

Entrepreneurial Opportunities in the Tourism Sector

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Abstract

Travel and tourism is a promising service sector of this century. Tourism is one of the major forces for economic, social, and cultural change in any region, and India is no exception. Tourism is a complex multidimensional phenomenon that has attracted increasing scholarly attention for the past three decades from researchers of a broad range of disciplines and also commanded the attention of policy-makers and practitioners. Tourism is the world's largest industry and a sector emphasised by many countries to advocate economic development. It is also used as a development strategy due to its economic effects of generating foreign exchange, creating employment, and stimulating local economies. Yet, few studies review and analyse the emergent forms of tourism as upcoming entrepreneurial opportunities. Focusing on India, this paper aims to do that, with an in-depth examination of new forms of tourism followed by entrepreneurial aspects in tourism. The discussion, though, pertains to India; the lessons drawn could apply to all involved in tourism.

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researchers from a broad range of disciplines — not least anthropology, sociology, economics, political science, history, development studies, and business/management. It has also commanded the attention of policy-makers, planners, and development practitioners in India. However, what has been lacking for many years is a study that reviews and analyses the emergent and new forms of tourism as upcoming entrepreneurial opportunities. Focusing on India, this paper aims to do that, with an in-depth examination of new forms of tourism followed by entrepreneurial aspects in tourism. The discussion, though, pertains to India; the lessons drawn could apply to all involved in tourism.

It will also delve into important conceptual issues, which will also enable to development of a holistic understanding of tourism, the interaction between local and global, authenticity, the creation of “tradition,” and sustainability. The issues addressed herein are not solely Indian phenomena but to all those caught up in the ongoing debates about the political, cultural, and environmental ramifications associated with globalisation. As such, this study is a crucial text for anyone working not only on Asian tourism, but it will be of great interest to many scholars in fields beyond this area.

Literature Review

Tourism is the world's largest industry (Scheyvens & Momsen, 2008). The human need and desire to travel has existed since time immemorial, but progression through the ages has provided the tourism industry to grow and develop to meet the demands of tourists (McIntosh et al., 1995). Early modern times (1550-1950), particularly in the early 18th century, have been revolutionary to the tourism industry. The introduction of automobiles in the early 19th century not only saw better roads but ultimately

Introduction

As we complete a decade and a half in the 21st century, travel and tourism are emerging as one of the great new service sectors which will shape and drive economic growth and social change. Tourism is one of the major forces for economic, social, and cultural change in any region, and India is no exception. Tourism as a complex multidimensional phenomenon has attracted increasing scholarly attention during the past two decades from

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changed the way and accessibility of travel. The notion of war also motivated many technological advances that have assisted in the development and growth of the tourism industry (Hall, 2007). As a sector of the economy, tourism is used by many countries to advocate economic development. It is used as a development strategy due to its economic effects, such as generating foreign exchange, creating employment, and stimulating local economies (Sindiga, 1999). According to McKercher and Du Cros, 2002, few people understand tourism, but that does not seem to stop them from commenting on it and telling willing audiences how tourism should work. However, one can see that it was started on a very small scale. Most hospitality establishments, like inns, motels, restaurants, etc., were entirely managed by family members. This is how one of the world's largest industries today had a humble beginning. Today, travel and tourism have become part of people's regular activity; for the economies worldwide, the sector generates not only revenues but is also a great provider of employment. Approximately 77 million people are employed in the industry worldwide (Collier, 2006).

Tourism has indeed grown to become a major social and economic force in the World (Mc Intosh et al., 1995). Apart from the benefits of greater understanding and trust between people and other social benefits, it also causes the redistribution of wealth from one area to another along with its inevitable role in the balance of payments accounts of a country. It is estimated that it has already generated employment for more than 200 million people across the world. United Nations World Tourism Organisation (UNWTO), an apex body of tourism authorities in the world, views Travel and Tourism can be part of the solution to world problems, such as bridging the gap between the 'haves and have-nots'. As an economic activity, it can help; contribute significantly to the alleviation of poverty in almost all areas of the globe. Tourism in the modern world has grown to be one of the largest industries in the world, and as per the World Travel & Tourism Council (WTTC) and World Economic Forum (WEF), it generates ten per cent of global GDP and employment. In South East Asia, the forecast is that by 2010, tourism and hospitality will contribute to around 12 per cent of the region's GDP and 10.5 per cent of total employment. (Lehari, 2005) Using Tourism Satellite Accounting, an accredited econometric tool, WTTC each year measures the full economic impact of travel and tourism in over

