in this context, I, as a woman, feel a sense of guilt and my research effort will lose much of its charm. Although it is claimed that during the days of the ancient civilizations that flourished on the valleys of the Indus, the Nile, the Hoang Ho and the much recent one on the valley of the Po that women enjoyed a social status equal to if not higher than that of the men, it still remains to be substantiated with the backing of factual evidences or scientifically acceptable data.

The more widely accepted theory is that women have always been relegated to the background in both familial and societal affairs especially in the crucial sphere of decision making. There are social philosophers who think that there were times when women were treated little better than chattels. In proverbially praised Britain, the home of modern democracy, women was granted the right to vote only in 1932 A.D. That can certainly be taken as an index that the weaker sex has been subjected to several disparities all along the course of history, irrespective of geographical, racial or cultural differences. Hence the
urgency to promote the participation of women as an equal footing with man in all walks of life, lest a violent reaction should dislocate the whole fabric of human existence on earth. However, every cloud has a silver lining. Sincere efforts are at foot to put an end to this patent injustice, being strictly adhered to in the labels of sacred traditions. None can deny the fact the sex differences are meant to work as complementary factors, not in a competitive spirit, for it is impossible for either sex to exist in isolation.

In this context, the researcher would like to point out that there is a grave danger of these newly opened up avenues bring exploited to reap gains at the expense of the weaker sections of the society. The governments while allowing reasonable freedom in starting tourism based enterprises should inevitably exercise control over the conduct of these ventures to ensure that they do no injustices to both the native and the alien. At the same time maximum incentive should be given to promote initiative and entrepreneurship that will contribute a great deal, in order to make this area highly competitive and in order to make it accessible to the average citizen of any country. The economic principle ‘smaller profit on a wider turn over’ should be made the motto of tourism industry as well.
The first and foremost advantage of the tourism development is fiscal. It is the best and surest means of earning substantial foreign exchange, which is indispensable for the growth of trade and commerce. It enhances the solvency and prestige of a nation. Many lose sight of its incidental or tertiary benefits. The first salutary impact that tourism creates is on transport and communication, accepted to be the nerve lines of a country. Roads, long and wide, sprung up everywhere. A wide network of communication facilities is an imperative necessity for the smooth running of the industry. Huge malls, hotels and restaurants serve as a beckon-call to all those who love travel. All these serve to promote the economic stability of the host nation. There is an even more important impact of tourism development on a country’s glorious heritage, hither to lay hidden will be brought to day light. New cultural centers and art galleries will spring up to cater to the needs of the vast majority of mankind who spare no pains to have at least a glimpse of the life that their fore-fathers lived and the legacy that they have left for their descendants. This will, in turn, give a new impetus to the science of sociology and anthropology. In short, the development of knowledge as a whole is a wind fall that a boost to tourism can bring.

It is a welcome omen that women empowerment has come to dominate discussion at local and global levels. Development agencies
are continuously translating issues of women empowerment in their practices, seeking more efficient strategies to achieve better performance in terms of productivity. The fast progressing fields of tourism offers women a golden opportunity to prove their mettle and to establish that they are in no way inferior to their male counterparts in shouldering responsibilities and meeting challenges that every career presents. Community based rural tourism provides a complex situation with numerous chances for fulfilling this task albeit challenges. The challenges include those that are directly produced by women’s involvement such as sexual exploitation, human trafficking, disparities in remuneration between men and women employed in identical positions, caging women in domestic chores such as housekeeping and catering. If women are more susceptible to climatic fluctuations, the remedy lies in giving a cosmopolitan touch to tourism as a whole, applying the complementary principle. Community tourism can be used innovatively to usher in a new phase in tourism wherein the strength and weaknesses of either sex are given due consideration in assigning duties and responsibilities. Now women dominated areas such as agriculture and catering can be made part of community- oriented tourism.

