

## Abstract

*Tourism today is a regular, organized and reoriented promising industry having a flow of human contracts. The entire range of travel and trade activities seems to have combined adventure with the element of tourism thereby offering exciting opportunities for entrepreneurs. Tourism is travel for mostly entertaining or leisure purposes or the condition of services to sustain this free time travel. The World Tourism Organization defines tourists as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular worldwide holiday activity. In 2004, there were over 763 million international tourist arrivals. Tourism is vital for many countries, due to the income generated by the use of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These Supporting service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas, motels and resorts.*

# Tourism Industry is Tools for Entrepreneur

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## Introduction

“Entrepreneurship is offering creative yet viable solutions to society’s needs...”

## Definition of Entrepreneurship

Entrepreneurship is more than simply “starting a business.” The definition of entrepreneurship is a process through which individuals identify opportunities, allocate resources, and create value. This creation of value is often through the identification of unmet needs or through the identification of opportunities for change. Entrepreneurs see “problems” as “opportunities,” then take action to identify the solutions to those problems and the customers who will pay to have those problems solved. Entrepreneurial success is simply a function of the ability of an entrepreneur to see these opportunities in the marketplace, initiate change (or take advantage of change) and creates value through solutions.

Tourism today is a regular, organized and reoriented promising industry having a flow of human contracts. The entire range of travel and trade activities seems to have combined adventure with the element of tourism thereby offering exciting opportunities for entrepreneurs. Tourism is travel for mostly entertaining or leisure purposes or the condition of services to sustain this free time travel. The World Tourism Organization defines tourists as people who “travel to and stay in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”. Tourism has become a popular worldwide holiday activity. In 2004, there were over 763 million international tourist arrivals. Tourism is vital for many countries, due to the income generated by the use of goods and services by tourists, the taxes levied on businesses in the tourism industry, and the opportunity for employment in the service industries associated with tourism. These Supporting service industries include transportation services such as cruise ships and taxis, accommodation such as hotels, restaurants, bars, and entertainment venues, and other hospitality industry services such as spas, motels and resorts.

Hunziker and Krapf, in 1941, defined tourism as “the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity.” In 1976 Tourism Society of England defined it as “Tourism is the temporary, short-term movement of people to destination outside the

places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes.” In 1981 International Association of Scientific Experts in Tourism defined Tourism in terms of particular activities selected by choice and undertaken outside the home environment. The UN also derived different categories of tourism by combining the 3 basic forms of tourism: Internal tourism, which comprises domestic tourism and inbound tourism; National tourism, which comprises domestic tourism and outbound tourism; and International tourism, which consists of inbound tourism and outbound tourism.

### **Tourism Growth/Tourism Scenario**

Tourism in India is the largest service industry, with a contribution of 6.23% to the national GDP and 8.78% of the total employment in India. India witnesses’ more than 5 million annual foreign tourist arrivals and 562 million domestic tourism visits. The tourism industry in India generated about US\$100 billion in 2008 and that is expected to increase to US\$275.5 billion by 2018 at a 9.4% annual growth rate. In the year 2009, 5.11 million foreign tourists visited India. Majority of foreign tourists come from USA and UK. Rajasthan (*Land of Kings*), Tamil Nadu, Maharashtra, Delhi and Uttar Pradesh were the top four states to receive inbound tourists. Domestic tourism in the same year was massive at 650 million. Andhra Pradesh, Uttar Pradesh and Tamil Nadu received the big share of these visitors. Ministry of Tourism is the nodal agency to formulate national policies and programmes for the development and promotion of tourism. In the process, the Ministry consults and collaborates with other stakeholders in the sector including various Central Ministries/agencies, the State Governments/ union Territories and the representatives of the private sector. Concerted efforts are being made to promote new forms of tourism such as rural, cruise, medical and eco-tourism. The Ministry of Tourism is the nodal agency for the development and promotion of tourism in India and maintains the Incredible India campaign.

