

# A STUDY ON DEVELOPMENT OF SUSTAINABLE TOURISM THROUGH ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO MAHABALIPURAM

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## **Abstract**

*Tourism is a complex activity involving a combination of material (accommodation, transport, tourist attractions) and psychological (specific attitudes, desires, human emotions) elements. In literature, there are numerous definitions demonstrating the complexity and importance of the tourism phenomenon. In general, entrepreneurship in tourism means enterprises, complex activities at both macro- and micro-economic levels. The concept of opportunity is a main theme in entrepreneurship. The prime objective of this paper is relationship between tourism industry and entrepreneurial development in a country. This paper also highlights the identification of reasons and resources necessary to establish a tourism firm. In the contemporary era, both in industrialized countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business. Entrepreneurial philosophy 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. Employment has continually been a dominant subject in development. Employment is vital to successful and viable growth. The tourism business is one of the largest, fastest growing sectors. The tourism industry is considered as an indispensable role in job creation.*

**KEY WORDS:** *Tourism, Entrepreneurship, Unemployment rate, Development and GDP.*

## INTRODUCTION

Defining tourism is a difficult matter because there is no completely standardized definition of the concept. Tourism is a creative industry, an industry of services that creates memorable experiences for individuals (tourists). This activity evolves continually and is influenced by the changes in our contemporary society, integrating in the general process of development. Entrepreneurs introduced the concept of Tourism Businesses. Entrepreneurship plays a vital part in transforming the supply of leisure and recreational opportunities (Chang, 2011). Entrepreneurship is considered as a critical factor in tourism development, both regionally and globally. Khanka (1999) stated that 'tourism entrepreneur' is a person or a group of persons producing and managing tourism products. Tourism entrepreneurship has been recognized as the basic way to provide strategic support for maintaining business development especially in rural areas. Koh & Hatten (2014) identified the prominence of entrepreneurs in tourism development and claimed that the birth of touristic business is not an act of nature but an act of the tourism entrepreneur. Koh & Hatten (2014) claimed that it is only when tourism entrepreneurs exist a society's environment, landforms, flora and fauna, historic artifacts, and cultural heritage enclaves become tourism resources which can be renovated and transformed into tourist attractions and destination. Tourism produces a great deal of profit, and it is the fastest growing sector in the world

### Research Objectives

- 1) To explore the entrepreneur opportunities in tourism sector.
- 2) To assess development of sustainable tourism through entrepreneurship.
- 3) To figure out Entrepreneurship is a boon in tourism industry.

### Research Methodology

This paper is prepared based on secondary data. The secondary data has been collected from the necessary published and unpublished documents and from the internet sources wherever necessary

### Statement of problem

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.

## TOURISM INDUSTRY

The tourism business has been acknowledged as one of the main businesses for lashing economic expansion and economic revolution in developing countries (Filipovski & Sc, 2011). 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 populaces, both skilled and unskilled workers. Tourism endorses nationwide amalgamation by generating foreign exchange, encourages cultural activities and customary and traditional handicrafts segment (Patel, 2012). 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.

Tamil Nadu is a forerunner in tourism sector in the country. Tourism in recent times has transformed from a service sector into a major export industry. The State holds the position of pride with 5 UNESCO Heritage sites in India, being the highest number. The State is well connected with sea ports, best roads and rail connectivity, besides being the only State with four international airports offering direct connectivity to many countries. With peace loving people and good law & order, the State offers right business environment and desired linkages, along with all necessary infrastructures for investors.

### International Tourism Scenario

The World Tourism Organization (WTO) plays a vital role in promoting the development of responsible, sustainable and universally acceptable tourism and is paying particular attention to the interests of developing countries. People in general now view tourism as a way of life rather than a luxury reserved for the affluent and the elite. Tourism has emerged as the largest service industry globally in terms of gross revenue, as well as foreign exchange earnings.

With rapid development in the field of transport and communications, the size of the global tourism industry is likely to double in the next decade. The 21<sup>st</sup> century will see a higher percentage of the total population travelling, especially in developing countries and people will be going on holidays more often. Travellers will also be going farther and farther. Tourism is the industry of industries and has a great multiplier effect on other industries. Tourism serves as an effective medium for transfer of wealth because here income earned in places of “residence” is spent in places of “visit”.

Tourism industry is the highest generator of employment. Out of every nine persons, one person earns a living from tourism. For every million rupees of investment, 13 jobs are created in manufacturing industries, 45 jobs in agriculture and 89 jobs in hotels and restaurants. Tourism is considered to be an important area of intensive development for all Governments. As the fastest growing foreign exchange earner, especially, in developed countries, it is being given priority. The service providers play a vital role in ensuring a safe and comfortable trip for the tourists.

