

Entrepreneurial Training & Development in Tourist Places

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Abstract

The industrial corridors have provided a vast recognition to the various places through which it passes. The city of Aurangabad which is famous and known for its historic value with world heritage site shall see an increase in the number of tourists' footfalls from the entire world. As DMIC the industrial corridors acknowledges the interdependency of various sectors of the economy and present effective integration between industry and people which shall lead to development of the entire society. The present study is done to analyze whether the people of Aurangabad leading various hospitality sectors are ready to handle the enormous flow of tourist coming for business and pleasure to the place. The study highlights the various entrepreneurial sources present in the society of Aurangabad's hospitality sector. The study states the need of providing soft skills to the frontliners to fulfill the tourists with a pleasing memorabilia to take home from the people working in this sector. This sector employees needs to be trained for skill development especially in the field of so called "adaratithya". They also need to be cultured with the complete history of Aurangabad and following the traffic rules. It is concluded that various institutions needs to be established by the public and private players to change the frame of mind of the people working in the hospitality sector and the entire society of Aurangabad through training and development. This would lead to entrepreneurship development for the citizens of Aurangabad. There is a huge amount of scope in training to be provided to the service providers to improve the quality of the service which shall improve the economical status of the society. The young and learned people should start with the training and development as an entrepreneurial opportunity and create value through innovation.

Keywords: Entrepreneurial Training & Development, Skill Development, Aurangabad Tourism, Frontliners' Training

INTRODUCTION

Tourism

Tourism is such an activity which has a strong high potential to influence the local people and motivate them for a positive attitude towards entrepreneurship. There are many definitions about tourism among which the definition of the World Tourism Organization (WTO) in 1991 can be referred. It defined tourism as follows: tourism is all activities of an individual who has traveled and stayed in a place outside his/her usual environment for less than one consecutive year for leisure, business and other purposes. Tourism may include holidays, business trips, visiting friends and relatives, educational (scientific trip), sports, treatment and health or a religious trip (Lordkipanidze, 2002). According to opinions of experts such as Chin, it is necessary to consider positive and negative effects of tourism in a balanced manner (Kazemi, 2007). But given to the approach used here, positive effects of tourism are more investigated. Increased number of tourists will be led to prosperity of business and increased revenue of companies which are active in this field. Tourism development has always been an effective tool to generate revenue and bring economic prosperity by providing employment to the locals, especially in less developed countries. It has been an effective factor in confronting poverty and as a result improves quality of people's life and social welfare. Studies show that the less developed countries who are dependent on one product, have benefited from tourism as they receive foreign exchanges from tourism activities and are effective in setting the balance level of payments. Perhaps for the same reason, Louis Terner believes that

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tourism is the most promising and complex industry with which the third world is encountered and tourism has the highest capability to replace other income generating industries and develop entrepreneurship (Lea, 2000).

Entrepreneurship

In the 17th century, French economists have mentioned about the roots of Entrepreneurship, which sums up as he is someone or a group of people who create maximum productivity from minimum economic resources. Entrepreneurs are innovators, who always knowingly or unknowingly create value and maximize economic advantages using creative technique. The term entrepreneurship, has been derived from a French word which means “committing to perform a task”. This term has a long record in the business sector. The most well-known definition for this term is creating value through innovation. Entrepreneurship is defined with terms “risk-taking” and “innovation”. Peterson and Berger believe that entrepreneurial activities help companies develop new experiences to increase profitability (Zahra et al, 2008). According to Hisrich and Peters, entrepreneurship includes the process of creating something new and valuable by allocating the time and attempt, accepting social, financial and physical risks and obtaining results in the form of monetary reward, personal satisfaction and independence. Hence, entrepreneurs have always had the capability to find opportunities and gaps in varied areas and generate value in the society by fostering the ideas and converting his/her thought into a new product.

