



## WOMEN ENTREPRENEURS ON HOUSE BOAT SECTOR- AN EMPHERICAL ANALYSIS

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### ABSTRACT

*Tourism has been a successful tool for generating employment, earning revenue and foreign exchange, attractive environment, preserving culture and tradition. It can ensure an overall progress in a sustainable manner. Economic diversification and technological improvement have created a conducive environment for tourism development in the present age of globalization Tourism is definitely a tricky multi-spectral industry and constitute a multi - disciplinary field of study. Tourism in Kerala is going through a major stage of growth and development. The Department of Tourism has played a vital role in the development tourism in the state. Houseboat tourism is not only considered as one of the major appeal of Kerala tourism but also the main source of investment in the country. Houseboats became a major medium to be a focus for tourists and earn revenue for the state as well as provide gainful employment to natives. In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a mutiny vis-à-vis women entrepreneurs. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's women entrepreneurs do not come only from the conventional business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country. From running sports media firms to construction companies and security and detective agencies – women are dabbling into fields that have conventionally been bastions of male domination.*

**KEYWORDS:** *entrepreneurs, house boat, tourism*

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## INTRODUCTION

Tourism is often described as the fastest growing and the second largest industry of the world. The contribution of tourism is multidimensional i.e., as a source of foreign exchange earnings, employment generation, exchanging edifying values, peace keeping and as a whole for the economic development especially for the developing countries. Tourism is a central conduit in the socio-economic development in modern times that provides in multiple ways and strengthens the inter-connected routes. World Travel and Tourism Council (WTTC) is the forum for business leaders in the travel and tourism industry. It addresses challenges and opportunities that affect all sectors of the industry globally. It works to raise wakefulness of travel and tourism as one of the world's largest industries, employing roughly 319 million people and generating over 10.4 percent of world GDP. It is firmly committed to realizing Indian tourism industry's potential for growth and ensuring maximum and sustainable benefits for everyone involved. According to the WTTC, tourism accounted for 10.6 percent of global GDP, 12.0 percent of the total world exports and 10 percent of global employment in the year 2018. For 2018, it forecasted that travel and tourism would generate 292 million direct and indirect jobs worldwide, accounting for 10 percent of global employment and contributing up to 10.3 percent of global GDP. The 86.6 million Travel & Tourism Industry jobs account for 2.8% of total employment in 2017 and are forecast to total 313 million or 9.9% of the total by 2018. Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of public-private partnerships are seen as the key drivers for tourism in the next decade. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the **"Incredible India"** campaign. According to World Travel and Tourism Council, India will be a tourism hotspot from 2010-2020, having the highest 10-year growth potential.

Kerala presents a fascinating experience to the tourists as a tourist destination. Tourism traffic to Kerala shows an increasing trend over the past few years. The Kerala Tourism is witnessing an enviable advantage in tourist arrivals during the year and the number shows an



increase of 16.11 per cent over the previous year. During the last year Kerala has contributed 11.6 per cent of the total foreign tourist arrivals to India. The number of domestic tourists arrived also shows an increase of 14.28 per cent over the previous year. Kerala's houseboat ride is the prime attraction of tourist. It has great potential for growth and best example of environment friendly tourism product. The early 1990's welcomed two major trends to Kerala: the rise of a more educated generation; and the beginnings of a flourishing tourism industry. Houseboats in Kerala have a distinctive place in the state economy. Natives have monetized through the backwater bounty of 'God's Own Country' by offering thrilling and relaxing rides on the houseboats or Kettuvallam. More than 400 houseboats ply the Kerala Backwaters, of which 100 are well maintained and are actually luxury liners. The houseboats in Kerala have all the comforts of a good hotel like well – furnished bedrooms, hygienic toilets, kitchen and even balcony. Most of the luxury houseboats in Kerala have been converted and renovated from cargo boats. They provide all the modern comforts and conveniences that the guests have come to appreciate. These boats are an excellent choice to travel all your way through the lakes, lagoons and canals and absorb all of Kerala natural beauty. The people involved in the industry argue that the inadequate infrastructure, uncompetitive rates, indifferent or poor tour packages, untrained service providers, and above all, the lack of hygiene and cleanliness have enormous negative effect in the competitiveness of the tourism.

### **OBJECTIVES OF THE STUDY**

1. To study the cost structure and promotional measures of houseboat tourism.
2. To study the main hindrances to the development of tourism.