160 national economies. According to the 2006 WTTC Research Report, travel and tourism generates economic activity worldwide, representing over ten per cent of total global GDP. The industry also accounts for over 200 million jobs (both direct and indirect). With a 4.5 per cent per annum growth forecast for the next ten years, travel and tourism is not only one of the world's largest but one of its fastest-growing industries. Tourism development is taking place at the first-rate all over the world, and India is no exception; rather, it has been a frontrunner because of its historical and temple architecture. Tourism has the potential to increase economic benefits, which may include increased job opportunities and hours, wages, and tax revenues for governments in many nations, states, and local communities, and as a result, tourism development has intensified (Fleming & Toepper, 1990).

The government is also realising that one of the sectors of the economy considered to have huge potential in India is tourism. However, tourism can have both positive and negative effects on the economy. "The most direct effects occur within the primary tourism sectors" (Stynes, 1997, p. 4); however, it is through the secondary tourism effects that the majority of the sectors of the economy are affected (Stynes, 1997). Tourism is seen to be a priority sector because: it can maximise the productivity of India's natural, human, cultural, and technical resources and aids in sustainable development; it is labour-intensive and can be a cottage or small industry-based, providing employment, especially to women that are of high quality thus contributing to a higher quality of life (Baporikar, 2018). It is capable of providing substantial entrepreneurial opportunities both in rural areas with appropriate and relatively low-cost programs and at a global level. It has extensive forward and backward economic linkages that build overall income, employment (especially for women, youth, and disabled persons bringing greater social equity and justice), investment, and raises central, state, and local Government revenue.

Notion of Tourism

Tourism is not easy to define. The term invariably means different things to different people, and confusion as to the exact meaning of the word, if there can be no one meaning, is compounded by the many varying definitions put forward by writers on the subject. Different experts approach the concept of tourism in different ways. The

lack of a consistent and accepted definition is a continuing source of frustration for tourism planners and analysts (Smith, 1995).

Tourism Typology

The term typology refers to the study of different types. Typology most often classifies people or things by certain commonalities or classifies them by certain differences. Using typology helps researchers and others to better understand certain conditions or factors (Examples of Typology (n.d)). From the below definitions, it can be clearly stated that, over the years, the definition of tourism has undergone a change, and consequently, tourism has expanded its range and scope. Tourism can be classified based on place of origin and destination as international and domestic. The complex nature, process, and interrelationship among various components of tourism can be understood better with the help of a system concept. Leiper's Model of the tourism system is a simple one to study, and according to him, there are three elements in the tourism system, such as tourists, geographical elements, and industry. All said and done; tourism is a service which the tourists expect to relish Patil (2011). The Table 1 provides a typology of tourism.

Table 1: Tourism Typology

Year	Author	
1951	Hunziker	The sum of phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.
1977	Jafari	The study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic, and physical environments.
1989	Davison	It is about people being away from their own homes, on short-term, temporary visits, for particular purposes.
1990	Leiper	The set of ideas, the theories or ideologies, for being a tourist, and it is the behavior of people in touristic roles when the ideas are put into practice.

Year	Author	
1990	McIntosh & Goeldner	Tourism is the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments, and host communities in the process of attracting and hosting those tourists and other visitors.
1994	WTO & UNSTAT	It is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes.

Source: Adapted from Collier (2006).

Thus, based on the studies of (Collier, 1989; Baporikar & Sokhalingam, 2010, 2011, 2012; Baporikar, 2011; Briedenhann & Wickens, 2004) the key characteristics of tourism are identified. They are: tourism is a commercial activity, tourism involves the consumption of experiences, tourism is entertainment, tourism has both positive and negative effects, and tourism is a demand-driven activity that is difficult to control. Embedded in these vital characteristics, there are more and more upcoming entrepreneurial opportunities for the Indian populace, especially the youth.

