

DEVELOPMENT OF TOURISM ENTREPRENEURSHIP TO PROMOTE PEACE AND REDUCING POVERTY

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ABSTRACT

Tourism is the fourth largest service industry in the global economy. It is seen as an engine of development catalyst to economic prosperity of a country. This is originated in our own brain, tourism entrepreneurship is a positive way to promote peace in our badly broken world. Tourism entrepreneurship plays a major role in any country's economic development and to promote peace and stability. It's also helps to open the minds of both visitors and the visited to different ways of life. We examined that it also helps in persevering and sustaining the diversity of the country's natural and cultural environment which helps in promote peace. In this paper, we empirically investigate that development of tourism entrepreneurship is develop healthy relation between different countries and it has also help in contributing in national income and generating huge employment opportunities as a result poverty will be reduced.

Objectives:

- Necessity of development of tourism entrepreneurship.
- How help in promoting peace in the world.
- Contribution in economic development.

Tourism

The word "tour" is derived from the Latin word 'tornare' and the Greek word 'tornos,' meaning 'a lathe or circle; the movement around a central point or axis.' This meaning changed in modern English to represent 'one's turn.' The suffix-ism is defined as 'an action or process; typical behavior or quality' whereas the suffix-ist denotes one that performs a given action. When the word tour and the suffixes-ism and ist are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey that is a round trip and one who takes such a journey can be called a tourist.(en.wikipedia.org/wiki/tourism)

In simple words, Tourism refers to that activity which is conducted for a short period of time; more than 24 hours and less than 1 year; for a non-remunerative purpose.

The Macmillan Dictionary defines tourism as the business of providing services for people who are travelling for their holiday. Wikipedia defines it as travel for recreational, leisure or business purposes. The OECD glossary of statistical terms defined tourism as the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.

(stats.oecd.org/glossary/detail.asp?ID=2725)

Tourism Entrepreneurship

In simple words, it embraces all sorts of activities involved in creation and operation of a tourism enterprise.

In other words, tourism entrepreneurship refers to the activities of the major group of stakeholders of this service sector primarily designed for the effective and profitable interaction of demand for and supply of tourism products; at the same time assuring competitive professionalism and gainful socio-economic status.

As conclusion we can say that ,tourism entrepreneurship is the professional application of knowledge, skills and competencies and of monetizing a tourism related new idea, by an individual or a set of people by launching an enterprise diversifying from an existing one ,thus, to pursue growth while generating wealth, employment, social good to understand culture of other countries to maintain peace and stability.

Tourism Entrepreneur:

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.

World Tourism

Tourism can be considered one of the most remarkable socio-economic phenomena of the twentieth century. From an activity “enjoyed by only a small group of relatively well-off people” during the first half of the last century, it gradually became a mass phenomenon during the post-World War II period, particularly from the 1970s onwards. It now reaches an increasingly larger number of people throughout the world and can be considered a vital

dimension of global integration. Although domestic tourism currently desire to explore new places have necessitated travel and tourism.. The tourism sector is recognized as a growing industry playing an important role in the economic and social development and a large number of countries worldwide depend on tourism for their economic growth. In Asia, many countries now regard tourism as an important and integral part of their economic development strategies. Indeed, there is a growing recognition that tourism is becoming a dominant sector of economic activity worldwide

The World Tourism rankings are compiled by the United Nations World Tourism Organization (UNWTO) as part of their *World Tourism Barometer* publication, which is released three times throughout the year.

World Top Ten Tourist Destination



- The top ten international tourism destination in 2014 were France, US, Spain, China, Italy, Turkey, Germany, UK, Russia and Mexico.
- International tourism receipts grew to US\$1,245 billion in 2014, corresponding to an increase in real terms of 3.7% from 2013. The World Tourism Organization reports the following countries as the top ten tourism earners for the year 2014, with the United States by far the top earner after that France, Macau, Italy, Germany, Thailand, , Hongkong etc.

Why development of Tourism Entrepreneurship is important?

- The contribution of the tourism entrepreneurship in the economy is well known. When well managed,
- The tourism sector creates opportunities for the development of small and medium-scale enterprises (SMEs).



