

**THE IMPACT OF TOURISM ON THE
SOCIO-ECONOMIC DEVELOPMENT IN
KUMBALANGI PANCHAYAT
- A SOCIOLOGICAL ANALYSIS**



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MARCH 2025

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Thesis submitted to St. Teresa's College (Autonomous), Ernakulam in fulfillment of the requirements for the award of the degree of **Masters of Arts in Sociology**

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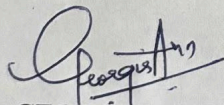
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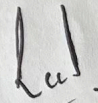
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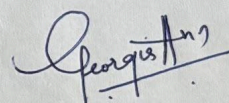
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Head of the Department

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CERTIFICATE

I certify that the thesis entitled **“THE IMPACT OF TOURISM ON THE SOCIO-ECONOMIC DEVELOPMENT IN KUMBALANGI PANCHAYAT-A SOCIOLOGICAL ANALYSIS”** is a record of bonafide research work carried out by FEMI FRANCIS, under my guidance and supervision. The thesis is worth submitting in fulfillment of the requirements for the award of the degree of Masters of Arts in Sociology.



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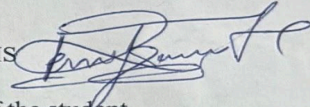
DECLARATION

I, FEMI FRANCIS, hereby declare that the thesis entitled "THE IMPACT OF TOURISM ON THE SOCIO-ECONOMIC DEVELOPMENT IN KUMBALANGI PANCHAYAT - A SOCIOLOGICAL ANALYSIS "is a bonafide record of independent research work carried out by me under the supervision and guidance of Mrs. GEORGIA ANN BENNY . I further declare that this thesis has not been previously submitted for the award of any degree, diploma, associateship or other similar title.

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Name and signature of the student

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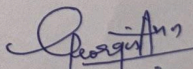


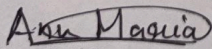
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CHAPTER- 1
INTRODUCTION

Kumbalangi, known as the “Model Tourism Village” is a coastal village in Ernakulam district of Kerala. It has acquired status as a rural tourist village which showcasing the integration of traditional way of livelihoods with modern economic opportunities. It is surrounded by beautiful backwaters. It is treasure of rich cultural heritage. Kumbalangi represents a unique place where tourism has a great influence on socioeconomic growth and every aspects of life. The growth of tourism has opened new ways for income generation, especially for women and small-scale industries. However, this leads to many challenges including raising concerns about sustainability, cultural preservation, and equitable economic distribution.

Tourism had an important impact on the role of women in the local economy. Historically marginalized from formal employment, many women have now become active participants in tourism-related businesses, such as homestays, handicrafts, and culinary services. It contributed to financial independence and social empowerment of women. It also challenged the traditional gender roles. However, barriers such as limited access to training, financial resources, and societal constraints continue to affect women’s participation in tourism-driven business and economic growth.

Another impact tourism has on society is its impact on small-scale industries, which are the backbone of Kumbalangi’s economy. Fishing, handicrafts, and agriculture are an important factors of village’s identity and livelihood. Even though tourism has created new markets for local products, it has also led to commercialization, and altered traditional practices. The competition from mass-produced goods and fluctuating tourist demand pose challenges for the sustainability of industries.

This study aims to analyse the socio-economic impact of tourism in Kumbalangi, focusing on two key aspects such as women’s empowerment and the sustainability of small-scale industries. By exploring how tourism has reshaped economic activities, gender roles, and traditional livelihoods, this study seeks to provide insights into the broader implications of rural tourism. Understanding these is crucial for ensuring that tourism serves as a tool for sustainable and inclusive development rather than worsening the situation of social and economic disparities.

Background of the Study

Kumbalangi, the centre of sustainable tourism is a coastal village in Kerala's Ernakulam district, highlights the coexistence of traditional livelihoods and the expanding tourism industry. With its beauty of backwaters, and rich cultural heritage, Kumbalangi has gained popularity as a tourist attraction. The rise of tourism has opened new socio-economic opportunities, bringing both benefits and challenges to local communities. While tourism can drive economic progress, its socio-cultural and environmental impacts must also be considered.

This study explores the influence of tourism on Kumbalangi's socio-economic development, with a particular focus on women and small-scale industries. Although tourism has flourished over the years, its effects on the village's economic and social framework are rich in different aspects. On one hand, it provide new opportunities, especially for women who have historically been underrepresented in the workforce. On the other hand, there are concerns about the sustainability of small-scale industries and the preservation of traditional livelihoods that have long supported the community.

Tourism and Socio-Economic Development

Tourism is a key driver of economic development, particularly in rural regions where traditional industries may be limited. In Kumbalangi, the tourism sector has contributed to the expansion of various industries, including agriculture, infrastructure, hospitality, and transportation. At the same time, its benefits are not always evenly distributed, and many small-scale entrepreneurs and women face difficulties in fully capitalizing and utilizing these opportunities.

The economic development fostered by tourism in Kumbalangi is very complex. While it has led to higher income levels, job opportunities, and infrastructure development, it has also brought

challenges such as erosion of traditional culture and unequal distribution of income. This study seeks to evaluate how tourism shapes the socio-economic growth of the village.

Focus on Women

Majority of women in coastal communities like Kumbalangi have had limited access to formal employment. On the other hand, tourism has enabled them to engage in income-generating activities and it also challenged traditional gender norms. Many women now participate in homestay ventures, handicraft production, and tourism-related services, allowing them to contribute to household incomes and achieve greater financial independence and economic freedom.

Other than financial gains, tourism has played a major role in encouraging gender equality by increasing women's participation in economic and social spheres. But some challenges such as limited training, financial constraints, and gender biases continue to hinder their progress. This study examines the extent to which women in Kumbalangi can access entrepreneurship, skill development, and leadership opportunities within the tourism sector.

Small-Scale Industries and Tourism

Kumbalangi's economy has traditionally relied on small-scale industries, including fishing, handicrafts, and agriculture. The growth of tourism has influenced these industries in many ways. Tourism has created new markets for local products, providing artisans and producers with better source of income. The issue with this is increasing commercialization of traditional crafts, goods, culture and practices has raised concerns about their authenticity and sustainability. Meanwhile handicraft industries have benefited from the rise in tourism, they face challenges such as fluctuating demand, competition from mass-produced goods, and a lack of technological advancements. This study explores how small-scale industries have adapted to tourism's demands, assessing whether their growth has been sustainable in the long run.

