

Entrepreneurship “A Boon or Bane” In Tourism Industry

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Abstract: Tourism industry play the vital role for the nation building and economic stability of the nation so the entrepreneurship became a gift in tourism industry with the cause of environmentally preserved, economically beneficial and sustainable development for the localities and their development. In the contemporary scenario, industrialized countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business. Entrepreneurial concerns ultimately reduces unemployment rate, particularly educated youth. Examining tourists industry and tourism industry processes are the principal phase to empowering the educated youth to undertake tourism entrepreneurship business. The tourism industry is viewed as the agent of change in economic and social changes. Tourism entrepreneurship eliminates societal problems, but surge the fiscal growth and development of a country, resulting to rise in country GDP. Entrepreneurship in tourism related with all spheres of industry as tour operations, handicrafts, hotel industry, and supplementary accommodation so on entrepreneurs in tourism industry are more concern with economically, socially and environmentally process in an ethical manner.

Key Words: Entrepreneurship, Tourism industry, Local development, Economy, Environmentally, Sustainable development.

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I. Introduction

Entrepreneurship plays a vital part in tourism sector of leisure and recreational opportunities. Entrepreneurship is considered as a pivotal one in tourism development regionally, nationally and globally. Tourism entrepreneur is a person or a group of persons producing and managing tourism products. The word entrepreneur is derived from the French word ‘entreprendre’ which means ‘To undertake’ and the French men who organized and led military expeditions were referred to as entrepreneurs but around 1700 ad this term was used for architects and contractors. Entrepreneurship has been considered as the propensity of mind to take calculated risk with confidence to achieve predetermined business objectives. ‘A person who sets up a business or businesses, taking on financial risks in the hope of profit’

“An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or different service”

II. Literature review

The donation of entrepreneurship has developed ever since (Pahuja, 2015).

Most individuals deliberate an entrepreneur is all about producing novel idea (Fernandes, 2016). Entrepreneurship is the utmost and an imperative facet of economic growth in the past and the contemporary era.

Entrepreneurship plays a pivotal part in the success of economic growth and lead to business paybacks (Nako, Dejan, Tatjana, & Oliver, 2011). In this way, entrepreneurship

Research Objectives

- To finding the entrepreneur opportunities in tourism
- To analyze the Behavioural characteristics of entrepreneurs in service industry
- To figure out Entrepreneurship is a boon or bane in tourism industry

Research Methodology

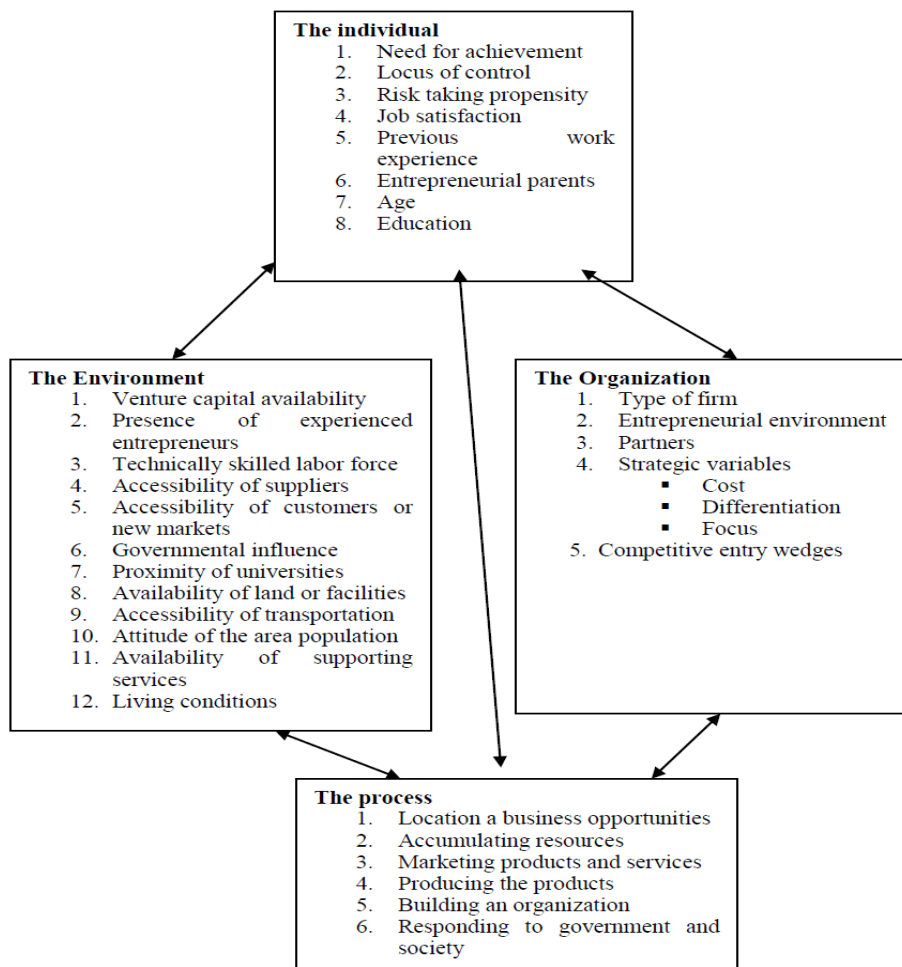
This paper is prepared upon secondary data. The data required is collected from the necessary published and unpublished information and from the internet sources wherever necessary