Since the 1848 Seneca Falls Women’s Rights Conference and the subsequent Declaration of Sentiments, the issues of women
empowerment has figured largely in global and local debates, within and outside the academia. Tourism has numerous dimensions which are local, regional, national and international, all of which are inextricably related and has to be tapped as such. The fact that women empowerment has entered the realms of the most popular and rapidly growing global industry is vehemently illustrated in the United Nation’s World Tourism Organization’s (UNWTO) resolution to include women empowerment among its ‘Triple Commitment’ objectives to the Millennium Development Goals (UNWTO_2008). As the fastest growing industry, tourism provides large potential in not only contributing to but also championing the cause of women empowerment. UNWTO (2008) for example, reveals that women account for 60-70 per cent of the total tourism workforce. And (Ong) 2009 clearly point out how tourism, with the embedded element of social entrepreneurship, can work as the key to “Unlock doors for women”\(^2\). What has been stated above, it is obvious that tourism especially community based and rural tourism has opened up new vista for women empowerment.

However, despite such convincing examples, many researchers are still skeptical about the potential of tourism to open doors for the

\(^2\) Campaign used by the Department of Tourism for the year 2007.
rural poor particularly the women folk. Chok, Macbeth and Warren\(^3\), (2007) and Scheyvens\(^4\), (2000) call further scrutiny of the proposition that tourism can alleviate poverty and empower women. Equations\(^5\) (2007) believes that tourism will continue to keep women in traditional tasks such as housekeeping, waitresses and running accommodation units and discards its women empowerment potential.

UNWTO’s “triple commitment” objectives, in the framework of the Global Code of Ethics for Tourism and in support of the UN Millennium Development Goals” indicates that tourism should benefit the poor, protection of our environment and the empowerment of women in Kerala.

1.1 THE POSITION OF WOMEN IN KERALA

The American Constitution, widely acclaimed as the Charter of Liberties loudly proclaimed that it is “wedded to the proposition that all men and women are created equal”. The great power ascribed to our gods and goddesses support the same vision. But, sad to say, in Kerala, prided to be ‘God’s own country’, women are and have been

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discriminated against. The gulf between men and women is so pronounced that India, as a whole, has considered women as a property to be collected and stacked in the corner of the house, to be discarded at will. A woman has always to remain in the house taking care of her husband and his children. This patent injustice has compelled many women to resist to this social code with a strong will. And they have succeeded in belying the notion of male superiority by coming out in flying colors even in male dominated areas including military services. It is indeed true that some women who dared to break the conventional taboos had to face much trials and tribulations. This did not deter the succeeding generations from going ahead with a determination to win their rights. Today, Kerala one among the few states in India, which have reckoned women’s strength and helped them to break the ‘shackles of tradition’ by throwing open to them new vistas for women empowerment though they are still in the process of evolution into complete sex equality.

1.2 WOMEN ENTREPRENEURSHIP AND TOURISM

Tourism presents a wide range of income-generation opportunities to women in both formal and informal employment. Tourism jobs are by and large so flexible that they can be carried out at various locations including the work-place and home. Additionally
tourism offers several new avenues for women through complex value chains that it creates in the destination economy.

Women’s disabilities are also equally well known. They are generally pinned down to low status in society and are paid low remuneration and placed in precarious jobs. Gender stereotyping and discrimination means that women are required to be contented with menial work such as cooking, cleaning and housekeeping. Besides, tourism jobs are seasonal and fluctuate owing to volatile nature of the industry. In some centers illicit means are being adopted to boost tourism industry, of which most glaring one is using female sex as an article for trade, which inevitably involves criminal exploitation of women and becomes an affront to human dignity.

If a strong gender perspective is integrated into planning and implementation processes, tourism can be harnessed as a vehicle for promoting gender equality and women’s empowerment at the household, community, national and global level. Besides, greater gender equality will contribute to the overall quality of the tourist experience, with a positive impact on profitability and quality across all aspects of the industry.
The growth and development of women entrepreneurs both in quality and number need to be accelerated because entrepreneurial development will remain a myth without the participation of women.

Therefore, a congenial environment needs to be created to enable women to participate actively in all the avenues of entrepreneurial activity. It is high time that Government, non-Government, promotional and regulatory agencies came forward and played the supportive role in promoting the women entrepreneurship in India.