Significance of the Study

Kumbalangi stands as a notable example of a rural tourism initiative in Kerala, making it a valuable case for analysing the challenges and prospects associated with tourism in village economies. This study aims to assess impact of tourism on the socio-economic growth of the region, emphasizing women's empowerment and the transformation of small-scale industries.

Tourism has provided economic opportunities from marginalized backgrounds by increasing their participation in homestays, handicrafts, and local food ventures. This led to the changes in gender roles, improved financial stability, provide financial freedom, increase decision making power confidence and enhanced social mobility. Even though disparities remain, particularly in ensuring equitable development and safeguarding traditional industries that are integral to the village's economy.

CHAPTER II

REVIEW OF LITERATURE

Tourism is a key factor in driving socio-economic changes in rural communities, influencing job creation, infrastructure improvements, and the growth of local businesses. In Kumbalangi, tourism has played a crucial role in economic diversification, particularly by increasing opportunities for women and small-scale industries. But the expansion of tourism also brings challenges such as fading of traditional culture, economic dependency, and environmental concerns. The following literature provides valuable insights into these issues and helps contextualize how tourism has shaped the development of Kumbalangi.

Hall & Williams (1998) - Tourism and Rural Development: Change in the Countryside

Hall and Williams discuss how tourism serves as a means to revitalize rural economies by generating employment and enhancing local infrastructure. They emphasize that tourism offers alternative income sources for communities traditionally dependent on agriculture or fisheries. In Kumbalangi, village tourism has led to economic expansion, with residents now involved in homestay services, handicrafts, and cultural tourism. However, the study also highlights the unequal distribution of benefits, as certain groups—particularly traditional fishermen—struggle to fully engage with tourism due to financial and educational barriers.

Sharpley & Roberts (2004) - Rural Tourism and Sustainable Business

Sharpley and Roberts explore the dual impact of rural tourism, noting that while it supports economic growth, it can also lead to excessive commercialization and the erosion of local traditions. In Kumbalangi, tourism has increased interest in traditional fishing and coir-making,

attracting visitors who seek authentic experiences. However, their study suggests that without proper management, tourism may alter these traditional practices to suit tourist expectations rather than preserving their original cultural value.

Telfer & Sharpley (2008) - Tourism and Development in the Developing World

Telfer and Sharpley examine how tourism connects with local industries such as agriculture and handicrafts. They argue that integrating tourism with existing economic structures is crucial for sustainable growth. This applies to Kumbalangi, where tourism has increased demand for seafood, coir products, and local crafts. However, their research warns against excessive reliance on tourism, as it makes rural economies vulnerable to seasonal fluctuations and external market trends.

Scheyvens (2000) - Promoting Empowerment Through Tourism

Scheyvens highlights the role of tourism in empowering women by providing financial independence and increasing their social mobility. In Kumbalangi, many women have found work in homestays, local markets, and tourism-related hospitality services. However, the study also points out that without access to adequate training and financial support, women's economic roles in tourism remain limited. In Kumbalangi, while women contribute significantly to tourism, they still face barriers such as limited access to loans and training programs.

Ferguson (2011) - Gender and Tourism: Feminist Perspectives on Theory, Policy, and Practice

Ferguson critically examines the assumption that tourism benefits women equally. She argues that gender inequalities persist, as women are often restricted to lower-paying jobs in the tourism industry. In Kumbalangi, although women have gained financial independence through tourism-related work, leadership roles remain dominated by men. Ferguson's research underscores the need for initiatives that promote skill-building, entrepreneurship, and financial inclusion for women in tourism-based economies.

George & Reid (2005) - Rural Tourism Development: Localism and Cultural Change

George and Reid explore how rural tourism creates demand for traditional industries like handicrafts and local food production. In Kumbalangi, the tourism industry has boosted sales of coir products and seafood. However, the study warns that increased demand may lead to the commercialization of traditional crafts, altering their cultural significance. This issue is relevant to Kumbalangi, where artisans may modify their products to cater to tourists' preferences, potentially compromising their authenticity.

Lane (2009) - Rural Tourism: An International Perspective

Lane examines the challenges small businesses face in tourism economies, emphasizing the need for policies that support locally owned enterprises. In Kumbalangi, traditional fishing and handicraft industries have benefited from tourism, but external investors could overshadow local businesses if regulations do not prioritize local entrepreneurs. Lane's research suggests that governments should implement protective measures to ensure small-scale industries remain competitive and sustainable.

Butler (2006) - The Tourism Area Life Cycle: Applications and Modifications

Butler introduces the *Tourism Area Life Cycle* model, which explains how tourism destinations progress through phases of growth, saturation, and decline. He warns that rapid tourism expansion, if not managed properly, can lead to resource depletion and environmental damage. In Kumbalangi, growing tourism requires careful regulation to prevent overuse of natural resources and maintain cultural integrity. Butler's work highlights the importance of setting visitor limits and promoting sustainable tourism policies.

Saarinen (2007) - Sustainable Tourism in Developing Countries

Saarinen discusses the environmental challenges linked to tourism in rural areas. He argues that while tourism provides economic benefits, it can also lead to issues like pollution, habitat destruction, and excessive resource consumption. In Kumbalangi, concerns have been raised about waste disposal and the impact of increased tourist activity on the backwaters and local fishing industry. Saarinen's research suggests that sustainable tourism strategies, such as

responsible waste management and eco-friendly infrastructure, are essential for long-term development.

The reviewed literature provides valuable perspectives on how tourism impacts rural economies, women's participation, and small-scale industries. While tourism has brought economic growth to Kumbalangi by creating new jobs and business opportunities, there are challenges that must be addressed. Gender inequalities persist, local industries face the risk of commercialization, and sustainability remains a key concern.

As Kumbalangi continues to evolve as a tourist destination, a balanced approach is necessary to ensure inclusive and sustainable development. Implementing equitable tourism policies, supporting small businesses, and promoting environmental conservation will be crucial for maintaining long-term benefits for the community. Future research should focus on strategies that empower women, protect local industries from external competition, and encourage responsible tourism practices to sustain Kumbalangi's economic and cultural heritage.

