CHAPTER VI
SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

6.1 INTRODUCTION

Tourism is a vibrant industry to empower the society and assist the sustainable development for the national Gross Domestic Product and local community. It is a service industry with a plenty of business opportunities and jobs for those who want to start their career in the field of tourism. Discovery and innovation of anything can change one’s life. In the field of tourism business, innovation can turn the total life style of a country. In this scenario, the present study aims at assessing the entrepreneurial opportunities and challenges of tourism industry in Madurai. This chapter presents the findings, suggestions and conclusion of the study.

The findings are presented in two forms namely summary form and listed form. The theoretical background about tourism and entrepreneurship are presented in summary form because these are theoretical in nature. The perception of the tourists and opinion of the entrepreneurs on the tourism industry are given in the list form because these are analytical in nature.

6.2 THEORETICAL FRAMEWORK

Entrepreneurship is the lifeblood of a country economy. It is purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or earn profit by production and distribution of economic goods or services. Entrepreneurship is not merely imitating what others have done. It is doing something new, something untested and untried and something unique. The important characteristics of the entrepreneurship are innovation, bearing
risk, value creation, organizing all resources and so on. In the case of entrepreneurs, they required some special characteristics for starting a business venture for running the business, it is known as entrepreneurial competence. The personal entrepreneurial competencies and venture initiation competencies are required to perform the tasks effectively and efficiently. Psychological factors, cultural factors, social factors, economic factors and personality factors are contributing to the growth of entrepreneurs.

Tourism is a composite of activities, services, and industries that deliver a travel experience like as transportation, accommodations, eating and drinking establishments, shops, entertainment, activity facilities, and other hospitality services available for individuals or groups that are traveling away from home. It encompasses all providers of visitor and visitor-related services. Thus, tourism refers to the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors.

The role of tourism was first perceived in India in the year 1945 when a committee under the chairmanship of Sir John Sargeant, Secretary, Department of Education, was appointed to advise the government on the development of tourism. The main objective of the committee was survey the potential for development of tourism in India. The development of tourism in India was taken up in a planned manner in the year 1956 coinciding with the Second Five Year Plan. By the end of 1970’s and from the Five Year Plan (1971-76), tourism scene in India saw a sea change. Many new dimensions were added and tourism was also being given due recognition in the State Tourism Plans and State Governments also started to form Tourism corporations and allocated more fund to tourism sector. But it was only after the 1980’s that tourism activity
gained momentum. In the year 1992, a national action plan was prepared and in 1996 the national strategy for promotion of tourism was drafted. The new tourism policy 2002 formulated which tourism in India has come into its own brand “India Tourism”. There have been several innovative approaches in the Ministry’s policy in 2009-10.

Over the decades, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the India. As per the Travel and Tourism Competitiveness Report 2009 by the World Economic Forum, India is ranked 11th in the Asia Pacific region and 62nd overall, moving up three places on the list of the world's attractive destinations. The India travel and tourism industry ranked 5th in the long term (10-year) growth and is expected to be the second largest employer in the world by 2019.

The growth of Indian tourism industry has been determined by several factors. Firstly, India is one of the greatest civilizations in the world. The aggressive advertising campaign “Incredible India” by Tourism Ministry has played a significant role in increase of tourism in India.

Domestic tourists visit to all states and UTs in India, the lowest growth rate of 6.9 per cent in the year 2008 and the highest of 20.9 in 2012 during the period from 1998 to 2014. Foreign tourists visit to all states and UTs in India during the period from 1998 to 2015 June. The trends of foreign tourists visit are increasing during the period which registered 2.36 million in 1998 and 7.68 million in 2014.
Foreign exchange earnings from tourism in India, the lowest growth was 4.7 per cent in the year 2009 and the highest was 37.6 per cent in the year 2003 during the period 1998 to 2014. The contribution of top 10 states was about 83.3 per cent to the total number of domestic tourist visits during 2014. Tamil Nadu stood first among top ten states in domestic tourists’ visit during 2014. USA earned highest receipts from international tourism (14.22 per cent) among top ten countries in the world whereas India earned a very meager share of 1.62 per cent from international tourism in 2014.

Tourism was declared as an “Industry” in Tamil Nadu during 1986. After that the government identified certain tourism projects for promotion. Multifarious tourist attractions that are found in Tamil Nadu in the form of historical monuments, forts, wildlife and bird sanctuaries, temple towns, numerous places of worship, hill resorts, heritage, culture, music, dance waterfalls, beaches, scenic valley views, mangrove forests, backwaters and rich heritage.

