

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

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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.

I. INTRODUCTION

Tourism is a special kind of industry that requires a lot of labour. It offers a variety of amenities that incoming tourists demand and anticipate. The world travel and tourism council's most recent projections state that this sector will create roughly 6% of all jobs in India. The crafted works area shows the country's social variety, and the items mirror the nation's customs. The area is critical to the country's rustic economy. Because of low efficiency, low compensations, and drudgery in the work environment, the business faces various issues. The more youthful age is uninterested in working in the laid-out industry.

Number of sectoral improvement plans, for example, group approach, high level instruments and craftsmanship advancement focuses, expertise advancement arrangement, plan and item advancement plans and advertising foundation creation, handcrafted the travel industry drives, and so on have been created to understand the capability of this area's focal government and state government. In Kerala, it is assessed that over lakh craftsmans work in the handiworks business. There are 32 unique artworks in Kerala which incorporate the cutting of ivory, wood and horn, chime metal projecting of the hand and coconut shell.

Kerala is well known for its exact craftsmanship, which is a fundamental component of the way of life. Kerala handiworks have a conspicuous spot in the Indian painstaking work map because of their unmistakable, unique imaginative elements and unmatched feeling of variety.

Kerala's nearby expressions and specialties industry is solid to such an extent that you can find handmade things produced using a large number of materials, including wood, ringer metal, metal, coconut shell, coconut husk, screw pine, straw, other regular strands, paper Mache, materials, Cora grass, stick and bamboo, bison horn, etc. Kerala creates are for the most part related to our state's traditions, celebrations, and customs. The wooden essence of a Kathakali artist is a notable thing that might be found in any wayside store. Albeit each locale in the state has a conventional culture of playing out various painstaking work, each region is known for a couple of specialties specifically. The straw

picture make is famous in Perinad, which is situated in the Kollam region. Bamboo makes are notable in Ernakulam and Idukki regions. Ringer metal craftsmans can be found in Alappuzha’s Mannar and Chengannur regions, Thrissur’s Nadavarambu locale, and Kannur’s Kunjimangalam area. Wooden elephants are well known in Cherpu, Thrissur. Regular fiber creates are notable in the Wayanad and Alappuzha regions.

Handcrafted items are those that require manual dexterity; in other words, they are manufactured by humans. In essence, handicraft refers to a product created entirely by human hands without the use of any complex gear or equipment. Handicraft is defined as ‘an art or craft requiring competence with the hands’ in the basic dictionary. Making useful goods attractive, entirely or partially by hand, and involving both manual and aesthetic talent, is the activity. 5

Kerala, the land of natural beauties, can offer you a wealth of culture and traditions. You’re guaranteed to be captivated by its wide range of performing arts as well as its wonderfully crafted handiwork and artwork. It is nearly difficult for visitors to the state to leave without experiencing some of the diverse art forms and returning home with a few mementos of their unforgettable trip to Kerala.

There are numerous handmade exotic objects that are distinctive not only in how they look but also in how they were constructed. Even wood, clay, and cane are commonly used in the production of many goods. Some of the fascinating gift possibilities include the Uruli (wok), Para (brassminiature of a traditional measuring cup), Kettuvallam (rice barge), AranmulaKannadi (metal mirror), Nettipattam (caparison for elephants), and Nettoor petti (traditional jewellery box). You will also be tempted by the local traditional clothing, hay art, and mural paintings. Hand-woven clothing, like the Kasavu sari (a sari with golden brocade), makes an intriguing purchase and gives you something ethnic to display at home. All of these are available at the Culture stores, which were founded by Government of kerala.

II. SAMPLING

The primary data is mostly gathered from the thoughts and points of view of 100 respondents after a set of 25 questions is produced and distributed to tourists at ‘Kerala arts and crafts.’