CHAPTER III

METHODOLOGY

STATEMENT OF THE PROBLEM

The study aims to understand how tourism has helped the development of Kumbalangi Panchayat, especially in terms of women empowerment, small-scale industries, economic growth, job opportunities, and better infrastructure. Tourism is often seen as a way to empower women, but it is important to study how it has actually created jobs opportunities, supported women, and improved their social status in the Panchayat.

Small-scale industries play a crucial role in the local economy, and tourism can help them grow by increasing demand and opening up new business opportunities. This study will look at how tourism has influenced the development of these industries in Kumbalangi Panchayat.

By examining these aspects, this study will give a clear picture of how tourism is shaping the region's economy and society. The findings will be useful for policymakers, local leaders, and those involved in tourism, helping them create better plans for sustainable and inclusive growth in Kumbalangi Panchayat.

OBJECTIVES OF STUDY

1. To evaluate how tourism has contributed to the overall development of Kumbalangi Panchayat (economic level, employment rate, infrastructure improvements)
2. To investigate the role of tourism in empowering the women population of Kumbalangi Panchayat (employment opportunities, entrepreneurship, social status)
3. To examine the impact of tourism on the growth of small-scale industries in Kumbalangi Panchayat.

THEORETICAL DEFINITION

1. Social and economic development

According to Michal Litwinski, the concept of socio-economic development involves positive changes in social and economic activities of a society or nation, aiming to improve the wellbeing and quality of life.

2. Tourism

According to Wahab, a human intentional activity that serves as a mean of communication and as a link of interaction between the peoples inside a country or even beyond its geographical demarcations. It involves the temporary displacement of people from one region to another, country or even continent, with objective of satisfying necessities and not the realization of remunerated activity. For the visited country, tourism is an industry whose products are consumed in loco, producing invisible exports.

3. Women empowerment

According to Encyclopedia of Quality of Life and Well-Being Research, women empowerment refers to the process of increasing women's access to control over the strategic life choices that affect them and access to the opportunities that allow them fully to realize their capacities.

OPERATIONAL DEFINITION

1. Socio economic development

In this study socio-economic development refers to the development that happened due to tourism in Kumbalangi Panchayat. It includes the development of women, small-scale industry, infrastructure and living standards in Kumbalangi Panchayat.

2. Tourism

In this study tourism refers to the activities, unique culture, natural beauty and local tradition that attract visitors to Kumbalangi Panchayat.

3. Women empowerment

In this study, women empowerment refers to the increase in financial freedom, job opportunities, decision making power and well-being due to the impact of tourism.

VARIABLES

DEPENDENT VARIABLE

- Women empowerment
- Socio economic growth
- Growth of small scale industry

INDEPENDENT VARIABLES

- Tourism
- Gender
- Age
- Income
- Education

Research design

Quantitative research design is used.

Type of data

Primary data collected through questionnaire

Universe

Residents of Kumbalangi Panchayat aged 18 and above

Sample size

113 individuals

Sampling method

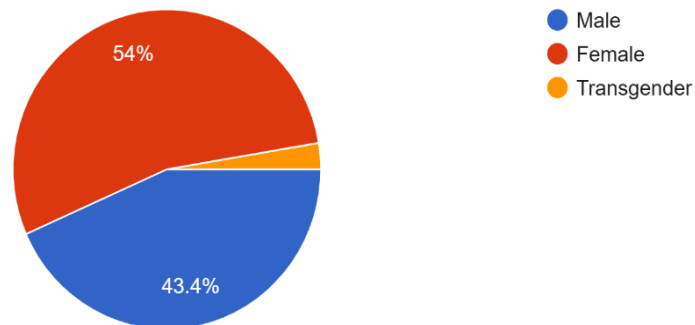
Simple random sampling

Data collection tool: Questionnaire

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

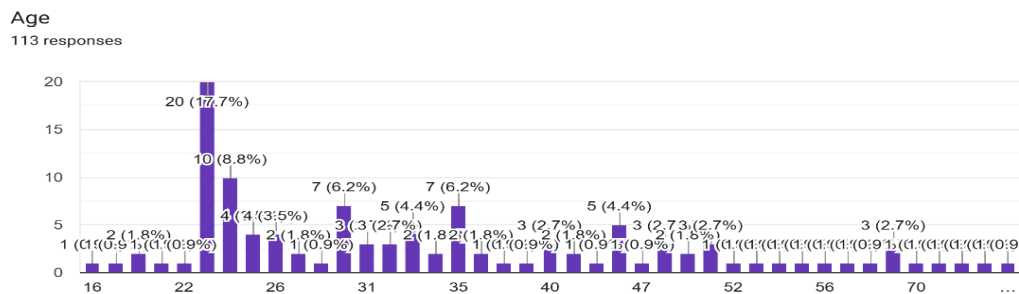
Figure 4.1 Gender of the respondents



The above figure indicates that females make up 54% of the respondents, making them the majority. Males account for 43.4%, showing a fairly balanced representation. A small 2.6% of

respondents identify as transgender, adding a level of gender diversity. While the majority identify as male or female, the inclusion of transgender participants highlights the survey's inclusivity.

Figure 4.2 Age of the respondents



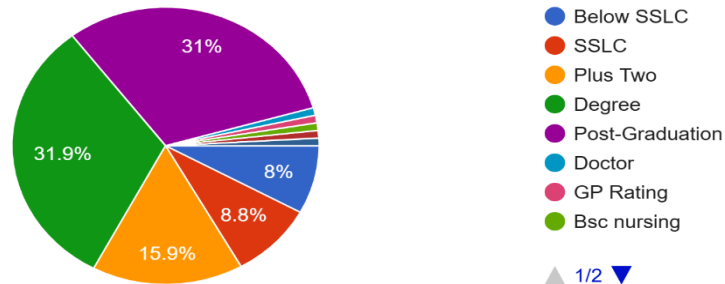
The above figure shows that 22 years old is the most represented age group, accounting for 17.7% of respondents. Following this, 8.8% are 24 years old, while 6.2% are 26 and 31 years old. This indicates that most participants are in their early twenties.

As the age increases, the number of respondents gradually decreases, meaning older individuals participated less. The survey includes individuals aged 16 to 70, but most age groups beyond the early twenties make up less than 5% of the total responses, suggesting that younger people were more actively involved in this survey.

