Implications of Micro Finance on Tourism Development and Inclusive Growth in India: Emerging Models

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ABSTRACT

Micro finance is considered as a viable tool for reaching the unreached. It has accessed in all societies in developmental activities where hitherto over looked because of various reasons. The inclusion of the ‘neglected’ in to the mainstream of the society through micro finance initiative has widely recognized in all most all parts of the world. This paper seeks to identify the role of micro finance in the changing tourism development scenario as it is considered as the one of the viable option for the inclusive growth. The investigation is to unravel tourism options in micro finance not only to the destination facilitation but travel enhancement among the low-income people through an exploratory study on tourism sector by citing the case studies from Kerala. Even though both models of destination facilitation and travel enhancement found to be viable, destination facilitation model is more conducive to employment generation, gender development and inclusive growth.

KEYWORDS: Micro finance, Destination facilitation, Travel enhancement

INTRODUCTION

Globalization and present growth trajectory brought about new challenges of widening inter personal and inter regional disparities with greater rural urban divide in India. In order to tackle these challenges and achieve broad based balanced development financial inclusion¹ (FI) and self-help groups² (SHG) are emerging as viable strong alternatives. The Indian economy has been growing at a steady rate of 8.5 % to 9% about five years till 2006-07. The potential for growth in the primary and SME sectors is enormous. Limited access to affordable financial services such as savings, loan, remittance and insurance services by the vast majority of the population in the rural areas and unorganised sector is believed to be acting as a constraint to the growth impetus in these sectors. Access to affordable financial services - especially credit and insurance - enlarges livelihood opportunities and empowers the poor to take charge of their lives. Such empowerment aids social and political stability. Apart from these benefits, FI imparts formal identity, provides access to the payments system and to savings safety net like deposit insurance. Hence FI is considered to be critical for achieving inclusive growth; which itself is required for ensuring overall sustainable growth in the country. Tourism is emerging as a major tool for economic development in many countries its role in the economy varies from country to country depending on the stage of development as well as the degree of tourism infrastructure and attractions. As a global industry tourism employs one out of every fifteen people across the world and has contributed substantial share to the world economy in terms of income generation. Innovations in tourism sector included eco tourism, rural tourism, cultural tourism, monsoon tourism, diamond tourism, wildlife tourism, Geo tourism, etc. are to meet varying needs. This paper attempts to discuss implications of micro finance in tourism development and inclusive growth with special reference to emerging micro models in the state of Kerala.

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India Tourism and Inclusive Growth


India has immense possibilities of growth in the tourism sector with vast cultural and natural attractions. Though, India’s contribution to world tourism is not considered very significant compared to other developing countries like China, Malaysia, and Thailand. It contribute 0.52% (2006) of total arrival and 0.89% (2006) of foreign exchange, it has been noticed that there is a substantial growth in tourism and allied sectors in India in recent days. And also recognized it as second fastest growing tourism economy in the world as well as one of the two most price competitive countries, apart from Brazil. Foreign tourist arrivals to India at 11.40 million (2006) recorded a growth of 14.7% compared to the previous year, while domestic tourist visits was 461.16 million (2006) showing a growth of 18.1%. The sector has also contributed 6.11% of GDP in 2004-05. Employment generated under tourism sector was to the tune of 8.78% of overall employment, i.e., around 41.8 million. (Ministry of Tourism, Government of India, 2007). Progressive approach and multilevel promotion strategies target for a 1.5 of the world tourism by 2010. It widens the scope for destination development and enterprises creation even in remote areas of the country enhances the employment potentials in a big way. The studies show that every foreign tourist provides one job while 17 domestic tourists provide one job. More over a million rupee invested in tourism creates 47.5 jobs. (Labour-Capital ratio). In India, presently tourism generates 8.78% of overall employment i.e., 41.8 million. Foreign exchange earning from tourism of Rs. 15,000 crore make it on the third largest foreign exchange earns for India, contributes 11% of the total. (Ministry of Tourism Government of India 2007)

