CHAPTER V

FINDINGS AND SUGGESTIONS
Findings and Suggestions

Findings

The research on "Entrepreneurship in Tourism and Allied Activities (A study of Bangalore city in post liberalization period)" was undertaken to fulfill the five objectives presented in the earlier portion of this dissertation. The major findings of the research in the light of the objectives and corresponding suggestions are presented in this chapter.

Demographic profile of the tourism entrepreneurs

Gender and age relationship: Male and female entrepreneurs ratio is 3:1. Male entrepreneurs dominate in all the age groups, and they are mostly middle aged to elderly; whereas the female members are mostly in the young and middle age groups. On the whole, the maximum number of entrepreneurs regardless of the gender falls in the 51-60 groups and constitute close to one-third of the total sample respondents of 200. That shows majority of the entrepreneurs were operating in business where had gained earlier business experience and exposure. Thus majority of them chose to get into business with the confidence gained by working earlier as employees for other companies.

Qualification and age relationship: An overwhelming majority of the respondents, (172 out of 200) constituting 86% studied upto under graduate degree and above. Thus, a very high proportion of educated entrepreneurs are operating in Bangalore. It is seen that the maximum number of educated
persons are in the 51-60 years bracket. At the same time, the age groups of 31-40, 41-50, and 51-60 have almost equal distribution of graduates/post-graduates. This again proves educated entrepreneurs are wide spread all over Bangalore. However, though the proportion is meager, it may be noted that 4% of the entrepreneurs are not school goers.

**Place of origin and age relationship:** Bulk of the entrepreneurs are young. About two-thirds (66.6%) of them fall in the age group of 20-30 and 31-40. The local non Kanadiga people are maximum (48.0%) in number and are almost double the number than that of the local Kanadigas (23.5%). It was also found that people from all the states of India found excellent market conditions with affluent middle class people travelling to Bangalore. The government incentives were available and the local community was warm and friendly. Thus over the last two decades of post liberalization of the Indian economy, there were a large number of migrant entrepreneurs operating successfully alongwith the native entrepreneurs. There were foreign entrepreneurs as well in Bangalore. Nine of the respondents out of 200 were foreign investors having interest in tourism business. Interviews revealed that these entrepreneurs were mostly in providing software packages to tourism units and could be termed as ‘vendors to tourism’. The presence of the NRI entrepreneurs numbering 48 out of 200, shows that about one-fourth of the respondents have some foreign connection. Tourism requires a high level of international networking and these NRI back ground people are competent to provide the required global touch.
Gender and place of origin: Among the male members 47.3% were local non-Kanadiga and 18% were NRI non-Kanadiga members. Among the female entrepreneurs (50 out of 200) 50.0% were local non-Kanadiga and another 18.0% non-Kanadiga NRI (totaling 68%). The trend clearly shows that there were more male and female entrepreneurs from outside Karnataka than from the state.

The entrepreneur’s migration from other areas to Bangalore displayed the influence of ‘Push and Pull’ factors that trigger migration. Unpleasant experiences, dissatisfaction with their existing condition might have forced to migrate and start their own venture. Similarly, in some cases, ‘urge to achieve’ to strike on their own and to do something interesting and place specific attractions pull entrepreneurs to a particular place to try their luck. So the immigrants could be motivated by both ‘Push and Pull’ factors.

Gender and Educational qualification relationship: A higher level of educational attainments was found in both male and female, with 86.0% of both categories having graduation/professional/post-graduation achievements. Other significant finding is that there are 7 men and 1 woman (total 8) entrepreneurs who did not get school education, but still have the capacity to become successful entrepreneurs.

