

Understanding the need for utilizing entrepreneurial opportunities and untapped potentialities in the tourism sector in Tamil Nadu

I. M. Karthikeyan

Department of Tourism & Hospitality Management

Annai Fathima College of Arts and Science

Thirumangalam

Madurai

India

Abstract

India enjoys a predominant position in the tourism map in the international arena because of her own uniqueness in religious, monumental, historical and legendary living things. It is the second largest industry provides larger employment opportunities both directly and indirectly. In Tamil Nadu there are more than 25 lakhs to 30 lakhs people are directly engaged in the allied tourism sectors like hotels, restaurants, transport, hospitality and other important wings of tourism sector. This paper clearly focuses by the researchers about the untapped potentialities of the tourism sector in establishing industry oriented tasks and also exposes how far sustainable tourism is an instrumental in achieving sustainable development as well as tourism sector in Tamil Nadu with some illustrations in detail.

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1. Introduction

Tourism industry in India has been met radical changes. Under the guise of entrepreneurial risks and challenges this industry has not been able to flourish in a faster rate in compared with other industrial activities. The only amicable chance to improve the tourism sector and other related spheres must be developed only by means of establishing industrial atmosphere and to steer its growth in a well phased manner. Tamil Nadu is having vast scope for improving tourism development to the utilization

E-mail: drperumaludc2014@gmail.com

of existing opportunities and feasible chances which enhances productive oriented further growth. More than 30 lakhs people are entirely depend upon this sector as a prime occupational source and it is the tool for eradication of unemployment in the society. Opportunities like financial feasibilities, entrepreneurial ability, skills, talents for overcoming risk and challenges and a new trend have to be created among the unemployed persons to start industries like travel and tour, transport, guidance and help, development of paying guest homes, inns, resorts and mountain site seeing activities through the well co-ordinated activities of the entrepreneur. In this context it is worthwhile to mention that Tamil Nadu is endowed with larger opportunities, conducive conditions and feasible atmosphere largely available in and around the state. Most of the planners as well as stakeholders are akin to know about the methods and means of utilizing opportunities and chances for the growth of tourism in an elusive manner. The present endeavor is attempted to throw light the significance of the tourism development through the utilization of opportunities of the entrepreneurs with a clear-cut foresight. Intrapreneurs in this field are ready to come forward to establish an industry oriented tasks for the development of tourism by utilizing their own previous experiences, skills and talents and capable of forecasting future demand for the services in this sector. This would leads to tremendous growth and progress of the related hospitality sector growth and travel and tourism activities.

Theoretical Background of the Study

The consequences of exhibition outline on visitor values and its impact on the advantages of tourism were examined using evaluation items. The winners of the “outstanding tourism factory” award, two craft museums, were looked at. The findings demonstrate that the functional value that had the most impact on the advantages of tourism was display experience, service management and the idea of design. Additionally, results from the interaction between show layout and factories suggested that identifying personal assets, addressing weaknesses, and analysing exhibit layout components that best provide tourist values and benefits is helpful for improving resource investment planning (Chun-Ju Li & Shin-Yi Lin, 2018).

Berg et. al. (2014) also covered the topic of how business owners could build lucrative and successful tourism industries without harming the site’s distinctive natural environment and socio-cultural past. Last but not least, research on tourism entrepreneurship covered the difficulties

facing the industry, with the impact of seasonality and the necessity to strengthen protective cohesiveness (Araujo, 2017).

Statement of the Problem

The development of tourism sector can be largely used by utilizing the existing entrepreneurial opportunities and feasible chances available for the commencement industry oriented projects in the field of hospitality sector, travel & tourism, guidance & coordinating activities of tour operators by a well phased manner. Geo-Tourism, Medical-Tourism, Adventure-Tourism and Season-Tourism are the important segments of tourism industries which are having lot of opportunities and possible chances to establish their own venture in the development of this sector. More specifically Tamil Nadu witnessed a tremendous growth under the guise of Tourism Policy of the Tamil Nadu Government which promotes new entrepreneurs scheme and other concessional opportunities provided to the new enterprising youths.