Discussion

After reviewing various defining terms in tourism, including tourism, for better understanding and clarity now, the various forms of tourism are discussed. These forms are not in isolation, nor is there a water-tight compartment, but broadly, they are evolving forms that are providing entrepreneurial opportunities in tourism as seen today in the Indian scenario. These are:

Adventure Tourism: Adventure tourism involves participation in adrenaline-pumping activities such as hiking, bungee jumping, jet boating, parasailing, black water rafting, caving, etc. As the name implies, tourists engaging in this form of tourism are seeking adventure and "white-knuckle" experiences (Chhetri et al., 2004). While many forms of adventure tourism, by their very nature, probably appeal more to a younger market, adventure tourism activities may have appeal across a wide age spectrum. This involves exploration of remote areas and exotic locales and engaging in various activities.

With its diverse terrain and climate, the subcontinent offers abundant options that range from camel safaris, trekking, angling, cycling, and biking holidays to adrenaline-charged activities like mountaineering, scuba diving, white-water rafting, and skiing. The mighty rivers and streams of India are replete with freshwater angling destinations. For the more energetic enthusiast, white-water rafting, scuba diving, skiing, paragliding, and mountaineering in exotic locales can prove to be an exhilarating experience. Adventure travel is a type of tourism involving exploration or travel to remote, exotic, and possibly hostile areas. Adventure tourism is rapidly growing in popularity as tourists seek different kinds of vacations.

Agri Tourism: Rural tourism has long been popular with independent travellers, and its importance to the economy of the countryside has been widely recognised in recent years. The concept of Agri tourism, which emphasises sustainable tourism in agricultural areas of the countryside, has become highly significant in tourism planning following the success of the gite development in France. French government grants were awarded in the post-war years to help convert crumbling farm buildings into rural cottages for tourist sojourns, and the gite holiday became popular, particularly with the independent British tourist.

Business Tourism: People who travel for their work come under the category of business tourism. However, such travel for business purposes is also linked with tourist activity like visiting places of tourist attraction at the destination, sightseeing, and excursion trips. Business travel is also related to what is termed today as convention business, which is a rapidly growing industry in hospitality and tourism. Business reasons include attending conventions and conferences, meetings, workshops, etc. Participants have a lot of leisure time at their disposal. The conference organisers make this leisure time very rewarding for participants by organising many activities for their pleasure and relaxation.

Caravan Tourism: The concept of Caravan tourism has gained immense popularity across the globe owing to its freedom and flexibility. It provides holidaying, visa-a-visa itineraries and accommodation. This would include Caravans, i.e., vehicles viz. Recreational Vehicles (RV), Campervans, Motor Homes, etc. Caravans are unique

tourism products which promote family-oriented tours even at circuits/destinations where adequate hotel accommodations are not available. One of the essential prerequisites for Caravan tourism is the presence of sufficient Caravan Parks in the identified circuits. A Caravan Park is a place providing basic or advanced amenities and facilities where Caravans can stay overnight in allotted spaces. Considering the immense land area and the multitude of landscapes in India, Caravans and Caravan Parks are sure to add an exciting new facet to tourism. There is, at present, a growing demand for eco, adventure, wildlife, and pilgrimage tourism. This involves visiting and staying in remote areas, forests, deserts, and riversides. The shortage of accommodation at tourist destinations, especially in remote areas, would be the fertile bed for Caravan tourism. Caravan tourism would attract a wide range of market segments, including young people, families, senior citizens, and international tourists.

Cruise Tourism: Cruising is a unique tourism product, a blend of the 5A's: attractions, activities, access, accommodation, and amenities. The words "luxury" and "pampering" are related to cruise tourism. Cruising is now well-established as one of the most service-intensive sectors in the world. "Pampered in luxury" accurately describes the cruise experience, and with the peninsular location, there are more and more industries eying for this opportunity.