1.3 CONTRIBUTIONS OF TOURISM TO SOCIETY

Tourism as an activity existed long before it was identified. Its emergence as a major factor in many countries’ economy has happened relatively recently. Contributions of tourism to Indian society may be discussed under the following heads:

1.3.1 Tourism Receipts and National Income. Many economies today are dependent upon tourism for foreign exchange earnings. When India embarked upon the task of creating a tourism friendly atmosphere the overriding consideration was the country's need for foreign exchange. For India tourism is a major source of foreign exchange earnings.\(^6\). It can help correct adverse trade balances and regional imbalances. It has the advantage of being a

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painless mechanism for transfer of resources from the high-income countries to low-income countries.

1.3.2 **Tourism and Employment.** Tourism helps a country's economy in a variety of ways. Tourism is a service oriented industry and can have a salutary impact on those countries with surplus labor. In this service industry human labor is extremely important factor. Most sectors of tourism industry are labor-intensive, and require relatively short training for acquiring job skills. Employment can be created with relatively low investment. Prof. Risch\(^7\) has pointed out that the tourism industry employed 140,000 persons in Switzerland, of which about 70,000 were employed directly by the hotel industry. This indicates that tourism in Switzerland is responsible for the employment of five per cent of the working population. Even in UK about five per cent of the total working population earn their living mainly from tourism.

The Government of India is becoming increasingly aware of the importance of international tourism. This awareness has been fostered by international organizations and development banks by providing technical assistance and capital for tourism development in the country.

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1.3.3 Contribution to the Balance of Payments. There are a few fortunate countries in the world with a positive balance of visible trade. Tourism, in future, could help to correct the balance of payments deficits of large number of countries. Examples of countries where the tourist industry is extremely important in increasing the surplus or reducing the deficits are Spain, Greece, Yugoslavia, Lebanon, Jordan, UAE, Thailand and Mexico.

Tourism is a vital nerve in the Indian economy. Earnings from tourist industry for 2012 amount to Rs 9,723 crore\(^8\), of which Rs. 565 came from the sale of handicrafts products.

1.3.4 Contribution to Dispersion of Development In many countries we see the phenomenon of unequal development with a few metropolitan, highly urbanized centers amidst vast expanses of barbaric or subhuman standard of existence. Governments in developing countries must view the development of tourism as a means of solving regional problems. The dispersion of development is perhaps the price reward of tourism promotion. The much acclaimed socialist movement in the country can be geared to achieve the long-awaited diversification of

\(^8\)Department of Tourism, Trivandrum.
development. Viewed in this angle, the development of tourism can benefit a country like India immensely.

1.3.5 **Effect on General Economic Development.** Tourism creates prosperity through the development of the nerve lines of the economy including communication, transportation, accommodation and the consumer services as a whole. The money spent by tourists goes into the pockets of the local population in some form or other and helps not only to alleviate rural poverty but also to improve their standard of living to a level of civilized existence. With proper guidance many people can be made to save a part of their earning, which, in turn, goes to provide familial and social security. Thus the money originally spent by tourists may be spent many times, each time giving rise to certain amount of leakage either for the purchase of imports (such possibility is rare in India owing to import restrictions) or for saving until the effects of the original expenditures become negligible. This constitutes the multiplier effect. It can be said with confidence that expenditure as a part of tourists will have beneficial effects in all economic activities and lead to considerable diversification of industrial and even economic activities.
1.3.6 Contribution in terms of Social Benefits. International tourism has undoubtedly contributed to widening people's interest generally in world affairs and led to a new understanding of foreigners and foreign tastes. High wages, paid holidays, care ownership, international conferences and group travel have all contributed to diversifying the international travel market from the privileged few only two decades ago, to embrace a large cross-section of the community today.

1.4 TOURISM IN INDIA

Tourism has become the largest service industry in India today with a contribution of 6.23 per cent to the national GDP and 8.78 per cent to the total employment in India. In 2011, 25.8 million foreign tourists visited India. India generated about 200 billion US dollars in 2008 and that is expected to increase to US$375.5 billion by 2018 at a moderate 9.4 per cent annual growth rate. The majority of foreign tourists come from the USA and the UK. Kerala, Tamil Nadu, Delhi, Uttar Pradesh and Rajasthan are the top five states to receive inbound tourists. Domestic tourism in the same year was 740 million. Andhra Pradesh, Uttar Pradesh, Tamil Nadu and Maharashtra received the big

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9 UNWTO, Projection Statistics.
10 Department of Tourism, Trivandrum.
share of these visitors\textsuperscript{11}. Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the state governments and union territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism also maintains the Incredible India campaign.