Business environment in Bangalore that sustained entrepreneurship in tourism related business

- Historical documents reveal Bangalore city has interesting history originating from the mythological times covering several eras such as
Neolithic era, the Chola, Hoysala, and the Vijayanagara dynasties, the rule of Kempegowda, the Shahs of Bijapur, the lives of Chatrapati Shivaji and his father Shahji, Haider Ali and his son Tipu Sultan, the British regime and finally the post-independence governance.\(^1,2,3\)

- Findings of the research show Bangalore city has numerous tourist attractions such as parks, lakes, museums, art galleries, places of worship of various faiths, heritage buildings and palaces, theme parks, ethnic village, cultural centers, ashrams, wildlife sanctuaries, and many attractive places of tourist retreat as hills, waterfalls and rivers on the outskirts of the city. An effective network of varied tourist attractions both natural and man-made, \(^4,5,6\) attract a large number of tourists to Bangalore.

- Karnataka government generously provided adequate infrastructure support in the form of allotment of Land, Sheds in Industrial Estates, at reduced rates. Transport systems, Roadways, Airways, Educational facilities, Financial institutions and Banks, which together constitute a good platform for entrepreneurial initiatives.\(^7\)

- Karnataka had progressive industrial policies to stimulate entrepreneurship throughout the years. The first industrial policy was brought out in 1982–83, followed by successive policies in 1988, 1990, 1993, 1996, 2001, and 2006. As many as 2,555 projects have been cleared, estimated at Rs.3, 74,641.08 crore, to provide employment to 51,82,763 people during the past five years (2003–2008). The latest
proposed Industrial Policy (2008–13) is aimed to enhance industry’s share in Gross Domestic Product from current 15 percent to 20 percent by 2013 and generate 10 lakh jobs.\(^8\)

- Tourism Plans of India show the Eight Five Year Plan (1992–1997) was introduced with an outlay of Rs. 272.00 crore at the time when the winds of economic liberalization were sweeping across the world and in India too. During this period the landmark decision was formulation of ‘National Action Plan for Tourism’ (NAPT) on May 1992 by the Department of Tourism with the objective of increasing India’s share on world tourism from 0.4 percent to 1 percent and foreign exchange earnings from Rs 2,440 Crores to Rs 10,000 Crores by turn of the century. In the same period Incredible India campaign was launched in October 2002 which could be considered as the first move to brand the Indian tourism product. These initiatives provided sufficient thrust to Karnataka to perform effectively in tourism activities.\(^9,10\)

- Karnataka Tourism policies through several generous offers of the Government for entrepreneurs and investors. Karnataka’s tourism performance has been mostly applauded and is one among 10 leading states of India. It is the 4\(^{th}\) in domestic tourism and 8\(^{th}\) in foreign tourist visits.

- Karnataka government had definite offers of land for tourism entrepreneurship projects in the latest Karnataka Tourism policy 2008-09. Some of the notable proposals are:
• 150 government owned properties were offered to entrepreneurs for revival and further development.

• The government offered land and financial assistance to promote entrepreneurial ventures at selective locations for Heritage, Eco and Coastal tourism.

• 1134 acres of government land spread across 13 districts and 2365 acres of private land, have being made available for tourism development.

• The entrepreneurs had opportunity to develop 30 beaches.

• Atithi scheme was offered to encourage home stay projects all over the states.

• Specific heritage tourism schemes were offered to private investors at Hampi, Pattadakal, Aihole and Badami.

• Eco-tourism zones were identified and offered for development at Coorg, Mangalore, Hassan, Chikmagalur, Dharward, Belgaum, Haveri and Uttar Kannada in form of revenue wooded lands, coffee estates, tea estates, agricultural and horticultural farms.

• Karnataka was divided into four zones for focused development by entrepreneurs as: Zone 1, Zone 2, Zone 3 and Zone 4.11

**Entrepreneurs’ age and venture performance**

There are relationships between each of the selected eight business aspects such as type of business, size of the business, venture motivation,
venture growth, competition, branding, venture break-even period, and venture lifespan with the age of the entrepreneurs. All these business aspects put together will constitute ‘Entrepreneurial business performances in terms of delivering quality tourism and allied services’; that in turn is also significantly associated with the age of the entrepreneurs. So age of the entrepreneurs does have significant association with business performance. Thus as per the results of the research, the following null hypothesis is rejected.

