



Entrepreneurial Initiatives of Women Self-Help Groups to Facilitate Sustainable Tourism: A Case Study with reference to Kudumbashree- Kerala

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Abstract

Community Based Organization (CBO) refers to organizations working for the upliftment of marginalised sections of society through various projects and programmes. *Kudumbashree* is a Community Based Organization consisting of women Self-Help Groups, successfully functioning in Kerala over the last two and a half decades. Keeping development of entrepreneurship and women's empowerment as the main functional areas, Kudumbashree has introduced several entrepreneurial initiatives, which in turn provides employment and livelihood opportunities to hundreds of women and leads to the socio-economic development of local communities. This paper examines the significance of tourism-related entrepreneurial activities of Kudumbashree, in the promotion of sustainable tourism in Kerala. It is a case study based on secondary data.

Keywords: Entrepreneurship, Self-help groups, Sustainable Tourism, Kudumbashree, Livelihood, Women empowerment.

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Introduction

In this era of technology and globalization, tourism across the world is subject to new innovations and trends such as adventure tourism, ecotourism, agritourism, destination tourism, water tourism, cultural tourism, medical and wellness tourism and wine tourism. For an individual, the motivation to travel is based on a variety of factors, that may be social, demographical, psychological, and economical and is particular to each individual tourist (Sharpley 1994). The growth and development of Tourism sector leads to more business opportunities, greater expenditure, increased exposure and incentives to protect and preserve cultural heritage and environment. However, environmental pollution, misuse of resources and erosion of local culture. India is one of the most preferred tourism destinations in the world due to its rich cultural diversity, heritage and diversified ecology. Tourism sector makes a significant contribution to the Gross Domestic Production (GDP) of India.

Kerala, popularly known as *God's own country*, is one of the southern states of India, blessed with rich natural beauty and cultural heritage. The lush landscape and serene backwaters with house boat cruises; the misty hill stations and various wildlife sanctuaries that are havens for adventure and nature tourism; the rich art forms, culinary delights and festivities that are unique to the land; Kerala also attracts masses to its pilgrim centres and is well-known across the world for its hospitality.

Kudumbashree is the registered association of women Self-Help Groups (SHGs) in Kerala State with an organised set up of Community Based Organization (CBO). During the last two and a half decades, Kudumbashree has been working towards the upliftment of women belonging to the lower strata of the society, through various projects and programs. Kudumbashree was established in the year 1998 as a government initiative with the objective of poverty eradication through entrepreneurship and women empowerment. The present study investigates the role of entrepreneurial initiatives of Kudumbashree in the tourism and hospitality sector of Kerala, in the promotion of sustainable tourism and Local economic development (LED) of various destinations.

Sustainable Tourism and Local Economic Development (LED)

The tourism experience of a person is multifaceted. It includes everything he/she experiences from the time of departure from domicile until the time of return. (Camilleri 2018). Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region. LED is a new approach for economic development adopted by developing countries, which encompasses collaborative efforts of local government bodies, private business enterprises and local community for the total development of a region or locality by improving the overall standard of living of people. As a program, LED is intended to maximise the economic potential of local regions through Entrepreneurial initiatives, employment creation and development initiatives in a sustainable manner. LEDs are crucial in the growth of the economic capacity of a local area and to improve its economic future and quality of life for all (Swinburn (2016). While LED focuses on enhancing the economic well-being and quality of life for a community through various strategies, tourism generates revenue and employment opportunities by attracting visitors to experience the unique environment, culture and traditions of a destination. As a catalyst for economic development, tourism provides employment opportunities not only in traditional sectors but also in auxiliary industries like transport, food and beverage and art and craft. Locally-based economic development and employment generation are more likely to be successful if initiated at local community-level than elsewhere (Blakely, 2002). The integration of LED and tourism-related entrepreneurial activities will stimulate overall socio-economic growth and improve the quality of life of local communities and regions.