Cultural Tourism: The World Tourism Organisation in 1985 suggested both broad and narrow definitional approaches to cultural tourism. In the narrow (and purest) sense, cultural tourism will include movements of people for essentially cultural motivations such as study tours, performing arts, travel to festivals and other cultural events, visits to sites and monuments, and in general, travel to understand and learn about different cultures. Cultural motivators have been identified as the desire of the traveller to learn about other countries and their art, music, dances, traditions, religion, etc. In the broadest sense of the term, cultural tourism might include all movements of people as the movements may satisfy the human need for cultural diversity, which tends to raise the cultural level of the individual, giving rise to new knowledge, experience, and encounters. Cultural tourism is based on the assortment of places, traditions, art forms, celebrations, and experiences that portray the nation

and its people, reflecting the diversity and character of a country. For India, with a strong cultural heritage and the rapid rise in levels of educational attainment among populations in both the developed and developing world, with the development of tourism infrastructure, this tourism form is worth exploiting.

Ecotourism: Ecotourism in India has developed recently, for the concept itself is a relatively new one. Ecotourism entails travelling to places that are renowned for their natural beauty and social culture while making sure not to damage the ecological balance. Indians have been known for ages to worship and conserve nature. So the growth of ecotourism in India is but natural. The government of India has also set up the Ministry of Tourism and Culture to promote ecotourism in India alongside other types of tourism. Ecotourism in India has grown significantly in recent years in India since the country has a diverse geography which has led to the development of many tourist destinations. This has given ecotourism in India a major boost. Eco-tourists have been thronging India in large numbers for it has a rich source of flora and fauna. A great number of endangered and rare species are also to be found in the various national parks in India.

Educational Tourism: The term education tourism or Edu-tourism refers to any “program in which participants travel to a location as a group with the primary purpose of engaging in a learning experience directly related to the location” (Bodger, 1998, p. 28). It is comprised of several sub-types, including ecotourism, heritage tourism, rural/farm tourism, and student exchanges between educational institutions. The notion of travelling for educational purposes is not new (Gibson, 1998b; Holdnak & Holland, 1996; Kalinowski & Weiler, 1992), and its popularity in the tourism market is only expected to increase (Gibson, 1998b; Holdnak & Holland, 1996). With more and more international education, many of the established institutions and universities are engaging in this form of activity.

Ethnic Tourism: Ethnic tourism has often been used to connote two different meanings. The one and most commonly used is ethnic tourism implying the search for exotic cultures and two travels motivated by ethnic reunion. It is argued that the search for the exotic is more in practice, while travel for ethnic reunion tends to become synonymous with VFR travel. It is sometimes

also referred to as a combination of cultures and nature tourism. Moreover, tourism has been recognised as a social phenomenon, answering the specific needs of local communities and tourists (Poon, 1994).

Geo Tourism: Geo tourism is defined as “tourism that sustains or enhances the geographical character of a place — its environment, culture, aesthetics, heritage, and the well-being of its residents.” Geo tourism goes beyond “drive-through” travel. It involves regional communities in providing visitors with an authentic, enriching experience. It acquaints tourists with local culture and traditions and offers them in-depth opportunities to enjoy the area’s unique natural beauty and biodiversity. Geo-tourism benefits the environment by encouraging sound destination stewardship that keeps growth to sustainable levels and limits negative impacts such as overcrowding and resource pollution. It benefits residents by promoting local services and employment. It benefits visitors by informing residents about their needs and expectations.

Golf Tourism: Golf has been enjoyed by many for a long time. Earlier, it was enjoyed as a sport, but in recent times, it has developed into a hot tourism product. Many tourist organisations plan promotional packages to woo golf tourists, especially from Japan, where the green fees are very high. These tourists take exclusive golfing holidays wherein their accommodation is also arranged near the course, and they return after serious golf playing.

Heritage Tourism: While in reality, culture and heritage are inextricably intertwined, in the literature, a distinction is often made between cultural tourism and heritage tourism. Heritage tourism, or the remnants of society’s historical impacts on the environment, is becoming increasingly popular worldwide as more and more people seek information about the past, try to discover their ‘roots’, and learn about their connection with both the ‘built’ heritage and the natural environment. Buildings, historical sites’ paintings, monuments, and so on are all components of heritage.

Leisure Tourism: Leisure tourism is one of the largest and fastest-growing segments of the tourism industry. It comprises 60%. As standards of living have increased and forms of transport have improved, the potential for travel has increased dramatically. Recreation is defined as all activities that are undertaken voluntarily for personal

pleasure or enjoyment in a person's leisure time. This will include home-based activities and also activities away from the house. A day trip to a beach resort is a form of recreation. Leisure refers to all recreational and tourist activities, whether they are home-based or not.