Especially, Madurai has the potential to keep entertained from sun up to sun down with several places remaining open throughout the night. There are a number of places of interest in Madurai. Tourists from different parts of India visit Madurai throughout the year. Madurai is industrially developing city, from the bustling trade and commercial centres of Madurai to the pleasant-sounding hills of the western ghats and the awesome ocean in the East and South, the Southern Districts of Tamil Nadu, present large and diverse opportunities for the development of the industrial and services sectors.
Tourism entrepreneurship has played a crucial role in the development or modern civilizations. Discoveries of unknown areas, trade in tangible and intangible products and exchange of culture and knowledge are the result of travel and tourism. The tourists flow to a particular centre is developing the destination infrastructure as well as local economy. The factors like attractions, distance, cost of getting to and staying cultural ties, safety and security of the place and services of tourism providers has been influenced the tourists flow to the particular place.

Madurai provides the high class infrastructure facilities those who want to start business in Madurai. It is one of the most important factors, which give to make it the land of huge business opportunities. There are handlooms products such as Madurai sugudi sarees, home usage textiles products, handicrafts, heritage products and souvenir industry like as wooden toys, brassware and Khadi and village industries products such as handmade footwear, bags, garland and so on.

Madurai tourism Industry can be termed as ‘successful’, but being ‘successful’ is very different from being ‘competitive’ and there are critical challenges which are negatively dictating and adversely affecting its competitiveness. Being a part of the service sector, Madurai tourism industry faces the various challenges which are seasonality, high social cost, environmental changes, and poor infrastructure facility. The recent rise in the price of fuel has a major impact on the entire industry. In this context, these entrepreneurial problems on one hand and business opportunity of entrepreneurs on other hand are positively interconnected.
6.3 TOURISTS’ PERCEPTION ON MADURAI TOURISM

1. Majority (64.2 %) of the respondents are males.
2. Out of 385 respondents, about 96.4 percent of them are domestic tourists.
3. Regarding the age, except below 20, the tourists are from all the age group namely 20-35, 35-50, 50-65 and above 65.
4. As far as the educational qualification of the respondents is concerned, 12.5 per cent of the respondents are illiterate and the rest of them are in the category of upto 12th standard, graduate holder and professionals.
5. Out of 385 respondents, about 23.6 per cent of the respondents are private employees and others are business persons, professionals, government employees, retired persons, agriculturist and students.
6. Of the 385 respondents, about 56.9 per cent of the respondents are married.
7. Majority of the respondents (65.5 %) are from nuclear family.
8. Regarding the family size of the respondents, 60.0 per cent have 3- 4 members in their family.
9. About 61.3 per cent of the respondents’ annual income is more than Rs.2, 00,000.
10. A vast majority (76.6 %) of the respondents are Hindus.
11. About 60.0 per cent of the tourists have itinerary plan especially to visit Madurai.
12. The Kolmogorov-Smirnov Test is used to identify the respondents’ purpose of visit to Madurai. P value is less than 0.05 for all the ten variables; there is significant difference among the responses of respondents. Hence, based on the mean rank it is identified that most of the respondents visit Madurai for religious purpose.
13. Majority of the respondents (85.7 %) make their trip with someone and only few of them come alone.

14. A large majority (80.6 %) of the respondents book their trip through travel agent and tour operators.

15. About 40.9 per cent of the respondents expect variety of services from travel agents and tour operators and the rest of them expect the services like itinerary planning, tour packages, sightseeing, transport services, shopping and accommodation arrangements, temple dharashan and so on.

16. Majority of the respondents (68.3%) prefer roadway travel for want of time, cost and convenience.

17. About 50.1 per cent of the respondents amount of allocation is between Rs.10, 000 to 25,000 and Rs. 25,000 to 50, 000.

18. There are seven kinds of tourism products that have been identified by the researcher. The Likert scaling technique is used to find out the kind of tourism products mostly suitable for Madurai. The weightage has been given to each tourism product to find out the intensity value. Through the intensity value it is identified that the pilgrimage tourism has the maximum value followed by heritage and cultural tourism.

19. About 54.7 per cent of the respondents have known about Madurai already as tourist place through the tourism department, print media, internet/website, electronic media, friends and relatives and from their personal interest and the rest of them know the place with the help of tour operators and travel agents.