Women SHGs and Entrepreneurship Development

Women Self-Help Groups (SHGs) characterized by mutual help and collective action, empower the underprivileged women in society to find a place for themselves in the entrepreneurial landscape and thereby contribute to inclusive growth of the local economy. Women empowerment through entrepreneurship development is one of the main objectives of Kudumbashree. By recognizing the fact that entrepreneurial success depends on a diverse skill set and business

acumen, Kudumbashree organizes capacity building initiatives and training programmes, including various aspects of entrepreneurship development on a regular basis for its members. These programmes equip women with knowledge and skills to manage their micro business ventures in a successful manner. Through the promotion of financial inclusion, collective action, skill enhancement, microfinance and bank linkage, Kudumbashree provides a platform for women to become entrepreneurs. Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region. (Walter Fisher, 2017). Over the twenty-five years of its existence, many innovative projects and entrepreneurial ventures were successfully undertaken by Kudumbashree, which have been instrumental in upliftment of lakhs of women and led to their economic development and of their families. Despite the several factors that encourage women to engage in entrepreneurial activities, there are many issues and challenges in carrying out their business ventures (Dutta & Mukhopadhyay, 2016).

Community Based Entrepreneurship and Sustainable Tourism

Community-based entrepreneurial initiatives in the tourism sector empower the local communities, thereby gaining control over their resources and foster a sense of responsibility towards safeguarding the cultural heritage and natural environment. Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region. emphasise sustainability and ensure that it benefits both present and future generations in terms of employment opportunities, environmental protection, and economic development of local communities. Given that visitors belong to diverse cultures, the chance to meet local people and experience their authentic culture and hospitality, is a memorable experience and a direct benefit for the local community and travellers. Since the local community is actively involved in running and leading entrepreneurial projects and activities, they can have the autonomy to make decisions that are right for their community. The participation of women in tourism endeavours engenders community involvement and fosters equitable and sustainable community development (Krushna and Chandran, 2018).

The concept of sustainable tourism is a paradigm shift in the tourism sector, with a shift in focus on responsible travel practices that recognize and promote the preservation of cultural heritage and legacy of tourist destinations and the safeguarding of the natural environment for the benefit of present and future generations. Sustainable tourism refers to tourism practices that consider the present and future wellbeing of all stakeholders and the environment, by minimising the negative impacts and maximising the positive impacts of tourism. The United Nations World Tourism Organization (UNWTO) defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts addressing the needs of visitors, the industry, environment and host communities.” Promotion of cultural heritage, development of local economy, conservation of natural resources, and safeguarding fragile ecosystems are the main principles of sustainable tourism.

Ecotourism is replete with the ethos of responsible involvement with the environment. In the context of climate change and global warming, ecotourism has been widely accepted as a sustainable tourism practice across the world. Tourism activities and practices minimising ecological impacts and promoting sustainable exploration of the natural environment are the priorities of ecotourism. Moreover, the main focus of ecotourism is to maintain a harmonious balance between exploration, preservation and responsible tourism practices. Ecotourism is an ideal component of sustainable development strategy, where natural resources can be utilised as tourism attractions without causing harm to the natural environment (Drumm & Moore, 2005).

Agritourism is a new concept in tourism and is a combination of agriculture and tourism. It offers an opportunity to urban visitors to connect with the land and the rural lifestyle through hands-on experience provided in visits to the agricultural fields and in other activities in rural settings. Agritourism includes a variety of activities to cater to the diverse interests of travellers, such as farm stay, visit to farms and engaging in harvesting crops, milking cows, visiting small scale production units, animal husbandry and rural food fests. These live experiences are not only recreational but highly educational regarding sustainable farming practices and environmental

stewardship. In addition to that, agritourism is a supplementary entrepreneurial initiative of the mainstream agricultural activities, making rural destinations a busy hub of exploration, recreation and learning which in turn contribute to the socio-economic development of local communities. Combining agriculture and tourism leads to an increase in the GDP contribution of the agricultural sector and thereby, facilitates overall economic development (Seena &Sheela, 2023).

In cultural tourism, travellers visit a place or destination in order to experience and learn its culture and heritage, which reflect in the art, food and clothing, literature, architecture, customs and traditions, lifestyle of people and its festivals. Cultural heritage refers to the pattern of living adopted by a particular community that is reflected in the customs and traditions, artistic expressions and value systems passed on by previous generations. As a platform to promote cultural diversity of the nation across borders, cultural tourism has gained great significance and momentum recently. If managed appropriately, cultural tourism contributes to the preservation and enhancement of cultural diversity and sensitivity. On the contrary, any mismanagement of cultural tourism can be detrimental to the destination communities. Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions or products in a tourism destination (UNWTO 2017). These attractions relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses art and architecture, historical and cultural heritage, literature, music, creative industries and living cultures with their lifestyles, value systems, beliefs and traditions.

