



## Entrepreneurship in Tourism Sector : A Study

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### ABSTRACT

*In globalization tourism has become a major economic force and job oriented component in the contemporary world. Being a major element of many counties as well as the leading states of India, it has the power to delivered significant international earnings through cultural heritage, beaches, vibrant hill-stations can be utilized for alleviating poverty.*

*But the history of the concept like tourism has traced back to the ancient origin. Where the tourists who visited the courts of the kings and the sultans. Here we can say that history is to be considered as one of the sources of knowledge since the monuments which testify man's efforts through visible media. Examples can be noted down here in connection with the ancient origin of tourists. The Dutch, the Portuguese, the Swedes, the French, the British visited Orissa not as a tourist but for opening up their trade and commerce. So the concept of tourism was evolved in ancient and medieval periods not in a said position as 'tourism'. If we have to exemplify the concept of tourism as a phenomena which involves the movement of the people within their own country or state or across the national borders. Anatomy of phenomenon reveals its basic composition i.e. man, space or time.*

**KEYWORDS :** paradigm, segment, prominently, inhabited , emerging

### Introduction :

There are so many people who can be called globe-trotters. Their life was so complex for them. So that they are looking forward a 'window', for mental and physical relaxation not only for them but also for their family members. Here comes the tourism sector for their ready service. Out of so many kinds of tourism, rural tourism is most emerging one in present world of tourism sector. Which has emerged in this decade as the central pillar of the services economy and can uniquely help the society to respond to global challenges if its growth managed properly. Sustainable rural development through tourism is noblest process of enhancing economic growth as well as per-capita income and quality improvement in the standard of living of the rural masses. Rural tourism has been a top concept under the new tourism paradigm where rural community and culture treated to be the major segments of the tourism market. The core objectives of this research article are followed.

### Objectives :

An endeavour has been made in this paper to focus on the fact how globalization in form of tourism fills the offers of the state in particular and global web in general, its importance to earn the precious foreign exchange in the emerging sector of Indian economy with tremendous potential to assist the process of sustainable rural development

- \* How rural tourism offers the maximum profit to the host community and enriches the social and cultural heritage of the region.
- \* The huge possibility of economic entrepreneurship in a meaningful manner.
- \* The present study reveals the rural tourism with reference to Raghurajpur in the district of Puri of odisha state as a global factor

### Sources :

The sources have great significance in regard to highlight on various aspects of management, economic strategy, Indian cultural heritage, art and architecture etc. The same thing also happened in case of tourism management in social sector. The sources which enable the concept of tourism and its management are *The Indika* of Meghasthenese, *The Arthasasthra* of Kautilya, *The Inscription of Asoka*, *The Manu samhita* of Manu etc.

### Types of tourism :

So far as the concept of tourism is concerned it is generally classified

as Cultural tourism, Academic tourism, Religious tourism, Health tourism, Medicinal tourism, Eco-tourism, Rural, Tribal tourism, corporatise tourism etc.

### Location of Raghurajpur :

Orissa is a region of rural agro-based economy where a new emerging concept like rural tourism has added a new feathers in its ongoing development. In the context of Orissa, an extraordinary craft and art village named Raghurajpur, on the way to Pun on N.H. 203 left to the Chandanpur square is concerned and stands prominently in creating job in the tourism map of India.

### Historical Tradition of Raghurajpur :

Prominently the village Raghurajpur is inhabited by the artisans creating sheer magic in their skilled hands on pieces of specially treated cloth, palm leaf and paper and being considered as the living museum for the globe trotters. Raghurajpur was not only famous for the massive pattapaintings, engravings on palm leaves, stone engravings, wood engravings but also famous for the rich cultural heritage because of the present form of *Oddissi* was guided by late *Padmashree* Guru Kelucharan Mahapatra. The another personalities like late Jagannath Mahapatra, an architect of the art of painting was also invited by the Government of Parice, Spain and Russia. At present in Russia there is a street named as *James street* in the honour of him. Having these historical treasure Raghurajpur has played a leading model for the host community of the state as well as of the world. The village has established and built up its own identity because of this. From the socio-cultural point of view, the village Raghurajpur has its living tradition of performing art known as *Gotipua Nacha* considered as the earliest form of *Oddissi dance*. A worthy son of Orissan soil, *Padmashree* Guru Kelucharan Mahapatra an exponent of *Oddissi* dance not only in Orissa but also in the whole world, originally belonged to this village. Now a *Gotipua Gurukul*, named as, *Maa Dasabhuja Gotipua Oddissi* Dance School has been established here under the supervision of *Guru Maguni Charan Das* in honour of *Guru Kelucharan Mahapatra*. The trainees of this school present their performances in the different cultural events held in India and abroad. **Entrepreneur's employed in painting goods :**

