



OPPORTUNITIES ARE UNLIMITED: TOURISM ENTREPRENEURSHIP

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ABSTRACT

Tourism is one of the world's fastest growing industries as income is generated by the spending of goods and services required by tourists. The tourism industry is therefore very important to the well being of many countries. At the beginning of this century, tourism was turning into a business. Tourism has led to the creation of new habits and different behavior and life models as well as a different conception of time. As an entrepreneur, the opportunities are unlimited to start the tourism business.

KEYWORDS : Tourism entrepreneurship, Small-scale enterprise cultures, Entrepreneurship development.

INTRODUCTION

Tourism being a smokeless industry is a multi-billion, multi-sectoral and multi-dimensional activity in the world. Twenty first century tourism has reached up to space. The first Minister of India, Jawaharlal Nehru had said "welcome a tourist and send back a friend" which indicates the need for extending friendly hospitality to the inbound tourists. Tourism can be a real force of world peace. Considering the vast and varied potential of tourism in the state and its impact on the economic, social and cultural environment of the state, a detailed study is found to be relevant and imperative. Modern transportation has removed the obstacles of distance enabling people to appreciate each other engage in the exchange of ideas and commerce.

TOURISM ENTREPRENEURSHIP

Tourism is an industry that depends on synergy, partnership and working together. There are many different types of successful tourism business in India - hotels, attractions, travel agencies, sightseeing tours, adventure and nature-based tour operations, to name just a few. Tourism and hospitality, a key sector of the Indian economy, plays important role in the growth of India and accounts for around 12.4 percent of total employment in India. Globally, tourism ranks fifth as an export category after fuels, chemicals, food and automotive products. This sector in India is highly optimistic with a large number of hotel chains having laid up their expansion plans. The renewed sense of optimism comes on the back of a volatile economic environment for most part of 2014 and the sector hopes that initiatives announced by the new government, including those related to e-visas and specific funds for developing tourist circuits, special tourism packages would lead to good business.

ENTREPRENEURSHIP DEVELOPMENT IN TOURISM

Entrepreneurship development depends upon the prevailing economic system. The existing socio-political set up and the prevailing economic policies of the Government determine the economic system. The entrepreneurship development is mainly due to the existence of such economic system. It is the entrepreneurship development that acts as a flip to new, structure of the economy and economic reforms too. The economic system differs from country to country and hence the process of entrepreneurship development differs.

The mixed economic system has been found in existence in all developing countries including India. Under this system both the Government and individual entrepreneurs play an equal role in the entrepreneurship development. The government undertakes those activities which are vital for further economic advancement.

In a mixed economy though there are ample opportunities for the entrepreneurship development with the help of the Government support, entrepreneurship development is hindered by the deep rooted evils like religious conflicts, political instability and unethical practices like smuggling, corruption and adulteration.

In any economic system, entrepreneurship development enhances the national income, production and standard of living. The Government helps private entrepreneurship to bring their, imagination into

reality and in turn the entrepreneurs also help the Government to implement all its economic programmes. Thus the entrepreneurship development requires a concerted approach.

SMALL-SCALE ENTERPRISE CULTURES IN TOURISM

The majority of work on tourism entrepreneurship has focused on the small firm and its operating characteristics, especially those relating to the owner-manger. Early work utilized Goffee and Scase's (1983) model of organizational structures and entrepreneurial characteristics (Shaw and William 1990).

This basic model identifies four main types of firm, ranging from the self-employed through to owner-directors. Within the tourism sector, studies emphasized the relatively large numbers of self-employed and small employers who comprise much of the holiday accommodation sector.

Another important characteristic of entrepreneurs within tourism concerns their role as cultural brokers within communities. They can act as important bridges between the world of the tourist and that of the local community, since they may be members of both (Jafari 1989). Viewed in this way, tourism entrepreneurs are important in the cultural exchange within tourism and are strongly embedded in these processes. Increasingly, this dual role of entrepreneurship is being recognized in terms of the small-scale enterprise within sustainable tourism.

It is important to recognize that there is a series of entrepreneurial cultures within tourism that range from a strong preoccupation with economic motives through to those concerned more with non-economic ones. In this sense, the concept and definition of the entrepreneur is more complex and reflects the need to adopt different forms (Swedberg 2000). As previously recognized economic perspective of the entrepreneur stress the notions of creativity, innovation, risk-taking and, above all, the pursuit of economic growth. In contrast, sociological and psychological perspectives highlight the knowledge, background characteristics, and personality traits of the entrepreneur. As various authors have argued, there is increasing evidence to show that lifestyle factors and non-economic inclusive of these ideas.