Wellness tourism refers to the travel to various places or destinations for the purpose of managing personal health and wellness through physical, or spiritual activities. Kerala, well-known for its Ayurvedic practices, Yoga and spirituality, attracts travellers from across the world seeking rejuvenation and holistic well-being. In the case of medical tourism, there is a higher participation of vulnerable groups in India (Ramazan & Simon 2024).

Role of Technology in Tourism Promotion

Tourism has been significantly impacted across the world by technological advancement. One of the main influences of technology on tourism is the ease of accessibility for visitors through mobile apps and virtual platforms. These technological platforms help people worldwide to explore tourist locations and heritage monuments. Further, technology is helpful to those people who cannot travel the world physically. In fact, mobile apps and digital guides have become inevitable tools for tourists because they provide detailed information about the tourist locations including personalized recommendations considering the diverse interests of tourists.

Community engagements and cultural exchange through social media and online platforms facilitate collaborative and participatory tourism experience. Visitors can share their experience as comments and pictures in real time through social media and encourage each other and promote cultural understanding across geographical boundaries. For the preservation of cultural heritage in the future generations, technology plays a significant role. High resolution imaging and scanning facilitate maintenance of cultural treasures in its original form. Technological engagement in tourism will boost cross-cultural understanding among people and enrich their tourism experience.

Review of Literature

Community-based tourism refers to tourism promotion activities in which participation of local communities is considered as very important in order to achieve the goal of sustainable development of tourism (Telfer and Sharpley, 2008). It is a project or program or collective action of a group of people that belong to a community and aims to develop the local tourism industry (Spenceley 2008). Involvement of women SHGs in tourism activities facilitates income generation and raises their standard of living (Megarry 2017). With respect to tourism infrastructure, homestays that offer personalised service and a sense of community, can be more affordable than hotels (Gossling 2002). Agri-processing and community-based tourism ventures are sectors with good potential to create employment opportunities, income generation, overall community development, and alleviate poverty (Oliver and Theresa 2016).

The rich heritage and culture of India adds to cultural tourism, but we are yet to harness the full potential of it. Interestingly, one can experience a different and vibrant culture with every 50 Km distance in India (Sreekala, Swathi and Sharat 2021). Tourism fosters cross-cultural exchange and facilitates appreciation of the rich and diverse cultural heritage of nations (Nisha Ahemed 2024). Community based ecotourism is a means for the development of tribal population especially those residing near wildlife sanctuaries, and other tribal habitats (Manoj 2020). For the promotion of cultural tourism, professionalism of tour guides in cultural and heritage sites needs to be improved (David, Rojas, Antonio, Rio et al 2021). Furthermore, enhancing the competitiveness and attractiveness of tourist destinations by providing good quality accommodation, diversified tourism products and services including low-cost transport facilities are essential for the success of cultural tourism (Nisha Ahemed 2024). Building on a strong relationship between culture and tourism may help tourist locations become more competitive and attractive for visitors and investors (Burman, Cajee, and Laloo). The lack of effective planning, marketing, and stakeholders' participation lead to low tourist satisfaction, deterioration of their public image, and environmental degradation (Woyesa and Kumar 2021). Coffee tourism experience can be considered as a tool to improve the socio-economic conditions of the local communities (Degarege and Lovelock 2021). Citizens of all countries carry their culture with them when they migrate across the world. The celebration of various types of diaspora festivals facilitates the preservation of intangible cultural heritages of nations (Ermias 2024). Promotion of cultural tourism is a common strategy adopted by many countries to conserve the traditional culture and to create a cultural image (OECD, 2009). Tourism has contributed to the commoditization of culture and erosion of socio-cultural assets of local communities (Gubaye et al, 2023). In cultural tourism, cross-cultural exchanges between the hosts and the tourists can be mutually beneficial (Han and Rahman 2017).