According to the Census of 2011 the total population of this village is one thousand. Out of it, 80% of entrepreneurs belong to artisan community. But the typical characteristics is that, some of the artisans

who were earlier in their own traditional professions like cultivation, gold ware work, have switched over to the work of patta painting, which is economically high profitable<sup>4</sup>. The work is performed by the artisan's starting from the age group of eight to seventy. The table-1 provides the knowledge of the engagement of the artisan's in different types of work.

Since time immemorial The pattachitra paintings have come into existence. Historically it can be traced back to the origin of the cult of the deity Lord Sree Jagannath, and that too, to the occasion of Snana Purnima<sup>5</sup> which takes place in the Lunar month of Jyestha. It means at the time of Anasara<sup>6</sup>, the fortnight following the full moon day, three patis are painted by the chitrakaras or artisans are placed on the singhasana inside the main temple. Through it is a slow evolutionary process, pattachitra today has attained its reputation and distinct identity as a primitive and traditional painting form not only in India but also in the whole world<sup>7</sup>. In the 19<sup>th</sup> century a moment urns change took place when artisans like late Jagannath Mahapatra, the architect of the art of painting at Raghurajpur brought it into existence. He was awarded the Doctorate Degree from Ravenshaw College, Cuttack, for his unparallel magic works on palm-leaf and pati or patta. Besides, he received the national award from Dr. Sarvapalli Radhakrishnan, president of India, in 1965, Silpaguru Award was given to him by Govt. of Orissa and Dharmapada Award soon followed for his Excellency in painting work from Kendra Lalitakala Academy.

So far patta paintings of Orissa have continued in the form of Yatrapati, Gola, Chaukhuntia, Pana, Nakhandia, Tikili and Ring,<sup>8</sup> then it developed into religious sentiment and mostly depict topics like. Krishnalila and Dasavatar forms of Sree Jagannath, the story of Ramayan, the story of Mahabharata, the epics of Ganesh, the episode of Sivaparvati, the story of Maa Durga etc.<sup>9</sup> all of which developed later but the story of Sree Jagannath is the earliest one, Painting has its different names in different regions viz., paintings done on paper are also called patta painting in Bengal, the stone plaques of the Jaina's is called Ayagapatta<sup>10</sup>, the painting on leather done in South India is called Charama Patta, in U.P. and i.e. Maharastra a kind of rolled eliminated horoscope known by the name Rishi Patta. A square stone slab with the image of Vishnu and his ten incarnations is called Vaishnava Patta and the terracotta slab of Pacharpur in Bengal are termed Mirmmaya Pana according to C.C. Dasgupta, in the context of Odisha pattachitra it can be said that it is done on pati a special type of hand made canvas collected from the washerman, prepared by pasting together layers of cloth, by using the multi dimensional colours i.e., white Hingula or red, Haritala or yellow, black and violet. The lowest size of patta painting is 6'-4", where as the biggest one is 10"-60". In a day an artisan produces four to five pieces of paintings, to a larger one takes three to four months. The cost of the paintings is very high, starting from Rs.20 to maximum One lakh.

**Table-2**  
**Progress of the Painting Goods and Handicrafts**

SL No.	Year	No. or patta-chitra	% of increase of goods	No. of palm-leaf engravings	% of increase of goods	No. of Tasser painting	% of increase of goods	No. of Cow dung toys	%of increase of goods	No. of Paper masks	%of increase of goods
1	2009-2010	3005		1000		500		5000		200	
2	2010-2011	3208	6.8	1325	24.5	750	33.1	5300	5.2	320	37.52
3	2011-2012	3488	9.1	1550	14.5	840	10'	6005	10.17	490	24-2
4	2012-2013	4200	2.4	2000	14.5	1000	16	6750	11.03	650	24.61
5	2013-2014	4550	8.3	2280	13.2	1500	33.3	7000	3.57	1000	35

Sources : The Craft and Art Society of the village of Raghurajpur.

