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Entrepreneurship- Its gradual burgeoning in the realm of Tourism

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Abstract

The aim of this paper is to analyze the correlation between entrepreneurship and the tourism sector. This paper tried to examine very minutely the various research articles, studies of notable authors over the past century to actually determine the growth. Quantitative approach for describing, evaluating and monitoring has been used for this analytical study. Around 96 articles have been studied and taken into concern related to entrepreneurship and tourism to get to the results. The outcome of the study clearly reveals that the articles encircling the entrepreneurship and tourism are being amassed under three categories specifically: I.) The classification of entrepreneurship, II.) Small and medium sized tourism endeavors, III.) The learning & literature about entrepreneurship in the tourism industry. The quality and quantity of research materials found during the study helped to continue the investigation on broader and larger scales. In a comparative mode, it was found out that the knowledge production of entrepreneurship and tourism has increased in this century. However, another two decades have passed and we expect this study could provide some more insights and wider angle of vision to the literature regards to the field of entrepreneurship and tourism. As entrepreneurship is always accompanied by consequential chances, upheavals and recollections, the business behavior ornamentation in the tourism sector helps us with a lot of interesting and beguiling facts and figures for evaluation

Keywords

Entrepreneurship, Tourism

Introduction

Entrepreneurship has a very direct relation the social issues and to the solutions. It also opens up new scopes for different zones. The word is derived from a French word which means “undertake”. According to Shri. Venkataraman, entrepreneurship is defined as the use of the chances for the invention, evaluation and promotion of goods and services furnished, type of organization, raw materials which were unavailable earlier. The concept of entrepreneurship is very effectually used by different disciplines such as history, sociology, psychology and finance according to their own terms.

There are very common legacy and language in the previous studies which had used varieties of other approaches to entrepreneurship. However, they target different points at different directions in the functions of entrepreneurs. In the year 2004, Mr. Parker grouped all of these entrepreneurships in a progressive manner. In the first instance, the entrepreneurship begins with speculation and precariousness. The popular French economist Mr. J B Say stressed that entrepreneurs were at the central point of the economic system as they manage the factors of production and make the gains. He also pointed out that entrepreneurs play a key role in moving the economic resources into high efficiency areas.

While the contemplation to entrepreneurship in tourism sector is rising, the relevant literature still remains sparse. Reviewing the tourism and entrepreneurship researches emerges out to be the main intention of this study. Also need to assess to main elements of study and ascertain the current state to study. The theme of entrepreneurship has many variations. The amount of studies on these themes is slender and hence as a result blocks the required knowledge and wisdom. Only a literature review is not the prime objective, it also intends to explore the surfacing entrepreneurship themes within the tourism boundaries. Revealing of newer concepts or offering the uncommon themes, this study aims at providing the best resources for the potential researchers and also highlights them to get a better promotion in the upcoming researches. The result summarizes what has been achieved till date in this field and what needs to be achieved with relevance to this field of entrepreneurship and tourism.

Entrepreneurship plays a vital role in the analytical and strategic solution of macro and micro-problems. Entrepreneurship has a very significant berth in many sectors of society because of its contribution towards financial stoutness and affluence. The tourism precinct is very much dependant on the entrepreneurship because its durability is totally connected to the activities of the entrepreneurs and viability. The current ongoing examinations and researches for the sustainable and dependable practices in the zone of tourism emblazons surrogate outlooks donating to the advancement of tourism.

With the widespread of globalization, there has been an increase in the urgency of a competitive environment and the purpose of the entrepreneurs in various fields especially post the decade of 80 which marked the revival of entrepreneurs & entrepreneurship.

A very little knowledge has been gained and accumulated in the field of tourism despite several research papers and publications till date and the bibliographic methods applied. This study aims to fill that gap by keeping the focus on the entrepreneurs and tourism. A&HCI, SSCI, SCIE indexes were studied minutely for a detailed outcome on this topic. The differences are

listed: a.) The basis of the theory, b.) The database and the scholarly approach, c.) The studies which were conducted over a period of 25 years and also the areas where the researches were carried on.