Figure 4.3 Levels of Education

Educational qualification

113 responses

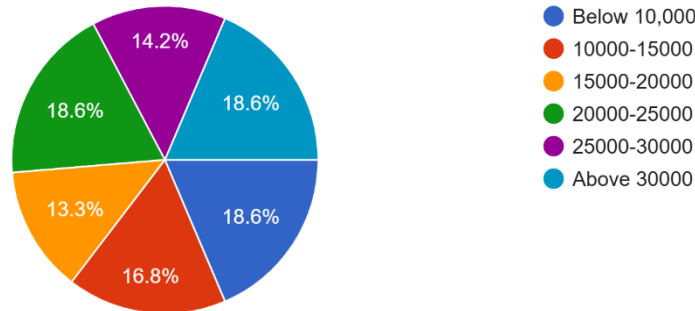


The above figure signifies that 31.9% of the respondents hold a degree, making it the largest educational group. 31% have completed post-graduation, showing a strong presence of higher education. 15.9% of respondents have studied up to Plus Two, while 8.8% have completed SSLC and 8% have education below SSLC. It should also be noted that less than 1% of respondents fall into specialized categories, including Doctor, GP Rating, BSc Nursing, Pursuing MBA, and Medical Coding. This data highlights that the majority of respondents have pursued higher education, while a smaller portion has lower or specialized qualifications.

Figure 4.4 Monthly income

Monthly income

113 responses

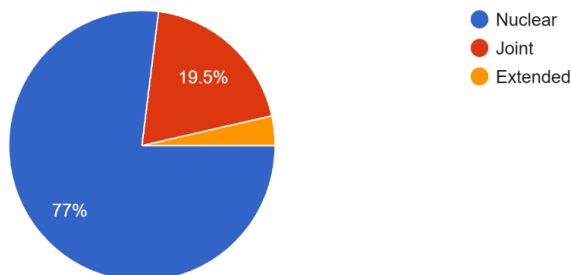


The income distribution among respondents varies. The largest share (18.6%) belongs to three groups: those earning below 10,000, 20,000-25,000, or above 30,000. Meanwhile, 16.8% earn 10,000-15,000, and 13.3% fall in the 15,000-20,000 range. The smallest group (14.2%) earns 25,000-30,000. This shows that while some respondents have lower incomes, others earn on the higher side, creating a diverse financial picture.

Figure 4.5 Type of family

Type of family

113 responses

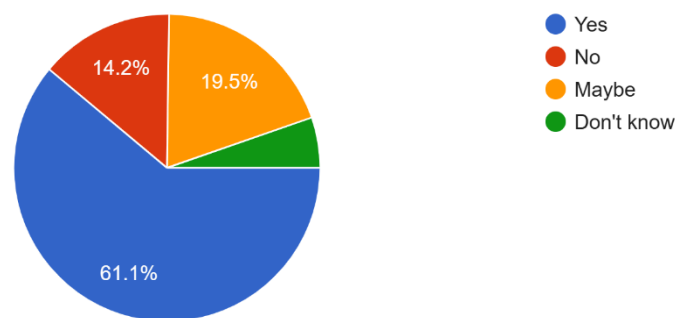


The above figure signifies that 77% of respondents belong to nuclear families, making it the most common family structure. 19.5% of respondents live in joint families, while a smaller

percentage belong to extended families. It should also be noted that the number of respondents in extended families is significantly lower. This suggests that nuclear families are the predominant family type among the respondents, with joint and extended family setups being less common.

Figure 4.6 Changes in the local economy

Do you think that tourism industry brings any changes in your local economy?
113 responses

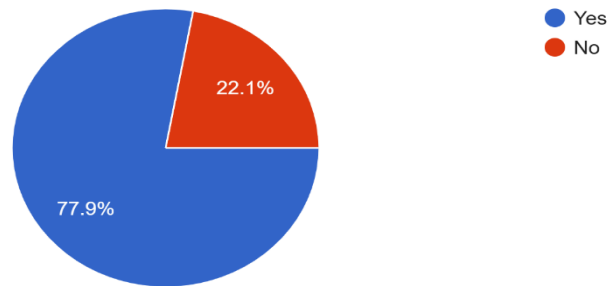


The data shows that most people (61.1%) believe tourism affects their local economy. Some (14.2%) think it doesn't, while 19.5% are unsure. A small group (5.3%) aren't sure at all. This means that while many see tourism as important for the economy, others have doubts or are uncertain.

Figure 4.7 Employment opportunities

Do you think that employment opportunities increased due to tourism?

113 responses

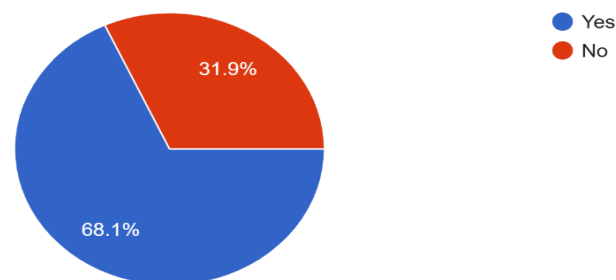


The survey shows that most people (77.9%) think tourism has created more jobs, while 22.1% don't agree. This means many believe tourism helps with employment, but not everyone feels the same. Since this is based on a specific group, it may not represent everyone's views. Studying what kinds of jobs were created and where they are can give a better understanding.

Figure 4.8 Infrastructure improvements

Did you notice any infrastructure improvements?

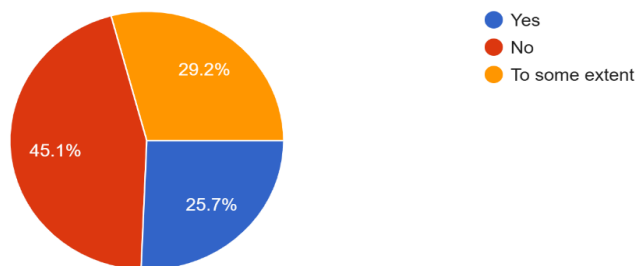
113 responses



Most people (68.1%) think infrastructure has improved, while 31.9% don't see any changes. This means more people have noticed improvements than those who haven't. The chart clearly shows this difference.