According to World Travel and Tourism Council, India will be a tourism hot-spot from 2009–2018, having the highest 10-year growth potential. The Travel and Tourism Competitiveness Report 2007 ranked tourism in India sixth in terms of price competitiveness and 39th in terms of safety and security. Despite short- and medium-term setbacks, such as shortage of hotel rooms, tourism revenues are expected to surge by 42 per cent from 2007 to 2017\textsuperscript{12}. India's thousands of years of history, its length, diversity and the variety of geographic features make its tourism basket large and varied. It presents heritage and cultural tourism along with medical, business and sports tourism. India has one of the largest and fastest growing medical tourism sectors.

\textsuperscript{11} Ministry of tourism, Government of India, Delhi.

\textsuperscript{12} WTTC, (2007), Travel and Tourism Competitiveness Report
1.5 KERALA TOURISM

Tourism is a fast becoming a major industry in Kerala. This is due to the unique geography, history and culture of Kerala that has led to the production of various types of tourism products that appeal to a vast section of visitors from all over the world. Over the last ten years, Kerala showed an annual growth of 10 per cent in tourism industry and is expected to reach fifteen per cent per annum within a few years. Currently tourism shows eight per cent increase in employment and this trend is continuing. According to the statistics released from the department of tourism, about, 5,00,000 foreign tourists from western countries and 70,00,000 domestic tourists visit Kerala every year. The average duration of stay for foreign tourists is 14 days while that of domestic tourists is 7 days. The accommodation for tourists, both domestic and international, are provided by 2353 hotels, 1250 home-stay facility, 523 Ayurvedic centres and 228 resorts\textsuperscript{13}. The peak tourist season is from November to February.

The immense potential of the tourism sector to act as a catharsis of economic and social development has been acknowledged in national and international forums. Almost all the states in India have placed tourism on a priority platform, making efforts to exploit the tourism

\textsuperscript{13} Department of Tourism, Trivandrum.
resources and potential offered by the region. Kerala, a state, situated on the tropical Malabar Coast of southwestern India, is one of the most popular tourist destinations in the country. Named as one of the ten paradises of the world by the National Geographic Traveler, Kerala is famous especially for its ecotourism initiatives. Its unique culture and traditions, coupled with its varied demography, has made Kerala one of the most popular tourist attractions in the world. Growing at a rate of 13.31 per cent, the tourism industry is a major contributor to the state's economy.

Until the early 1980s, Kerala was a relatively unknown destination, with most tourism circuits concentrated on the north of the country. Aggressive marketing campaigns launched by the Kerala Tourism Development Corporation—the government agency that oversees tourism prospects of the state—laid the foundation for the growth of the tourism industry in this area. In the decades that followed, Kerala Tourism was able to transform itself into one of the niche holiday destinations in India. The tag line ‘Kerala- God's Own Country’ was adopted in its tourism promotions and became a global superbrand. Kerala is now regarded as one of the destinations with the highest brand recall. In 2010, Kerala recorded 0.66 million foreign tourist arrivals.
Kerala is an established tourist destination for both Indians and aliens alike. Kerala is popular for her beaches, backwaters, mountain ranges and wildlife sanctuaries. The city of Kochi ranks first in the total number of international and domestic tourists in Kerala. Other popular attractions in the state include the beaches at Kovalam, Cherai and Varkala; backwater tourism and lake resorts around Vembanad Lake, Kumarakom and Alapuzha; hill stations and resorts at Munnar, Wayanad, Nelliampathi, Vagamon and Ponmudi; and the national parks and wildlife sanctuaries at Periyar and Eravikulam. The "backwaters" region—an extensive network of interlocking rivers, lakes, and canals that centre on Alleppey, Kumarakom, and Punnamada—also witness heavy tourist traffic. Heritage sites, such as the Padmanabhapuram Palace, Hill Palace, Mattancherry Palace are also frequented.