Entrepreneurship in India

In the pre colonial times the Indian trade and business was at its peak. Indians were experts in smelting of metals such as brass and tin. Kanishka Empire in the 1st century started nurturing Indian entrepreneurs and traders around 1600 A.D., India established its trade relationship with Roman Empire. Then the Portuguese and the English. They captured the Indian sea waters and slowly entered the Indian business. They forced the entrepreneurs to become traders and they themselves took the role of entrepreneurs. India is known for its agriculture entrepreneurs from the earliest centuries but other industries like manufacture or service industries were hijacked by the foreigners. employment generation is another concern by the government agencies to promote entrepreneurship and eradicate poverty in the nation.

Small Scale Enterprises

Classification between traditional small industries and modern small industries. Traditional small industries include khadi and handloom, village industries, handicrafts, sericulture, coir, etc. Modern small-scale industries produce wide range of goods from comparatively simple items to sophisticated products such as television sets; electronics control system, various engineering products, particularly as ancillaries to the large industries. The traditional small industries are highly labour-intensive, while the modern small-scale units make use of highly sophisticated machinery and equipment. Special characteristic of traditional village industries is that they cannot provide full time employment to workers, but instead can provide only subsidiary or part-term employment to agricultural labourers and artisans. Small-scale industrial sector which plays a pivotal role in the Indian economy in terms of employment and growth has recorded a high rate of growth since Independence in spite of stiff competition from the large sector and not so-encouraging entrepreneurship from the Government side.



Source:A

conceptual frame work of describing the phenomenon of new venture by William B Gartner

TOURISM INDUSTRY

The tourism business has been acknowledged as one of the main businesses for lashing economic

expansion and economic stability in developing countries. So far, tourism and travel associated services are strappingly controlled by European countries and the United States of America (USA). The tourism industry generates employment opportunity for large numbers of people, both skilled and unskilled workers. Tourism endorses nationwide amalgamation by generating foreign exchange, encourages cultural activities and customary and traditional handicrafts segment. Tourism business augments a major impact to the survival of various service sectors such as resort, rest house, services, hotels, handcraft business development centers and travel agents.

Tourism Entrepreneurship

The entrepreneurship in tourism are classified as

1. Relaxing tourism
2. Health care tourism
3. Holiday tourism
4. Transportation tourism
5. Business tourism
6. Professional tourism industry

Entrepreneurs in tourism industry is mainly focused on the potentials of tourism resources available in the country and for tourism entrepreneurs India is the nation which gives 'unity in diversity' and having all resources like beaches, hill stations, mountains rivers heritage sites monuments wild life, yoga, meditation etc. tourism business can initiate by any field related with service industry it can be a hotel business ,tour operations, travel agency, shop vendors, adventure facilitators ,accommodations, and all other needs for the tourism industry.