The growth of such entrepreneurs is relatively recent phenomenon and appears to be a direct response to the niche markets provided by the changes in tourism consumption associated with postmodernism, and the growth of the experience economy. Such trends have seen the growth of ecotourism, home stay, adventure tourism, and the backpacker market, for example, and provide new business opportunities. These range of from backpackers hostels to specialized travel agents marketing ecotourism holidays on the internet. It would be wrong to assume, however, that all such enterprises are motivated by life/ethical motives, as many of the tourism dot.com businesses embrace a number of the features of traditional entrepreneurship, including risk taking and innovation, behaving more like Schumpeterian-type entrepreneur.

So-called life style entrepreneurs who are motivated less by profit and more by non-economic factors. Early work by Shaw Williams(1998) identified two subgroups: (1) those termed "non-entrepreneurs" who

had usually taken early retirement to tourism destination and had little desire to develop their business. They were motivated by a certain type of lifestyle that fitted their semi-retirement status. Many were also characterized by low levels of managerial skills and expertise. (2) more ethically bounded lifestyle entrepreneurs of the type identified by Atelijevic and Doorne (2000), who were interested in developing certain types of niche tourism products and had strong interests in environmental issues. These tend to be younger people and may also share some of the characteristics of the “constrained” entrepreneurs recognized by Shaw and Williams. Constraints may either be based on a lack of capital for expansion, or an unwillingness to develop and compromise lifestyle goals, i.e., people who want to stay within ethical, usually environmental, boundaries.

Business-oriented entrepreneurs whose motives are mainly economic. Here it is possible to recognize entrepreneurs in the Schumpeterian sense, who are capable of growing their business and those whose development may be constrained by various financial barriers. It seems likely that these comprise the majority of small business operators within the tourism industry, certainly with the accommodation sector.

Small-scale enterprise operate within specific tourism destinations tend to dominate the industrial structures of such areas. As such, they are a key component in determining the development of tourism destinations.

The increase interest in tourism entrepreneurship has not only produced a broader research agenda, but also highlighted some key characteristics of the small-firm economy. A wider range of case studies has confirmed the economic marginality of many small enterprise and the different motives for operating such businesses. The recognition of an increased number of more ethically driven entrepreneurs concerned with certain lifestyle values has also highlighted a type of entrepreneurial culture which is associated with the shifting consumption patterns of postmodernism. Such enterprise would also appear to fit more closely with the increasing demands for more sustainable forms of tourism production based on community-levels needs – although this needs to be viewed critically. This adds to a complex typology of the entrepreneurial cultures that are being identified within the tourism sector.

While such lifestyle motives are clearly important, it should be remembered that in many other cases it is more profit-driven motives that are driving forward small businesses. In this context, we still knew little about how small enterprises grow and achieve economic maturity. One recent area of growth has been the impact of the “dot.com revolution” on certain types of specialized travel agency: as yet, the growth of this form of tourism entrepreneurship remains a significantly under researched theme.

Tourism business has been the panacea for many social and economic problems of India. India is blessed with rich cultural heritage, boundless natural beauty, unbelievable range of flora and fauna and an amalgamation of all major religions of the world. This is further supplemented by colourful festivals, unique regional costumes and exciting cuisines of almost all states of India.

FAVOURABLE CLIMATE FOR ENTREPRENERUSHIP DEVELOPMENT



(Source: Tourism Entrepreneurship, Alagappa University DDE Course Material by P. Natarajan)

On the other hand, India has to sustain teeming population of 1.17 billion people consisting of educated, less educated, skilled, unskilled people belonging to wide range of demographic structure. Tourism proved to deliver the best solution of using the rich natural and heritage resources by employing all categories of citizens to earn substantial foreign currency and also to keep the domestic economy progressing. The major contributions of tourism to Indian economy are as follows:

Tourism is a smokeless industry as it consumes less energy and pollutes least compared with other industries. Indian natural and heritage resources offer abundant business scope.

Tourism business requires less capital investment and thus entrepreneurship activities are easily undertaken.

Tourism industry requires people of different educational backgrounds, gender, age group and belonging to a wide range of social background thus providing huge scope of employment.

Tourism industry triggers multiplier effect in the economy. The money spent by tourists reach many gainers down the line as the service providing establishments, the vendors, the craftsmen who produce tourists’ souvenirs, the cab drivers, the snacks stall owners, the guides, the shopkeepers and others who provided goods and services to tourists.

Tourism uplifts an economically backward area. Eco tourism, Wild life tourism, rural tourism, Sustainable tourism circuit – can be planned and provided in the backward areas.

It is thus quite natural for Government of India and almost all the State Governments through their Industrial policies and Tourism policies to encourage private investment or public-private partnership to start and develop tourism related projects. This is where enormous scope for entrepreneurs to start their enterprises lies.