Data Analysis

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE AGE GROUP

Options	Frequency	Percentage
20-30	27	54 %
31-40	15	30 %
41-50	7	14%
51&above	1	2%
Total	50	100%

INTERPRETATION

From the above, we see that 54% are in the 20–30 age group, 30% are in the 31–40 age group, 14% are in the 41–50 age group, and 2% are 51 and above age group. Thus, the majority of the respondents are in the age range of 20 to 30 years.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE GENDER

Options	Frequency	Percentage
Female	14	28%

Male	36	72%
Other	Nil	Nil
Total	50	100%

From the above table, it shows that 28% are female and 72% are male. Thus, the majority of the respondents are male.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PEOPLE VISIT KACV

Options	Frequency	Percentage
Locals	9	18%
Foreigners	4	8%
Both	37	74%
Total	50	100%

INTERPRETATION

The above table shows that 18% are locals, 8% are foreigners, and 74% are both. Thus, the majority of respondents who visit KACV are both Indians and foreigners

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PEAK TIME FOR TRAVELLERS TO VISIT KACV

Options	Frequency	Percentage
Jan–April	15	30%
May–Aug	15	30%
Sep– Dec	20	40%
Total	50	100%

INTERPRETATION

From the above table, it shows that 30% are visiting from January to April, 30% are from May to August, and 40% are from September to December. Thus, the majority of people visit a KACV during September to December.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PURCHASING PATTERN OF CUSTOMERS

Options	Frequency	Percentage
Furniture	6	12%
Metal	7	14%
Art'swork	26	52%

Craftwork	11	22%
Total	50	100%

INTERPRETATION

From the above table, it shows that 12% purchase furniture, 40% purchase metals, 52% of purchase the arts work and 22% purchase craft works. Thus, the majority of the respondents are the customers who purchase for arts works.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PURPOSE OF VISIT IN KACV

Options	Frequency	Percentage
Entertainment	29	58%
Study	6	12%
Shopping	7	14%
Event/Activity	8	16%
Total	50	100%

INTERPRETATION

From the above table 4.6, it shows that 58% visit KACV for entertainment or leisure, purpose 12% visit for study, 40% for shopping, and 16% for event or activity. Thus, the majority of the respondents visit KACV for entertainment or leisure.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR MOST INCOME GENERATING PROGRAMMES

Options	Frequency	Percentage
International cultural exchange	8	16%
Workshops	4	8%
Music show	21	42%
Art's exhibition	11	22%
Product purchase	6	18%
Total	50	100%

INTERPRETATION

From the above Table, it shows that 16% of income is generated from international cultural exchange, 18% is from workshops, and 70% is from music shows. 22% is from arts exhibitions, and 12% is from product purchases. Thus, the majority of the respondents suggests that more income-generating programme at KACV is music shows.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE AGE GROUP

Options	Frequency	Percentage
15-20	4	8%
21-30	21	42%
31-40	10	20%
41-50	5	10%
51&above	10	20%
Total	50	100%

INTERPRETATION

From the above table, we can understand that 8% are between age the 15–20 category, 42% are in the 21-30 age group, 20% are in the 31–40 age group, and 10% are in the 41-50 and 20% are 51&above age group. Thus, the majority of the respondents are between the age category 21-30.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE GENDER

Options	Frequency	Percentage
Female	32	64%
Male	18	36%
Other	Nil	Nil
Total	50	100%

INTERPRETATION

From the above table, it shows that 64% are female and 36% are male. Thus, the majority of the respondents are Female.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR NATIONALITY

Options	Frequency	Percentage
Indian	41	82%
Foreigner	9	18%
Total	50	100%

INTERPRETATION

From the above table, it shows that 82% of respondents are Indians and only 18% of respondents are foreigners. Thus, the majority of the respondents are Indians.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR FIRST TIME VISIT AT KACV

Options	Frequency	Percentage
Yes	42	84%
No	8	16%
Total	50	100%

INTERPRETATION

From the above table, it shows that 84% are first time visit and 16% are not first time visit. Thus, the majority of the respondents are visiting KACV for the first time.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR EXPERIENCE WITH OTHER HANDICRAFTS VILLAGE

Options	Frequency	Percentage
Yes	20	40%
No	30	60%
Total	50	100%

INTERPRETATION

From the above table, it shows that 40% are yes and 60% are no. Thus, the majority of the respondents have not experienced any other handicraft villages.