Other major highlights of Indian tourism markets are:

- Disposable income in past (during 2001-2006) grew at a Compound Annual Growth Rate of 10.11%, thereby driving domestic as well as outbound tourism.
- Indian outbound tourist flow is expected to increase at a Compound Annual Growth Rate of 12.79% over the five-year period spanning 2007-2011.
- Tourist influx to India is expected to increase at a Compound Annual Growth Rate of 22.65% between 2007 and 2011.
- Share in global tourism is expected to reach 1.5% by 2010, especially health tourism expected to reach one million.
- In terms of numbers 10 million foreign tourist as well as 500 million domestic tourist are expected by 2010
- Accumulated additional foreign exchange of US $ 9 billion and a multiplied employment 15 million will be generated.
- India's travel and tourism industry is set to grow at an average of 7.6 percent per year for the next 10 years. (www.wttc.org)

As the economic benefits of micro-finance Programme in turn have been region specific (Rajashekhar and Madheswaran, 2005), Kerala the southern state of India clearly shows overwhelming response in forming SHG’s and its implementation and gaining benefit. Women Self Help Group formed under Kudumbashree Mission (a poverty eradication programme of government of Kerala) initiated number of entrepreneurial operations in tourism and allied sectors though micro financing.

**Micro Finance in Tourism**

Community participation, conservation and tourism, it is claimed, generates direct benefits for the people living in or around areas of high conservation importance, in return for forgoing certain rights to facilitate the protection of bio and cultural diversity. Many of the community based conservation projects attempt to substitute the resources denied to people through the creation of jobs. However, the poorest members of the community often lack the technical skills needed to secure employment that can provide a sustainable livelihood. Although the regular jobs provided by tourism destination and more informal work such as souvenir selling, cultural performances, sale of charcoal, collection of camping fees, etc. can provide links to the local economy and supplement people’s income. As the tourist industry is a non-traditional revenue earner, which revolves around the entrepreneurial spirit, those with language skills, entrepreneurial experience and education have advantages. Indeed, there is some evidence that local communities are more likely to adopt positive attitudes towards the conservation of local resources if they receive a significant share of the tourism-related benefits derived.

As a widely accepted tool for poverty reduction and means of linking environmental stewardship with wider aspects of socio-cultural development, tourism has made a significant contribution to development. However, as an important economic sector for most countries and regions, wider questions of politics, power, identity, inequality and growth within the tourism industry need to be better identified in the context of livelihood through stewardship. And to trace out the scope for paid work as well as self-employment which gives access to high earning levels, both from formal and informal sectors of tourism. National tourism policy 2002 has identified village based tourism as a primary tourism product to spread tourism and socio-economic benefits to rural and new geographical area by exploring the avenues for livelihood promotion, participative resource management, community development and thereby poverty reduction through the creation of micro, small and medium sized enterprises. Eleventh plan proposes for complementarities between environmental sustainability and human wellbeing. Progressive ideas experimented for the developmental need of all classes of the society worldwide. The policy makers for its effective implementation of project always review the relevance of *modus operandi*. In tourism especially pro poor based or community based the type of vehicle that uses for the attainment of the desired target is very important. So the review and application of available model of micro finances initiative like Grameen Banking Model and Village Banking Model considered as viable option before the policy makers for execution and for further investigation. Further, the enterprise formation is the task to reach the benefit to the people in a community who really are in need of livelihood. In this context the new criteria to define an enterprise as micro is to be clarified. In India ministry of Micro, Small & Medium Enterprises has made its well-defined
interpretation to the micro enterprises under Micro, Small & Medium Enterprises Development (MSMED) Act, 2006. Act classified Micro, Small and Medium Enterprises (MSME) in two Classes:

- Manufacturing Enterprises and
- Service Enterprises.