## **Tourism in India**

India has emerged as the fastest-growing market in Asia in terms of international tourist spending. India has incredible Monuments, Forts, Palaces, Temples, Beaches, Wild Life Sanctuaries, Memorials, Music and Dance. There is vibrancy of the culture, both ancient and modern.

The economic and social conditions prevailing in India today have created huge growth in domestic tourism. The economic growth achieved by the country over the years has created a powerful middle class with reasonable affluence and disposable income. The 'visa on arrival' scheme introduced by Government of India, will enhance foreign tourist arrivals. The tourism industry in India is economically important and it is growing rapidly.

## **Tourism in Tamil Nadu**

Tamil Nadu is a State with multifarious tourist attractions. It has mountains, verdant vegetation, sandy beaches, mammoth monuments, timeless temples, fabulous wildlife, scintillating sculptures and reverberating rural life. It has picturesque spots, continuing heritage, cultural confluence and aesthetic magnificence. Tourism is declared as an "Industry".

Mahabalipuram — Mahabalipuram is a sleepy coastal town 60 kms south of Chennai. This tiny sea side village set in a boulder strewn landscape is a site of many ancient sculptural marvels. It was the port city of the Pallavas who had mastered the art of construction without using bricks or mortar, carving out exquisite sculptures from rocks. The best examples of their art here are the five monolith chariots, the pride of Mahabalipuram. The various panels on the walls depict scenes from Hindu mythology and fables from the Panchtantra. The Mahabalipuram ruins, date to the seventh century and consist of a cave temple, shore temple, monolithic rathas (rock-carved temple chariots) and bas-reliefs (among the world's finest.). It is the ideal place to purchase intricately shaped and skilfully carved statues.

Mahabalipuram being selected as UNESCO's spot in order to maintain the carrying capacity of World Heritage Site, its potential was well exposed the existing jam-packed tourist destination. In to addition to that their desire to purchase locally the world with several promotional campaigns and produced goods to ensure the benefits of tourism to be publicity. The numerous number of tourists visiting enjoyed by a local people will enhance inclusive this destination for various purposes such as growth in and around Mahabalipuram

## **KEY ROLE OF ENTREPRENEURSHIP IN TOURISM INDUSTRY LEADS TO ERADICATING UNEMPLOYMENT**

Tourism act as a business for creation of employments opportunity and service focused industry generate colossal profits to the individuals, society and the nation as a whole. According to Ramukumba, Mmbengwa, Mwamayi & Groenewald (2014) found that tourism reduces

poverty, but improved earnings. The tourism business has facilitated the entrepreneur belonging to deprived background to find employment and develop their standard of living.

Entrepreneurship plays a vital part in the 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. WTTC (2016) conducted a research on travel and tourism business and found that Travel & Tourism subsidized US\$ 7.2 trillion to the world Gross domestic product (GDP), signifying 9.8% of global Gross domestic product.

The travel and tourism business sector generated 284 million jobs, or 1 in 11 employments in the world. Travel & Tourism business rose by 3.1% in 2015 revealing the 6<sup>th</sup> successive year of positive progression for the segment. Travel & Tourism will overtake the global economy through the following decade, growing by an estimated 4% on average per annum over the next ten years. WTTC (2016) stated that by 2026, Travel & Tourism business is anticipated to generate 370 million employment opportunities in total globally, which will be equivalent to 1 in 9 of all employments in the world. WTTC (2016) predicted by 2026 South Asia will be the fastest growing sub-region with 7.1% GDP growth, India 7.5% and China 7.0%.

The prominence of the tourism industry as a creator of employment opportunities can be agreed from the fact that in India each one million endowed in tourism industry generates 47.5 jobs directly and about 85-90 employments indirectly. In comparison, agriculture generates 44.6 employments and manufacturing industry generates mere 12.6 jobs. The tourism industry is the 3<sup>rd</sup> major foreign exchange payee next to gems and jewellery and ready-made clothes industry (Mukherjee, 2012).

### **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.

## 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.

## DEVELOPMENT OF SUSTAINABLE TOURISM THROUGH ENTREPRENEURSHIP

Sustainable tourism is seen as a means of comprehensive and stable economic growth, increasing employment and reducing poverty, promoting trade and entrepreneurship, and efficient preparation of future entrepreneurs (UNCTAD). It implies adherence to the principles of social sustainability (ensuring year-round demand and accessibility of tourism services), as well as the principles of economic efficiency of the use of tourism resources, application of innovations in tourism, and entrepreneurial sector engagement.