- Promotes awareness and understanding among different cultures; breeds a unique informal sector;
- Helps to save the environment; creates economic linkages with agriculture, light manufacturing and handicraft (art, craft, souvenir);
- Creates linkages with the services sector (health, beauty, entertainment, banking and insurance, ICT industry);
- Provides employment opportunities.
- Tourism can also play a strategic role in catalyzing the development of other sectors of the economy – agricultural products and services such as organic agriculture, farm tourism); as well as crafts (wood-working, curios, fine art).
- It is consumed at the point of production so that it directly benefits the communities that provide the goods.
- It enables communities that are poor in material wealth but rich in culture, history, and heritage to use their unique characteristics as an income-generating comparative advantage.
- It creates networks of different operations, from hotels and restaurants to adventure sports providers and food suppliers. This enables tourist centers to form complex and varied supply chains of goods and services, supporting a versatile labor market with a variety of jobs for tour guides, translators, cooks, cleaners, drivers, hotel managers, and other service sector workers. Many tourism jobs are flexible or seasonal and can be taken on in parallel with existing occupations, such as farming.
- It tends to encourage the development of multiple-use infrastructure that benefits the host community, including roads, health care facilities, and sports centers, in addition to the hotels and high-end restaurants that cater to foreign visitors.
- Tourism refreshes the mind, brings happiness, relaxation, enjoyment and gives new experience etc. to the tourists.
- Tourism ensures an all round growth through economic multiplier effect which percolates to various stake-holding sectors like the airlines, railways, surface transport, cruises, hotels, telecommunication etc.



- Apart from generating direct employment, its indirect effect ensures inclusive growth of the local community.
- From a service sector, tourism has emerged as a leading export industry like the Gems and Jewellery Industry, Information Technology and Engineering Products.
- The last but not the least its very helpful to know the people of other countries and about their culture, values, religion, attitude, behavior, ethics, commitment and many more which helps in develop peaceful relation among the people by changing their mindset Have faith that there is still an abundance of good in this world.

Peace is attainable. If it is possible to convince enough individuals that it is important enough to commit to adopting new, more positive, more peace promoting attitudes and behavior themselves; and not just “preach to others”; we all must acknowledge and commit to the changes we might need to make within ourselves to make it happen.

Reduce Poverty:

- **Generating Income and Employment:** Tourism has emerged as an instrument of income and employment generation, poverty alleviation and sustainable human development.
- **Source of Foreign Exchange Earnings:** Tourism is an important source of foreign exchange earnings in world. This has favourable impact on the balance of payment of the countries.
- **Developing Infrastructure:** tourism tends to encourage the development of multiple-use infrastructure that benefits the host community, including various means of transports, sports centers and health care facilities, in addition to the hotels and high end restaurants that cater to foreign visitors. The development of infrastructure has in turn induced the development of other directly productive activities which help to generate employment and reduce poverty.
- **The Multiplier Effect:** The flow of money generated by tourist spending multiplies as it passes through various sections of the economy.
- **Regional Development:** The underdeveloped regions of the country can greatly benefit from tourism development. Many of the economically backward regions contain areas of high scenic beauty and cultural attractions.

- **Economic Value of Cultural Resources:** Tourism provides monetary incentives for the development of many local crafts and culture, thus it has an effect on the income of the local artisans and artists.



Promoting Peace

- **Promotion of International Understanding:** Tourism entrepreneurship can also become an effective tool to develop a better understanding and interaction amongst people of different countries.
- **Promoting Peace and Stability:** Tourism industry can also help promote peace and stability in world by providing jobs, generating income & diversifying the economy, protecting the environment, and promoting cross-cultural awareness. However, key challenges like adoption of regulatory frameworks, mechanisms to reduce crime and corruption, terrorism etc, must be addressed if peace-enhancing benefits from this industry are to be realized.
- **Change attitude and behavior:** To achieve peace in the world, we have to change our attitude and behavior towards other religions, culture and system.
- **Adopt positive attitude.**
- **Respect others system and culture.**
- **Promoting cross-culture awareness.**

- **Tourism entrepreneurship helps in building understanding and tolerance worldwide.**
- **Its helps in reduce the gap between rich and poor**
- **Reduce differences**

Conclusion

So it could be summarize that, tourism entrepreneurship is a tool through which tourism entrepreneurs helps to develop peace in the world and reduce poverty because it is a multi-dimensional activity, and basically a service industry. There is no better way to learn about a new culture than to experience it first-hand. Tourism offers a wonderful connecting thread between visitor and host community. It promotes dialogue and interaction. Such contact between people of different backgrounds is the very foundation for tolerance. Tourism growth brings serious responsibilities to minimize any potentially negative impacts on the cultural assets and heritage of mankind. The world's peoples and cultures been drawn together by tourism entrepreneurs. Through tourism entrepreneurship, millions of people are brought closer every day. Experiencing different ways of life, discovering new food and customs and visiting cultural sites have become leading motivations for travel, and as a result, a crucial source of revenue and job creation. "Income from tourism is often redirected towards the safeguarding of these sites and even the revitalization of cultures," the tourism entrepreneurship can help create peace and reducing poverty by providing jobs, diversifying local economies, promoting cross-cultural awareness, investment in human capacities and general infrastructure through comprehensive national strategies is vital for a success. At last we can say that, in a world struggling for peaceful coexistence, tourism can build bridges and contribute to peaceful tourist industry and for further development to take root.

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