*Ho: No significant association is established between the age of the respondents’ entrepreneurial business performances in terms of delivering quality tourism and allied services.*

**Entrepreneurs’ gender and venture opportunities and challenges**

In the case of gender and its association with the different aspects of business as categories of business, size of business, motivation, venture progress, competition, branding, break-even time, and venture life span, it can be seen there are associations with the gender in deciding entrepreneurial progress. At the same time there are few occasions (three cases) where the chi-square significance value did not reject the null hypothesis of the individual aspects. Thus the gender has less chance of influencing the course of entrepreneurial business. Members of both sexes tend to have similar influence on the business and its success; and their difference does not bring any major change. Age comparatively has much more influence in deciding the destiny of the entrepreneurial business. The below mentioned null hypothesis is rejected.
**Ho:** The gender of the entrepreneurs is no way associated with the tourism and allied entrepreneurial business opportunities and challenges.

Entrepreneurs’ Place of Origin with Venture Growth

It was found out that place of origin had good association with almost all the aspects of venture progress, as categories of business, organizational structure, motivation, changes brought, venture progress, competition, brand building, break-even point and venture life span. In four of the aspects the chi-square test did not reject the null hypotheses and these results were close to 0.05 suggesting marginality. Thus findings show there are considerable amount of associations between the entrepreneurs’ place of origin and the factors determining the scope for success in the diverse entrepreneurial ventures in tourism industry. Comparatively age shows stronger association than gender and place of origin in deciding the birth, progress, and growth of entrepreneurial businesses.

**HO:** There is no significant association between the place of origin of the entrepreneurs and the factors determining the scope for success in the diverse entrepreneurial ventures in tourism industry.

The above mentioned null hypothesis is thus rejected.
Entrepreneurial Venture Growth

**Type of business and brand building:** There is an overwhelming positive response to brand building with 137 entrepreneurs, out of 200 subscribing to the importance of branding. Travel agencies/tour operators are the businesses with highest number of 44 respondents out of 59 who opted for brand building. All the other establishments also had a positive view about brand building. Tourism business vendors showed highest percentage of 77% their concern for branding with 77% of them subscribing to branding. Bangalore and its inhabitants are branded conscious. Entrepreneurs are aware of this and all the categories of business have executed their efforts to build and popularize their brands. Vendors to tourism specially show more prominence as they have to supply their merchandise and survive in a highly competitive tourism market that has seen the best of the visitors from all over the world. The chi-square test show significance value of .029 that show the null hypothesis (of the variables not related) is rejected.

**Type of business and competition:** Majority of the entrepreneurs, (161 out of 200) acknowledge strong competition in their business. All the categories of business are facing some of degree competition without exception. Across the various business, entrepreneurs who viewed competition to be severe out number these for whom competition was relatively less intensive (39 out of 200). It is clear that nature of business does not have any bearing on the severity of having competition. The chi-square test show
significance value of .495 that denotes the null hypothesis of the variables not related is not rejected.

**Type of business and break-even period:** Next to Airlines the most capital intensive industry, is the hotels, the vendors, the restaurants, transport services and the travel/tour services are perhaps the least capital intensive. It is interesting to see their 10(40%) out of 25 hotels needed 6-10 years to break even. Whereas 56.5% of the restaurants broke even within one year. 47.2% (the maximum) of the travel agents took 2-5 years to break even. Similarly 68.2% of the transport operator needed 2-5 years to break even. Tourism vendors with 77.1% and Entertainment service providers with 47.2% both needed 2-5 years to break even. Thus we can see the hotel industry is the most capital intensive and has moderate return on investment with the maximum break-even period. Restaurants are less capital intensive and have higher return on investment with lowest break even period. The other categories such as transport, vendors, and entertainment have proportionate capital investment and return on investment and mostly broke even within 2-5 years. The chi–square score show significance value of .000 that suggests the null hypothesis (of variables not related) stands rejected.

**Type of business and venture life span:** Apart from the restaurants all other ventures were in the business for 5-10 years. The scores also show that there were many new establishments in all the categories having been in business for one year. Result show new units were established almost every
year for the period of last 10 years. All these units were operating successfully. The chi–square result show significance value of .002 that indicates the null hypothesis (of the variables not related) is rejected.

