



Tourism Entrepreneurship and Capacity Building

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Abstract

Entrepreneurship is one of the cutting edge phenomenon in the tourism sector, which enhances employment opportunities for localities as well as outsiders. The preeminent aim behind formulating this research paper is to examine the outlook and opportunities of tourism entrepreneurship in Uttarakhand State, and analyze contemporary prominence of communities development. This research investigation is descriptive in nature and strictly depends upon secondary data. Paper further discusses about pros and cons of tourism entrepreneurship, at the end, researchers have furnished imperative recommendations such as:- (a) Uttarakhand govt. needs to increase employment generation rate of Uttarakhand state's tourism by launching fascinating schemes for employment, (b) keeping up with technological advancements will boost up capacity development as well as there are some further scope or areas on which prospects researchers could conduct their research as follows:-

- Cultural tourism entrepreneurship in India
- Growth of homestay entrepreneurship with reference to meemure village, Sri Lanka
- Capacity building for urban tourism development of Ayodhya municipal limits.

Keywords: Tourism entrepreneurship, contemporary prominence, outlook and opportunities

Introduction

Entrepreneurship in the tourism industry expounds as the business of developing and piloting a tourism company. No one can deny that tourism has significantly increased over the years. Over the past few years; people from all over the world have been curious. The tourism industry is not exclusion to the growing trend toward entrepreneurship.

To be triumphant as a tourism entrepreneur, a lot of important things need to be done. People used to contemplate that being an entrepreneur in the travel industry was austere, but the reality is more complicated than anyone expected. In this post, we will endow with a thorough elucidation of tourism entrepreneurship.

Kinds of Tourism Entrepreneurship

- Tour Operators:** A tour operator brings together a variety of travel elements like:- a single package that includes lodging, transportation and other similar services for customers.
- Travel Agents:** A travel agent is someone who arranges travel for individuals, groups, business, or other organizations on behalf of their clients.
- Transport Operator:** There is the people who impart tourists with official transportation options. It could be providing rented housing or arranging travel tickets.
- Guiding:** The practice of advising other people on how to travel and other similar activities is another well-known

form of tourism entrepreneurship. It is popular job for ticket agents, holiday sellers and others.

Capacity Development

It is the procedure by which individuals and organizations acquire, enhance and maintain the knowledge, skills, tools, paraphernalia and other resources they require to perform their jobs.

Capacity building and capacity development are recurrently used interchangeably, meaning competently or to a greater capacity (larger scale, larger audience, greater impact).

According to Stoll (2009), capacity building consists of the following apparatus:-

- Enhancing and maintaining the mandatory conditions, culture and structures.
- Facilitating learning and skill oriented experiences and opportunities.
- Ensuring inter relationships and synergy between all the component parts.

A conceptual approach to social and behavioral change that leads to infrastructure development is community capacity building. It simultaneously focuses on understanding the obstacles that prevent individuals, governments, international organizations, and non-governmental organizations (NGOs) from realizing their development goals and enhancing the

abilities that will allow them to achieve measurable and sustainable results.

In 1990, the term 'community capacity building' entered the lexicon of international development. Today, the majority of development-related international organizations, including the World Bank, the United Nations and non-governmental organizations, include community capacity building in their programs.

Organizational capacity building is used by NGOs and governments to guide their internal development and activities. Community capacity building frequently refers to the strengthening of people's skills, competencies, and abilities in small business and local grassroots movements so that they can achieve their goals and possibly overcome the causes of their exclusion and suffering.

Building capacity is essential to the success of economic transformation, particularly for the tourism industry's vitality and sustainability in the interest of inclusive growth and the elimination of poverty.

Are there Enough Opportunities in the Tourism Sector?

When it comes to the current era, the tourism industry provides young entrepreneurs with enormous opportunities. For travelling, business events and meetings, there are numerous markets where you can easily find potential. To build a successful business, entrepreneurs can do a lot of amazing things. Considering the numerous opportunities it provides, tourism is an economy. However; the resources must be properly acquired and managed.

Objectives of Research Investigation

- a) To examine the outlook and opportunities of tourism entrepreneurship in Uttarakhand State.
- b) To analyze contemporary prominence of communities development with admiration to tourism development.

Research Methodology

This research investigation is descriptive in nature, researchers has used secondary sources of data.

Pros of Tourism Entrepreneurship

- i). The unemployment rate can be cut down.
- ii). Contribute to rural development by addressing unemployment issues, which ultimately lead to economic growth in any nation.
- iii). Boost industry competitiveness
- iv). Need for change and innovation.

Cons of Tourism Entrepreneurship

- i). Communiqué and marketing
- ii). Endowment
- iii). Dissuading business squad
- iv). Enervated tactic or business stratagem
- v). Quixotic conjecture.

Conclusions

At the end, in this research paper, researchers attempts to determine the concept of tourism entrepreneurship, capacity development as well as pros and cons of the same.

Researchers have given an imperative recommendation:-

- a) Uttarakhand govt. needs to increase employment generation rate of Uttarakhand state's tourism by launching fascinating schemes for employees.
- b) Keeping up with technological advancements will boost up capacity development.

Future Scope

This research paper has wider scope, prospect researchers who want to formulate paper related to this topic

Areas in Which Work can be done

- i). Cultural tourism entrepreneurship in India.
- ii). Growth of Home stay entrepreneurship with reference to meemure village, sri lanka.
- iii). Capacity Building for Urban Tourism Development of Ayodhya Municipal Limits

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