The development of Entrepreneurship and tourism go hand in hand. Growth of tourism helps to generate new and diverse demands for different types of tourists coming to a particular tourist destination. Tourism activities are vastly associated with small enterprises. These small enterprises have the capability to often react rapidly to new needs. This in turn, creates new markets and paves the way for various types of innovation. The prominent characteristic of small entrepreneurs is that they fill the gaps. They are the first who come in contact with the tourists and are able to spot the leading opportunities. They grab this opportunity and develop new products or services as per the market demand. Also they provide opportunities to utilize new economic resources. Very well versed with the reality of the market they provide a new strategy of management and leadership. They not

only provide employment opportunities but also play an imperative role in innovation. Therefore, it seems that entrepreneurs are big connectors between the product and service supply (Cukier et al, 2011). Business success has always excelled because of the right approach of people, personality and characteristics of the individual in social entrepreneurship

Entrepreneurs, Like Great Leaders, are not Born. They are Made

Entrepreneurs are made by the tourists coming from different places. “Every city, every country (at global level) has over the years been able to develop its own unique entrepreneurial talent. It is the task of the authorities (government, NGOs) to locate it, nurture it and retain it,” Successful entrepreneurs always show a few common attributes. They are always business focused, full of confidence, have creative thinking, practice delegation, show determination, are knowledge-seeking, use extensive promotion, follow strong relationship-building and risk-taking.

LITERATURE REVIEW

The recent literature on “vibrant south west India-SWOT analysis of DMIC” by Dr. Prafulla A.Pawar and Nitin B. Veer ICSSR- presents many stories identifying the opportunities of this area as revenue generating and tourism development.

The Hotels show full occupancy by tourists especially during festive season. The recreational center have been a place of attraction for the tourists especially for those who hunt to rest and try to be away from the hustle and bustle of daily life. Hence, communication ISSN: 1985-7012 Vol. 2 No. 2 July - December 2009 Social & Industrial Studies 47 skills among the “Frontline worker” play an important role in forming good relations with local or foreigners (Berlo, 1960). Nelson Report (Nelson, 2002a) listed a large set of attributes and skills for employability identified from the research process. The Popular and highly sought after attributes (non skill-based behaviours) like loyalty, commonsense and sense of humour help in the propagation of the business. Good communication, proper teamwork, problem solving ability, initiative taking, management skills, learning skills and technology skills are a few other skills that should be honed by the

entrepreneurs. The research paper “The importance of soft skills in tourism industry in Melaka Malaysia” by Syed Najmuddin Syed Hassan, Mohd Fauzi Kamarudin, Muhd Akmal Noor Rajikon, Rosli Saadan, Ahmad Rozelan Yunus, Ramlee Mustapha, Mustafa Omar ISSN: 1985-7012 Vol. 2 No. 2 July - December 2009. Schumpeter (1936), whose work on economic development is widely referred to, and who is best known for linking innovation and the entrepreneur stated that entrepreneurs carry out new economic combinations by introducing new products and new production functions, opening new markets, and by reorganizing an industry.

RESEARCH METHODOLOGY

This descriptive study focuses on the entrepreneurial development for the tourism industry of the “frontline workers” of Aurangabad with the help of secondary data from the websites, journals & newspapers.

Secondary data are the data that have already been collected for some other purpose, perhaps processed and subsequently stored.

OBJECTIVES OF THE STUDY

1. To understand the current status of tourism in Aurangabad city.
2. To analyze the essential skills required for tourism business.
3. To know the execution of tourism skills through entrepreneurship.

Current status of Tourism in Aurangabad

As per the estimates by the World Travel and Tourism Council, the travel and tourism sector in India provides significant socio-economic benefits. While the direct contribution to GDP is estimated at INR 2,222 billion in 2013, the total contribution is estimated at INR 7,416 billion for the same year. These numbers have been forecasted to grow at a rate of 12 per cent over the next decade. While the sector supported 25 million direct and 40 million total jobs in 2012, these have been forecasted to increase at a rate of 2.1 per cent by 2023. The BJP manifesto has identified tourism as one of the five T’s (Tradition, Talent, Tourism, Trade and Technology) for revival of ‘Brand India’. The Central Plan outlay has also

increased to INR 1,507 crore from INR 980 crore. e-Visa to be introduced in a phased manner at nine airports. It has also allocated INR 500 crore for developing five tourist circuits. (BJP govt. Manifesto)