Mass Tourism: Given the present reality and possible future of tourism, mass tourism is emergent in India as it will consistently predominate in world tourism. It is true that when tourists increase rapidly, there is a probable increase in crime, pollution, traffic congestion, and environmental degradation. But at the same time, as Salah Wahab insists, the merits should also be considered, like upgrading roads, water, sanitation, airport, etc. From the economic viewpoint, mass tourism is the desire of local people and government. There is no other way than adding the elements of sustainable tourism or ecotourism to mass tourism (Weaver, 2006).

Medical Tourism: Medical tourism is now being used to refer to tourists who travel to another country specifically to consult specialists or undergo operations. The medical expertise of various countries has added a new product to the existing tourism products. People travel to various countries for the treatment of various ailments and medical procedures like Cardio care, Bone Marrow Transplant, Dialysis and Kidney Transplant, Neurosurgery, Joint Replacement Surgery, Urology, Osteoporosis, and numerous other diseases. Even cosmetic surgery and alternative medicines like homoeopathy, acupuncture, ayurvedic medicines, and naturopathy are also becoming tourism products wherein travel companies are offering Yoga and Rejuvenation packages. Tourists also travel for advanced care that is not available in their own country, in the case that there are long waiting lists in one's own country or for the use of free or cheap health care organizations. India certainly has a place on any global map of medical tourism destinations. However, in this form of tourism, it would appear that geographical proximity is an important but not a decisive factor in shaping individual decisions to travel to specific destinations for treatment (Exworthy & Peckham, 2006). Whether this is a reflection of the "tourism" element, meaning that people are travelling with not just medical treatment as the sole reason but also factors related to the wider opportunities for tourism, is not clear. Travel distance is likely also related to cost. The demand for services may also be volatile (MacReady, 2007, Gray & Poland, 2008), with

travel determined by both wider economic and external factors, as well as shifting consumer preferences and exchange rates. Providers and national governments may seek to challenge existing suppliers, for example, Latin American fertility clinics (Smith et al., 2010).

Pilgrimage Tourism: This is also referred to as religious tourism. This form of tourism is visiting holy/sacred places of any faith. The tourist will be visiting temples, churches, mosques, gurudwara, etc. India is probably the ultimate destination of all kinds of pilgrims following any faith around the world. The great religions like Hinduism, Buddhism, Jainism, Islam, Christianity, and Sikhism are an integral part of Indian culture and heritage whose values and faiths are mingled with the air, soil, and sky of India. You can feel the blissful serenity of the Indian atmosphere where Lord Buddha, Mahavir Jain, Shri Sathya Sai Baba, and Guru Nanak once walked, turning the Indian soil pious and blessed at the different circle of time wheel. Numerous destinations in India are considered sacred by people following different faith because of their religious importance. A visit to the Kedarnath or Badrinath will take you to the Himalayas, which are believed to be the abode of 330 million gods and goddesses, and you can feel the immense divinity in the air itself. It is widely believed that breathing in the holy atmosphere of Varanasi or Haridwar or taking a dip into the sacred Pushkar Lake or river Ganges washes away sins and helps one to attain nirvana (salvation). The divine Buddha pilgrimages, Bodhgaya and Sarnath, are the destinations of thousands of Buddhist pilgrims every year coming from every corner of the earth.

Rural Tourism: Rural tourism is probably one of the hardest forms of special interest tourism to define. In 1994 the Australian Department of Tourism defined rural tourism as a multi-faceted activity that takes place in an environment outside heavily urbanised areas. It is an industry sector characterised by small-scale tourism businesses set in areas where land use is dominated by agriculture pursuits, forestry, or natural areas. It focuses on a range of attractions and activities that can be offered in a rural setting. These may include eco-tourism, nature-based tourism, farm stays, etc. India is also focusing on developing rural tourism. The main aim of this is rural, economic, and social development. Examples of rural tourism are Baramati, Maharashtra, and Chokidani in Jaipur, Rajasthan. City people get to experience rural and

rustic life, which is a change from daily city-bred life one hand, and this tourism provides a route for not only economic development but vibrancy and hope for social development (Briedenhann & Wickens, 2004).

