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Research Paper | Management

A Study for The Growth of Micro, Small, Medium Service Enterprises Thorugh Tourism Development

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ABSTRACT

In every economy, today MSMEs are playing foremost role in sustainable growth of those nations, so this has to be cherished and assisted passably for finance, market etc. to get prolific result for economy. In India day by day, more and more numbers of services enterprises are coming in to existence but simultaneously these units are spotting problems of sustainability. RBI also now define the MSMEs specially which are engaged in service industry. On the other hand tourism is an important sector of Indian economy and contributes substantially in the country's foreign exchange earnings (FEE). The FEE from tourism during 2010 is estimated at US$14.19 billion and requires bags of service enterprise. Hence relation of both industry and its opportunities is the need of the study.

KEYWORDS: MSME, Service Enterprise, Foreign Exchange Earning, Tourism.

1. Micro, Small and Medium (MSM) Service Enterprise – An Overview:

In India Small Enterprises play a very significant role in terms of balanced and sustainable growth of the national economy. It is through the way of employment generation, development of entrepreneurial skills and contribution to export earnings.

Small enterprises, which were earlier called Small Scale Industries (SSI) are now Small and Medium Enterprises (SMEs). With the enactment of MSMED Act, (Micro, Small and Medium Enterprises Development Act 2006) the importance of service enterprises and the need for migration of small enterprises to medium enterprises has been clearly brought out.

Most countries adopt the level of employment and/or sales turnover as the criterion for defining the Small Enterprise sector. In India, it is defined in terms of investment in plant and machinery. Earlier most service enterprises were not covered under the definition of SSI. With enactment of Micro, Small and Medium Enterprises Development Act 2006, there has been a paradigm shift and includes all business enterprises and not just manufacturing units the enterprises are now grouped under two major heads namely manufacturing and service enterprises. RBI has suggested the new definition as under.

Enterprises engaged in providing or rendering of services:
Enterprises engaged in providing or rendering of services and whose investment in equipment (original cost excluding land and building and furniture, fittings and other items not directly related to the service rendered or as may be notified under the MSMED Act, 2006) are specified below. These will include small road & water transport operators (owning a fleet of vehicles not exceeding ten vehicles), retail trade (with credit limits not exceeding Rs.10 lakh), small business (whose original cost price of the equipment used for the purpose of business does not exceed Rs.20 lakh) and professional & self employed persons (whose borrowing limits do not exceed Rs.10 lakh of which not more than Rs.2 lakh should be for working capital requirements except in case of professionally qualified medical practitioners setting up of practice in semi-urban and rural areas, the borrowing limits should not exceed Rs.15 lakh with a sub-ceiling of Rs.3 lakh for working capital requirements).

(i) A micro enterprise is an enterprise where the investment in equipment does not exceed Rs. 10 lakh;
(ii) A small enterprise is an enterprise where the investment in equipment is more than Rs.10 lakh but does not exceed Rs. 2 crore; and
(iii) A medium enterprise is an enterprise where the investment in equipment is more than Rs. 2 crore but does not exceed Rs. 5 crore.

Contribution of MSMEs In Indian Economy:
By the experienced for the growth of a nation specially for underdeveloped small enterprises contribute to the development of the country. Small enterprises are less capital intensive and generate more employment. It can be derived from the data given below, that the employment generation has increased from 2.38 persons per unit to 2.43 persons per unit over the period of 7 years i.e. 2000-07. Even it was observed in that period production per employee has almost doubled from Rs 77000 to Rs 151000 at 1993-94 prices.

The advantage of MSMEs is that they operate to the niche markets. They normally employ traditional technology. The products or services of MSMEs are normally absorbed by the local markets. These units carve out a separate exclusive market zone for themselves. They enjoy the loyalty from the local people.

2. Tourism Industry and its development - An Overview:

Tourism is an important sector of the economy and contributes significantly in the country's GDP as well as contribute in Foreign Exchange Earnings (FEE). With its backward and forward linkages with other sectors of the economy, like transport, construction, handicraft, manufacturing, horticulture, agriculture, etc., tourism has the potential to not only be the economy driver, but also become an effective tool for poverty alleviation and ensuring growth with equity.

The Foreign Tourist Arrivals (FTA) in India during 2010 were 5.58 million as compared to the FTAs of 5.17 million during 2009, showing a growth of 8.1%. FEE from tourism during 2010 is estimated at ` 64889 crore as compared to FEE of ` 54960 crore during 2009.

The estimates of domestic tourism are compiled on the basis of data collected and furnished by State/UT Governments to Ministry of Tourism. As per the figures reported by the State/UT Governments, the domestic tourist visits during the year 2009 are estimated to be 650 million, showing a growth of 15.5 % over 2008.