The state's tourism agenda promotes ecologically sustained tourism, which focuses on the local culture, wilderness adventures, volunteering and personal growth of the local population. Efforts are being taken to minimize the adverse effects of traditional tourism on the natural environment, and enhance the cultural integrity of local people. Kerala has been significantly successful in its tourism efforts, in creating a key tourism platform for the state and positioning itself competitively.

14 District Tourism Promotion Council, Allepy
in the international tourist market. In 2012, the state was able to augment its tourism earnings to Rs. 705.6 crore as against Rs. 535 crore in 2001, representing an increase of 31.8 per cent. In 2010, it recorded India’s highest growth in international arrivals at 26.8 per cent.15

Acclaimed as India’s only ‘tourism superbrand’, Kerala has been able to develop strengths in certain core areas of product development and infrastructure creation.

Kerala is a role model in tourism development in India ‘God’s Own Country’ has managed to capture the attention of the international tourism market in no uncertain manner. Kerala’s tourism brand is listed among the top 100 brands of India and has been accorded the highly coveted ‘Super Brand’ status. Kerala is cited as one of the 50 dream destinations of a lifetime by National Geographic Traveller, and is also a ‘partner state’ to the World Tourism and Travel Council.

While initiatives in tourism date back to the late 1980s, it was only since 1995 that focused efforts in tourism development were launched by the state government. A comprehensive tourism policy was announced in 1995 and this was followed by several tourism planning and developmental initiatives. From 1995 onwards the state has made significant strides and the results today highlight its impact.

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15 Tourist Statistics, 2012, Department of Tourism, Trivandrum, Kerala
More importantly, the state has created tourism products purely out of its natural and traditional strengths that successfully meet international quality expectations and compete with international destinations in marketing. Today, Kerala’s ‘backwaters’ and ‘ayurveda’ are globally identified and uniquely positioned.

Kerala as a destination is spoken of in international travel magazines like the National Geographic, Conde’ Nast Traveller, Geo Saison and Newsweek. Besides, Kerala has been acclaimed as ‘one of the 10 Paradises found’ by the National Geographic Traveller.

1.6 EFFECT OF CHANGE: TOURISM IMPACT ON KERALA

Described as ‘a late-comer to tourism’ by World Travel and Tourism Council (WTTC) in its report, Kerala is perhaps in the best position to demonstrate how the right steps in the right direction, where tourism is concerned, can positively and decisively impact the economic and social profile of a state.

For the major part of the 20th century, Kerala, by and large, ignored its tourism potential, taking for granted the breathtaking beauty of its natural resources, while states like Goa and Rajasthan marched ahead, dominating the tourism pie. However, in the last decade of the past century, the state awoke to the possibility of using tourism as an economic lever. From 1990 onwards, there were tentative efforts to
bring Kerala’s traditional dance forms and traditional medicine to the forefront, but no formal efforts to launch a tourism sector.

In 1995 the state announced, for the first time, its stand towards tourism taking, as the WTTC put it, ‘the first major step for tourism development’. The same year saw the inflow of domestic tourists to Kerala increase by a phenomenal 204 per cent from 1.28 million to 3.9 million, and the inflow of foreign tourists by 36.7 per cent from 0.1 million to 0.14 million. Then in 2000, in the first Travel Mart held in the state, Kerala cast its global spell through three short words – ‘God’s Own Country’. The slogan that captured the international market.

From the turn of the millennium, Kerala has marched on its way forward, with various tourism indicators demonstrating a steady rise over the years. In the manner in which expanding the tourism sector has impacted Kerala’s economy, contributing to its growing wealth and increasing jobs.

1.7 TOURISM A MAJOR EMPLOYMENT DRIVER

As a human resource intensive industry, tourism’s greatest impact is on the generation of employment. Such employment generation initially covers areas of direct interaction with the tourists, such as persons employed in hotels, airlines, tour operation, restaurants, retail trade, leisure coping and entertainment. However, the employment
impact will soon spread over a larger area of the economy, covering jobs associated with the input industries such as suppliers, government agencies and manufacturers of required commodities. Hence, the direct and cascading effect of tourism on employment generation is significant. Tourism is a major driver for income generation and employment creation in Kerala has never been industry-intensive, and the vast migration from the state to the Middle East during the mid-’70s and ’80s show the lack of adequate employment opportunities in the state. The growth of tourism in the state has changed this situation with more and more people getting employed in the tourism related sectors.