### **Opportunity for Tourism Entrepreneurship**

1. To add value, all these components must be addressed
2. A comprehensive development in terms of having all these service providers is a prerequisite to development of tourism.
3. Conversely as tourism grows at a destination there will be demand for these services. This in turn is an opportunity for entrepreneurs.
4. Influence as on demand
5. Domestic and international tourists —— Travel
6. Supply Tourist destinations and facilities
7. Tourism intermediaries Travel
8. Tourism impacts

### **Entrepreneurship Option in Travel & Tourism Industry**

1. Travel Agency and tour operators
2. Accommodation (Hotels, Motels and Resort etc.)
3. Backpacker’s hostels
4. Guest houses,
5. F&B
6. Guiding / Escorting services
7. Traditional food- restaurants, cafes, food stalls/ outlets, etc.
8. Transport/ transfer services for tourists

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9. Horse/ camel/ elephant riding
10. Tourist campsites/ picnic sites
11. Houseboats
12. Camping equipment hire
13. Boat station
14. Traditional bars
15. Cultural centers
16. Dance and theatre groups

### **Unconventional tourism-related businesses**

1. Photographic safaris
2. Walking trails
3. Bird watching tours
4. Ranch, farm, cattle post lodgings
5. Film industry outfitters
6. Traditional storytelling and games
7. Hot air ballooning
8. Parachuting
9. Desert 4X4 trails, and 4-wheelers
10. Desert/ bush survival courses
11. Fishing camps (commercial)
12. Traditional music
13. (Hunting safaris)
14. Curio and craft factories
15. Curio and craft outlets
16. Visit to traditional healers- medicine
17. Game parks/ reserves/ farms
18. Gathering products and tracking wildlife
19. Museums
20. Snake/reptile parks, aviaries, butterfly farms Botanical gardens

### **Entrepreneurial competencies**

1. **Initiative:** Entrepreneurs take actions that go ahead of job necessities or the demand of situation
2. **Sees and acts on opportunities:** look for and take action on opportunities
3. **determination:** Takes repeated actions to overcome obstacles that get in
4. **Self-assurance:** Has strong belief in self and own abilities
5. **boldness :** Confronts problems and issues with others directly
6. **influence:** Successfully persuades others
7. **Use of influence strategies :** Uses of variety of strategies to affect others

8. **Apprehension for high quality work:** Acts to do things that meet or beat existing standards of excellence
9. **promise to work contract:** Places the highest priority on getting the job completed
10. **effectiveness orientation :** Finds ways to do things faster or with fewer resources or at a lower cost

### **Proceeds of Tourism Industry**

Tourism industry has become a multidimensional and multicultural Business industry through this industry Entrepreneur has chance to setup and manage their own business at deferent tourist destinations such as: Provides employment opportunities, both skilled and unskilled, because it is a labor Intensive industry

1. Generates foreign exchange
2. Increases incomes
3. Creates increased gross national product Can stimulate infrastructural development (roads, etc.)
4. Can be linked with local products and resources
5. Helps to diversify the economy
6. Increases governmental revenues
7. Broadens educational and cultural horizons and improves feelings of self- worth
8. Improves the quality of life related to a higher level of income and improved standards of living
9. Reinforces preservation of heritage and tradition
10. Justifies and enables environmental protection and improvement
11. Visitor interest in local culture provides employment for artists, musicians, and other performing artists, enhancing the cultural heritage
12. Provides tourist and recreational facilities that may be used by a local population
13. Breaks down language barriers, socio cultural barriers, class barriers, racial barriers, political barriers, and religious barriers
14. Creates a favorable worldwide image for a destination
15. Promotes a global community- international understanding and peace

### **Various functions for an Entrepreneur in Tourism Industry**

1. Searches for and discovers economic opportunities
2. Evaluate the economic opportunities
3. Arranges for financial resources for enterprise
4. Makes time bound program
5. Takes ultimate responsibility of managing the enterprise
6. He is the ultimate uncertainty/risk bearer
7. Provides motivation within enterprise
8. Discovers new economic information's
9. Translate these information's into new markets, techniques and goods
10. Provides leadership to the workers

### **Suggestions for entrepreneur**

These are the some important suggestions for entrepreneur who interested to leap in travel and tourism industry.