The study nourishes with the blend of tourism and entrepreneurship. A summary is also developed about the count of studies that were performed over the tenure, places where the examinations were done, the research tools, different national and international journal, articles and the indexes.

Review of Literature

Tourism is considered to be the backbone of a country and is one of the most rapidly growing chunks which open lead to many of the economic effects. Be a developed country, under-developed or a developing country, all of them are trying to increase the influx of the tourists in their respective countries by promoting the tourism. Different kinds of methods and procedures are being adopted and followed for this competition. The economy earned through this zone gives a big thrust to the GDP of a country. There are many ways to perform this work but one of the major ways is to closely relate it to the entrepreneurship theorem.

Two researchers namely, Li & Ateljevic in the year 2009 declared a fact that tourism entrepreneurship is not understood amongst many despite the industry being so lucrative and profit making. Hospitality and tourism sectors are very efficient areas for attempts in entrepreneurship and it requires a lot of innovation and the different enterprises need to respond to the increasing transformation in this industry. Entrepreneurship in the tourism industry is a well known described strategic plan for the development of economy in the backdated regions for a proper showcase. Several countries have also started to stand in support of the promotion of tourism because of its force to the economy.

Small sized examples of entrepreneurship that emerged out in the recent past are agri-tourism, rural tourism, homestays and social entrepreneurship. They are trying to create their mark by repeated efforts in various brackets. Entrepreneurship literature also includes gender, age and education which in turn create the awareness related to the entrepreneurship education.

With the change of time and culture, tourists have also changed their lifestyles and holiday patterns. To keep the same pace, multifariousness of tourism products and services is the major requirement for a constant business and profit maximization. Hence, a gradual change in the tourist stimulus, current developments in the trends of the tourists, the rise of demand of tourism products, the influx of new tourist groups and the several industrial contentions convert the entrepreneurship in tourism in an abundance of necessity for the different tourism and hospitality companies.

In between the year 1986-2006, there have been journals and research papers published which are being read and carefully examined such as the International Journal of Hospitality Management, the International Journal of Contemporary Hospitality Management, Annals of Tourism Research. According to Li, the theoretical foundations were very poor statistical designs, the data quality was inappropriate and there were entanglements in the strategies.

Some of the publications over the last 24 years were published under three main databases which contribute to the entrepreneurship development in the field of hospitality & tourism. Different research patterns and trends show that the research topics on hospitality & tourism

started its expansion from the most developed countries and then gradually dilated towards the developing countries. The research in this field commences at the ground level (meso level) and then follows towards micro and macro level.

Research Methodology

Bibliometric study is done to accumulate and gauge the quality & quantity of the accessible pedagogical comprehensions. The process is related to the factors such as quantum of articles, journals, countries and authors. Hence, it is very easy to assess what has been completed and what needs to be accomplished. As per the data, bibliometric study in tourism has increased to a wider angle after 2010. Before 2010, this method was also used but in a very lesser quantity. Some studies have been completed with multifaceted slants in the tourism field such as tourism and the impact of economy.