Table No. 1 :Foreign Tourist Arrivals and Foreign Exchange Earnings during the years 2000-10:

Year	Foreign Tourist Arrivals (in nos.)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in Crore)	Percentage Change Over Previous Year	Foreign Exchange Earnings (in Million US$)	Percentage Change Over Previous Year
2000	2649378	6.7	15626	20.6	3460	15.0
2001	2537282	-4.2	15083	-3.5	3198	(-)7.6
2002	2384364	-6.0	15064	-0.1	3103	(-)3.0
2003	2726214	14.3	20729	37.6	4463	43.8
2004	3457477	26.8	27944	34.8	6170	38.2
2005	3918610	13.3	33123	18.5	7493	21.4
2006	4447167	13.5	39025	17.8	8634	15.2
2007	5081504	14.3	44360	13.7	10729	24.3
2008	5282603	4.0	50730#	14.4	11747#	9.5
2009	5167699	-2.2	54960#	8.3	11394#	(-)3.0
2010	5583746@	8.1	64889#	18.1	14193#	24.6

Advance Estimates @ Provisional Estimates

In tourism sector there is lots of opportunities for the development of Micro, Small, Medium (MSM) service enterprise. There are various new tourism products like Cultural tourism, Horticulture tourism, Historical tourism, Industrial tourism, Sports Tourism, Rural tourism, Golf tourism, Cruise tourism, Ocean tourism, River Tourism, Adventure Tourism, Medical Tourism, Wellness tourism, Sustainable or Eco Tourism which will help to encourage the services enterprises in 360 degree.

3. Scope of Development of MSM Service Enterprise Through Tourism Development (With specific reference to Commonwealth Games 2010):

The Commonwealth Games visitors was expected that around 1,00,000 domestic and foreign visitors/tourists would come to Delhi for the Commonwealth Games 2010 (CWG 2010) for which, an estimated 40,000 rooms would be required in the National Capital Region of Delhi. Further, a study conducted by the Indian Institute of Tourism & Travel Management (IITTM), Gwalior also confirmed that the average number of hotel rooms required per day for the foreign and domestic tourists would be 40,190. There were about 10,161 rooms in the star category hotels in the National Capital Region (NCR) of Delhi and therefore it was estimated that an additional 30,000 hotel rooms would be required in the NCR.

A Task Force was constituted in Ministry of Tourism, under the chairmanship of Secretary (Tourism) for monitoring the progress in the NCR region for creation of additional hotel accommodation for the Games.

1. Availability of additional 9,099 new hotel rooms in the Delhi NCR Region.
2. 1,287 housing flats of the Delhi Development Authority (DDA) under various categories at Vasant Kunj.
3. With a view to augment additional alternative accommodation, the Ministry of Tourism had launched the "Incredible India Bed and Breakfast / Homestay Scheme" all over the country, around 2,199 "Incredible India Bed and Breakfast / Homestay" units were ready and available during the Games.
4. 11,412 rooms from Licensed Guest Houses in NCT of Delhi.
5. As an alternative source, 50 units each of 'Tented Accommodation' were provided for the Games at Surajkund and Dhundahera in Haryana.

Further, with a view to upgrade the standards and soft skills of service providers, under its scheme of Capacity Building for Service Providers, Ministry of Tourism trained 962 Guest House Owners and 1,472 staff of licensed Guest Houses in Delhi through the Institute of Hotel Management, Pusa, New Delhi. 2010

Ministry of Tourism provided financial assistance for training of service providers like Tourist Taxi Drivers, Auto Drivers and Immigration personnel in Delhi, NCR region and Agra for making them tourist friendly and hospitable. A total of 2,200 taxi/ coach drivers were trained in Haryana Institute of Public Administration, and 277 immigration personnel were trained by Indian Institute of Tourism & Travel Management (IITTM), Gwalior.

The Ministry had provided services of students of Institutes of Hotel Managements (IHMs), Indian Institute of Tourism and Travel Management (IITTM) and also trained Graduate/Graduating youths under its "Earn While You Learn" scheme for the volunteer programme of the Organizing Committee. About 3,800 volunteers were provided for CWG 2010. With a view to encourage the growth of additional hotel rooms for the Games, the Ministry of Finance had announced a Five Year Tax Holiday for 2, 3 and 4 star category hotels which would become operational by 31.03.2010 in NCT Delhi and some adjoining districts of Delhi in the NCR. Delhi Development Authority (DDA) / Ministry of Urban Development had also announced the increase in Floor Area Ratio (FAR) from 150 to 225 for hotels in Delhi, excluding the hotels falling in the Lutyens Bungalow Zone.

4. Suggestions For growth of MSM Service Enterprises:

By the study of trend lots of hopes are generated for the growth of MSM Service Enterprises by tourism development in current scenario. No one can reject the notable importance and contribution of service enterprises in tourism industry in growth of economy of one nation specially when it is in developing phase. There may be adaptation of following measures to bring sustainable growth of MSM Service Enterprise through tourism development.

4.1 One major area responsible for stunted growth of MSM Service Enterprise is lack of awareness about the importance of service industry in tourism. And it may be overcome by adopting major steps like: organized awareness program, availability of proper infrastructure, technological upgradation, skill encouragement and training/advisory services.

4.2 For Tourism its tradition, culture, heritage, history are its asset, hence the service enterprises which are linked with it, they have to be stick to the quality and specialty of that region while giving service to the tourist and visitors.

4.3 For the development of MSM Services Enterprise through development of tourism industry the deliberation group should be formed by the Ministry of Tourism, Govt. agencies and NGOs and arrange various meetings and seminars so as to get maximum return. This knowledge sharing concept can help to open a lots of doors for development MSM service enterprise.

5.Conclusion:

By the overview of MSM Service Enterprises and Tourism Industry, one can understand the opportunities and challenges in this sector. There is lot of opportunities for economic growth by handling the different issues wisely and systematically. The development and opportunities for MSM Service Enterprises and Tourism Industry go hand in hand, they are directly proportionate to each other.

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