For Micro Enterprises under service sector the investments in equipments were fixed up to ten lakh rupees. Based on these review the study probes how micro finance is helping overall development of the tourism phenomenon both in destination facilitation by creating various amenities and facilities and citing an innovative example which promoting travel habit among small income groups by presenting an travel enhancement model. Both case studies quoted from Kerala, state which pioneering in all most all tourism development model of India. The elaborate studies of these models are discussed in the following sessions:

1. Destination Facilitation
2. Travel Enhancement

**Destination Facilitation - Lessons and Opportunities**

Destination Facilitation or development involves the application of micro finance as a long-term capital as well as working capital of locally initiated enterprises, there by make the destination more attractive and accessible. It includes exploration of various business potential available at the destination with available money and the social synergy. For destination development, formation of micro enterprises by the people of the locality has been promoted to meet the criteria of sustainability and there by avoid the economic leakage. Large numbers of livelihood opportunities are identified under tourism, which easily can finance through micro finance. The major activities in this segments are the formation of major components of existing tourism industry i.e., travel agencies, tour operators, guides and escort services, small hospitality activities like home stays, restaurants, running of vehicles, selling of handicrafts and other locally endemic products, opening of other shops etc. at the respective area through the collective mobilization of money and the social cohesion. Besides these, the development of the natural/cultural sites is also considered as an upcoming option in the community based destination development scenario. So the micro finance option under destination facilitation can be summarized as:

- Tourism enterprises formation
- Sale of local products
- Wages/salary based option for employment
- Dividend from the enterprises
- Collective income from community enterprises or from other partnership

**Micro Financing Mechanism for Destination Facilitation**

Sponsors are the key for micro finance Programme. So destination facilitation also needs the same framework for to operationalize it. Following sponsorship mechanism are suggested for the more inclusive form of destination facilitation.

**Private - Community:** Under this participative model the existing private enterprise at the destination area or outside, working with tourism or with out can undertake or sponsor the locally formed Self Help Groups, who can contribute destination facilitation through some entrepreneurial operation, as a corporate a corporate social responsibility. The partners can fix the preference and the operational areas of the project.

**Public – Community:** Where the community initiative is supported by the government agencies including public sector enterprises. The assistance may be in the form of money or other support like subsidies and single window clearance for the enterprise formation.

**Public – Private – Community:** The joint initiative for enterprise formation is also quite viable in the present context where the economy always demands for private public partnership for developmental operations. The local community group is supported by the private players of the region in association with government establishment for ensuring more ‘inclusivity’ in travel industry operations.

**NGO - Community:** One of the very old forms of micro financing the local level operations. In
this association NGO’s sponsor the self-help group by financing and giving technical assistance. The formulation and administration of micro initiative are done by the NGO.

**NGO-Public-Community:** In certain cases the community is seeking the benefit from both public sector enterprises or from the government department like National Bank for Agriculture and Rural Development (NABARD).

**NGO-Private-Community:** Fully promoted by the private sector and NGO’s for a common cause. Under this the private parties associate with non-government organization to support the community of their choice.

**Kudumbashree**

The Kudumbashree Programme of Kerala is a globally acknowledged model of poverty eradication and women empowerment at grass root level with the gender, environment and democratic process, jointly initiated by Government of Kerala and National Bank for Agriculture and Rural Development (NABARD). It is Asia’s largest women self-help group at grass root level with thrift and credit operations, micro enterprises and social sector interventions in association with local self-governments. Kudumbashree’s objective is “To eradicate absolute poverty in ten years through concerted community action under the leadership of Local Self Governments, by facilitating organization of the poor combining self-help with demand led convergence of available services and resources to tackle the multiple dimensions and manifestations of poverty holistically”. Kudumbashree programme which functions on the principle of participatory democracy recognizes the poor as the active participator in decision-making. The programme takes up the problem of poverty holistically and deals with other issues related to poverty like shelter, self-reliance, education and communication.