### **METHODOLOGY**

For the purpose of the study the women houseboat owners in backwaters of Kollam and Alappuzha districts has been selected as study area. The study is based on primary data and secondary data. Primary data was administered to collect data from a sample of 120 respondents through a well-structured questionnaire.

### **RESULTS AND DISCUSSION:**

Based on the objectives, analysis and interpretations of the study are given below.



**I. Cost structure of the house boats**

Cost structure of house boats are given below.

**Table No.1**

**Classification of cost structure of house boats**

		Mean	SD	F	P
Sector	Ultra luxury	2313829.7	1269086.7	88.08* *	0.000
	Luxury	407668.0	254508.0		
	Deluxe	147325.8	142939.0		
	Premium	75102.0	99789.2		
No of house boats	1	140555.7	468392.2	6.67**	0.002
	2	220488.8	568758.3		
	>3	837522.3	1281901.0		

Source: Primary Data

\*\*:- Significant at 0.01 level

Table no.1 shows that, cost structure found to be high in ultra luxury hose boats and low in premium boats (75102). There is significant difference at 0.01 level for number of house boats owned by women entrepreneurs (6.67).

**Table No.2**

**Scheffe multiple comparison of Cost structure of house boats**

		Pair	F <sup>~</sup>	Sig.
Sector	Ultra luxury (A)	A & B	76.37**	0.00
	luxury (B)	A & C	65.89**	0.00
	Deluxe (C)	A & D	76.91**	0.00
	Premium (D)	B & C	0.31	0.82
		B & D	0.04	0.99
		C & D	0.15	0.93
No of house boats	1 (A)	A & B	0.1	0.918
	2 (B)	A & C	6.5**	0.002
	>3 (C)	B & C	3.4*	0.036

Source: Primary Data

**b. Promotional measures**

The following table depicts the various promotional measures adopted by the government to promote houseboat tourism.

**Table No.3**

**Classification based on promotional measures adopted by the government**

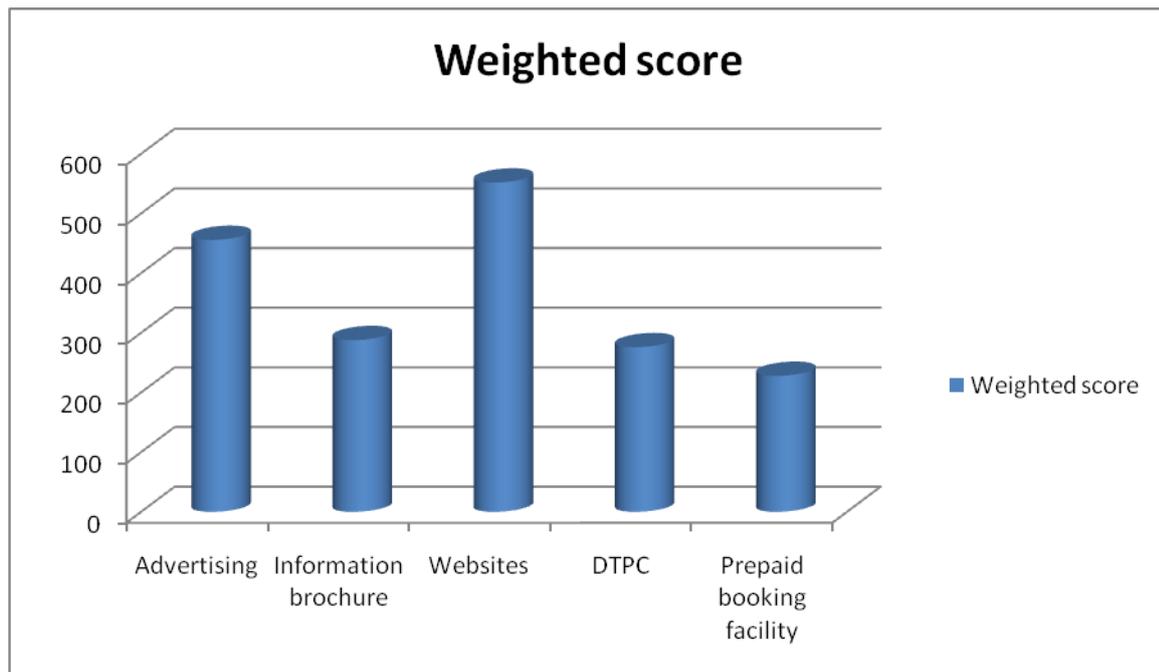
Promotional measures	Weighted score	Rank
Advertising	456	2
Information brochures	288	3
Websites informations	552	1
DTPC	276	4
Prepaid booking facility	228	5

Source: Primary Data

Table no. 3 exhibits that the main promotional measure adopted by the government authorities is website information.