Methodology

The present research is executed with the help of both primary and secondary data. Descriptive and analytical study is used to explore further possible avenues of utilizing entrepreneurial opportunities available for the development of tourism. Secondary data have been largely gathered from the sources of TTDC reports, Tamil Nadu Chapter of Hotel & Restaurant Owner's Consortium and other working papers for a particular period of time. A systematic review is frequently used as a technique of separation in a variety of fields, as well as hospitality and tourism, to assess the breadth and nature of knowledge in a given area and make sure that resolution and interpretation are supported by the "best evidence" (White and Schmidt, 2005).

Review of Literature

It is demonstrated that the secret to the success of new products is the capacity to comprehend and build customer preferences for new products in response to shifting market trends. This study examines how customer knowledge development is affected by characteristics of cross-functional teams in a market-oriented organisational context given the importance of understanding consumer preferences and the growing

use of cross-functional teams in the NPD process (Tsun-Jin Chang, Shang-Pao Yeh, 2013). Studies that are discipline-specific gauge the state of entrepreneurship as a whole. For instance, Shane and Venkataraman (2000), Venkataraman (1997), Wiklund et. al. (2011) and Woo et. al. (1991) highlighted advancements on various topics in the entrepreneurship literature from various angles. Kuratko et. al. (2015) compiled progress by constructing a framework of frameworks approach, consisting of a framework for schools of thought, an integrative framework, a framework for entrepreneur types, a framework for processes, a framework for venture typologies, and a framework for the life cycle.

Aim & Objectives

The validity and reliability any research is purely decided only by the clear-cut major aims and objectives of the research problem. It helps the researcher to stride in a new path to analyze the significance of the research endeavor. Researchers and academia have shown much interest to broaden the aims related to the study to attain the fruitful results. Under this juncture the present endeavor is attempted to find out the ways and means of utilizing entrepreneurial opportunities available in the tourism sector in Tamil Nadu and how to motivate the new entrepreneurs to start enterprises in this related activity and also find new avenues for overcoming the risk and challenges encountered in this sector along with the clear-cut specified suggestive recommendations for its improvement and accountability of the future. One more important point in this study is to project the future happenings and what type of activities to be taken to way forward.

Analysis and Discussion

It is a universally acknowledged truth that the travel and tourism sector creates jobs, boosts foreign exchange profits, and fosters growth in various regions of the nation. If the proper attention is given, the journey and tourism zone is anticipated to overtake the IT and automobile industries as the state's largest revenue producers.

The entire part of the travel and tourism zone to the global economy in 2019 was 4.67 trillion US dollars, or 10.4% of global GDP, which has recently fallen to an alarming 5.5% due to the post-pandemic condition in many parts of the world. At the same time in 2019, Dubai's travel and tourism sector generated 30.82 billion US dollars in revenue, making it the

city that generates the most cash from tourists globally. However, during the same time, India generated travel and tourism earnings to the tune of \$30,058 million USD.

Feasible Opportunities in Tamil Nadu

Tamil Nadu is the most urbanized and industrialized State and has the third-highest GDP per capita. Recent archaeological discoveries have made Tamil Nadu stand out as the state with the most ancient culture and history on the global heritage list. Tamil Nadu is a delight for tourists, adventurers and adventure seekers thanks to its moderate rainfall, infrequent landslides, tolerable summers, and incredibly pleasant winters. Compared to the majority of the world's top tourist sites, Tamil Nadu enjoys a more consistent climate. The state of law and order is steady, and the recorded crime rates are substantially below both the international and national acceptable levels. Standards for medical assistance and support infrastructure in the state are noticeably high and on level with the international average.