Behavioral characteristics of entrepreneurs in tourism

Internal locus of control: People with an external locus of control believe that external events beyond their control and they will determine their fate.

Creativity: Entrepreneurs break with the common theme being that everyone sees what they see, but think about something that people do not think.

Anticipating the future: Entrepreneurs have the vision of a desirable future. The entrepreneur may have short-term planning is crucial, but it's such a short-term perspective in order to achieve a target coordinate.

Tolerance for ambiguity: Accept uncertainties as part of life. Find the moment of decision is an entrepreneur only when he is faced with the risk of danger is unknown, the uncertainly, overshadowing every step of the way.

The high level of energy: Entrepreneurs are more energetic than normal people. This energy can be an important factor when considering the effort required to set up a fledgling company must undeniable seems to be. Long hours and hard work in this area is a rule rather than an exception and in this way can sometimes seem overwhelming.

Independence: Just what the entrepreneur thinks in order to fulfill their vision and determination, it shall be his President and employer.

Optimism: Entrepreneurs are often faced with problems at work and probably faltered, but during this period the trust in its attempts to solve this problem. This causes the others to be Optimism to creative and optimistic, and feel confident in the group should be formed.

Stability Ratings: Obstacles, problems and failures often can't urge entrepreneurs to chase their views. They will continue their efforts.

Organization skills: Create a company like putting together pieces of a puzzle is too big. Entrepreneurs know how to bring the right people together to accomplish a task. Effective combination of people and businesses, entrepreneurs are able to change his vision into reality.

Tourism business are as of

1. The conditions of the destination:

- a) Domestic tourism business
- b) International Tourism business

2. The quantity of members:

- a) Individual tourism business
- b) Group tourism business

3. Organizational standards:

- a) Organized tourism business
- b) Unorganized tourism business
- c) Semi-organized tourism business

4. Seasonal Criterion:

- a) Continuous tourism business
- b) Discontinuous tourism business

5. Temporal Standard:

- a) Tourism of long period business
- b) Tourism of short period business

6. Transportation vehicles criteria:

- a) Train Tourism business
- b) Auto Tourism business
- c) Maritime tourism business
- d) In-flight tourism business
- e) Other forms of tourism business such as cycling, walking, etc.

7. Societal criterion:

- a) Private tourism business
- b) Social tourism business

8. Age and occupation standard:

- a) Youth Tourism business
- b) Specific to grown-ups' tourism business
- c) Specific for adult group tourism business

9. Destination criterion:

- a) Mountain tourism business
- b) Season tourism business

Findings and suggestions

- Entrepreneurship is a boon in tourism industry
- Entrepreneurship helps to develop new start ups and innovation in tourism industry
- Providing social welfare assistance and increase income
- Strengthening the competitiveness of domestic industries to foreign competitors products and is admitted to the country in the international arena
- Nationalized and scheduled banks or any other financial aid institutions can ease the formalities of loans and also consider in a subsidized mode
- Government take initiatives and awareness programme to youth business start up are the important tool for eradicate poverty through employment.
- Higher education department or council adds entrepreneurship skill development modules in the course curriculum.

III. Conclusion

Entrepreneurs and entrepreneurship motivate business innovation in tourism and economic growth of the state and nation. Entrepreneurs are exceptionally imperative in dropping unemployment rate of the skilled and unskilled workers. Tourism industry is one of the key industries for driving the nation economy. Tourism has become more comprehensive of novel ideas. To sustain tourism industry it required, a substantial long term government support, extensive training, research and planning processes in order to grow and flourish. Entrepreneurship success leads to upliftment in society livelihood in term of economic gain thus entrepreneurship is a boon which concerns

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