**Figure No.1**

**Classification based on promotional measures adopted by the Government**



## II. Barriers to houseboat tourism

The table below shows the main barriers to the development of houseboat tourism.

**Table 4**

### Classification based on the barriers to the development of houseboat tourism

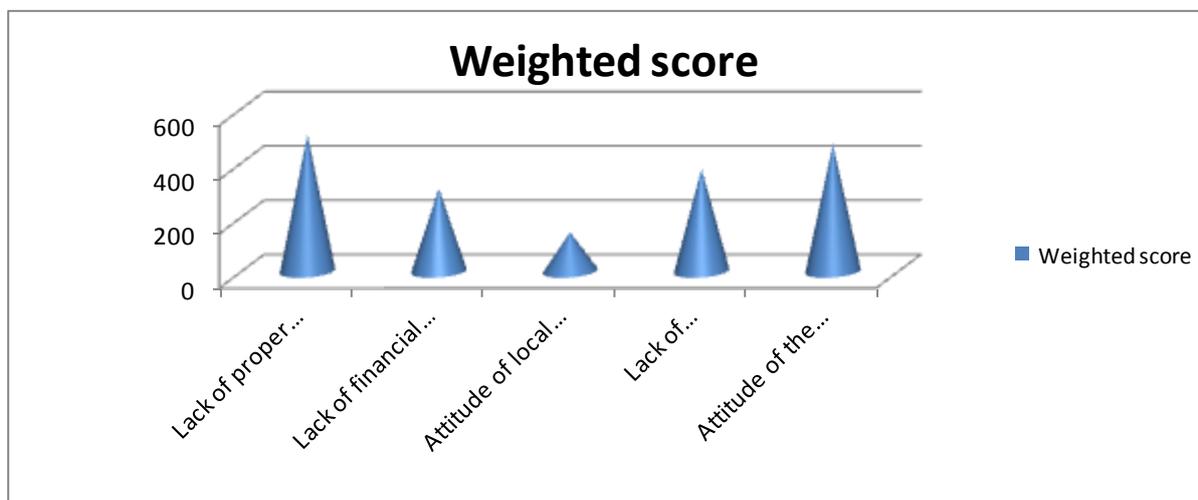
Barriers	Weighted score	Rank
Lack of proper sewage treatment	504	1
Lack of financial assistance	306	4
Attitude of local people	144	5
Lack of infrastructural facilities	378	3
Attitude of the government	468	2

Source: Primary Data

The above table clearly reveals the main barriers to the development of houseboat tourism. Majority of the respondents are of the opinion that lack of proper sewage treatment is the main barrier in houseboat tourism. Attitude of the government and lack of infrastructural facilities are other major constraints in the development of houseboat tourism.

**Figure 2**

### Classification based on the barriers to the development of houseboat tourism





### CONCLUSION

The woman plays a noteworthy role in the economic development of any country. This is a extensive factor with great emphasis on any initial scenario. Women donate and support the economy broadly in different ways by being in work in many different sectors. Many victorious businesses are run by women some of whom are very competent in entrepreneurial activities. Some of these women are well cultured and are aware of correct function of theory in business. It is a known fact that many of the most successful and world's largest enterprises are owned and run by women today. The natural beauty, unique geological features and equitable climate have made Kerala one among the most eye-catching tourist destinations in India. Houseboats are declared as an revolutionary product of Kerala tourism for attracting high spending tourists in Kerala tourism's vision 2025 document. Alappuzha and Kollam districts have its vast expanse of backwaters also offers a great opening for enjoying a trip through its natural tradition by taking a trip in the famed 'Kettuvallams' or houseboats. Houseboats have emerged as major attractions for travellers. It have been highly overriding in boosting the travel and tourism industry of Kerala. It is a godsend for Kerala tourism by providing employment opportunities, foreign exchange earnings and income for locals. The government needs to act as a catalyst of houseboat tourism by providing the basic infrastructure advantageous for houseboat tourism. The survey among the houseboat owners gives a clear signal that the houseboat tourism is an imperative area which needs to be addressed as it paves way for the growth of the state.