

A Study on Sustainable Strategy of Tourism Entrepreneur

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ABSTRACT

Entrepreneurship has received increased attention within tourism research, reflecting the important role of entrepreneurs and new firm start-ups within the tourism industry for innovation and value creation. Entrepreneurship is considered a central force of economic development, as it generates growth and serves as a vehicle for innovation and change. Tourism is one of the economic sectors in which a great degree of involvement is needed by the entrepreneurial sector: diversification of tourism products and services is needed to cope with increased demand for new types of tourism needs. These include opportunities for more sustainable tourism. Although it is expanding, the literature on tourism entrepreneurship remains dispersed. It embraces a number of different issues, perspectives and approaches, and thus far, little congruent knowledge has been developed. Tourism industry plays important role in business development in few past year's and tourism, hospitality and leisure industries originally are in the first place based on entrepreneurship. Tourism entrepreneurship is defined as activities related to creating and operating a legal tourist's enterprise.

KEYWORDS: Entrepreneurship, tourism industry, innovation, knowledge, development

1. INTRODUCTION

Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. Sustainable development has been the topic of many discussions as a result of climate change and environmental conservation. With the world's human population increasing at a rapid rate and commanding a growing demand for natural resources; greater than which the earth can provide for (Reid, 2006:208), the importance of conserving the earth's resources is far greater than before. Sustainable development has political, economic, socio-cultural and environmental dimensions, and is concerned with the protection of the environment, the well-being of the local community and respect for their culture, and the long term creation of economic benefits for all stakeholders involved. Products can be identified that can be shifted to a local supplier, focusing on reliability in peak season, identifying products with a theme, and the marketing of several products together, that are more likely to succeed, to increase tourist appeal and generate synergies in terms of business support, transport, marketing and skills development. In both urban and rural areas small entrepreneurs urgently need market access, capital and opportunities to upgrade, invest and expand in a sustainable manner.

Entrepreneurship concept had used in 17century for first time and has been evolution that became as subject of many discussions now. Many defines entrepreneurship as starting a new business but

many of economist believed this concept is more than. Wilken (1980) said entrepreneurship as catalyzer prepares sparkle of economic growth and development. Jeffery Timmons (1990) defined entrepreneurship, creation of valuable sights from nothing. Also According to Drucker (1989) definition, Entrepreneur is person who seeks for change, shows a proper reaction, and uses it as opportunities (Holden, 2009). Entrepreneurship and innovation are critical factors in tourism and are both central to the continued success and development of the industry, both globally and regionally (Parra López, Buhalis&Fyall, 2009). A ‘tourism entrepreneur’ may be defined as a person or a group of persons producing and managing tourism products. In this process the entrepreneur must have the commonly prescribed entrepreneurial traits along with service sector specialties. As regards the definition of tourism entrepreneurship, we believe that the most useful and convincing way to define tourism entrepreneurship is to establish its congruence with entrepreneurship it has emanated from. Accordingly, tourism entrepreneurship can be defined as the professional application of knowledge, skills and competencies and/or of monetizing a tourism related new idea, by an individual or a set of people by launching an enterprise de novo or diversifying from an existing one (distinct from seeking self-employment as in a profession or trade), thus, to pursue growth while generating wealth, employment and social good. Driven by increasing wealth and economic development, tourism is one of the most rapidly growing industries worldwide, with annual growth rates reaching 10 % (Menon, 2010). This development calls for entrepreneurs and new business start-ups to serve growing markets (Lordkipanidze, Brezet, & Backman, 2005) and thereby contributes to value creation. Furthermore, the entrepreneurship literature provides inspiration for areas of further development related to tourism entrepreneurship. These areas include the following:

- Entrepreneurial opportunities within tourism, their origins and their development.
- Entrepreneurial behaviours in the start-up of tourism ventures and consequences for the further development of tourism firms.
- Types of tourism entrepreneurs and implications for venture development.
- Processes of corporate entrepreneurship in tourism firms, including spin-off ventures. and
- Resource acquisition, resource configuration and capability development in tourism firms.