Figure 4.9 Family Income

Do you think that there is an increase in your family income due to the growth of tourism?
113 responses



The pie chart shows responses to the question, “Has tourism increased your family income?” Out of 113 people:

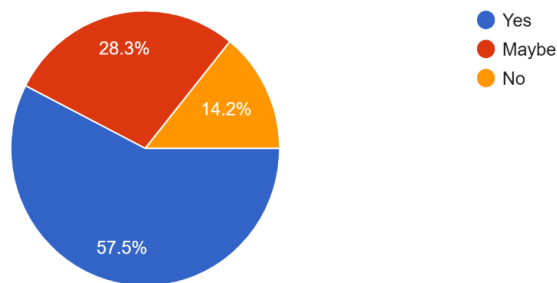
- 45.1% said “No”—tourism hasn’t helped their income.
- 29.2% said “To some extent”—they’ve seen a small increase.
- 25.7% said “Yes”—tourism has improved their earnings.

While some families benefit from tourism, many haven’t or are unsure. This could depend on their involvement in tourism, local tourism growth, or personal finances. More research could help explain these differences.

Figure 4.10 Trend in Tourists number

Do you find any changes in the number of tourists in the past five years?

113 responses



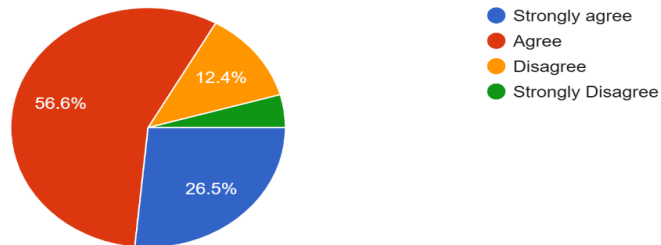
The pie chart reflects people's views on whether tourist numbers have changed over the past five years. Out of 113 respondents:

- 57.5% believe there has been a change.
- 28.3% are unsure about any difference.
- 14.2% don't think there has been any change.

Most people feel tourism has shifted in some way, but not everyone agrees. Since these are personal observations, further research would help understand the actual trend better.

Figure 4.11 Development of new business

'Tourism influenced the development of new businesses or services in Kumbalangi'.
113 responses



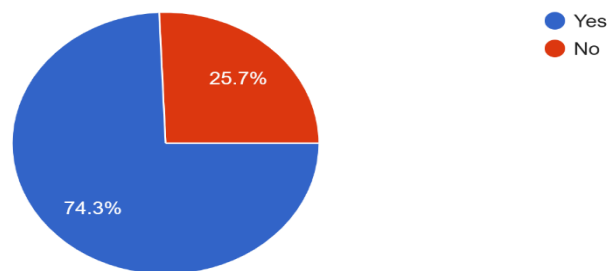
The pie chart shows what people think about tourism's impact on businesses in Kumbalangi. Out of 113 responses:

- 83.1% believe tourism has helped businesses grow.
- 56.6% strongly agree.
- 26.5% agree.
- 12.4% disagree that tourism made a difference.
- 4% strongly disagree.

Most people feel tourism has played a big role in business growth in Kumbalangi.

Figure 4.12 Impact of tourism on basic services

Has tourism made basic services better?
113 responses



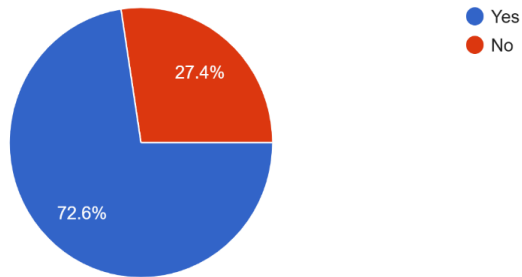
The pie chart represents people's views on whether tourism has improved basic services. Out of 113 responses, a majority (74.3% or 83 people) feel that tourism has positively impacted services like roads, healthcare, or public facilities. Meanwhile, 25.7% (30 people) believe tourism has not led to any improvements.

This data suggests that most respondents have noticed positive changes due to tourism, while a smaller group has not seen significant benefits. The chart provides a clear picture of these differing opinions.

Figure 4.13 Employment opportunities for women

Do you think that tourism increased employment opportunities for women?

113 responses



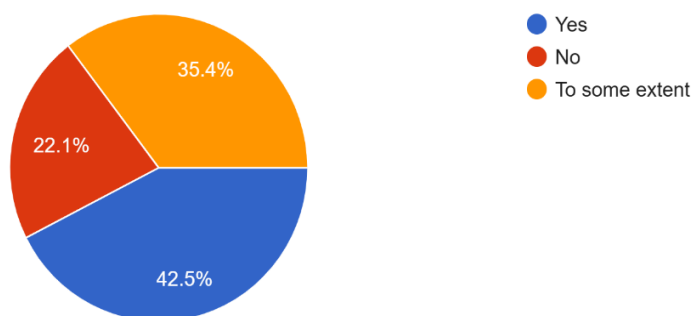
The pie chart represents people's views on whether tourism has increased job opportunities for women. Out of 113 respondents, 72.6% agreed, while 27.4% disagreed.

This suggests that the majority believe tourism has benefited women's employment, while a smaller portion feels it has had no impact.

Figure 4.14 Changes in the income of women

Does the income of women increase due to tourism?

113 responses



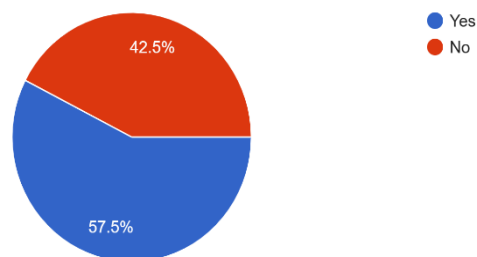
The pie chart reflects people's views on how tourism affects women's income. Out of 113 respondents:

- 42.5% believe tourism has helped women earn more.
- 22.1% feel it hasn't made a difference.
- 35.4% think it has had some impact, but not a big one.

This shows that while many see tourism as a way to boost women's income, others either aren't convinced or feel the benefits are limited. The impact may depend on various factors, such as job availability and the type of tourism in the area.