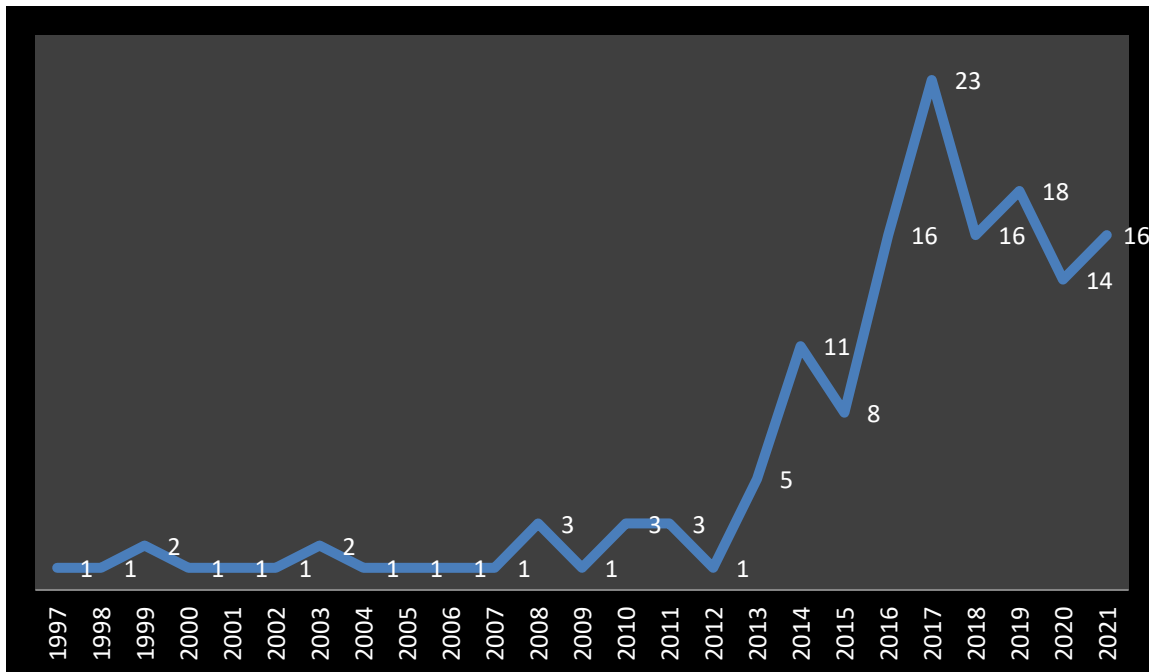
The ultimate aim of this study is to measure the magnitude of the general state of tourism and the scholastic approach of entrepreneurship that has been done in the past 25 years. The purpose of this research is a double-fold: I.) to create a hypothetical relation and make scaffolding themes, II.) to enquire into the number of studies or research done, article published and many more.

The following steps were taken to determine the results in a more significant manner. Beginning with the first content, three authors of this research were assigned to search the Web of Science database between October and November 2021. The major research was based on the key words of “entrepreneurship” and “tourism”. In the second step, the authors were assigned to check and cross-check all the abstracts and introductions of all the studies that has been performed till date related to tourism and entrepreneurship. Some of the studies lacked the desired words but could be of use in any way. The finalized data comprised of 119 studies of articles which has put light on tourism and entrepreneurship.