Ecotourism is considered as a sustainable method of tourism that is a solution for two issues, namely, poverty and biodiversity degradation (Clement and Rajib 2019). It is a nature-based tourism that addresses two primary attributes: livelihood improvement and biodiversity conservation. Conservation of protected areas,

economic development and creation of jobs for local communities are the major contributions of ecotourism. For the management of eco-tourism in the forest areas by the Forest Department, the support and help of women SHGs is very much appreciable because they facilitate income generation and employment opportunities, tourism promotion and conservation of natural resources (Swarna, Khan, and Kannan, 2023). As regards waste management in backwater tourism, the link between the tourism industry and other departments is an essential aspect. In reality, there is a lack of understanding in the participation of community level stakeholders in waste management in the backwaters (Joseph, Tomy & Bindi 2017).

Agritourism is instrumental in creating employment opportunities and alleviating poverty in rural areas (Sandeep 2018). As a leisurely engagement in rural areas, agritourism helps tourists rekindle the lost connection with nature. It also supports agricultural activities in India (Priyanka Singh and Kumar 2016). Agritourism is less costly when compared to other modes of tourism, but is very encouraging for those who are curious to learn about food, plants, animals and rural lifestyle. Farm stay is the best option for those who love an agritourism experience. Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region.. Agritourism provides a supplementary income to the farmers and leads to the development of rural destinations (Juno, 2022). Agritourism provides an opportunity for farmers to use the available resources in a diversified and innovative way to complement their farming activities and encourage tourism. Furthermore, it is mutually beneficial for the farmers and tourists (Khatri 2023). Lack of proper credit facilities, lower literacy rate, absence of market orientation and lack of awareness about the concept of Agri-tourism among farmers are some of the main challenges of the agritourism sector (Mukherjee and Ranjan 2021).

In the Startup India Program of the Government of India, representation from travel and tourism sector is negligible, even though the program offers employment opportunities for women (Jacob 2017).

Objectives of the Study

The present study on sustainable tourism focuses on the following objectives:

1. To examine the economic, and social benefits associated with agritourism, ecotourism and cultural tourism for the members of Kudumbashree and local communities.
2. Identify tourism related activities of Kudumbashree in Kerala State in the present scenario.
3. To identify the challenges and problems faced by Women's Self-help groups engaged in tourism related activities.
4. To suggest feasible strategies for the promotion of sustainable tourism and effective involvement of Kudumbashree in the tourism.

Methodology of Research

The present case study is entirely based on secondary data. The required data was obtained from the official web site of Kudumbashree, research articles published in journals, official website and publications of the department of tourism.

Entrepreneurial Initiatives of Kudumbashree in Tourism and Hospitality Sector

In Kerala, under the banner of Kudumbashree, women who are members of the self-help units have been actively involved in community-based tourism initiatives. The tourism initiatives undertaken by Kudumbashree include a variety of activities such as food festivals, Shinkari Melam, Handicraft exhibitions, Water sports, Homestay experience, and agriculture. Kudumbashree initiatives in Kerala provide employment opportunities and livelihood to many and also help preserve and promote the rich cultural heritage of the State.

One of the main contributions of Kudumbashree to ecotourism is the introduction of homestay programme in rural areas, in collaboration with local households. These homestays provide an authentic

experience of traditional food, rural lifestyle, and hospitality of Kerala. Since there are opportunities for the guests at homestays to mingle with their hosts and participate in local activities, it promotes cultural exchange and community involvement.

Krishna temple of Guruvayoor is one of the most famous temples in Kerala where people from all over India visit. Being a cultural and traditional practice, the special offering to the deity is an indigenous variety of banana known as Kadali, and is offered back to devotees as Prasadam. Understanding the consistent demand for this product, Kudumbashree identified groups of women to undertake the task of cultivation of Kadali banana in the surrounding areas of the Temple, with proper planning and management. The benefits of this program include sustainable livelihood for participating women, promotion of cultural tourism through maintenance of an age-old cultural and traditional practice, and spiritual blessings to the visitors to the temple.