CLASSIFICATION OF RESPONDENTS ACCORDING TO DIFFICULTY IN REACHING THE DESTINATION

Options	Frequency	Percentage
Yes	3	6%
No	47	94%
Total	50	100%

INTERPRETATION

From the above table, it shows that 6% are faced difficulty in reaching KACV and 94% did not face any difficulty. Thus, the majority of the respondents did not face any difficulty in reaching the destination.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR PURPOSE OF VISIT IN KACV

Options	Frequency	Percentage
Entertainment/Leisure	40	80%
Study	8	16%

Shopping	Nil	Nil
Event/Activity	2	4%
Total	50	100%

INTERPRETATION

From the above table, it shows that 80% of respondents visit entertainment or leisure, 16% for study purpose and 4% for event or activity. Thus, the majority of the respondents come at KACV for entertainment or leisure.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR SOURCE OF INFORMATION ABOUT KACV

Options	Frequency	Percentage
Social Media	15	30%
Magazine & books	6	12%
Friends & Relatives	29	58%
Total	50	100%

INTERPERTATION

From the above table, it shows that 30% of information about KACV areb from social media, 12% are from magazines and books, and 58% are from friends and relatives. Thus, the majority of the respondents got the information from friends and relatives.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR PLAN OF VISIT IN KACV

Options	Frequency	Percentage
Preplan	39	78%
Sudden	11	22%
Total	50	100%

INTERPERTATION

From the above table, it shows that 78% are preplanned visitors to KACV and 22% are not pre planned. Thus, the majority of the respondents who visit KACV are pre planned.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR INTERESTED PRODUCT IN KACV

Options	Frequency	Percentage
Furniture	Nil	Nil
Metal works	5	10%

Art's works	33	66%
Textiles	12	24%
Total	50	100%

INTERPERTATION

From the above table, it shows that 10% of respondent are interest in metal work, 66% of them are interested in arts work, and 24% are interest in textiles. Thus, the majority of the respondents are interested in arts works of KAC

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR FAVORITE THING IN KACV

Options	Frequency	Percentage
Art's & crafts Gallery	36	72%
Sunset pavilion	10	20%
Event	4	8%
Total	50	100%

INTERPERTATION

From the above Table, it shows that 72% of respondents most favorite thing in KACV is arts and galleries, 20% are the Sun Set Pavilion, and 8% are events. Thus, the majority of the respondents' favorite thing about KACV is Arts and galleries

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR BEHAVIOR OF SHOPPING IN KACV

Options	Frequency	Percentage
Yes	29	58%
No	21	42%
Total	50	100%

INTERPERTATION

From the above table, it shows that 58% of respondents has purchased the products from KACV and 42% of are has not purchased products from KACV. Thus, the majority of respondents purchased product from KACV

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR OPINION ABOUT PRICE OF PRODUCT IN KACV

Options	Frequency	Percentage
1	Nil	Nil
2	4	8%

3	18	36%
4	13	26%
5	15	30%
Total	50	100%

INTERPERTATION

From the above Table, it shows that 36% of respondents are satisfied with the pricing strategies in KACV and 8% of respondents rated poor for the product price in KACV. Thus, the majority of the respondents are satisfied with the product price in KACV.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE VARIOUS MARKETING STRATEGIES THAT BE DEVELOPED IN PROMOTING KACV

Options	Frequency	Percentage
Brochuremaking	22	44%
Advertisement	19	38%
Wordofmouthpublicity	9	18%
Total	50	100%

INTERPERTATION

From the above table, it shows that 44% of respondents suggest marketing through brochure making for the promotion, 38% of the respondents suggests marketing through advertisement, 18% of respondents suggested word-of-mouth for the promotion. This shows that most of the respondents suggest marketing through brochure.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR FAVORITE ACTIVITY IN KACV

Options	Frequency	Percentage
International culture exchange	12	24%
Music shows	25	50%
Workshop	13	26%
Total	50	100%