20. About 76.6 per cent of the respondents aware of the various places in Madurai and the remaining do not know about them.
21. The ANOVA test has been applied to find out whether the education influences the respondents to aware of the various tourists places in Madurai. The null hypothesis is rejected for the six places because the P value is less than the threshold value of 0.05. For the remaining nine places, the null hypothesis is accepted. Hence, the education of the respondents do not influences their level of awareness about the tourist places in Madurai.

22. A large majority (74 %) of the respondents know about the excursion centres in and around Madurai.

23. Through the Friedman test, it is found out that there is a significant difference between the mean ranks assigned by the respondents about various excursion centres in and around Madurai. Since the P value is less than 0.05, the null hypothesis is rejected at five per cent significant level. Hence, based on the mean rank, it is found that the respondents have known Kodaikannal followed by Palani and Periyar Wild Life Sanctuary (Thekkady) placed in second and third positions respectively.

24. Out of 385 respondents, 68.6 percent of the respondents are aware on the various services provided by TTDC and the rests of them do not know.

25. The sign test has been used to know the respondents awareness about the service rendered by the TTDC. The null hypothesis is accepted for all the seven variables, Hence, there is significant difference in the awareness about the services of TTDC.

26. A large majority (81.3 per cent) of the respondents know well about the Madurai famous product of Gundu Malligai (Jasmine Flowers)

27. Out of 385 respondents a large number 309 (80.3 %) of respondents are willing to stay at Madurai.
28. About 47.6 per cent of the respondents’ preference is budgeted hotels and rests of them prefer are lodges, star hotels, temple’s cottages and friends and relatives house.

29. Due to sightseeing and visiting of various places, 68.6 per cent of the respondents prefer dining at out-side restaurant.

30. Out of 385 respondents, 44.9 per cent prefer strictly vegetarian food and the rest of them have no restriction in taking non vegetarian food.

31. A large majority (84.2 %) of the respondents’ preference is for Indian cuisines, out of which 32.1 per cent prefer nativity special foods.

32. Majority (65.5 %) of the respondents use owned and hired vehicles for their journey.

33. Out of 385 respondents, 96.9 per cent have trouble in utilizing the various services rendered by the Madurai tourism.

34. About 86.2 per cent of the respondents are satisfied with the services of the tourism facilitators services.

35. The Chi Square test has been used to assess the association between gender and the satisfaction level of the respondents towards service providers. The null hypothesis is rejected at 5 per cent significant level because the P value is less than the threshold value of 0.05. Hence, the gender highly influences the satisfaction of the services provided by the providers.

36. Through the Mann- Whitney ‘U’ test it is proved that the null hypothesis is rejected for four variables, Since P - value is lesser than the significant value of 0.05 and null hypothesis is accepted for the remaining fourteen variables, because P- value is more than the significant value of 0.05. However, it is concluded that irrespective of male and female all the respondents have face problems.
37. Majority (56.6 %) of the respondents are willing to visit Madurai again.

38. A vast majority (91.4 %) of the respondents recommend Madurai to their friends and relatives as a tourist place.

39. Discriminant analysis has been used to find out the factors that influence the satisfaction of the sample respondents in Madurai. From this analysis transportation facility has been identified as the factors that highly influence the level of satisfaction. Hence, this factor has been decided as the cause for the overall satisfaction of the respondents’ pleasant trip.

40. The SEM model has been used to test the goodness of fit of the variables based on the Goodness of Fit Index. Since, P-value of 0.516 is greater at the 5 per cent level of significance, the model is fit for analysis and the GFI 0.911 indicates that the model is most suitable for the analysis.

6. 4 ENTREPRENEURS’ OPINION ON MADURAI TOURISM

1. About 77.7 per cent of the respondents are males and the rest are females.

2. Regarding the age, except below 25, the entrepreneurs of all the age group namely 25-35, 35-45, and above 45 are running tourism related business in Madurai.

3. Totally, about 30.5 per cent of the respondents have finished high school education and the rest of them are in the category of not formally educated, higher secondary level, graduate and post graduate.

4. As per the survey made, about 49.5 per cent of the respondents are married and the rest are unmarried, widows and widowers

5. It is found out from the study that most of the respondents (56.8 %) are from joint family.
6. Out of 206 respondents, 55.8 per cent of the respondents have more than 5 members in their families.