Results & Interpretations

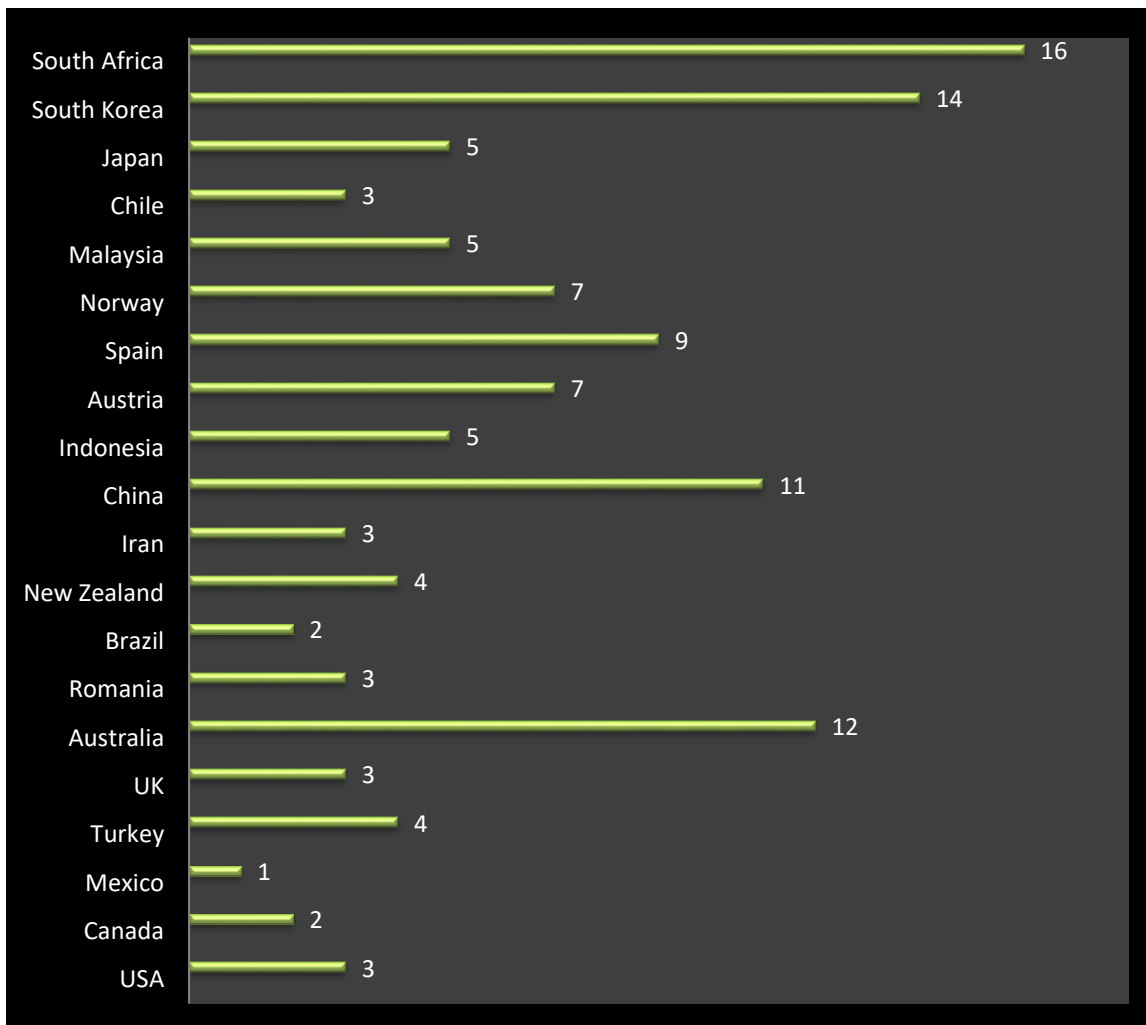
The impressions saw a rise in the 20th century with a slow pace. From the early statistics we can view that not much researches were conducted in this field to ascertain the scopes. However, the next century observations were different. The year 2011 saw a momentum in this arena followed by a gradual and steady pace. The increase in this regards might be because of the exploration of the entrepreneurs in this sector.

STUDIES & RESEARCHES



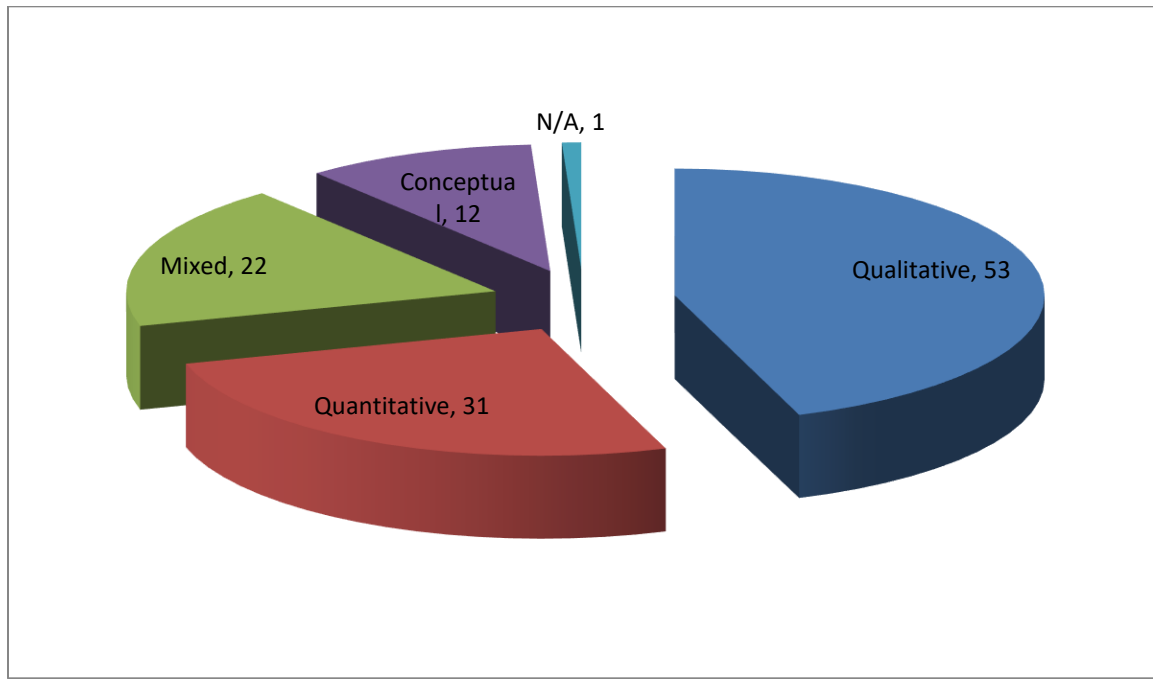
The countries are listed in the below mentioned graphical distribution where most of the researches were carried on. A total of 119 research studies were probed. All the contents were having substantial evidences of a correlation of tourism and entrepreneurship. Amongst all, South Africa, South Korea, Australia and China have shown the most inclination towards research in this area. Countries like Spain, Austria and Indonesia have also contributed a little to it.