Management of air-conditioned waiting halls at prominent railway stations in Kerala (on income sharing with railways) is an appreciable venture of Kudumbashree in the hospitality sector. The waiting hall is provided with facilities such as Wi-Fi connectivity, neat and clean toilet facilities for men and women, mobile phone charging, and mini library. The waiting hall initiative is a stable source of livelihood for many women who are members of Kudumbashree and a great help and support to the tourists who are depending on railways for their travel.

In tourist destinations of Kovalam, Kumarakom and Kumily, Kudumbashree has initiated a waste management programme, in collaboration with the department of tourism, Kerala. The Beach Hostess programme started in 2006 is a waged employment program for the underprivileged local women at selected beaches in Kerala. These programmes are a stable source of employment and income generation for the Kudumbashree women.

Water sports park at Neelamperur started in 2018 by a group of women who are members of Kudumbashree, is an appreciable venture in the area of tourism promotion. The water sports park offers a variety of entertainment activities such as kayaking, fishing, pedal boating and

swimming. The women who are engaged in water tourism projects are getting their livelihood out of it. Furthermore, the water sports park facilitates financial stability for women and furthers local economic development. Health tourism clinic at Pulinkunnu in Kuttanadu taluk is another entrepreneurial initiative of Kudumbashree. Since Kerala is blessed with a wide network of interconnected canals, rivers, and lakes, there is wider scope for women's SHGs in partnership with local communities to embark on ventures in water tourism, which provides rich and memorable tourism experience to travellers and stable means of livelihood to the participating women.

Ecotourism package in Gavi, initiated by the Kudumbashree units of Pathanamthitta district, is a notable initiative for the promotion of ecotourism. Gavi is an ecotourism destination situated amidst the lush greenery of Western Ghats in Pathanamthitta district, Kerala offers a blend of natural beauty, biodiversity, wildlife, and adventures. For the visitors, Gavi promises an enriching lifetime of memories.

Products of traditional art and craft are a great attraction to tourists across the world. In Kerala, women's SHGs under Kudumbashree play a significant role in reviving activities like weaving, pottery, embroidery and culinary practices, that are considered an integral part of the cultural identity of local communities. The sale of art and crafts products at tourism destinations is a sustainable source of income for the women as well as an indirect way of promotion of tourism. The sharing of traditional knowledge with visitors enriches their tourism experience.

Traditional food and beverages are an integral part of the culture of communities. For the promotion of Kerala's culinary heritage, Kudumbashree organises food fests, which encourage tourism and lend economic support to local communities.

In agritourism, Kudumbashree plays a significant role in empowering women farmers and entrepreneurs. The Joint liability group (women's group engaged in farming activities under Kudumbashree) manages farm tourism and farm stay at various locations which provide a true rural experience to tourists. The agritourism initiatives promote sustainable tourism, provide income to the women farmers and facilitate local economic development.

By providing capacity building training through various programmes to enhance women's involvement in tourism-related activities, Kudumbashree is encouraging their members to associate with the tourism industry and manage their entrepreneurial ventures efficiently.

Challenges of Tourism-Related Activities of Kudumbashree

Application of technology is an essential element for the success of entrepreneurial ventures in the tourism industry and promotion of sustainable tourism. Absence of technological support is a major issue in tourism-related activities of Kudumbashree. The seasonal nature of tourism is a challenge that affects stability of employment and income generation. Natural calamities like flood and drought have an adverse impact on tourism. Lack of timely financial assistance, knowledge and information regarding tourism trade fairs are some of the chief issues faced by Kudumbashree women, with respect to tourism activities. Limited networking for marketing of tourism products and services is another challenge for entrepreneurial activities of women's SHGs in the tourism sector of Kerala.

Findings of the Study

The involvement of Kudumbashree in tourism-related activities at present is progressing at a slower pace in Kerala. Nonetheless, the current initiatives in the tourism sector lend support to local economic development. Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region. Local Economic Development (LED) enhances tourism by playing a significant role in the socio-economic development of the region. Through their participation in tourism-related activities, Kudumbashree may play a significant role in the conservation of natural resources and preservation of cultural heritage and practices. The direct interaction and ensuing cultural exchange with visitors from various countries may also enrich the social capital. Kudumbashree is also involved in infrastructure development, through their waste management facilities, home stay and travel services, which contribute further to the overall development of tourism in the state. The Women in Agriculture programme of Kudumbashree, is a stable platform with potential to expand further to include agritourism activities.