7. About 86.4 per cent of the respondents are Hindus (53.4%) and Christians (33%).

8. Nearly 58 per cents belong to BCs and the remaining are from FCs, MBCs and SC/STs.

9. A majority (56.3 %) of the respondents have owned the sole proprietorship and the rest of 43.7 per cent of them have partnership firm.

10. Regarding the scale of business, 45.1 per cent of them have medium scale followed by small scale (35%) and large scale business (19.9%) firms.

11. A vast majority of the respondents (73.35%) are running the firm as a single unit.

12. About 31.6 per cent of the respondents have been doing the business for the last 5 years to 10 years and the rest of them are doing business for 5 years, 10-15 and above 15 years.

13. About three fourth of the respondents have invested in the range of Rs 25-100 lakh on their business.

14. Of the 206 respondents, about 40.8 per cent of the sample respondents gathered money from combination of all the sources such as their own money, funds from friends and relatives, bank loans, loans from financial institutions.

15. A large majority (78.2%) of the respondents are getting returns from their business.

16. Majority (69.4 %) of the respondents earned 10-30 per cent of returns from their business.

17. As far as the attainment of breakeven is concerned, majority (57.8 %) of the respondents have reached the breakeven point in their business.
18. Regarding the time taken for attainment of breakeven point, 76.6 per cent of respondents have taken the maximum period of 5 years to reach breakeven point.

19. There are eight reasons identified for not attaining breakeven point by the researcher. The Likert scaling technique has been applied to find out which reason affect the business. The weightage has been given to each reason to find out the intensity value. Through the intensity value it is identified that the lack of funds has the maximum value followed by seasonal issues and heavy competitions.

20. 100 per cent of the respondents accept that Madurai is a tourist destination.

21. Through the Garret ranking it is found that tourists like pilgrimage tourism followed by the heritage and cultural tourism which are ranked as the first and the second place by the respondents.

22. The sign test has been used to find out the factors that motivate the sample respondents to start the business venture. For all the seven motivational factors, the Z value is not within the acceptable region of null hypothesis. Hence, all the factors are the motivating factors of the respondents to start the business.

23. Through the Friedman test, it is found out that reasons in behind of the sample respondents that have chosen Madurai for business. Based on the mean rank it is identified that the long term business scope, low labour cost and native place of the respondents are the main reasons to choose Madurai for their business.

24. The Chi Square test has been used to assess the association between nature of the business and business suitability in Madurai tourism. The null hypothesis is rejected at 5 per cent significant level because the P value is less than the threshold value of 0.05.
Hence, the nature of the business highly influences the business suitability in Madurai tourism.

25. Through the parametric value test, it is proved that the sample respondents accept that tourism entrepreneurs should have some qualities. So, it is proved by the mean value and the standard deviation. The mean value of the 15 variables range from 4.79 to 6.23 and the standard deviation ranges from 0.56 to 2.3. The standard error mean is consistent and varies from 0.040 to 0.111.

26. Through the one sample ‘t’ test it is understood that all the respondents give much importance to entrepreneurial qualities since the values 42.102, 19.027, 45.654, 26.351, 23.944, 23.642, 9.515, 14.413, 7.103, 7.622, 25.093, 41.797, 65.076, 1.323 and 13.920 are statistically significant at 1 percent level and all the ‘t’ values are positive with consistent standard deviation.

27. In assessing the status of the business, a majority (63.6 %) of the respondents say that they earn profit from their business and the rest of them do not earn.

28. As per the survey made, 69.4 per cent of the respondents have implemented their new business ideas and the rest of them are just doing a regular business.

29. Regarding the outcome of new business ideas of the respondents, about 45.5 of the respondents have new business ideas and the result is success.

30. The ANOVA test has been applied to find out whether the size of business influences the sample respondents entrepreneurial performance. The null hypothesis is rejected for four variables namely updating the market trend, professionalism in services, exploit the trend and customer relationship management because, the calculated value for these four is less than the P value of 0.05. For the remaining eight variables, the null hypothesis is
accepted. Hence, there is no difference between the business performance of the respondents and the size of the business.

31. Through multiple regression, it is found out that the problems and prospect of business highly influence the business performance of the respondents.

32. As far as the motivation of the business operations of the respondents is concerned, 46.1 per cent of respondents are motivated by their business operations.

33. 100 per cent of the respondents opine that they face problems in running their business.

34. The MANOVA test has been used to assess the relationship between business background and the problems and prospects of the entrepreneurs. Wilks' Lambda F value of 0.673 is greater than .05 and therefore null hypotheses are accepted. Hence, there is no difference between the business background and the problems and prospects of the tourism entrepreneurs.