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- Community sentiment on tourism (will other members of the community approve developments in their area?);
- Public safety and security (crime levels, violence, etc.); and
- Public health, sanitation and hygiene (visitors to Asia (and sometimes India) are always afraid of contracting diseases, like malaria, cholera, etc.).
- Tourism Entrepreneurship Existing and potential tourist markets;
- Cost and convenience of travel to the area; Accessibility to tourist destinations, i.e. by road, water, rail, air, etc.;
- Competing destinations (these could be Local or regional like, Rajasthan, UP, etc.);
- Competing businesses in the same field;
- Political stability;

## **Tourism Related business**

Tourism industry has become a multidimensional and multicultural Business industry through this industry Entrepreneur has chance to setup and manage their own business at deferent tourist destinations such as:

### **Tour Escort/Guide**

why don't you think about starting up a small business as a personal tour guide? The important thing to succeed in being a personal tour guide would be to market your service aggressively, develop connections with businesses and people that will help you thrive, and also to give customers the very best time of their lives. To get referrals or leads, you should network with limousine companies, hotels and hotel employees, company event planners, and tour operators. This kind of scheme is usually handled from your home business office, and has the opportunity to generate earnings Rs. 1,000/= to over Rs. 1,500/= per day. For this job certificate provided by state or central governments.

### **Local Travel Agent**

The most important requirement for opening up a travel company or setting up a small business as an autonomous trip advisor is really to assess local policies with regard to accreditations which may be needed to run the business. Further considerations also include things like:

1. Working as general travel agency or focus on a specific kind of holiday.
2. Through being a travel agent can provide indirect employments to many others in travel and tourism industry.

**Equipment Rental Business:** Leasing your equipment is actually pleasing particularly for travelers searching for new adventures or activities to do.

1. Car Rental Company is among the best low-investment businesses today. It can operate in different formats and strategies at all types of tourist destination. This types of business mostly success in plain destinations.
2. Horse Rental businesses can be develop in hill area for hill destination accessibility,
3. Camel on Rent businesses can be developing in desert area basically in Rajasthan and Gujarat state to provide for camel safari. It is low-investment businesses being a middle man (camel safari agent) commission basis rental income can be earned.
4. White water rafting
5. Tracking
6. Mountainrig

7. The next alternative is you may run a canoe and kayak Rental Company through your own leased beachfront spot. The 3rd choice is you can operate this small business at home, advertising and marketing it via print media to draw in potential customers who can just get the rental item from you, or you can simply deliver the rental gears directly to your clients. The 2nd and 3rd methods will certainly maximize your earnings and most importantly provide utmost control on your business and handling of your rental gears.

### **Ultimate Adventure Clubs**

Your prospects are anybody who's into great adventures and loves thrill-seeking outdoor activities. The business idea would be to launch an adventure membership providing all members special discounts on sporting activities, adventure vacations, sports gear and sporting events. The catch is actually there is NO charge for a membership, since small business profits are gained from vendors wishing to advertise within your discount directory as well as on the club's internet site. You'll have very little resistance from companies you deal with for advertising sales, provided that you've got a big list of target customers which they would like contact with.

The quickest approach to acquire members in the club, even if the subscriptions are free of charge, will be to put together an exhibition booth at an outdoor recreation trade show for a few days. This is actually the target segment you need and there will be no issues acquiring several thousand sign ups from a big adventure trade show.

### **Extreme Adventure Trips**

Focused on thrill-seeking aficionados, establishing this kind of special business demands almost no investment cash to kick-off, and also the service may be advertised directly to customers through the internet or via conventional platforms like print and radio advertising. As soon as you have secured a buying customer and all the travel accommodations and activity programs have been confirmed, you just need to bill the adventure tour company a 20-percent commission rate of the entire trip cost. Assuming you can sustain annual revenue of \$500,000 (which really should not be hard since several adventure tour companies are selling for up to \$10,000 per individual), this business idea would likely crank out gross sales of \$200,000.

### **Conclusion**

This creation of value is often through the identification of unmet needs or through the identification of opportunities for change. Entrepreneurs see "problems" as "opportunities," then take action to identify the solutions to those problems and the customers who will pay to have those problems solved. Entrepreneurial success is simply a function of the ability of an entrepreneur to see these opportunities in the marketplace, initiate change (or take advantage of change) and creates value through solutions. Entrepreneurship is more than simply "starting a business." The definition of entrepreneurship is a process through which individuals identify opportunities, allocate resources, and create value.

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