



## ENTREPRENEURS IN TOURISM INDUSTRY-CHALLENGES

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### ABSTRACT:

Tourism industry plays the vital role for the national building and economic stability of the nation so the entrepreneurship became a gift tourism industry. Entrepreneurial concerns ultimately reduces unemployment rate etc... Examining tourists industry and tourism industry process 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 of industry as tourism as tour operations, handicrafts, hostel industry, and accommodation so on entrepreneurs in tourism industry are more concern with economically, socially and environmentally process in an ethical manner. In the contemporary scenario, countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business.

### KEYWORDS:

### 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. Entrepreneurship has been considered as the propensities of mind to take calculated risk with confidence to achieve predetermine business objectives. 'A person who sets up a business or businesses taking on financial risk in the hope of profit' the word entrepreneur is derived from the French word 'enterprendre' which means 'to undertake' and the France men who organizes and let military expedition were referred to as entrepreneurs but around 1700 ad this term was used for architects and constructors.

### LITREATURE REVIEW

The donation of entrepreneurship has developed ever since (Pahuja, 2015). Most individuals deliberate an entrepreneur is all about producing novel idea (Fernandez). Entrepreneurship is the utmost and an imperative facet of economic growth in the past and the contemporary era. Entrepreneurship plays a pivotal part in there success of economic growth and lead to business paybacks entrepreneurship.

### RESEARCH OBJECTIVES

- To fining the entrepreneur in tourism
- To analyze the behavioral characteristics of entrepreneurs in service industry

### RESEARCH METHODOLOGY

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 The data required is collected from the necessary published and unpublished information and from the internet sources whenever necessary.

### ENTREPRENEURSHIP IN INDIA

In the pre-colonial times the Indian trade and business was at its peak. Indian relationship with Roman Empire. Then the Portuguese and the English. They captured the Indian sea waters and slowly entered the Indian business. Entrepreneurs to become traders and they themselves took the role of entrepreneurs. Agriculture the foreigners. Employment generation is another concern by the government agencies to promote and eradicate poverty in the nation.

### SMALL SCALE ENTERPRISES

Small Scale Enterprises between traditional small industries and modem industries. Traditional small industries include handloom, villages, handicraft, coir, etc. Modern small scale industries produce wide range of goods from simple item to sophisticated products such as television sets; electronics control system, various products to the large industries. The traditional small industries are highly labor-intensive, while the modem small scale units make use of highly machinery and equipment. Special characteristic of traditional villages industries is that they cannot provide full time employment to workers, employment to agriculture labors and artisans. Small scale industries sector which plays a pivotal role in the Indian economy in the terms of employment and growth has recorded a high rate of

growth since independence in spite of stiff competition from the large sector and encouraging from the government side.

### **TOURISM INDUSTRY**

The tourism business has been acknowledged as one of the main businesses for lashing economic expansion and economic stability in developing countries. The tourism industry generates employment opportunity for large number of people, both skilled and unskilled workers. Tourism endorses nationwide generation foreign exchange, encourages cultural activities and customary and traditional handicraft segment. Tourism business augments a major impact to the survival of various service sectors such as resort, services, hotels, handicraft business development centers and travel agents.

### **TOURISM ENTREPRENEURSHIP**

The entrepreneurship in tourism is classified as:

- Relaxing tourism
- Health care tourism
- Holiday tourism
- Transportation tourism
- Business tourism
- Professional tourism industry

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

### **BEHAVIORAL CHARACTERISTICS OF TOURISM**

People with an external locus of control believe that external events control and determine their fate. Entrepreneurs break with the common theme being that everyone sees what they see, but think about something that people do not think. Entrepreneurs have the vision of a desirable future. The entrepreneur may have short item planning is crucial target coordinate. Accept uncertain as part of life. Find the moment of decision is an entrepreneur only when is faced with the risk of danger is unknown, the uncertainly, overshadowing every step of the way. 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 the way can sometimes seem overwhelming. Just what the entrepreneur thinks in order row fulfill their vision and determination, it shall be his President and employer. 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 Tourism business are of as.

The condition of the destination also has Domestic tourism business, International Tourism business. The quantity of members will be Individual tourism business, Group tourism business. Organizational standards for organized tourism business, unorganized tourism business, Semi-organized tourism business. Temporal vehicles used for tourism. Train tourism business, Auto tourism business maritime. Tourism business in-other forms tourism business such as cycling, walking, etc..... Societal tourism has two types private tourism business social tourism business age and occupation standard youth tourism business specific to grownup tourism business.

### **SUGGESTION**

- Entrepreneurship is a boon in tourism industries.
- Entrepreneurship helps to developed new start and innovation in tourism industries.
- Nationalized and bank or any other financial aid industries of loan and also considered in a mood.
- Government take awareness programmed to youth business startupis the important tool for employment.
- Higher education department are council ads skill development module in course.

### **CONCLUSION**

Entrepreneurs and entrepreneurship motivate business innovation in tourism and economic growth of the state and nation. Tourism industry is one of the key industries for driving the nation economy. Tourism has become more comprehensive of novel ideas. Entrepreneurship success leads to upliftment in society livelihood in term of economic gain thus entrepreneurship is a boon which concerns.

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