Table 1.1 shows the WTTC’s current and projected impact of the travel and tourism industry on employment at an industry and economy level, at a global level, for India and for Kerala.
Table 1.1

Employment Impact of Travel and Tourism 2003 -2013

<table>
<thead>
<tr>
<th>Particulars</th>
<th>2003</th>
<th>2013</th>
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<tr>
<td></td>
<td>‘000 Jobs</td>
<td>Share</td>
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<td>World (US $mn)</td>
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<td>T&amp;T Industry Employment</td>
<td>67441.1</td>
<td>2.6</td>
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<td>T&amp;T Economy Employment</td>
<td>194562</td>
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<tr>
<td>India Rs.(bn)</td>
<td></td>
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<tr>
<td>T&amp;T Industry Employment</td>
<td>11093.1</td>
<td>2.7</td>
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<tr>
<td>T&amp;T Economy Employment</td>
<td>23839.8</td>
<td>5.8</td>
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<tr>
<td>Kerala Rs.(bn) 7.7</td>
<td></td>
<td></td>
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<tr>
<td>T&amp;T Industry Employment</td>
<td>378.6</td>
<td>3</td>
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<tr>
<td>T&amp;T Economy Employment</td>
<td>788.6</td>
<td>6.2</td>
</tr>
</tbody>
</table>

Source: WTTC Report

16 2003- Real Growth adjustment for inflation.
17 2003-2013, annualised real growth adjustment for inflation.
Clearly, travel and tourism at both the industry and economy level is expected to be a major contributor for future employment growth in Kerala, well above the Indian and international average. Over the next 10 years, Kerala’s travel industry is expected to create 757,100 new jobs, while the broader impact of the travel economy will create 1.4 million new jobs.

1.8 ECONOMIC IMPACT OF TOURISM IS SIGNIFICANT

The impact of the increasing tourism demand on the GDP is significant, with a multiplier effect that simultaneously affects several aspects of the economy. Table 1.2 details the projected demand for tourism and its consequent impact on the GDP at an industry and economy level, for the world, for India and for Kerala. It is evident that with its above-average growth potential tourism would become a priority sector for focused development.
### Table: 1.2

Economic Impact of Travel and Tourism 2003-2013

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<th>Share</th>
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<td>T&amp;T Demand</td>
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<td>1.1</td>
<td>2279200</td>
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<td><strong>India Rs.(bn)</strong></td>
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<td>T&amp;T Demand</td>
<td>1519.7</td>
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<td>7.4</td>
<td>6736.3</td>
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<td>5180.2</td>
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<td><strong>Kerala Rs.(bn)</strong></td>
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<tr>
<td>T&amp;T Demand</td>
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<td>-</td>
<td>12.2</td>
<td>563.9</td>
<td>-</td>
<td>11.4</td>
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<td>3.7</td>
<td>13.0</td>
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<td>T&amp;T Economy GDP</td>
<td>81.8</td>
<td>7.7</td>
<td>11.6</td>
<td>423.5</td>
<td>10.2</td>
<td>10.7</td>
</tr>
</tbody>
</table>

Source: WTTC Report

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<sup>18</sup> 2003, Real growth adjustment for inflation.

<sup>19</sup> 2003-2013 Annualized real Growth adjustment for inflation.
The growth in the travel and tourism demand for Kerala, at 12.2 per cent, is higher than the growth witnessed for India (7.4 per cent) and the world (2.9 per cent), clearly indicating the vibrancy of the sector and its growth potential. This is directly reflected by the sectors’ impact on GDP, which again is higher for Kerala than for the country as a whole. Going forward, the economic activity of travel and tourism is expected to grow by 4.6 per cent per annum worldwide, while it would post an average annualized gain of 8.8 per cent for India between 2003 and 2013. During the same period, the growth in real terms for Kerala is expected to be 11.4 per cent.