**Institutional Mechanism under Kudumbashree**

The Community Development Society (CDS) has a three-tier structure pattern. At the bottom level is the Neighborhood Group, each consisting of women from 20 – 40 families. These groups are clustered into Area Development Societies (ADS) at the ward level and a Community Development Society (CDS) at the town level. This involves bottom up planning process where the neighborhood groups play a crucial role in preparing need-based plans which is later integrated to ward and town level.

**Table-1: Present scenario of community based organization:**

<table>
<thead>
<tr>
<th>Community Based Organization</th>
<th>Number of Units (October 2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighborhood Groups (NHG)</td>
<td>183868</td>
</tr>
<tr>
<td>Area Development Society (ADC)</td>
<td>16903</td>
</tr>
<tr>
<td>Community Development Society (CDS)</td>
<td>1058</td>
</tr>
</tbody>
</table>

Source: www.kudumbashree.org

**Micro-Enterprises under Kudumbashree**

Kudumbashree considers Micro Enterprise Development as a mode to trigger sustainable economic development with an objective of empowering poor people for self reliant and decent life. Micro enterprise development is an emerging process with low capital low risk and low profit at the initial stage but aims at gaining great momentum soon more than 50,000 micro enterprises have come up and many are vibrant. These micro enterprises are identified as problem solving,
gap filling, and tracing the emerging opportunities with a view of generating sustainable income. Accordingly the thrust areas are identified and activities are designed. Micro Enterprises under Kudumbashree is defined as an enterprise having capital investment ranging from 0.005 million and which provides the entrepreneur an opportunity to earn at least 0.015 million per month, and its turnover will be less than 0.5 million per year. Even the poor should be able to manage the day-to-day affairs in a planned manner. Micro Enterprises under Kudumbashree has been formed into two: (a) Individual enterprises and (b) Group enterprises

<table>
<thead>
<tr>
<th>Micro Enterprise</th>
<th>Area (October 2007)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Urban</td>
</tr>
<tr>
<td>Individual Enterprises</td>
<td>15382</td>
</tr>
<tr>
<td>Group Enterprises</td>
<td>1345</td>
</tr>
</tbody>
</table>

Source: www.kudumbashree.org

Fig. 2 Individual and Group Enterprises in Rural and Urban Area

Kudumbashree is now considered as one of the stakeholders of sustainable tourism development of Kerala, gives thrust to local economic development by exploiting every potential for micro enterprise led income generation. Following categories of enterprises are working as tourism enterprises under Kudumbashree, which directly or indirectly facilitate destination operations.

<table>
<thead>
<tr>
<th>Enterprise (Category)</th>
<th>No. of Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clean Kerala Business</td>
<td>75</td>
</tr>
<tr>
<td>Catering Service</td>
<td>55</td>
</tr>
<tr>
<td>Ethnic Delicacies</td>
<td>47</td>
</tr>
<tr>
<td>Hotel</td>
<td>41</td>
</tr>
<tr>
<td>Tender Coconut Selling</td>
<td>32</td>
</tr>
<tr>
<td>Handicrafts</td>
<td>6</td>
</tr>
</tbody>
</table>

Source: www.kudumbashree.org
Besides these enterprises, numbers of Neighbour Hood Groups (NHG) are engaged in supplying inputs to hotels and hospitality enterprises in the state as a part of recently initiated responsible tourism programmes. Tourism micro enterprises development in Kerala witnessed number of change in the distribution and maintenance of various tourist services in the state. Production and delivery of value added services to the tourist to experience the natural ‘touch’ in their trip at a fair price. Micro enterprises under Kudumbashree are identified tourism as one of the unexplored areas needs innovative framework and proper execution in the long run. Same time, the over all initiative of Kudumbashree really enriched the destination as well as the social cohesion in a big way. All these deep-rooted changes can be summarized as;