ELEMENT OF SUSTAINABLE DEVELOPMENT

A well known and widely accepted definition of sustainable development is that of the World Commission on Environment Development's, Brunt land Report in 1987, which states that sustainable development is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (Brunt land 1987). Sustainable development is a process that must be made reliable for, and consistent with future needs as well as present needs. Wight (2004:48) argues that there are five interrelated elements of sustainable development, namely:

- Economic: The generation of wealth and employment opportunities and the enhancement of material life.
- Political: The political stability of a destination, safety and security and human rights.
- Social: The well-being of the local community in terms of education, health, nourishment and shelter.

- Cultural: The acknowledgment of and respect for heritage and traditions, as well as the support of cultural identity.
- Ecological/Environmental: The recognition of the importance of conservation of all natural resources and environmental enlightenment and understanding.

Sustainable development has political, economic, socio-cultural and environmental dimensions, and is concerned with the well being of the local community and their culture, as well as the long term creation of economic benefits for all stakeholders involved.

ENTREPRENEURS AND SUSTAINABLE TOURISM DEVELOPMENT

Emerging entrepreneurs must be encouraged to develop different types of local linkages, such as procurement from local enterprises/suppliers (i.e. subsistence farmers); local staffing; training semi-skilled staff; developing local cultural heritage products; building local partnerships with non-competitive businesses to generate business and share customers; and by delivering social and economic benefits in a sustainable way. Partnerships can be formed between tourism businesses and local communities for mutual benefit with both partners sharing risks and benefits; with the tourism sector providing a direct market and support for emerging entrepreneurs. Emerging entrepreneurs can source new networks and suppliers to enhance their businesses by asking staff to introduce new suppliers from their own networks; by contacting local business associations and chambers of commerce; by tapping into local networks, church networks; and by asking one local supplier to recommend another. Various approaches can be used to increase local sourcing, such as the strategic approach, where top management must revisit procurement policy and procedures; the ad hoc, product-led approach that entails setting up of contracts with one/more suppliers in response to an opportunity; the destination-wide approach, where several companies, and stakeholders working together can help develop new businesses and boost the local economy. Government can arrange expo's for local suppliers to "meet the buyers". Travel agents, transport operators and booking agents can procure from local suppliers; and finally the "appoint a champion/driver" approach, that grasps what top management wants to achieve, and having the mandate and resources to implement it.

PRODUCT DEVELOPMENT

Products should be identified that could be shifted to a local supplier, with focus on reliability in peak season, identifying products with a theme, and the marketing of several products together, that are more likely to succeed; for example, a range of craft or food products with a 'made local' brand or part of a themed event. This increases tourist appeal and generates synergies in terms of business support, transport, marketing and skills development. Emerging entrepreneurs can become involved in the hosting of traditional community festivals and events, and be catalysts to rejuvenate and preserve a destination's cultural traditions and renew the local community's pride and confidence (Tassiopoulos, 2005:3). Events play an important role in locals' lives, as they offer activities and spending channels for locals and tourists, and a chance for cultural exchange. Local events and festivals that are not managed properly by local entrepreneurs can negatively impact ecosystems through utilization of non-renewable natural resources. However, events can also be a medium to promote environmental awareness, responsibility and understanding among event tourists and the local community. (Collins et al., 2009:829). Sustainable event practice can also encourage the development of environmentally friendly transport systems and infrastructure, waste

management and recycling, alternative eco-friendly energy sources and potentially enhance the environment (Allen et al., 2008:64; Collins et al., 2009:830).

3. CONCLUSION

Sustainability is a double edged sword: on the one hand we are looking at protecting the environment for future generations; but in a poverty stricken society this is a difficult task to fulfill, as people harvest the land to survive – they chop trees for firewood and hunt wild animals for survival. Education for sustainable development is imperative on all levels of society; and entrepreneurs must grasp the importance of sustainability and the benefits associated with sustainable entrepreneurial practices.

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