INTERPERTATION

From the above Table, it shows respondents that 24% are interested in international cultural exchanges, 50% opinion is about music shows, and 26% opinion is about workshops. Thus, the majority of the respondents' favourite activity in KACV is attending music shows.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE TOURISM POTENTIAL AT KACV

Options	Frequency	Percentage
Furniture	Nil	Nil
Metal works	5	10%
Art's works	33	66%
Textiles	12	24%
Total	50	100%

INTERPERTATION

From the above table, it shows that 70% of respondents rates excellent about the tourism potential in KACV and 4% of respondents rates poor about the tourism potential . Thus the majority of the respondents are satisfied with the tourism potential.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION ABOUT WASTE MANAGEMENT PRACTICES INKACV

Options	Frequency	Percentage
1	Nil	Nil
2	Nil	Nil
3	2	4%
4	14	28%
5	35	70%
Total	50	100%

From the above table,it shows that 54% of respondents rates about waste management practices in KACV excellent and 6% of respondents are rates poor about waste management facilities. Thus,the majority of the respondents are satisfied with the waste management facilities in KACV

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE PUBLIC SANITARY AVAILABLE IN KACV

Options	Frequency	Percentage
1	Nil	Nil
2	Nil	Nil
3	2	4%

4	17	34%
5	31	62%
Total	50	100%

INTERPERTATION

From the above table, it shows that 62% of respondents rates excellent Public sanitarries available in KACV and 4% of respondents are rates poor for public sanitary. Thus, the majority of the respondents are satisfied with the public sanitarries.

CLASSIFICATION OF RESPONDENTS ACCORDING TO PREFERENCE IN SEEING ADVENTURE ACTIVITY IN KACV

Options	Frequency	Percentage
Yes	20	40%
No	30	60%
Total	50	100%

INTERPERTATION

From the above Table, it shows respondents that 40% are interested in seeing adventure and 60% are interested in seeing adventure activity in KACV. Thus, the majority of the respondents do not prefer seeing adventure activities in KACV.

CLASSIFICATION OF RESPONDENTS ACCORDING TO EXPERIENCE OF TASTING TRIBAL FOOD IN KACV

Options	Frequency	Percentage
Yes	6	12%
No	44	88%
Total	50	100%

INTERPERTATION

From the above Table, it shows respondents saying 88% of respondents experienced tasting tribal food and 12% of respondents did not taste tribal food. Thus, the majority of the respondents had a good to experience is the about tribal food in KACV.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE IMPLEMENTATION OF AUDIO GUIDE IN KACV

Options	Frequency	Percentage
Yes	38	76%

No	12	24%
Total	50	100%

From the above Table, it shows 88% of respondents suggest there is a need of implementation of audio guide and 12% do not there in opinion about implementation of audio guide in KACV. Thus, the majority of the respondents an opinion regarding implementation of audio guide in KACV.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE OPINION REGARDING DISABLE FRIENDLY DESTINATIONS

Options	Frequency	Percentage
Yes	47	94%
No	3	6%
Total	50	100%

INTERPERTATION

From the above Table, it shows that 94% of respondents agree with the opinion that the destination is disabled friendly, and only 6% of respondents do not agree with the opinion that KACV is a disabled friendly destination. Thus, the majority of the respondents' opinion is that KACV is a disabled-friendly destination.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THERATING ABOUT KACV

Options	Frequency	Percentage
1	Nil	Nil
2	Nil	Nil
3	Nil	Nil
4	14	28%
5	36	72%
Total	50	100%

INTERPERTATION

From the above Table, it shows 72% of respondents rates excellent about KACV and 28% rates good . Thus, the majority of the respondents rates KACV as excellent.

CLASSIFICATIONOF RESPONDENTS ACCORDING TO RECOMMENDATION ABOUT THE DESTINATION TOFRIENDS & FAMILY

Options	Frequency	Percentage
Yes	39	78%

No	2	4%
Maybe	9	18%
Total	50	100%

INTERPERTATION

From the above Table, it shows respondents 78% of visitors will recommended KACV with their friends and family, 4% saying they not recommend KACV and 18% saying may recommend KACV with friends and family. Thus, the majority of the respondents recommended KACV to others.