- Women who were not part of tourism related activities are showing interest to start micro enterprises all over the state.
- Women who have not been involved in agriculture and trading earlier have taken on the responsibility of bringing diversity into production and distribution of various services in tourist centers where responsible tourism concepts were introduced.
- The goods and services offered by neighborhood groups and area development societies were adopted fair price policy and meeting the timely needs tourism enterprises including hotel and hospitality enterprises.
- The relationship between ordinary people and tourist has given a new face in tourism service delivery with an equitable business practice among common man.
- The introduction of innovative and indigenous products in tourism market in Kerala is gaining popularity is due to the involvement of Kudumbashree units. They undertake local cuisines, handicrafts, and even perform art forms to meet varied needs of tourist and there by foster the community involvement in tourism operations.
- Regeneration of different art forms and agricultural activities and value addition for local expertise with the local resources is giving plat form for livelihood activities in this sector.
- Kudumbashree members in some areas have started to design different forms of tourism based on available natural, cultural, and social integrity of the destination by focused on local experience.
- They are also undertaken different social marketing activities hitherto were not considered as important in tourism development like health, local safety etc,
- Local self-government or Panchayatraj institutions are also taking initiatives in mobilizing and promoting women entrepreneurs for various productive economic activities in different established tourism destinations.
- The involvement of local bodies has enhanced in synergizing the community for canalizing activities in to productive tourism activities in Kerala.
• By creating a favorable environment for participation in decision-making and resource sharing, Kudumbashree promoting tourism services in its unique environment and thereby maintaining cultural and social integrity of the destination.

• The supervision and crisis management mechanism developed by the Kudumbashree units in the grass root level act as a tool for meeting insurgencies in the tourism market and the destination environment.

• Linking the tourism activity with a pro poor approach enhanced commitments among local people in protecting the destination resources and valuing their contribution in overall tourism development of the area.

• With definite schedule and proper monitoring mechanism developed by the Kudumbashree members for production and dissemination of various products to the tourism enterprises has established a good rapport in tourism industry of Kerala.

**Travel Enhancement - Lessons and Opportunities**

Micro finance widens its horizons in developmental routes in the grass root level. In tourism as mentioned earlier most of the initiatives directed towards the destination development. But enhancement of travel habit among common man is the need of the hour as they are also the effective contributor of the overall progress of the society. Travel is fascination for mankind long since with variety of objectives. McIntosh et.al. (1984) has pointed variety of reasons for travel like visiting friends and relatives meeting the physical requirements like rejuvenation of body and mind, engaging sports and pleasure etc. the desire to see and know more about other culture include lifestyle, music, art, folklore dance, exploring new unique and endemic natural settings, temporary relief from routine work etc are act as motivator to travel. In some cases travel is considered as the status and prestige of the people. Meet the travel needs of all people of the society was not viable for the governments’ as some of the socialistic countries were tried to implement the concept of social tourism in their nations. Where, the government subsidizes the travel expenses of their citizens. However such subsidization for an inclusive travel is beyond the imagination of a country like India. So search for alternative, as the need is the mother of invention, for an inclusive travel through community mobilization is sought as in the case of different grass root level development initiative for inclusive growth. Micro finance opens the option of increasing the travel trade by reaching the unreached. The people who are not able to spend a huge amount at a time really need viable option for traveling to cater their travel motivations. So the mobilization of members from the community with a lump sum amount as their contributions are encouraged for this purpose. A framework of such micro finance mobilization and its administration is practiced one emerging tour group called Yanam based at Kutiyadi of Kerala. Case is presented with the help of information gathered from books of accounts and conducted an unstructured interview with president and members of the Yanam group during month of may 2007. Latest information was collected over telephonic interview.

**Yanam Tour Group**

Yanam Vinodayatra Sangam (in Malayalam) Yanam Tour Group, a locally initiated travel self help group located at Kutiyadi of Calicut district of Kerala. The group has formed and started its operations in the year March 2003. The SHG consists of 15 families of the locality called Kundumthode. Innovative form of mobilization was made by the youths of the locality for a unique objective. The capital contributions from these families were rupees two thousand. Besides, a monthly contribution of rupees fifty is collected and managed for this purpose.