Senior Citizen Tourism: A newly emerging trend in tourism, basically for senior citizens or old people who live in isolation, especially as their children are settled elsewhere like in the West or because of daily busy schedules of their children and, more importantly, the attitudes. The characteristic feature of this type of tourism is that the senior people are less demanding in the form of facilities and services, besides leaving minimum impact on the destination community, and their main consideration is on personalised service.

Spa Tourism: ‘Spa’ is said to have originated from the town of that name in Belgium (although some claim Sanitas per Aqua to be the true derivation of the term). In Germany, Hungary, and the Czech and Slovak Republics, thermal treatment in the mud of mineral water baths still plays an important part in health care. Typical treatments at all these resorts include mud baths, hydrotherapy, saunas, mineral baths, steam baths, and beauty treatments. Though spa tourism remains popular in Europe, with an estimated 1,200 active spas, and the industry makes a valuable economic contribution to the GDP of several countries.

Spiritual Tourism: Many people, when living under conditions of stress, turn to spirituality. The Eastern world is considered to be very spiritual, with many of the new-age Gurus and their hermitages. This takes the form of another tourism product, which is spiritual tourism. Tourists visit places to attend spiritual discourses and meditation workshops. For example, The Osho Foundation and Art of Living Foundation have centres all over the world, Buddhist Monasteries and Ashrams.

Sports Tourism: Sports tourism is one of the largest and fastest-growing segments of the travel and tourism industry (Standeven & De Knop, 1999) and one that is receiving increased attention for its social, environmental, and economic development and opportunities. It is widely understood that major sporting events contribute significantly to the economic development and tourist traffic in a city or region (Higham, 1999; Turco et al., 2003) and are a vital component of the marketing mix for tourist destinations (Getz, 1998; Gibson, 1998a). According to

Ritchie and Adair (2002), “Sport and tourism are now among the ‘developed’ world’s most sought-after leisure experience”. They are highly valued and regarded because “tourism is a trillion dollar industry... sport is a multi-billion dollar industry and has become a dominant force in the lives of millions of people globally” (Kurtzman, 2005). Sports tourism is defined as “all forms of active and passive involvement in sporting activity, participated in casually or in an organised way for non-commercial or business/commercial reasons that necessitate travel away from home and work locality” (Standeven & Deknop, 1999, p. 12). Sports tourism, as with the other types of tourism, is viewed as a vehicle for economic development in urban areas (Gibson, 1998a).

Visiting Friends and Relatives (VFR) Tourism: Visiting friends and relatives VFR is an important segment of leisure travel not only in industrialised nations but also in some developing countries (Muri & Sagesser, 2003). The average length of stay of a VFR tourist is twice as long as the average length of stay of a business tourist. Furthermore, the significance of the VFR market is greatly underestimated because of the limited definition of a VFR tourist; also, in this case, someone is classified as a VFR tourist when he/she gave ‘Visiting Friends Relatives’ as the main purpose of his/her visit. VFR tourism is not only a well-known phenomenon in formerly colonised countries. VFR tourism has grown alongside the development of international migration of labour in more recent years. When compared with other pleasure tourists, the VFR tourist has some different characteristics in terms of choices of travel times and destinations, travel information search and trip planning behaviour, accommodation use, spending patterns, and trip activities (Hu & Morrison, 2002).

Volunteer Tourism: This is another emergent form of tourism that is being seen in India, more often in recent years, be it the Kashmir Valley which was flooded recently, or the tsunami which took place a few years back. These disasters are of unprecedented complexity, and they produce a huge number of victims, including missing people, and it is said that the damage can be estimated in thousands of dollars. However, what we should understand is that disaster is a long process. Often organised by NGOs, volunteer tourism seeks to support the people in disaster areas while paying special attention to the Japanese concept of Kizuna or “social ties.”