COUNTRIES & PARTICIPATIONS



There was more than one type of methods used to determine the magnitude of researches conducted. The maximum piece of evidences was collected through the qualitative and quantitative studies. To be precise, both of them contributed more than 80 studies. The rest of the methods are the conceptual and the mixed methods.

THE METHODOLOGICAL CHOICES



The search didn't end here nor did the study. In the exploration of data through bibliometric methods, 119 studies were received from the Web of Science index databases. These studies were published in various journals all over the world. The below mentioned table depicts the most commonly published journals and their studies.

THE SEARCH TABLE

Name of the Journal	Number of Research Articles
International Journal of Tourism Sciences	12
Journal of Hospitality & Tourism Research	9
Event Management	12
Journal of Interpretation Research	5
Journal of Vacation Marketing	6
Annals of Tourism Research	19
Tourism Management	24
Journal of Travel Research	3
Current Issues in Tourism	7
Tourism & Hospitality Research	13

A very important aspect is about theme of the study of these 119 articles. After verifying them minutely, the authors divided them into groups. It was a very sturdy work to perform as the articles were placed in common themes. According to this study, after very careful considerations it was rested that most of the groups that were studied was either small or medium enterprises. The main focus of the themes was: i.) small and medium enterprises in the tourism zone, b.) the categorization of entrepreneurship such as tourism or cultural or agricultural, c.) the application of entrepreneurship in the tourism industry such as entrepreneurship in sustainable tourism, entrepreneurial behavior, entrepreneurship education in tourism.

Conclusion

Entrepreneurship research is a study which needs to get supported from many angles such as psychology, geography, economics, sociology and management. The muster of dependent variables that entrepreneurship research uses may contemplate that this field is lacking a coalesced theory or the intricacy in the entrepreneurship as a zone of management scholarship. Entrepreneurship in tourism started with the rural areas which required vast development and then started its contribution towards the economy. Then it tended to displace its position to the entrepreneurship researches which are appraised to be the part of sustainable tourism and niche tourism. The literature on entrepreneurship in tourism is very wide specially in the context of sustainable tourism which includes the social entrepreneurship and sustainable development of the community. The main intent of this research was to lift up the shortfalls of the available context for future studies. The purpose was also to aim towards some of the best alternatives which are equally efficient and also to show a definite direction. It is very much anticipated to provide a significant contribution to the discerning of strengths and how to ameliorate the frailty for healthier progressions. Entrepreneurship and tourism have great inherence to get combined with other disciplines.

Cited Works

- ✓ A review of entrepreneurship research in the hospitality and tourism management – Li
- ✓ Journal of Ekonomi (2019)
- ✓ The Economics of self employment and entrepreneurship – M. Parker
- ✓ Annals of Tourism Research
- ✓ Journal of Travel Research
- ✓ Current Issues in Tourism
- ✓ Journal of Interpretation Research