

1. Title of research project : Entrepreneurial Challenges in the Tourism Sector in Kerala
2. a) Name of the Principal Investigator : RAKESH S.  
b) Department. : Department of Commerce  
c) College where work has progressed : VTM NSS College, Dhanuvachapuram
3. UGC Reference No. : 2317-MRP/15-16/KLKE010/UGC-SWRO, dated:-  
25.04.2016

## **EXECUTIVE SUMMARY**

Kerala is an agrarian economy. Most of the people depend on the primary sector for their livelihood. But the present scenario is not bright for the agricultural sector. Even though all the sectors are important as far as concerned, tourism sector occupies a special place and a center of attraction for the Kerala economy. The development of any sector requires the involvement and commitment of the human factor. Entrepreneur is the human factor who initiates and soothes ventures for making the economies economically strong. Since tourism is a vital sector for an economy like Kerala, its growth is a much needed thing and it is correlated with the growth of entrepreneurship. However, the entrepreneurial aspect in the tourism sector faces many setbacks and attains ill health. The study titled “**ENTREPRENEURIAL CHALLENGES IN THE TOURISM SECTOR IN KERALA**” aims a deep enquiry to identify the real problems which create retardation in the entrepreneurial growth in this sector. South Kerala is selected for the study which consists of Thiruvananthapuram, Kollam, Pathanamthitta and Alappuzha Districts. After its analysis it was founded that, even though the government is providing so much assistance entrepreneurial success is not visible in this sector. However, entrepreneurship in this sector is still lagging behind in certain aspects like unawareness of proper marketing channels, want of adequate fund for marketing, lack of financial assistance from government and other financial institutions, unfitting disbursement and repayment schedule of loans, improper functioning of single window system, problems with the human factor, unfortunate policies of the government, non-standardization of tariff rate, menace of stray dogs and nonexistence of PPP in the tourism sector. These problems are to be addressed in a scientific manner keeping in view the long term perspective developments of the state and this sector. Suggestions for overcoming the challenges faced by the entrepreneurs in this sector were also discussed.