**Friedman Mean Rank Chi–Square Test on Select Entrepreneurship Aspects**

The Friedman mean rank chi-square test was applied to test the hypothesis that: “**Items with the mean rank value representing sources of capital, business promotion, nature of tourism business, reason for success and obstacles are independent to each other**”.

Towards these major aspects of entrepreneurship tested were: **sources of capital, promotional measures, type of tourism business, reasons for success and obstacles faced, if any,**

**Sources of capital:** The most frequently used source of capital by the entrepreneurs was the own funds followed by funding from banks and financial institutions. Out of which the own fund clearly stands as the most important and most utilized at the mean rank of 4.90. Entrepreneurs by and large use their own funds to maintain control and may be due to the fact that in many tourism business the volume of capital required is not so large as in the case of manufacturing and other sectors. Traditional banks at 4.00 and financial institutions at also relied upon for funds by many entrepreneurs. The emergence of the venture capital is also evident as the next sought after source of the funding at the mean rank of 3.40. Truly, venture capitalists of national and international fame have setup their shops successfully in Bangalore. The
funding source options of friends and relatives (2.40) and personal loans (2.30) were least utilized. This trend shows their entrepreneurs are professional in approach and have self-confidence to mobilize in a formal manner funds from the institutions. The chi–square test shows the significance value of .029 that indicates the variables are independent to each other but they all are responsible as different sources of capital.

**Business promotion methods:** Business promotion methods reveal that the most popular is advertising at the mean rank of 3.56. Personal selling or direct marketing score take the second highest position with a mean rank with 3.11. Today the travel and tourism trade believe in, approaching the customers directly in person through telephone or through the internet. The electronic channel also was found to be the famed method. Electronic sources were heavily relied upon for the business promotion and the website reservations, CRS, GDS and other online marketing forms. The next mean rank is taken by the use of physical channels at 2.72 where the wholesalers and retailers play their role. Travel agents, hotels, vendors, entertainment providers all use this at different levels. The lowest of mean rank is held by sales promotion at 2.69. The chi–square test result produces a significance value of .000 that show each of the various promotion means are independent and do not affect each other. But collectively they form promotional measures of the entrepreneurial firm.

**Entrepreneurs’ reason for success:** The highest rank (4.30) is occupied by tenacity and dedication. The capacity to meet the odds and still keep the venture going is clearly indicated by most of the respondents as the strongest.
Good financial management comes second (3.03) as in a highly inflationary city of Bangalore with cut throat competition everywhere, finance handling become primarily important. Strong USP (2.91) comes next as market forces are high and the product has to be unique. Aggressive marketing (2.49) and constant product developing (2.27) comes next in order to once more show the compulsions of market forces are high. The chi–square significance value is .000 showing the factors are individual and not connected to each other but together they decide the entrepreneurial success, in the rank order projected.

**Entrepreneurs’ limitations/barriers data:*** The highest mean rank is taken by ‘cost of businesses at 4.80. This reflects the fact Bangalore is one of the costliest cities in India. All the entrepreneurs feel this as the greatest hurdle they have to surpass. Next in close order comes ‘bureaucratic hurdles’ at 4.37 and ‘dominance of MNCs’ at 4.06. Some of the state government fiscal and administrative policies are restrictive. The presence of multinationals, of late, has also been on the rise in tourism sector. Attrition/staff problems were the next barrier at 3.88, followed by civic problems at 2.60 and personal problems at 1.31 as last. Despite being one of the top five industrial states in the country, industry’s contribution to state income was only 16% in 2007–08. One of the major reasons for low industry output is the decline in power generation by 3.1 percent. The inadequacy of power was due to the unexpected industrial growth Bangalore experienced during 2002–08 period.

