

Role and Importance of Handicrafts in Tourism Industry in Kerala with Special Reference to Kerala Arts and Crafts Village, Kovalam

Mintu Mathew¹, Anila Vinayan², Shibi Gopi³, Merin Joseph⁴, Jagdeesh Chandran⁵

Student, Nirmala College of Management, Meloor, Kerala, India²

Assistant Professor, Nirmala College of Management, Meloor, Kerala, India^{1,3,4,5}

Abstract: Kerala's extensive cultural heritage is renowned for its fine art, handicrafts, and ecotourism. The majority of the state's crafts are made from natural materials, and skilled craftsmen are crucial to their manufacture. Fine crafts have historically been made from materials like ivory, bamboo, palm leaves, seashells, wooden coconut shells, clay, fabric, metal, and stone. The state's ecologically friendly craft industry enjoys an advantage. The current study looks at how handicraft workers' employment, financial circumstances, exporting of traditional handicraft items, workers' socio-economic circumstances, and marketing channels have an impact. The study's goal is to identify worker issues, which will aid the development of the craft industry by offering useful advice. This study examines the preferences of the Kerala handicrafts tourism sector while taking into account the functions and significance of the Thiruvananthapuram Kerala arts and crafts village. The project ensures a clearer understanding of the function and significance of handicrafts in Kerala's tourism industry, with particular reference to Thiruvananthapuram, the Kerala art and crafts village. We need to elevate arts and crafts to international standards by giving them a distinctive appeal.

Keywords: Handicraft, Arts and Craft, Kovalam.

REFERENCES

- [1] <https://www.newindianexpress.com/cities/thiruvananthapuram/2021/jan/08/kerala-arts-and-crafts-village-gamechanger-2246946.html>
- [2] <https://www.scribd.com/document/508205505/CRAFT-VILLAGE-VELLAR-THIRUVANANTHAPURAM-KERALA-Project-Report-By-Sudheesh-Kumar-S-S-Designer>
- [3] <https://www.kacvkovalam.org/>
- [4] <https://www.onmanorama.com/travel/travel-news/2021/01/16/kovalam-arts-crafts-village-velлар-set-welcome-visitors.html>
- [5] <https://currentaffairs.adda247.com/international-craft-award-2021/amp/>.