Figure 4.15 Improvements in living standard

Do you think that your living standard improved due to tourism?
113 responses

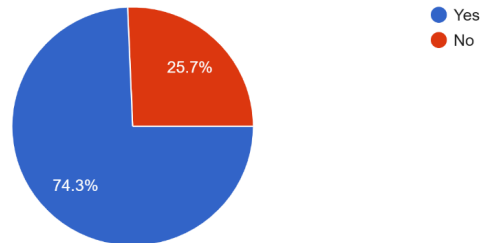


The pie chart represents people's views on whether tourism has improved their way of life. Out of 113 responses:

57.5% said "Yes," meaning they believe tourism has helped improve their living standards and 42.5% said "No," meaning they don't feel any changes in their quality of life due to tourism. This shows that while most people see tourism as beneficial, a good number of respondents feel it hasn't made a difference for them. The impact of tourism may depend on factors like job opportunities, income growth, and access to better services, which might not be the same for everyone.

Figure 4.16 Impact of tourism on women's confidence

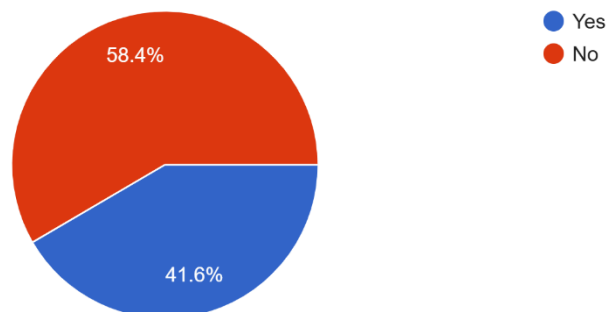
Do you think that women feel confident in their skills and abilities due to development in tourism?
113 responses



Most people (74.3%) think tourism has helped women feel more confident in their skills, while 25.7% don't agree. This means tourism may be giving women more opportunities to grow, but not everyone feels the same way.

Figure 4.17 Training for skill development programs

Is there is any training of skill development programs for women working in tourism sector?
113 responses

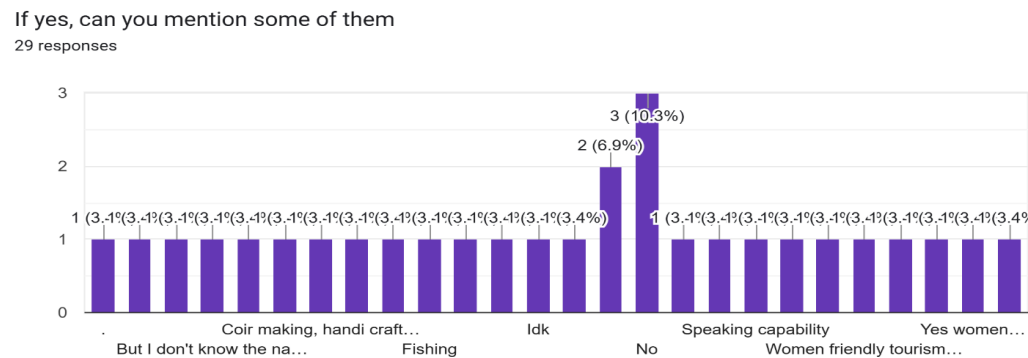


The survey asked whether skill development programs are available for women in the tourism sector. Out of 113 responses, 58.4% said “Yes,” while 41.6% said “No.”

A follow-up question invited those who answered “Yes” to share examples, and 29 people responded.

This suggests that while many believe such programs exist, a significant number are either unaware of them or feel there aren’t enough. These findings could help organizations and policymakers improve training opportunities for women in tourism.

Figure 4.18 Name of skill development programs

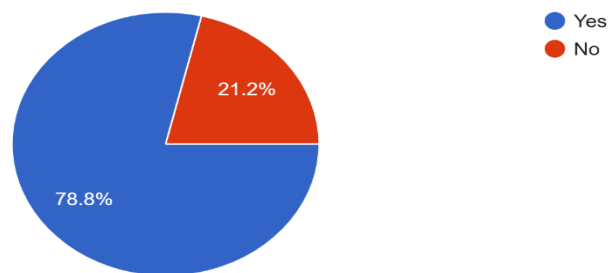


The most common answer, “No,” was chosen by only 3 out of 29 respondents (10.3%), while the rest of the answers were spread out among various options. Responses like “Coir making,” “Fishing,” and “Speaking” each had only one mention, suggesting that awareness or experiences differ among participants.

Some respondents selected “Idk” (I don’t know), indicating uncertainty about the topic. Overall, the results show that opinions are varied, and there is no strong consensus, with many people having different levels of knowledge or awareness.

Figure 4.19 Tourism’s impact on demand for products and services of small scale industries

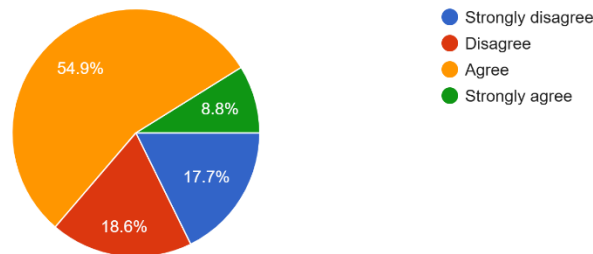
Do you think that tourism led to an increase in the demand for products and services of small-scale industries?
113 responses



The survey results show that most respondents (78.8%) think tourism has increased the demand for products and services from small-scale industries. This suggests that tourism positively affects local businesses and stimulates economic growth. However, 21.2% of respondents disagree, indicating that the effect of tourism may vary depending on the industry or area. Factors like business type, location, and tourist access may contribute to these differing views.

Figure 4.20 Changes in the income of small scale industries

'The growth of tourism increase income of small-scale industries.' Do you agree
113 responses



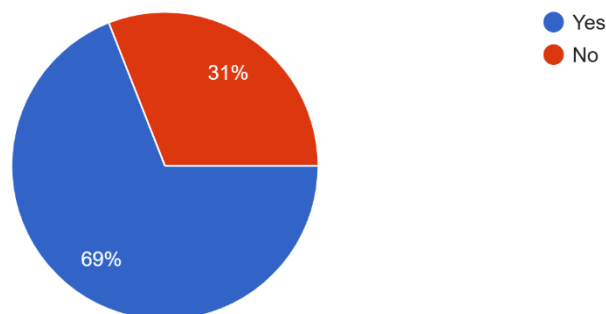
The pie chart presents survey results on whether tourism boosts the income of small businesses. Of the 113 responses:

- 63.7% of respondents think tourism helps small businesses earn more (54.9% agree, and 8.8% strongly agree).
- 36.3% disagree or strongly disagree (18.6% disagree, and 17.7% strongly disagree).