Thus Friedman mean rank chi-square test shows that all the aspects that are put to test like sources of capital, business promotion, type of tourism
business, reasons for success and obstacles/barriers show that they are important in varying degrees. They are independent in their respective groups. But individually they affect the entrepreneurial business. Thus the following null hypothesis is not rejected: \textit{Ho: Items with the mean rank value representing sources of capital, business promotion, nature of tourism business, reason for success and obstacles are independent to each other.}

Factors responsible for Entrepreneurial Surge

The researcher applied Factor Analysis based on Principal Component Analysis on 34 variables of entrepreneurship over 200 respondents to find out if there was any definite pattern in these variables and also establish the most dominating factor that made the entrepreneurs operate.

Finding of KMO and Bartlett’s test

Sampling adequacy test proved the sample size was adequate. The significance value indicated rejection of the null hypotheses of the factors not related to each other. The variables are related to each other and thus it is worth applying factor analysis to find out a definite pattern among them.

Communalities extracted by Principal Component Analysis

The 34 variables are put to factor analysis extraction method of Principal Component Analysis. Thus out of 34 variables, total 22 communalities are extracted.
Extraction of 7 factors by Principal Component Analysis

Principal Component Analysis extracted components with Eigen values more than 1.000. It can be clearly seen the first 7 factors are responsible for cumulative 62.773%. Thus the majority of the total Eigen values are covered by these 7 components. The first component has the largest variance (20.256) from the mean and thus considered to be most powerful. The second component has second largest variance from the mean and thus second in value. And so on the variances become less and less and the value of corresponding components becomes less and less. So the further study should identify the 7 components. Each component can be one or a few number of variables with a definite theme or an overall idea. These 7 packs would be the chosen factors.

Cattel’s scree plot to reconfirm the 7 factors

Cattel’s scree plot shows a reconfirmation of facts whether the components are 7 or less or even more than that. The scree plot graph produced by SPSS clearly selected the first 7 factors and rejected the rest. The scree plot also shows all the 7 factors have Eigen values more than 1.0 and the rest of them less. This test confirms that Principal Component Analysis has correctly selected the 7 factors.

Extraction method of Principal Component Analysis applied to rotation of varimax with Kaiser Normalization

The rotation was converged in 10 iterations using SPSS. The output shows Rotated Component Matrix where 7 components, each with few
variables have been extracted. The factor name selected fairly covers the bunch of variables shown in the matrix. The first component decided is **Venture success factor** as it covers all the variables in component 1: Post liberalization policies, Venture success rate, Customer Satisfaction, Trade knowledge level. Since component 1 has the highest variance and thus considered to be most powerful, it has been selected as responsible for venture success. The same procedure is followed for all the seven factors decided for the corresponding seven components as follows:

- Venture success factor
- Business environment
- Product development
- Growth opportunities
- Tourism venture scope
- Venture planning
- Training and development

According to the factor analysis result the above mentioned seven factors are most responsible for the operation of entrepreneurial establishments. Principal Component Analysis also identified the strength of the factors as follows: The post liberalization policies at .821, venture success rate at .811, tourism infrastructure at .805 – all are considered good. The study can identify these as the strongest indicators to bring in success. Similarly next in importance are civic facilities at .731, product uniqueness at.723, training standards at .777, use of technology at .769 – all are considered to be moderate.
**Correlation test on 7 factors**

The extracted seven factors are subjected to correlation test to find out in what way the factors were related to each other. Thus, the conclusion that all the seven extracted factors are in some way or other connected to each other. Research result can be confirmed as the extracted factors are all related to entrepreneurship and are responsible for its success. Between one and another factor they are also related as in turn they all relate to the source theme ‘Entrepreneurship’.

**Variance regarding means and standard deviation**

It was further investigated if the extracted seven factors of entrepreneurship vary with the size of the establishment. The following hypothesis was used to achieve the objective.