Tourism has traditionally been viewed by governments and public sector agencies as a growth sector since the 1980s with the potential to stimulate entrepreneurship, new firm formation, employment growth, and regeneration of local economies. The public sector has largely endorsed the role of tourism and economic development to maximise the use of unique assets to differentiate their tourism offering, but there is now global competition amongst localities pursuing these strategic goals. In other words, global competition and serial reproduction of the same ideas and models of development mean that individual businesses and destinations now need to embrace innovation as a process to address the global competition, making even greater use of research and market intelligence to understand customer needs and preferences. Organisation for Economic Cooperation and Development OECD (2006) argues that innovation should now be a matter of routine for many businesses, which can be incorporated into normal business practices as a series of incremental steps.

Innovation is a process whereby change occurs in the way businesses and organisations perform their activities and functions are more efficient, profitable, and meaningful ways to remain competitive (Baporikar, 2014). The term originates from the Latin word 'Innovation', which means 'to create something new' (Pikkemaat & Peters, 2005). Innovation is the essence of tourism as a service sector and vital to remain competitive as well as ensuring continuous improvement to the visitor experience. Within tourism, Sundbo et al. (2007) observed that innovation normally occurred at the level of the firm, at the level of the network, and at a systems level (i.e. within government, institutions, and organisations which influence the management and operation of tourism). Hjalager (2007) expands upon the typical areas of innovation, basing her observations on the initial work of Schumpeter (1954), which outlined the main areas for industrial innovation that include product innovations, process innovations (e.g. new ways of delivering services), market innovations (i.e. new ways of communicating with the customer such as the internet) and logistical innovations (i.e. innovations in supply chain delivery of services such as vertical integration to deliver a seamless tourism experience). Hjalager (2007) has reviewed many of the academic studies of tourism and innovation, highlighting that repairing the limited levels of innovative behaviour which characterise the tourism industry is not an insurmountable problem.

Indeed, Sundbo et al. (2007) suggest that most innovation that occurs in tourism is not technological; it comprises a change in behaviour by businesses – a culture shift. Some of the principal factors that affect the culture of innovation in a country are the attitude, support structures, and approach of the state. Even though tourism seems to be a rewarding sector for investors and entrepreneurs, the concept of tourism entrepreneurship has not been adequately understood. The limited literature in the area of tourism entrepreneurship suggests there is little entrepreneurial behaviour in the sector. The reality, however, proves the opposite. The hospitality and tourism industry has been a fertile ground for entrepreneurial business. Thomas Cook's tour packages, Ray Kroc's McDonald's, and Walt Disney's theme parks. J.W. Marriott's and Conrad Hilton's hotels are just a few classic entrepreneurial brands in the world of hospitality and travel enterprises. Driven by the inner need to succeed and to make a difference in some way, these truly successful entrepreneurs focused on their opportunities and pursued them with great dedication and courage in the face of opposition and setbacks. All of these entrepreneurial leaders have engraved their names and business in the history of the hospitality and travel industry. An entrepreneurial approach is just as relevant and important in hospitality, leisure, sport, and tourism as in other sectors, if not more so.

Solutions and Recommendations

From the above, it is clear that new forms are emerging in tourism – though some may have existed earlier, they are at least being classified with new nomenclature. Be it so, it means there is ample scope for the development of sustainable tourism and related industries in India. The growth in tourism and related industries has been good in the past few years since India, with its cultural heritage, is an attractive tourist destination apart from being very safe for tourists. However, to accelerate the expansion and provide further impetus to the tourism sector, there is a need to create awareness among the citizens, especially of the interior places, develop basic facilities in the tourist spots, proper location maps and road pointers, including road signs, need to be there on highways and junctions to facilitate travellers with good and decent restaurants of varying price range to cater to all classes of tourists serving authentic Indian food need to be developed. Another important issue is to expose youth to tourism aspects at