Locations like Coutrallam, Valparai, Ooty, Yercaud, Kodaikanal, etc. are abundant in the treasures of nature and make for great getaways. For wildlife adventure excursions, locations like Mudumalai, Mundanthurai, Vedanthangal, etc. are perfect. Tamil Nadu is home to numerous historic temples and religious sites that draw visitors from around the world. There are places called navagraha sthalams where devotees congregate to offer their obeisance. Numerous of our temple celebrations are quite well-liked and draw followers from all around the world. However, it is also the only location that offers all alternative medical treatment choices, including Ayurveda, Siddha, Homeopathy and Unani, in a single location with the essential infrastructure for study.

There are many issues and challenges are encountered in the tourism industry in establishing enterprises.

- Generally Tamil Nadu is one among the pioneering state in the development of tourism, but at the same time there is no any conducive condition for making this industry as an enterprise.
- Availability of credit/either thro' monetized/non-monetized sources are inadequate.
- In the case of medical tourism/Geo-tourism sustainable efforts in achieving the tasks are inadequate.

- An important challenge under this sector is the absence of co-ordinated effort either from hotel or hospitality sector or from the transport sector.
- There are many UNESCO recognized living things are available. There is no any attempt made by the stakeholders in covering all those important monumental sites/living things thro' packaged tour facility is not made so far.
- As far as foreign tourists are concerned they are interested to make a trip cover all the UNESCO famed sites and they are ready to spend. There is a better scope for earning more foreign exchange.
- The Ministry of Tourism/TTDC/ or other consortium of Restaurant owners may not shown any akin/keen interest in the promotion of adventure tourism.
- Many private resort owners in the areas of hill regions are frequently tortured by the forest officials and local law maintain officials every month they have to pay a huge amount to these officials to convince them. It would definitely hinder their enterprising spirit.

Suggestions

In the light of the above foregoing discussion on entrepreneurial opportunities of tourism sector in Tamil Nadu the researchers strongly recommended certain suggestions and policy considerations.

- Efforts must be made to provide long term financial assistance/ credit facilities to the entrepreneurs of tourism sector in establishing an industry oriented venture.
- Steps must be taken to boost up the growth of tourism sector Govt. of Tamil Nadu must come forward to announce certain sops/ concessions to the tour operators.
- Identification of thrust areas must be given top most priority E.g. In establishing resorts in beach areas/hill regions some liberalized policies may be followed.
- A clear-cut entrepreneur policy of tourism sector must be announced once in a period of 3 years. This would help the new entrants to start new ones and induced to start many enterprises.

- Enterprising spirit of the tour operators must be made through the announcement of repayment holidays for the period of 5 years with regard to their loans.
- A mega fair must be convened by the Ministry of Tourism/with the Department of Environment and Forest to popularize their credit facilities.
- Identifying the areas of tourism where there is an untapped potentialities opportunity available.
- Start-Up/Stand-Up programmes must be channelized into the development of tourism sector.
- R & D of Tamil Nadu Govt. and PSU must come forward to undertake projects/sign pact/ MoU/ with the leading tour operators to make praiseworthy.
- A special intrapreneurial programme which will absorb many talented and experienced persons to start-up industries in the field of tourism.
- Steps must be made to increase the entrepreneurial opportunities among the persons engaged in this sector thro' training and research.
- Preference must be given to the unemployed graduates in the field of tourism/catering science/hotel management to start new ventures.
- A well arranged co-ordinated effort must be made thru' PPP (Public Private Partnership) programme.

Concluding Observations

There are still many untapped potentialities of entrepreneurial ability of the entrepreneurs in tourism sector must be identified by the Govt. of Tamil Nadu thro' some candid programmes provided to them. PPP must be made more effectively with areas of geo/medical/sustainable tourism sectors UNESCO fame living things like Temples/Palaces/Forts and others must be popularized by the 'PP' engagements. There is no denying fact that the entrepreneurs in this sector must be channelized in a proper way in which there are lot of new avenues of development as well as revenue sources to the Govt. either by the way of setting 'Zonal Level Meet' /Zone level perspective plans to nurture the industry in an efficient way to reap more benefits.

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