Aurangabad & Marathwada account for the largest number of heritage monuments in the state and therefore is considered as the tourist capital of Maharashtra. Aurangabad is one of its kind as it has the privilege to have two heritage monuments, Ajanta & Ellora. These are further complemented by various other heritage monuments with other tourist destinations having scenic nature and water beauties and/or religious and cultural importances. Today Aurangabad has an annual flow of 25 lakh tourists including foreign tourists. It also has an improved connectivity, improved amenities at tourist centres, sanitation and solid waste management at all locations development of agri-tourism in the district.

Essential Skills Required for Tourism Business

The tourism business grows on the number of tourists that go happy from the place and back home do the publicity of the place they have visited. In an era of netizens the visitors give their true opinion about the place on the internet, which is read as the review by the new visitor. These reviews help to choose the destinations by visitors. This is created by the people whom they have met during their visit.

Whom does a Tourist Meet?

The above mentioned people should be trained for providing the feel good and visit again impression in the minds of the tourists. For this reason they need to be trained on the various factors of knowledge and soft skills.

Areas of Entrepreneurial Training & Development:

To give a memorabilia experience to the tourist the above mentioned people need to be developed and trained in the following areas like

1. **Ethical Tourism:** It is all about treading lightly on people’s homes and cultures, about a positive interaction between guests and host countries, and about an awareness of our impact on the well-being of the places where we take our holiday. Essentially, such

holidays seek to minimize the negative impacts of tourism and maximize the benefits to hosts.

2. **The Fair Trade Movement:** the taxi driver, guides, vendors and other units who provide services should have common rates of the fare. The service providers should be trained to have a standard soft skill to impress the visitors.
 3. **Communication Skills:** Good communication skills are especially needed in order to communicate with different national & international tourists. Communication is especially important for the people who play different roles as front office receptionist, concierge, guests relationship officer, travel consultant, tourist guide food & beverage officer. Among other factors such as, friendliness, patience, and emphatic communication are virtues that go a long way in pampering tourists to stay longer and spend more.. :
1. Proficiency in languages such as English and other foreign languages
 2. Oral skills, written and body language
 3. Dress and attire
 4. Appearance
 5. Manner of communication
 6. Knowledge pertaining to Malay culture and common courtesy
 7. General knowledge and professional etiquette
 8. Proficiency in formal and informal protocol
 9. Skills of delivery or relaying information to tourists
 10. Study of work ethics, such as honesty, willingness to help without conditions.

CONCLUSION

Execution of Tourism Skills through Entrepreneurship

As mentioned above the frontliners who come in contact with the tourists should be provided with various soft skills and hard skills to cadre to this industry. These frontliners need to be trained with the skills and here comes the role of the entrepreneurs who can provide training.

“Frontline worker” are the key players in establishing harmony with local and/or foreigners. Thus, the skills mentioned should be honed and followed religiously. Communication skills have benefitted many as the service provider is able to:

- a) Communicate information to visitors effectively.
- b) Identify an individual’s attitudes closely.
- c) Strengthen the relationship with tourists and can attract them to visit again.
- d) Solve complex problems
- e) Build network of relationships with foreign tourists.

To sum up with communication skill creates a good atmosphere in the workplace and improves the prospects of the tourists coming back or sending their near and dear ones to visit the same destination as he was himself pleased with the overall experience. This further enhances the strong links between the “Frontline worker” and tourists who visit Aurangabad and add to revenue and good life style of the people of Aurangabad.

SUGGESTIONS

- Various institutions can be set up for the development of soft skills for the frontliners as an entrepreneurship.
- The already running educational institutions need to provide information and consciousness about the historical importance of the place of Aurangabad for the frontliners through.
- The various hotel industry and transportation industry who cadre to the tourists needs to be provided with training.
- Tourism department needs to take up initiative with the citizens and create awareness about the ethical tourism.

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