35. Out of 206 respondents their responses have been grouped into three clusters based on the similarity through cluster analyse,129 agree with eighteen problems and disagree with the remaining two problems in the first cluster, 43 agree with nineteen activities and disagree with unfriendly tourism culture in the second cluster and in the third cluster 34 respondents agree with 15 activities and disagree with the remaining problems.

36. A majority (69 %) of the respondents feel that they have good opportunity for the tourism industry.

37. A about (69%) of the tourism entrepreneurs believe that they have good opportunity in Madurai tourism industry.
38. Factor analysis is used to group the variables based on the inter connections within the variables and to identify the significance of different measures based on the opinion given by the respondents. The factor analysis has brought out four categories entitled opportunity related factors, Madurai oriented factors, government initiatives, private assistance and other factors.

39. Regarding the business scope for the tourism allied sector, 75.3 per cent of respondents agree and strongly agree that Madurai has the great potential to start tourism and allied business.

6.5 SUGGESTIONS

FOR GOVERNMENT

1. Both the central and state government have to take necessary steps and give support to promote exclusively for religious/pilgrimage/cultural and heritage tourism.

2. The government can concentrate on the development of the tourist amenities such as drinking water, sanitation facilities, and spitting facilities at tourist spots.

3. The temple authorities should allow the foreigners to visit in the main deity (Karpagraka God and Goddess).

4. Prohibition of shooting photos can be removed at temples.

5. Sign boards and route boards can be exhibited at various tourist places, junctions such as railway junction, airport terminals, bus stand, recreation centres and so on.

6. The government officials, tourism service providers and NGOs can form an exclusive committee for each tourism product such as pilgrimage tourist development committee, rural tourist development committee, festival tourist development committee and so on. It will help to boost up each tourism products.
7. Tamil Nadu Tourism Development Corporation has been operating just two tourists information centres at Madurai, the numbers of tourist information centres can be increased,

8. The government has to create awareness on the unfamiliar tourist spots like Keelakuilkudi, Arittapatti, Kongar Puliangulam and so on.

9. The government has to arrange for separate vehicle for tourists. The vehicle are to be designed for Madurai famous tourists places such as temples, river, festival celebration pictures, and famous products of Madurai and so on. The prices have to nominal and affordable for all the tourists.

10. Tourist officials need to conduct meeting with tourists as well as entrepreneurs at regular intervals which could reveal the new business opportunities and create warm tourism climate in this area.

11. Most of the tourists are not aware of the in and around Madurai excursion centres, so the government can take necessary steps to popularise the places among the tourists with the help of NGOs and other tourism service providers.

12. Madurai has potential to attract the people but still it lacks some aspects such as shopping malls, food courts, multi complexes when compared to Chennai and other metropolitan cities in south India.

13. Most of the tourists are irritated by the beggars and street vendors conduct. The government has to take the necessary steps to clear it.

14. The government can take necessary steps to legalize the tourist guiding, because plenty of mushroom guides interfere in the tourists guiding activities and cheat the foreigners and other state tourists.
15. The official websites are the important sources of information to the tourists, hence it should be updated periodically with latest information.

16. The tourists have felt that tollgate fee is very high. Hence, the National Highways Authority of India (NHAI) can give concession for tourist vehicles.

17. This industry’s major drawback is seasonality. So, the government, tourism entrepreneurs and NGOs have to find ways to overcome these issues and find out proper solution to this.

18. Government may provide tax relaxation for off-season period which can motivate tourism entrepreneurs.

19. Through public and private participation, the government could clear the bottlenecks of the inadequate infrastructure problems in Madurai.

20. Meenakshi Amman temple parking area has to be near the temple. Due to the long distance many old people face problems in visiting the temple.

21. The government can arrange separate shopping malls or centres for the handicraft products and famous products of Madurai such as sungadi sarees, jasmines flowers, nativity foods court (jigardhanda, idly, fish curry) to the tourists easily.

22. Government/the district authorities has to open and maintain exclusive website for tourism to fulfill all the requirements of tourists.