**Family Profile**

Family who are member of the Yanam Tour Group is the residents of a small village called Kundumthode area of Kutiyadi. The membership is allotted for one member of each family. Unlike other SHG Yanam offers single membership to a family irrespective to gender and age differentials. Now 15 families are members of these groups who are mostly from poor familial background. Around 50-60 percent of members belong to Below Poverty Line (BPL list of Government of Kerala) category. The rest of the members are also belonging to lower income groups, mostly engaged in waged employment.
Administrative Mechanism

The group is administered by a board consists of a President, Vice President, Secretary, Joint Secretary and a Treasurer. The elected representatives are entrusted to administer the tour group. The board meets once in every three months and evaluates the operations of the group. The representatives were selected in once in every three years through election. The administrators are authorized to deal with all transaction including financial investment and tour coordination.

Financial Administration

Initial capital contribution of the family to this fund is rupees 2000 each. A monthly contribution of rupees 50 is collected from each family on last Sunday of every month, and deposited in to the bank on next working day. The total amount mobilized from a member is 600 rupees per year. Annualized contribution of entire family is around 9000 rupees (2007) Vouching and verification of accounts usually done by the members of the group in every financial year. An account is opened with nearest cooperative bank for transacting with outsiders. Cheques were also issued to the clients of the groups especially the travel intermediaries like transport operators, hospitality enterprises etc.

*Loan:* The members of the group are eligible for availing loans on mutual understanding for a maximum period of 3 months. The maximum limit of three thousand can be available to all members with out any collateral security. A monthly rate of 1 percent interest is charged on these advances i.e. 12 percent per annum.

*Investment:* The amount collected from members was invested in near by banks and also invest in other securities apart from the advance given to its members. Average return on investment is near about 18 to 29 percent in a year since the returns from investment in other securities were comparatively higher for the last five years. Presently the group has 2 lakh rupees as investment in various heads from initial capital contribution and yearly savings. Nearly 20 percent of yearly return is retained in the group account and the balance is used for tour arrangement.

Tour Management

Tour is usually held once in a year during the month of October – December. The group will bear entire expenses related to hospitality and travel. Average amount expended for a tour programme is rupees forty thousand in a year (2007). That is the 80 percent of the return received during a year. The expenses of the tour are entirely born by the group excluding food. Food is usually prepared and served by the group members themselves. Each family is entrusted to contribute one item in the menu. For touring, one family is defined, includes father, mother and children under the age of 8. The children above the age of 8 have to bear the 50 percent of the cost of travel including stay and transport. This can be revised with the approval of the board according to the availability of funds in future. Details of yearly mobilization from members and the destination covered under this group are as:

<table>
<thead>
<tr>
<th>Year</th>
<th>Annual Avg. Contribution</th>
<th>Place Visited</th>
<th>No. of Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>9000</td>
<td>Trivandrum, Kovalam and Thenmala</td>
<td>9</td>
</tr>
<tr>
<td>2005</td>
<td>9000</td>
<td>Mysore, Ootty, Kodaikkanal</td>
<td>12</td>
</tr>
<tr>
<td>2006</td>
<td>9000</td>
<td>Bangalore</td>
<td>10</td>
</tr>
<tr>
<td>2007</td>
<td>9000</td>
<td>Waynad</td>
<td>4</td>
</tr>
<tr>
<td>2008</td>
<td>9000</td>
<td>Munnar, Thekkady</td>
<td>10</td>
</tr>
</tbody>
</table>