By empowering women and local communities to participate in tourism related ventures, Kudumbashree is enhancing employment opportunities, and fostering inclusive growth.

Suggestions for Improving Performance of Kudumbashree in Tourism Sector

Agritourism is to be promoted as a stable supplementary activity of mainstream farming, in order to provide an additional source of income to the farmers. Food fests and exhibitions of rural products may be organized as part of agritourism, which provide a platform to the farmers to showcase their products and traditions.

For the promotion of sustainable income generation and employment opportunities for women, Kudumbashree has to take the initiative to introduce innovative tourism-related entrepreneurial activities in collaboration with Government Departments/ Corporations/ companies under revenue sharing model.

The Women Wellness Centres initiated by Kudumbashree can expand their service by providing authentic ayurvedic therapy facilities to tourists, which may generate a stable source of income to the local community.

In this era of technology, Kudumbashree is expected to incorporate technology in their entrepreneurial activities. An exclusive app is to be developed for the marketing of tourism- related activities and services of Kudumbashree in Kerala.

The unique cultural heritage and practices, and abundant natural resources of Kerala offer diverse avenues for Kudumbashree women, to expand their presence in the area of cultural tourism, agritourism, and ecotourism, which will facilitate employment opportunities and income generation.

Furthermore, training facilities have to be set up and capacity building programmes have to be organized for improving the skill and knowledge of women to manage their tourism-related entrepreneurial activities efficiently. Advertisement and marketing of tourism products and services offered by Kudumbashree, through social media platforms is vital for increasing the participation of women in tourism.

Incorporating technology in the management of tourism-related activities is essential for the effective participation and performance of Kudumbashree in the tourism sector of Kerala. The main advantage of using technology in tourism is the enhanced accessibility it offers to potential visitors worldwide.

The scope for water tourism in Kerala is unlimited, for the state is blessed with several rivers, lakes and beaches. Kuttanadu area, the water hub of Kerala, has great scope for the enhancement of water tourism. It is advisable that Kudumbashree takes up the challenge of introducing innovative products of water tourism in an organized manner by taking the help of professionals in the field.

As pointed out by Jacob (2017), the Startup India Program of the Government of India, offers tremendous opportunities for women to establish innovative business ventures in travel and tourism. It is high time Kudumbashree explored this opportunity in the best possible manner.

As an organization comprising women, Kudumbashree can take great strides in the promotion of responsible tourist behaviour at various destinations, in collaboration with local communities and government departments.

Conclusion

The success of tourism initiatives undertaken by women SHGs depends on many factors, such as community support, effective marketing, income generation, environmental issues, and sustainable practices, that respect and preserve local culture and traditions of tourist destinations. In spite of the various obstacles and challenges faced by them, there is scope for improving their performance and contribution to achieve sustainable and inclusive growth of the tourism industry. Addressing the challenges and exploring new and better opportunities for women's participation in the tourism sector, would require support from government agencies, local communities and corporate houses.

The involvement of Kudumbashree in tourism is instrumental in providing employment opportunities and livelihood for the poor,

and in promoting socio-economic development of local communities. Women's participation and involvement in tourism and management lead to broader socio-economic improvement of communities. Through their engagement in tourism promotion initiatives by leveraging local resources and talents of women, Kudumbashree is able to support and empower local communities to become custodians of their cultural heritage and foster environmental stewardship in Kerala. The participation of Kudumbashree as a community-based organization (CBO) in tourism is highly appreciable and encouraging, as it contributes to the achievement of many of the sustainable development goals (SDG) prescribed by the United Nations. based growth in tourism translates into greater expenditure, more business opportunities, increased exposure and incentives to protect and preserve the natural and cultural environments. However, there are also numerous drawbacks; economic dependence, pollution, waste, misuse of resources, cultural appropriation, commodification, and trivialisation of cultures. increased growth in tourism translates into greater expenditure, more business opportunities, increased exposure and incentives to protect and preserve the natural and cultural environments. However, there are also numerous drawbacks; economic dependence, pollution, waste, misuse of resources, cultural appropriation, commodification, and trivialisation of cultures

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