FOR ENTREPRENEURS

The present study has mainly focused on four types of entrepreneurs namely hoteliers, restaurant owners, tour operator and travel agents.
FOR HOTELIERS

1. They have to try to provide world class hygienic environment with professional touch.
2. Apart from the hoteliers services they have to be informative to help and guide the tourists to reach the nearby destination safely and of the available products that are popular in that particular place like handicrafts, sovereign and so on.
3. They must be able to provide additional services such as ticket booking, divine dharashan, vehicle arrangement for local trip and so on.
4. They should adopt themselves to the latest marketing strategies to capture the worldwide customers through online marketing, corporate marketing and so on.
5. As per the study, most of the tourists prefer budget hotel only. So, the hoteliers have of concentrate on their pricing strategy which in turn will help their survival and progress.
6. They can provide offers and discounts for bulk booking like that of schools, colleges, heterogeneous tourists and so on, they may announce offer for off season also.
7. They have to take special effort for promotional activities such as various types of ads in different media, offers, and compliment services and so on.
8. They have to create publicity and popularity among the tourists by conducting various festival celebrations, culture based recreation programmes like nativity food festivals, classical dance programmes, folk dance shows(Karagaattam, Kummi, Mayil Attam, Kolaattam, Oyil Attam, Kavadi Aattam and Silambattam)to entertain and arrest the attention of the tourists.
FOR RESTAURANTS

1. There is no proper parking area in front of many of the restaurants. So, they should try to provide parking facilities and it could increase the tourists arrival to promote their business.

2. Restaurants could make tie up with lodges and provide food services for them in the form of door delivery.

3. Most of the tourists prefer vegetarian food. So, the multi cuisines restaurants may prepare and provide non vegetarian food at a separate place in their restaurants which could avoid the vegetarian tourists’ embarrassment.

4. Restaurants can allocate exclusive place for nativity foods in their menu card.

5. Restaurants may provide additional facilities that could improve their business such as drinking water for travellers (those who want to fill bottles), mobile phone and camera charging facilities, rest room facilities and sell the city maps at nominal cost and so on, because after the sightseeing, the tourist spends more time at restaurants compared to a hotel.

FOR TRAVEL AGENTS

1. Travel agents may focus on aged pilgrims as there is no temple circuit tour arrangement available at Madurai

2. Travel agents can update their knowledge about latest technologies such as developing their own mobile applications for their services.

3. They can approach focus schools and colleges for arranging their educational tour.

4. Business tourism has been emerging in Madurai and so the travel agents can think of suitable types of business tourism.
FOR TOUR OPERATORS

1. Tour operators have to revamp their marketing strategies based on the current market trend.
2. Tour operators should watch the trend and behaviour of the tourists because their requirements vary day by day and steps can be taken to fulfill their requirements.
3. Tour operators may design the budget tour circuit for budgeted people.
4. Tour operators should update themselves with the latest technologies in their service like mobile booking, email booking and so on.

6.6 CONCLUSION

Unemployment and underdevelopment are major problems of all the countries in the world. They are struggling to manage the crisis. Tourism entrepreneurship is one of the best solution to these problems. Entrepreneurship in tourism is not just a money making industry. It has produced tremendous changes in a country’s development such as social development, economic development and especially the rural areas development in a country. Tourism creates a variety of jobs to the skilled people directly and indirectly. The needs and wants of the tourists lead to create ample business opportunities in the field of tourism and hospitality; especially it provides business opportunities for small and medium scale entrepreneurs and the result of tourism the local community also gets benefits and civic pride through proper infrastructure facilities, transportation, communication, new recreation and leisure amenities. Hence, it assists to promote and encourage preservation and conservation of the cultural heritages, traditional customs, festivals, cultural fine arts, handicrafts products, and natural resources. In order to achieve fast development, the government has to take necessary steps to motivate the entrepreneurs as well as foreign tourists to visit our country. When the government gives due
importance to tourism industry, the profit will be manifold. The suggestions given in this study will help the government and entrepreneurs to resolve their problems and find out the new opportunities to proper and flourish in the tourism industry.

6.7 SCOPE FOR THE FURTHER RESEARCH

Entrepreneurship and tourism are the backbone of a national economy and they play a key role in poverty eradication of a country. Each field is evergreen in management. These subjects offer ample scope for the researcher to do further research in the following fields.

1. Entrepreneurial Opportunities and Challenges of artisans in Tourism Industry

2. Entrepreneurial Opportunities and Challenges of Medical Tourism

3. Entrepreneurial opportunities and Challenges of women in Tourism Industry

4. Problems and Prospects of Tourism

5. Role of tourism in poverty eradication.

6. Tourism and its impact on Regional Development.