Overall, most people believe tourism supports small businesses, but a fair number think it doesn't. This could be due to varying personal experiences or different types of small businesses.

3.2

Do you think that tourism encourage people to start small scale businesses?
113 responses



The pie chart shows that 69% of people think tourism encourages the creation of small businesses, while 31% disagree. This suggests that most people believe tourism helps small businesses grow.

However, it's important to remember that this is just the opinion of the survey participants and may not represent the views of everyone. More detailed research could provide a better understanding of the actual impact of tourism on small businesses.

3.4 Explanation

Tourism is a major driver in the growth of small businesses in local communities. Many respondents noted that businesses like restaurants, cafes, food stalls, and local services have developed due to the rising number of tourists. These businesses not only provide local products but also create job opportunities, especially for women. In areas like Kumbalanghi, certain tourist events drive a seasonal boom in small businesses. The responses show that tourism creates a demand for local goods and services, which helps entrepreneurs start new businesses and strengthens the local economy.

3.5 Small-scale industries that are directly depended on tourism:

The data highlights a wide range of small-scale industries that are directly influenced by tourism. Food and beverage businesses, such as restaurants, cafes, and local food stalls, are particularly dependent on tourists, as these visitors seek out unique local food experiences. Accommodation options, especially homestays and small hotels, also thrive due to the influx of tourists looking for more personalized lodging compared to large hotel chains. Transportation services, including taxis, boat rides, and tourist buses, are essential for tourists to explore their destinations, making them crucial for the tourism industry. Additionally, souvenir shops and handicrafts benefit from the demand for local products that tourists want to take home. Tour guides and adventure activities, like boat rides and local excursions, are another key area where small businesses directly benefit from tourism. In coastal or fishing communities, seafood-related businesses also see growth as tourists seek fresh, local cuisine. The wide variety of businesses that depend on

tourism, including fishing, textiles, grocery stores, and other retail shops, shows how tourism positively impacts many aspects of the local economy. Overall, it is clear that small-scale businesses in multiple sectors thrive due to tourism, creating jobs and boosting the local economy.

3.6 Local government supports to small scale industry:

The survey reveals that tourism has had a mixed effect on the local economy and community.

Employment and Income: Most of the respondents are between 20 and 60 years old, with many earning under INR 20,000 per month. While some believe that tourism has helped improve their income, the majority feel it hasn't made a significant difference. Most people think tourism has boosted the local economy, but they don't see it creating more jobs.

Tourism and Women: Some believe tourism has created job opportunities for women, but many disagree. Additionally, many feel tourism hasn't had a noticeable impact on women's confidence or income. There are a few skill development programs in place, but many believe there should be more.

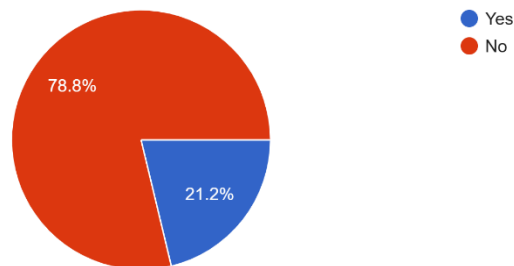
Small Businesses and Government Support: Tourism has encouraged small businesses, such as food stalls and homestays, but many still feel there hasn't been a big increase in demand for their products. While the government provides loans and support, many people are uncertain about how effective these measures are.

In the end, tourism has certainly brought some positive changes, but the benefits aren't shared equally, and there's still a need for more focused support, especially for women and small businesses.

3.7

Do you face any challenges due to growth of tourism?

113 responses



The pie chart shows how people feel about the growth of tourism and whether it causes them any problems. Out of 113 people surveyed, most (78.8%) said they don't face any challenges due to tourism growth, while a smaller group (21.2%) said they do. This shows that for the majority, tourism hasn't created issues, but there are still some who feel it has affected them negatively.

3.8 Explanation:

The responses to the tourism growth question show both positive and negative sides. Some respondents expressed concerns about waste management, insufficient infrastructure, increased competition, overcrowding, environmental damage, and cultural erosion. Others highlighted the economic benefits of tourism, such as job creation, local business growth, and improved infrastructure like roads and utilities. Tourism also fosters cultural exchange, generates revenue for community projects, and supports environmental conservation. While challenges exist, the majority see tourism as a positive force that can drive economic growth, improve living conditions, and preserve local culture and nature.

CHAPTER V

FINDINGS AND CONCLUSION

Findings

The study aimed to analyze the impact of tourism on various features of life in Kumbalangi, including the local economy, employment, infrastructure, and social structure. Based on the data collected from people surveyed, the main findings are as follows:

1. Demographic Findings

- Gender Representation:

- The survey included 54% female, 43.4% male, and 2.6% transgender Respondents. This shows almost equal presence or representation, with a small percentage of transgender participants showing inclusivity in the study.

- Age Distribution:

- The most represented age group was 22 years old (17.7%), followed by 24-year-olds (8.8%), and 26 and 31-year-olds (6.2%).

- As age increased, the number of respondents decreased, indicating that younger individuals were more actively involved in the survey.

- The age range spanned from 16 to 70 years, but older age groups contributed less than 5% of responses.

- Education Levels:

- The largest group (31.9%) held a degree, while 31% had postgraduate qualifications, showing a high level of higher education.

- 15.9% completed Plus Two, 8.8% SSLC, and 8% had education below SSLC.

- A very small percentage had specialized qualifications like Doctor, GP Rating, BSc Nursing, or MBA studies.

2. Economic Impact of Tourism

- Overall Economic Perception:

61.1% of respondents believed that tourism has helped the local economy, while 14.2% disagreed, and 19.5% were uncertain.

- While tourism is seen as an economic driver, a notable percentage of people remain unsure about its impact.
- Monthly Income Distribution:
- The income distribution was diverse:
- 18.6% earned below ₹10,000, ₹20,000-₹25,000, or above ₹30,000.
- 16.8% earned ₹10,000-₹15,000.
- 13.3% earned ₹15,000-₹20,000, while the smallest group (14.2%) earned ₹25,000-₹30,000.
- This shows that respondents have a mix of low, middle, and higher incomes, creating a financially diverse group.
- Impact on Family Income:
- 45.1% said tourism has not increased their family income.
- 29.2% said it has increased their income to some extent.
- Only 25.7% said tourism has significantly improved their earnings.
- This indicates that while some families benefit, a large portion either sees no impact or only a slight increase.
- Small Businesses and Local Economy:
- 83.1% of respondents believe tourism has supported business growth, with 56.6% strongly agreeing.