Raghurajpur now contributing a lot to the states economy as a tourist destination<sup>12</sup>. A large number of tourists, both inland and outland come to this village called as the living Museum, from the countries viz., U.S.A., France, England, Brazil, Indonesia, China, Nepal, Japan, Denmark, Norway, Switzerland, California, Italy, Germany, Russia, Parice, Spain. The inland tourists are from Maharastra, Tamil nadu, Uttar Pradesh, Manipur, Andhra Pradesh and Bengal who visit in the month of Nov.-Feb. every year.

The development of the tourism measures in terms of tourist influx is stated in table-3 with gradual development of tourists in Raghurajpur.

**Table- 1**  
**Artisans Engagement in Different Types of Paintings As Per 2011 Census**

SL No.	Items of painting	No. of Male artisan's & age group		No. of Female artisan's & age group		Total	
		8-25	25 to above	8-25	25 to above	Male	Female
1	Pattachitra Paintings	40	50	22	33	90	55
2	Palm leaf engravings	50	200	60	45	250	105
3	Tasser Paintings	5	—	20	50	5	70
4	Cow dung toys	30	75	35	10	105	45
5	Paper Masks	20	30	20	5	50	25

Sources: The Craft and Art Society of the village of Raghurajpur.

The almost attraction of the foreigner's as regards the paintings is Krishnalila Painting

& die paintings like Ganesh story because of their strong and staunch obsession for Krishna's philosophies. In a calendar year they purchased fifty numbers of patta paintings; both the sizes including. The interviews made with about 150 artisans, the fact has come to light that Raghurajpur per annum is earning about four lacks from the foreigners, two lack and fifty thousand are earned per year from inland tourists and one lack from the intra-regional tourists<sup>11</sup>.

But in the later part of the twentieth century the artisans number and condition have dwindled a lot. The art of painting received a new lease of life when Ileana Sitarist, an Italian lady staying in Bhubaneswar, took up an extensive research work on Gossanait and culture, especially on Raghurajpur. It is observed "by the late fifties only a few old men among the 90-odd Chitrakara families of Raghurajpur were still pain tiff, when in 1953 an American lady Mrs. Halina- Zealey came a new future opened up and the artists once again took up their brushes and colours."The arrival of Prince Charles of England in the eighties have added importance to the paintings on palm-leaf and patta.

Getting encouragement from different levels the items of painting goods gradually developed. In the year 2014, Raghurajpur has produced maximum goods in comparison with the previous one. The table-2 provides the knowledge on the progress of the painting goods and handicrafts.

**Table-3 Year Wise Arrival of Tourists**

Visitors	2009-10	2010-11	2011-12	2012-13	2013- 14	% of increasement in arrival			
						30	12.5	9.3	7.4
Outland Tourists	410	600	685	755	815	30	12.5	9.3	7.4
Inland Tourists	3000	3280	3700	3846	4005	10	13.4	13.8	8.5
Intra regional Tourists	15,000	15,476	16,000	19,460	20,000	3.29	3.27	8.3	12

**Sources:** Data collected from the Art and Craft Society of the village of Raghurajpur, Puri.

### Suggestions :

Considering the reality of the state of affairs in the rural tourism sector the State Tourism Plan may consider the social tourism as a unique strategy<sup>13</sup>. In the process of framing any strategy for social entrepreneurship<sup>14</sup> in rural tourism development in Orissa in general and Raghurajpur in particular, the following points may be taken due care of.

- i) Having the scope for establishing a dominant rural tourism frontier, Raghurajpur should be given top priority in the sector of rural tourism.
- ii) The communication gap between the public and the tourists due to the lack of knowledge in spoken English,
- iii) Raghurajpur has no second generation entrepreneurs since young men are going out to the other areas in search of jobs. Hence, there is the need to organize them & provided them with sufficient work so as to earn adequate money<sup>15</sup>.
- iv) Lack of Government measures and inadequate polices for promoting rural tourism, hampers fee flow of the tourists, therefore management of tourism here must properly looked after".
- v) Absences of an outstanding market complex in the area with available of foreign commodities in a well affordable price.
- vi) Required of the social behavior<sup>17</sup> at the time of the tourist arrival in the village, is felt here.
- vii) Absence of tourist office is felt here, therefore one such office may be opened without delay.

### Conclusion :

Social entrepreneurs in rural tourism is in fact, a community requirement and thus felt quite essential<sup>18</sup>. Apart from a vast economic possibilities in all its form, rural tourism in this sense, encompasses all the activities that cater to national and international tourists through facilities that are owned, managed, and served by members of the village community, and run essentially as a community based initiatives.

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