Source: Records of the Yanam Tour Group

Other Activities

The group meets every three months for a family get together provided with food and light arts programmes. The annual day also celebrated in every year with different cultural programmes. These programmes are open for all peoples (non members) of the locality. The learning from this case study open the opportunity under micro finance initiative in un touched areas of tourism development of a country especially for unreached. The study highlights the relevance of this
innovative framework for the tourism development through inclusive participation of the all segments of the society. The experiment forwarded by this tour group really opens the door for further investigation of micro finance studies. In the context of developing and less developed countries the relevance of this idea is very much suggestive, because of the multiplier effect of tourism in the economic system. The multiplier effects of tourism services are comparatively higher than other service and manufacturing sector (Chattopadhay 1995). Social mobilization of people is also noteworthy. The study also tries to point how such initiative can be formed either in the same way or in any other mode. Certain means are proposed under which micro finance can work for travel enhancement among common man. In other words, alternative forms of tour group formation under micro finance scheme is suggested for widening the concept of ‘travel -through mobilization’

1. Formation of exclusive travel credit SHG
2. Formation of Savings Clubs for travel
3. Direct contribution from available projects/programmes for upliftment of common man i.e., National Rural Employment Guarantee Act (NREGA-2005) or other livelihood initiative. i.e., certain percentage of the wages in a month can be transferred to a joint account of the workers for travel purpose.
4. Percentage contribution from existing SHG for tour through joint account with a bank
5. Formation of tourism cooperative societies for exclusive travel operation
6. Commercial banks (nationalized and new generation) can create a special account for tour.
7. Non Banking Finance Companies (NBFC) or other investment agencies can also operate new account for travel.
8. Non Governmental Organizations are also welcomed to this initiative along with other socially responsible programmes.

Above cited model for community mobilization can be operationalize individually and collectively for framing an effective travel enhancement model. Clear-cut deliberation on travel and community mobilization is needed for inclusion of more number of people in this type of Programme. The role of local self-government, locally operating banks and other financial institutions, academic community, civil societies etc are need to be studied in detail for the proliferation of this concept.

CONCLUSION

This discussion has broadly indicated that micro-finance and tourism development if properly co-ordinated and integrated can act as a major source of employment generation and poverty eradication through livelihood promotion, participative resource management, community development and creation of micro and small enterprises. Even though different models of micro finance can be adopted selection of appropriate model depends on the nature of tourism attraction, resource endowment, available skills, cultural and biological diversity of the region. Both models of destination facilitation and travel enhancement found to be viable. However destination facilitation model is more conducive to employment generation, gender development and inclusive growth. Travel enhancement model very innovative in the developmental scenario of tourism seeking travel for all.

Notes:
1 Financial inclusion (FI) refers to persons or households accessing institutional credit from commercial banks, co operative banks, regional rural banks, National Bank for Agriculture and Rural Development (NABARD) – SHG (Self Help Group) linkage and other NGO’s and credible Micro Credit Institutions (MCI).
2 Self-Help Groups, the most common micro-finance institutions in India, are ‘small voluntary associations of poor people from the same socio-economic background who come together for the purpose of solving their common problems through self-help and mutual help’ (NABARD, 2000).
3 Grameen Bank Model: rural livelihood model initiated in Bangladesh by Nobel Laureate Mohammed Yunus. Grameen mode. It has following features:
   - Clients form Solidarity Groups of minimum 5 people: mutual assistance and lowering risk
Regular meetings, usually on repayments days, with loan officers: problem solving and information exchange
Small amounts: average of loan is US$100, but it depends on context, loan cycle, and activity
Prevalence of women: money management skills, trickling of wealth effect

Village Banking Model: Semi formal and member-based institutions originated in Bolivia.
- Beneficiaries form a “village bank” that involves 25-50 households, directed by the members themselves
- Village bank members elect four officials: director, secretary, cashier, and accountant
- Obligatory savings is set at 20% of loan amount, enacted at time of delivery
- Regular meetings with entire membership: loan repayments, savings collection, information sharing and training
- Periodical training sessions, often paid by participants

The word Kudumba means family and Shree means wealth i.e. Kudumbashree is the wealth of the family

Below Poverty Line (BPL) of Kerala is different from the estimation of government of India. According to GOK 28 percent of population falls under BPL, but GOI report shows only 11 percent Keralites falls under BPL.

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