- However, 12.4% disagreed and 4% strongly disagreed, showing that not all businesses benefit equally.
- 69% believed tourism helps small businesses start and expand, while 31% did not agree.
- 63.7% said tourism boosts small business income, but 36.3% disagreed, indicating that some businesses struggle despite tourism growth.

3. Employment and Job Creation

General Employment Trends:

- 77.9% of respondents agreed that tourism creates jobs, while 22.1% disagreed.
- However, the type and stability of jobs were not analyzed in depth, suggesting the need for further research.
- Women's Employment in Tourism:
- 72.6% believed tourism has increased job opportunities for women, while 27.4% disagreed.
- 42.5% felt tourism improved women's income significantly, 35.4% saw only minor improvements, and 22.1% felt no change.
- This suggests that while opportunities exist, the financial impact on women remains limited.
- Skill Development for Women in Tourism:
- 58.4% of respondents believed skill development programs exist for women in tourism, but 41.6% were unaware of them.

- When asked for specific examples, responses varied widely, showing a lack of widespread knowledge or access to such programs.

4. Infrastructure and Community Development

- Infrastructure Growth:
- 68.1% agreed that tourism has improved infrastructure, while 31.9% saw no changes.
- 74.3% believed public services like roads and healthcare improved, but 25.7% felt tourism did not make a difference.
- Impact on Lifestyle:
- 57.5% felt tourism improved their quality of life, while 42.5% disagreed.
- The improvements might be linked to better infrastructure, job opportunities, and business growth.

5. Challenges and Concerns

Tourism Growth Concerns:

- While 78.8% said tourism has not caused problems for them, 21.2% raised concerns about waste management, overcrowding, environmental damage, and increased competition.
- Women's Role in Tourism:
- There is no clear consensus on how many women work in tourism, with estimates varying widely from 10% to over 50% of the workforce.

- Some businesses mentioned hiring women specifically to attract more tourists, showing a gendered approach in some areas.
- Confidence and Skill Growth Among Women:
- 74.3% believed tourism has increased women's confidence in their skills, while 25.7% did not agree.
- This indicates that while tourism may empower women, some still feel left out of its benefits.

Conclusion

The study focuses on the good and negative effects of tourism on Kumbalangi's economy, jobs, infrastructure, and social structure.

1. Positive Aspects

- Tourism has significantly contributed to economic growth, small business development, and employment opportunities.
- Many respondents believe it has improved infrastructure and public services, benefiting the overall community.
- Women's participation in tourism-related jobs has increased, leading to higher confidence and skill development among them.
- Tourism has promoted local businesses and small-scale industries, especially food, accommodation, and transport services.

2. Challenges and Areas for Improvement

- While tourism creates jobs, the stability and quality of these jobs remain uncertain.

A large portion of the population does not see direct financial benefits from tourism.

- Women's income improvement due to tourism is still limited, with many earning only minimally more than before.
- There is limited awareness and accessibility of skill development programs for women in the tourism sector.
- Some feedback providers raised concerns about environmental damage, waste management, and overcrowding due to tourism.

Suggestions

While tourism has brought economic growth and employment to Kumbalangi, its positive outcomes are not equally distributed. Some sections of the population, especially women and small business owners, feel that tourism has not meaningfully improved their financial situation.

To ensure tourism's sustainable growth and inclusivity, the following measures could be taken:

1. Boosting support for small businesses through better access to government funding and skill development programs.
2. Creating stable and long-term employment opportunities apart from seasonal jobs.
3. Raising awareness and improving accessibility of women's skill development programs.
4. Implementing better waste management and environmental conservation policies to avoid negative tourism impacts.

By taking care of these challenges, tourism in Kumbalangi can become a more sustainable and inclusive driver of economic and social development.

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APPENDIX

QUESTIONNAIRE

1. Age?

2. Gender?
 - Male
 - Female
 - Other
3. Educational qualification
 - Below SSLC
 - SSLC
 - Plustwo
 - Degree
 - Post Graduation
 - Others
4. Monthly income
 - Below 10000
 - 10000-15000
 - 15000-20000
 - 20000-25000
 - 25000-30000
 - Above 30000
5. Type of family
 - Nuclear
 - Joint
 - Extrended
6. Do you think that tourism industry bring any changes in your local economy?
 - Yes
 - No
 - Maybe
 - Don't know
7. Do you think that employment opportunities increased due to tourism?
 - Yes
 - No

8. Did you notice any infrastructure improvement?
- Yes
 - No
9. Do you think that there is an increase in your family income due to the growth of tourism?
- Yes
 - No
 - To some extent
10. Do you find any changes in the number of tourists in the past five years?
- Yes
 - Maybe
 - No
11. 'Tourism influenced the development of new businesses or services in Kumbalangi'.
- Strongly agree
 - Agree
 - Disagree
 - Strongly Disagree
12. Has tourism made basic services better?
- Yes
 - No
13. Do you think that tourism increased employment opportunities for women?
- Yes
 - No
14. Does the income of women increase due to tourism?
- Yes
 - No
 - To some extent
15. Do you think that your living standard improved due to tourism?
- Yes
 - No

16. How many women are employed in tourism related jobs?

Your answer

17. Do you think that women feel confident in their skills and abilities due to development in tourism?

Yes

No

18. Is there is any training of skill development programs for women working in tourism sector?

Yes

No

If yes, can you mention some of them?

Your answer

19. Do you think that tourism led to an increase in the demand for products and services of small-scale industries?

Yes

No

20. 'The growth of tourism increase income of small-scale industries.' Do you agree

Strongly disagree

Disagree

Agree

Strongly agree

21. Do you think that tourism encourage people to start small scale businesses?

Yes

No

22. If yes, explain

Your answer

23. Which are the small-scale industries that are directly depended on tourism?

Your answer

24. How local government provide financial or infrastructure support to small scale industry?

Your answer

25. Do you face any challenges due to growth of tourism?

Yes

No

If yes, explain