schools so that they can seek career opportunities in tourism and related industries in the future, set up professional institutions state-wise to develop trained manpower for the tourism industry and encourage learning more national and foreign languages especially English, German and French, etc. so that they can be professional tour guides, with good communication skills. Expanding infrastructure remains a critical component in India, especially in travel and tourism development, if the full potential of employment generation, export earnings, and regional development effects are to be realised. Airport expansion and air traffic control system modernisation, in particular, are priorities for travel and tourism growth. Current land-based ATC systems should be switched to satellite navigation as soon as possible to contain operating costs, improve safety and reduce congestion. There is also the need to facilitate travel by easing issues relating to international border crossings, particularly airports by visa on arrival, as the number of traveller arrivals at airports in the region during the current decade is expected to increase at a faster rate per annum. With pressures on budget and space resources likely to come under increasing scrutiny, the problem of finding more efficient and speedy procedures to manage border clearances will escalate dramatically in future years if serious congestion is to be avoided. Equal focus on developing support sectors like local transport, foreign exchange facilities, tourist guidance centres, etc., is needed since these, if undeveloped, tend to harm the tourism sector. Last but not least, India needs strategic marketing to increase profitability. Profitability needs to be improved through increased utilisation of the assets. Profitability can be aided through the introduction of greater efficiencies – for example, cooperative marketing, or through ensuring that increases in volume sales are not achieved on low-price competition strategies (Baporikar, 2015a).

Future Research Directions

Tourism today is much more than just developing products. It is more about quality, insightful thinking, and the ability to have global information about technology, partners, and contacts and respond quickly to global and regional trends. Tourism should be a vehicle for international cooperation and understanding of the various civilisations and a harbinger of peace. From the foregoing, we can see how fast the face of tourism is changing and how challenging the job of travel agencies

is now. There is, therefore, a need for proper training of the personnel working in the industry through a thorough and detailed study of the subject. A unified approach to the subject is also needed since, at present, people from different fields have been studying tourism from different perspectives. The lack of adequate research on tourism entrepreneurship is also a major handicap, and there is not much literature about the role of entrepreneurs in tourism in the study area. It is also important to highlight the gap in our understanding of how small and medium tourism establishments. SMTEs in destinations influence overall economic development (Shaw and Williams). Research is also used as a process to inform public sector decision-making to promote tourism as an investment decision to assist localities in building a service economy, often using studies commissioned by specialist consultants that provide the blueprint or strategic direction for change, along with potential business opportunities. Tourism entrepreneurs are mainly in the business of travel agents, tour organisers and operators, hospitality and handicrafts etc. The role played by these entrepreneurs in marketing the essential products and services to the tourist has significantly fueled the growth of tourism in the study areas. The research on tourism entrepreneurs will help to have a better understanding of its progress and potential. The contribution made by these entrepreneurs is tremendous. This needs to be assessed and acknowledged. The research findings will motivate and educate budding entrepreneurs to be successful and promote tourism and the economy of the nation.

Conclusion

The tourism sector is fragmented into many industries like Travel, Hospitality, Transportation, Tour guiding, Handicrafts, etc. Tourism in the modern world has grown to be one of the largest industries in the world, and as per the World Travel & Tourism Council (WTTC) and World Economic Forum (WEF), it generates ten per cent of global GDP and employment (Lehari, 2005). The nature of tourism development requires both the public and private sector's active participation. Additionally, if the long-term tourism policy is to be successful, there is a need to rethink it. A more strategic approach to tourism development that is inclusive is required (Sokhalingam & Baporikar, 2012). The government has the opportunity to team up with the banks and help finance and underwrite

smaller and locally driven tourism projects, which will have a less destructive impact on our environment and will also spread the benefits of tourism to all parts of the country, thus giving rise to a local supply and demand chain, a vital ingredient for job creation which will help to achieve the goal of nationalisation in the real sense (Sokhalingam & Baporikar, 2011). Today, travel and tourism have become part of the people's regular activity; for the economies worldwide, the sector generates not only revenues but is also a great provider of employment (Baporikar, 2011). Thus the present paper makes an effort to have a holistic understanding of tourism and its growth in India and delves into the entrepreneurial opportunities which the tourism sector provides as successful tourism can change external perceptions of a country, improve intercultural understanding, and create a positive internal frame of reference for a country (Baporikar, 2011). It is also hoped that it will help the authorities to frame policy decisions, encourage and support entrepreneurs and develop the tourism sector, which would go a long way in nation-building and development. Hence, the smaller projects will have a less destructive impact on our environment and will also spread the benefits of tourism to all parts of the country, thus giving rise to a local supply and demand chain, a vital ingredient for job creation and also helping to achieve the goal of entrepreneurship development in India.

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