1.9 TOURISM VISION 2025

Kerala’s Tourism Vision 2025, announced in 2001 closely after WTTC’s report and policy recommendations on the state, is intended ‘to give the tourism industry of Kerala a boost, and strengthen its hold on the Indian tourism industry’. The objectives of Vision 2025 are backed by concrete action plans in the long-, medium- and short-term. It may be underlined that the short-term plans are already under active implementation, with vigorous planning backing the medium- and long-term plans. Kerala takes the vision very seriously and plans to pursue it to its logical end. Vision 2025 targets at increase earnings from tourism at the rate of 10 per cent annually, to achieve an annual rate of growth of
7 per cent in foreign tourist arrivals and 9 per cent growth in domestic tourists; to create employment opportunities of 10,000 every year; to add required hotel rooms in star categories every year; to innovate and promote at least one new tourism product/destination every year.

1.10 TOURISM VISION STATEMENT

"To make Kerala, God’s Own Country, and an up market high-quality tourist destination through rational utilization of resources with a focus on integrated development of infrastructure sector, conserving and preserving the heritage and environment and enhancing productivity, income, creating employment opportunities, alleviating poverty, thereby making tourism the most important sector for the socio-economic development and environment protection of the State."

1.11 OBJECTIVES

- To make a comprehensive analysis of the tourism potential of Kuttanadu, Kumbalangi, Kuttampuzha and Cherai including the existing tourism attractions in the areas.

- To ascertain the various feasible women entrepreneurial ventures in the selected study areas.

- To make an objective and rational forecast of the benefits that can accrue if optimum tourism development take place in the study areas.
To make suggestions for implementing comprehensive tourism development programmes in the selected areas.

1.12 HYPOTHESES

(1) Kuttanadu, Kuttampuzha Kumbalangi and Cherai Villages have immense scope and potential for developing as alluring tourism hotspots.

(2) Optimum tourism development in Kuttanadu, Kuttampuzha, Kumbalangi and Cherai can bring about considerable benefits for the people in these villages especially through sustainable Women Entrepreneurial ventures.

(3) Kuttanadu, Kuttampuzha Kumbalangi and Cherai Villages have adequate locally available resources for economically feasible Women Entrepreneurship to grow and flourish.

1.13 RESEARCH PROBLEM

Tourism is a burgeoning industry in Kerala and as such she has an enviable position in the World tourism map. The state has several alluring tourism hotspots, and these fascinating tourist destinations are attracting tens of thousands of foreign and indigenous tourists to the state.
• Both the state central governments are providing financial and material inputs to boost tourism in the state. And accordingly a huge amount is spent from the state exchequer every year for the promotion of tourism in the state. From hardly 50,000 foreign tourist arrivals and 0.13 billion rupees in foreign exchange in 1986, it has reached a status of 0.6 million foreign tourist arrivals and fetched an amount of 37.97 billion rupees in foreign exchange in 2010. Total employment generated from tourism is estimated at 1.2 million\textsuperscript{20}.

• To boost tourism a cabinet Committee on Tourism with the Chief Minister as chairman and Minister for Tourism as Vice-Chairman has been formed.

• The bone of contention of the Researcher in this regard is that the huge budgetary allocation the state/central governments is profusely used is exclusively for reinforcing and expanding the existing tourism hotspots and paying no attention as such for developing and harnessing tourism in the backward areas of Kuttanadu, Kumbalangi, Kuttampuzha and Cherai. This is quite evident from the fact that during the financial year 2013 the state budgetary provision earmarked for tourism promotion in the state

\textsuperscript{20} Department of Tourism, Government of Kerala (2011)
was Rs.191crores and that of 2014 was Rs. 206crores. All these budgetary provisions were intended to reinforce the existing tourism hot spot and not for harnessing any new ones. The Researcher claims that optimum tourism development in these backward areas will make a pitch for the Development of Women Entrepreneurs in Tourism and brings in substantial revenue towards the GDP of the state.