STATISTICS ASSISTANCE FOR TOURISM ENTREPRENEURSHIP

International tourist arrivals have grown steadily from 25 million in 1950 to over 1.1 billion in 2014. At present, 1 in every 11 people worldwide are employed by the tourism sector, with the industry generating US\$ 7.6 trillion or 10 per cent of the global GDP in 2014 (Source :WTTC Travel and Tourism Economic Impact 2015) .The growth of the tourism sector will have a direct and tangible impact on the Indian economy in terms of spreading benefits across the country including remote areas and providing employment and entrepreneurial opportunities to youth, women, marginalized sections of the society and those in the informal sector.

**TABLE: 1
NUMBER OF DOMESTIC TOURISTS VISITS TO ALL STATES/UTS IN INDIA FROM 1998 TO 2014**

Year	No. of Domestic Tourists Visits (in Millions)	Percentage (%) Change Over the Year
1998	168.20	-
1999	190.67	13.4
2000	220.11	15.4
2001	236.47	7.4
2002	269.60	14.0
2003	309.04	14.6
2004	366.27	18.5
2005	392.01	7.0
2006	462.32	17.9
2007	526.56	13.9
2008	563.03	6.9
2009	668.80	18.8
2010	747.70	11.8
2011	864.53	15.6
2012	1045.05	20.9
2013	1145.2	9.6
2014	1281.95	11.9

Source: State/Union Territory Tourism Departments

The Table 1 shows Domestic Tourists Visits to all States and UTs in India during the period 1998 to 2014 are fluctuating during the period and it is lowest in 6.9 per cent in the year 2008 and highest 20.9 per cent in the year 2012. As domestic tourists mostly visits other states to get benefits of different culture, tradition, eco and spiritual importance of the state. As most of the visited states for domestic tourists are Tamilnadu, Uttar Pradesh, Karnataka, Maharashtra and Andhra Pradesh, where tourists are more attracted towards its rich heritage culture, tradition, temples, natural beauty of beaches and wildlife sanctuary parks.

TABLE: 2
SERVICE PROVIDERS OF TRAVEL TRADE IN INDIA

S.No	Category	Till 31 Dec, 2014
1	Inbound Tour Operator	464
2	Domestic Tour Operator	87
3	Tourist Transport Operator	125
4	Travel Agents	270
5	Adventure Tour Operator	31
TOTAL		977

(Source: Tourism Statistics at Glance, 2014 Incredible India & State / UT Tourism Departments)

Table 2 shows registered service providers of travel trade available in India. Inbound tour operators are more compared to other operators. Registered adventure tour operators are only 31 and domestic tour operators are eighty seven. Travel agents are 270 and tourist transport operators are 125. Tourism is moreover unorganized sector in India. Since population of registered service provider of travel trade in India are very less and seems unrealistic.

TABLE: 3
NUMBER OF APPROVED HOTELS AND HOTEL ROOMS IN INDIA

S.No	Category of Hotels	No.of Hotels(P)	No.of Rooms(P)
1	One Star	41	1193
2	Two Star	75	1813
3	Three Star	538	22202
4	Four Star	136	8143
5	Five Star	96	12183
6	Five Star Deluxe	122	25891
7	Apartment Hotels	3	249
8	Guest House	5	77
9	Heritage Hotels	44	1266
10	Silver Bed and Breakfast Establishment	53	242
11	Unclassified	119	9045
	Total	1232	82304

P:Provisional., As on 31st December 2014

(Source: Tourism Statistics at Glance, 2014 Incredible India & State / UT Tourism Departments)

Table 3 explains approved hotels and hotels rooms available in India. Three stars hotel rooms are more compared to other hotels. Registered apartment hotels and guest houses are only 3 and five. Bed and Breakfast scheme rooms are just 242. Since population of approved hotels in India are very less. The government of India should take necessary action to boost the hospitality industry and attracting more and more investors in the field only increase the foreign tourist arrivals in India.

Success and achievement will be the dream of any person. But such success and achievement cannot come easily to people. Any success story is always a painful exercise. So people should be ready to work towards success and achievement. People, who do not believe in themselves and do not work, cannot march towards success and achievement. People with entrepreneurial qualities, on the other hand, have a strong desire to achieve a higher goal and make their dreams come true. This is considered as the sector which creates lots and lots of revenue and growth which makes development and across lots of chances for launching business and little innovation in this sector could gain more business opportunities.

CONCLUSION

Tourism is a major source of revenue for many countries which therefore focus their resources to make their tourism popular in the world. Kenya, Dubai and Austria are some shining examples of countries that depend on tourism as their main source of income. It provides 6-7 percent of the world's total jobs directly and millions more indirectly. Tourism sector jobs require only basic and highly transferable skills. In such way, tourism industry helps variety of business opportunities (hospitality, food and beverages, tour operators or travel agencies) in creating decent employment.

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