The development of the tourism sector is of great economic importance for the least developed countries. In half of these countries, tourism accounts for more than 40% of GDP and is the most important source of the influx of foreign currency. The development of tourism stimulates trade, income growth, entrepreneurship in the service sector. Tourism contributes to the creation of infrastructure, financing and conservation of natural and cultural heritage. Tourism creates conditions for recognizing the identity of cultures and respect for the moral values of peoples, for the full and harmonious development of human person. The ability of tourism to create jobs, to stimulate economic growth makes the tourism industry an attractive means for combating poverty in less developed countries

Tourism solves the problems of socio-economic development of countries by expanding the demand and consumption of various goods and services, not only touristic services. The growth of the tourism industry has both direct and indirect impact on the economy, while the indirect, multiplicative effect can be quite high, which is due to the impact of tourism on the development of related industries, infrastructure, including the labor market. In other words, the development of tourism stimulates the growth of production, expenditure, employment, contributes to the elaboration of the GDP, to regional development, to additional incomes of the countries' population. The contribution of tourism to the economic development of countries depends on the degree of integration of the tourism sector in the national economy through direct connection and feedback to other industries, as well as in regional and global value chains; on the level of use of income from tourism to finance the development of infrastructure, to support small and medium-sized enterprises; to develop and fund specialized educational institutions (Sar, 2017)



The planning of transport services that meets the needs of tourists is important for the development of tourism. In order to do this, it is necessary to work with the subjects of the transport sector to ensure comfortable travel, mobilize the state's funds to improve the conditions of transportation by all kinds of transport by developing preferential tariffs to attract categories of citizens with medium and low income to tourist trips. The hotel sector, catering and tourism sectors are highly labor intensive. Tourism creates the conditions for creating jobs for a large part of low-skilled workers. In the hotel industry, restaurant business and the tourism sector, the percentage of women's workforce is 55%.

## **SUSTAINABLE DEVELOPMENT OF TOURISM**

Tourism development refers to all activities that are associated with the provision of facilities for tourists at a destination (Hayward, 2002). It includes human resource development which involves training the personnel that will help to achieve goals. These well trained employees will develop policies that will be well in line with the expected results, policies like how many visitors a destination can receive at a time and carrying capacity of an attraction area. The other area of tourism development is marketing strategies that support the tourism industry. Responsible marketing that champion the policies made and infrastructure developments that will support different components of tourism such as transport, accommodation and attractions.

Today, tourism has become a profound social and political phenomenon affecting the world order and the economy of many countries. The change in paradigms concerning the basic principles of the development of tourism took shape in the form of the concept of "sustainable development of tourism". In order to maximize the contribution of tourism to economic development, to the creation of new jobs and the strengthening of institutional capacity, governments of countries need to make efforts to integrate the tourism sector into the national economy, encourage investment in the tourism industry and use tourism revenues for infrastructure development, agriculture and services.

The goals of sustainable development of tourism are aimed at eradicating poverty in all its forms, combating inequality, increasing the role of human potential implementation and addressing the challenges of climate change. This approach marks the beginning of a new stage in the development of the tourism industry, in rethinking the place and role of developing countries in the development of international tourism. Features of natural resources, historical and cultural heritage, and availability of labor resources create conditions for the development of the tourism industry in developing countries. For many developing countries, foreign tourism has become a real source of increased incomes and growth of the national economy. Airlines, industrial concerns, banks, insurance companies, various funds are becoming more active in the tourist business sector. To the greatest extent, due to its natural basis, the principles of sustainable development of tourism are met by ecological tourism. The basis for its dynamic development is the constantly growing consumer demand for the tourism services.

### 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
- Creation of tourist infrastructure facilities at tourist centres with State and Central funds. Tourism Department will encourage tourism entrepreneurs.
- Conduct of capacity building training programmes to impart quality service to the tourists visiting Tamil Nadu.
- To enhance service delivery providing adequate and correct tourist information to the tourists Guide Training Programmes are being conducted.
- For encouragement of Tourism Stakeholders, awareness Seminar programmes will be conducted involving the tourism stakeholders for strengthening the mutual cordial relationships.
- 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.

### Conclusion

Entrepreneurs and entrepreneurship motivate business innovation and economic growth. 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 (Koh & Hatten, 2014).

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. 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. Tourist arrival and tourist are visited in tourism place have great impact on Entrepreneurial cultural in tourism place. Tourism industry and Entrepreneurship development is go hand in hand and go together.



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