1.14 RATIONALE OF THE STUDY

Women Entrepreneurship is scanty and is in the nadir of its growth and development. The earnest attempts hitherto carried out by the State and Central Governments in this regard did not yield the expected outcome owing to the lack of precision in its planning and implementation. And a large number of women entrepreneurship projects initiated in the State are in a tight spot and is at low ebb. Since tourism is a fast growing industry in the country in general and the State of Kerala in particular it has tremendous scope and potential owing to her unique topography and scenic beauty. It is the conviction of the Researcher that if optimum tourism can be promoted in the backward areas of Kuttampuzha, Kumbalangi, Kuttanadu and Cherai it will pave the way for women entrepreneurship to flourish. Women
Entrepreneurship development in the State assumes significance as it beckons her economic vibrancy.

1.15 SIGNIFICANCE OF THE RESEARCH

Women Entrepreneurship assumes great significance in the current world scenario, as women are increasingly getting educated and capable of taking up responsibilities independently. Entrepreneurial ventures generate not only income but also employment to a substantial number of women. It is one of the yardsticks for measuring the economic vibrancy of a nation. Considering the positive dimensions of productive activities the state and central governments have been giving great importance for promoting Women Entrepreneurship ventures.

Tourism is one of the major sources of income for a state like Kerala. If the untapped potential of the state can be properly harnessed, the state will have very many tourism hotspots in the times to come. The backward areas of Kuttanadu, Kumbalangi, Kuttampuzha and Cherai have a lot of potential for tourism to flourish, so much so that there are immense possibilities for women entrepreneurs to grow. This emboldens the researcher to explore the possibilities of the development of women entrepreneurs in tourism in the afore-said four important tourism potential areas (Kuttanadu, Kumbalangi, Kuttampuzha and Cherai).
1.16 METHODOLOGY

1. **Research Design: Descriptive, survey and analytical**

2. **Population:**

   Existing and potential tourism hotspots in Kuttanadu, Kumbalangi, Kuttampuzha and Cherai constitute the universe for the detailed research. Kuttanadu belongs to the Allapuzha district, while Kumbalangi, Kuttampuzha and Cherai belong to the revenue district of Ernakulam.

3. **Sampling Design**

   Convenient sampling technique was used for selecting the required respondents for gathering the needed data for the detailed enquiry.

   Accordingly, 50 women entrepreneurs were selected from each study area for gathering the required data.

   Similarly, 10 officials each form the two DTPC’s were conveniently selected for collecting the pertinent details for the study.

   Further, 10 Panchayath officials from Kuttanadu, 3 each from the remaining three destinations were also conveniently selected for getting the needed data. Besides, 25 socially prominent persons form all the four
destinations were also chosen to unearth the details regarding the potential of the respective tourist destinations tourism participation of the local population, and in the prevailing tourism activities. Besides, 25 visiting tourists each form all the four areas were also interviewed. The sampling technique used in this regard was accidental sampling. Thus the total sample size is 450.

4. Tools for Data Collection

I. Primary Data

(a) A structured interview schedule each was designed to collect the needed details from the four categories of the respondents viz, Women Entrepreneurs, Officials, Visiting Tourist, Local Residents.

(b) Observation

(c) Interview- Personal and Telephonic

II. Secondary data

Previous studies already carried out in the topic and related areas, besides government reports, journals, publications, books and periodicals.
1.17 STATISTICAL & QUANTITATIVE TOOLS USED

- Averages
- Percentages
- Chi-Square test
- Test for Proportion of Successes (z test)
- Test for Difference of Proportions
- Projected Profitability statement
- Projected Balance sheet
- IRR Ratio
- Net Present Value (NPV) and Average Rate of Return (ARR)

1.18 CHAPTERISATION

The study report will be organized in the following format:

**Chapter 1** – will provide the introduction, statement of the problem, need for the study, and objectives of the study, hypotheses and the methodology of the research and significance of the study.

**Chapter II** is the detailed theoretical framework connected with the study.
Chapter III will contain a detailed review of theoretical literature on the variables included for the study.

Chapter IV gives us a detailed and comprehensive analysis of tourism potential of the four selected tourism destination, as well as potential and feasible income generating projects are also identified of the four areas.

Chapter V will present the analysis and interpretation of Women Entrepreneurs for the four study areas.

Chapter VI will discuss the Common Feasible Women Entrepreneurial Ventures for the four study areas.

Chapter VII will contain the major findings, suggestions and conclusion of the study.