

## Chapter 13

# Entrepreneurial Intent and Opportunities Linkage for the Sustainable Tourism Sector

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### **ABSTRACT**

*Travel and tourism are emergent new service sectors that are likely to 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 three decades from a broad range of disciplines: anthropology, sociology, economics, political science, history, development studies, and business/management. It has also commanded the attention of policymakers, planners, and development practitioners in India. However, what has been lacking for many years is a study that reviews and analyzes the intent and opportunities linkage focused on emergent and new forms of tourism as upcoming entrepreneurial opportunities. Focusing on India, this chapter aims to do that, with an in-depth examination of new forms of tourism followed by entrepreneurial aspects in tourism. Though the discussion pertains to India, the lessons drawn could be applicable to all involved in tourism.*

### **INTRODUCTION**

As we complete a decade and half in the 21st century, travel and tourism is 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 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 analyzes the intent and opportunities

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linkage focused on emergent and new forms of tourism as upcoming entrepreneurial opportunities. Focusing on India, this chapter aims to do that, with an in-depth examination of new forms of tourism followed by entrepreneurial aspects in tourism. Though the discussion pertains to India; the lessons drawn could be applicable for all involved in tourism. It will also delve into important conceptual issues which will also enable to develop 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 globalization. As such, this study will be of crucial reference for anyone working not only on Asian tourism, but also of great interest to many scholars in fields beyond this area.

## **LITERATURE REVIEW**

Tourism is the world’s largest industry (Scheyvens and Momsen, 2008). The human need and desire to travel has not changed over time however evolution 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 has been revolutionary to the tourism industry. Henry Ford’s introduction of the first automobile in 1908 not only saw the demand for better roads but ultimately changed the way and accessibility of travel (McIntosh et. al, 1995). 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 really 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 clearly 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 has 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. Approximately 77 million people are employed in the industry worldwide (Collier, 2006).

Tourism plays a pivotal role in socio-economic development. It fosters international understanding as a part of “Global Village Concept”. Tourism has indeed grown to become a major social and economic force in the World (Mc Intosh *et al*, 1995). A part from the benefits of greater understanding and trust between people and other social benefits, it also causes redistribution of wealth from one area to other along with its inevitable role in 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 Organization (UNWTO), an apex body of tourism authorities in the world view that 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 all alleviation of poverty in almost all the areas of 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 percent of global GDP and employment. In south East Asia, the forecast is that by 2010, tourism and hospitality will contribute to around 12 percent of the region’s GDP and

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