CLASSIFICATION OF RESPONDENTS ACCORDING TO VISIT THE KACV AGAIN

Options	Frequency	Percentage
Yes	49	98%
No	1	2%
Total	50	100%

INTERPERTATION

From the above Table, it shows are 98% of respondents visit KACV again and 2% they not visit KACV again. Thus, the majority of the respondents will visit KACV in the future.

CLASSIFICATION OF RESPONDENTS ACCORDING TO THE RECOMMENDATION ABOUT BUGGIES INSIDE IN KACV

Options	Frequency	Percentage
Yes	44	88%
No	6	12%
Total	50	100%

INTERPERTATION

From the above Table, it shows that 88% of respondents recommend buggies inside KACV and 12% do not recommend buggies inside KACV. Thus, the majority of the respondents recommended buggies inside KACV.

CLASSIFICATION OF RESPONDENTS ACCORDING TO RATING ABOUT THE SAFETY & SECURITY MEASURE OF THE KACV

Options	Frequency	Percentage
1	Nil	Nil
2	Nil	Nil
3	2	4%

4	9	18%
5	39	78%
Total	50	100%

INTERPERTATION

From the above table, it shows that 78% of respondents rates excellent about safety and security measures of KACV and 4% of respondents rates poor. Thus the majority of the respondents are satisfied about safety and security measures in KACV

III. FINDINGS

- Majority of respondents are between the age group of 20-30 years.
- Women constitute a large share of respondents.
- Both Indians and foreigners make up the majority of responders who frequent KACV.
- The peak season for visits to KACVs is from September to December.
- The vast majority of responses are people who buy pieces of arts works.
- Most respondents visit KACV for leisure or entertainment purposes.
- According to the majority of responders, music shows at KACV are the programmes that generate the most revenue.
- Most of the responders are first-time visitors to KACV.
- Most of the respondents reported that they had no trouble getting where they were going
- Most responders said they obtained the information through relatives and family.
- The vast majority of KACV replies are preplanned
- The majority of respondents said that their favorite aspect of KACV is its art's and galleries
- Received great support for the idea of social media marketing for promoting KACV.
- The majority of respondents are content with the prospects for tourism.
- Over all respondents are satisfied with waste management measure.
- Public sanitary facilities for visitors are satisfactory.
- The destination is disable friendly.
- Nearly all visitors would like to return to KACV.

IV. SUGGESTIONS

- Most of the visitors suggest promoting KACV among the tourists through brochure marketing, social media, and word-of-mouth publicity.
- Most of the visitors would like to experience the tribal foods in KACV.
- The majority of the visitors would like to implement an audio guide in KACV.
- The majority of the visitors are recommended to visit the buggies inside the KACV.

V. CONCLUSION

The handicrafts sector contributes significantly to the country's economy. It employs a large number of artisans in rural and semi-urban areas and earns significant foreign exchange for the country. The handicraft sector, on the other hand, has suffered from its lack of organization, as well as other restraints such as a lack of education, low capital, limited exposure to new technologies, a lack of market intelligence, and a weak institutional framework. As a result, it pales in comparison to a well-organized, trained, and systematic sector in a developed country like Germany, U.S, U.K, Canada where it plays a minor role in the total economy.

However, Indian Handicraft still has great potential for growth in the changing situation, with its fundamental strength being that employee strength is abundant and cheap and that being a traditional profession of millions still requires very low investment compared to other countries which exclude China. However, it is under threat from the Chinese economy's expanding clout, as well as greater quality items created in western countries, as well as their cheap but disciplined labour.

Kerala art's and crafts village, kovalam artistic heritage offers an experiential understanding to the traveller about the meticulous work involved in creating each handicraft. The finished products are put for sale here itself so that travellers get to take home those unique pieces as souvenirs.

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