*H5: No significant difference exists between the size of the entrepreneurial unit and the seven factors (Venture Success, Business Environment, Product Development, Growth Opportunities, Tourism venture scope, Venture planning and Training & Development) influencing the attitude, ability, performance, strategic thinking, and managerial decisions of entrepreneurs.*

The process adopted was to analyze the mean and standard deviation of each factor against the three different sizes of the establishment as small, medium, and large scale. There are no or insignificant difference of various sizes of entrepreneurial firms as associated with the selected seven factors of entrepreneurship. Thus the above hypothesis is not rejected.
ANOVA test on selected factors and firm size groups

Analysis of Variance (ANOVA) test was applied to ascertain the variance of the seven factors as related to the entrepreneurial firm size. Test was applied to the firm size (small, medium, and large) in association with the seven factors. Thus, in all the seven cases the null hypothesis of the variables is not related to each other, is not rejected. The test proves that there is no association between the variables. It can be established that the size of the entrepreneurial firm has no effective association with the selected seven factors.

Thus, both the tables of standard deviation and the ANOVA conclusively proved the fact that the size of the entrepreneurial firm is not in any way responsible for altering the seven selected factors. Thus the null hypothesis is not rejected: **Ho:** No significant difference exists between the size of the entrepreneurial unit and the seven factors (Venture Success, Business Environment, Product Development, Growth Opportunities, Tourism venture scope, Venture planning and Training & Development) influencing the attitude, ability, performance, strategic thinking, and managerial decisions of entrepreneurs.

Suggestions

From the findings of the research the following suggestions have been made, that can be of use to the policy makers of tourism industry and academics:
• Potential tourism entrepreneurs could work for some time in tourism industry, gain experience and then quit their jobs to start their ventures. Findings reinforce this trend, as the entrepreneurs need to accumulate trade knowledge and skills from workplace.

• Tourism entrepreneurs should start their ventures as early as possible in their life as findings show young people with stamina and creativity are mostly successful.

• Awareness should be created among educated people, especially those with tourism education to become entrepreneurs as the findings show that 86% of the practicing entrepreneurs were graduates and above.

• Bangalore has good tourism business environment, sufficient government incentives and have been nurturing a large number of migrant entrepreneurs thus can be treated by aspirants, all over India, as the correct place to launch venture.

• Tourism entrepreneurs should pay considerable attention to marketing efforts as strong competition exists. Brand building efforts were successfully practiced and thus can be followed.

• Apartment owners who are unable to sell or rent out flats at respectable prices may convert their properties to service apartments and offer them to tourists as there are considerable demand for the same.

• The government financial institutions and the venture capitalists can make themselves more approachable to tourism entrepreneurs and make
certain schemes exclusively for them. As the business success rates are high and entrepreneurs have comfortable repayment capacity.

- The various findings regarding the ranking of elements of certain entrepreneurship aspects as sources of capital, business promotion, reason to travel, reason for success and barriers faced can be used to train students and potential entrepreneurs.

- Interesting case studies can be developed for tourism management curriculum.

- Study revealed that domestic tourism is growing at a faster rate. This trend is expected to grow continuously in the future as well. Existing entrepreneurs should expand their business operations to cope with the increasing demand of domestic tourism with better practices and innovative products. Prospective entrepreneurs should exploit domestic tourism opportunities stabling ventures.

- The major hospitals of Bangalore can work together with airlines, hotels, car rentals, and travel agents for mutual benefits and for promoting interesting medical tourism packages.

- The seven factors found by factor analysis as: Venture success factor, Business environment, Product development, Growth opportunities, Tourism venture scope, Venture planning, Training and development can be shared by the new entrepreneurs as tested truth.

- Research shows the top tourism destinations of the world have three things in common: 1) An interesting product mix. 2) Presence of world
class infrastructural facilities. 3) Peaceful and pleasant environment. The details of this information can be offered to the tourism authorities of India who are trying to position India as a major destination.\textsuperscript{12}

- Prospective tourism entrepreneurs are advised to study the tourism demand of the top 10 countries to understand why they are such great destinations. And also monitor the top 10 countries that spend maximum on international tourism – as these will be potential markets to tap by the tourism entrepreneurs.\textsuperscript{13}

**Scope for Further Research**

The researcher laid the foundation of studying the operations and achievements of the tourism entrepreneurs of Bangalore during the economic liberalization period. Future scholars can use this work to explore experiment, establish new facts, and throw light on certain obscure areas. The researcher is happy to provide certain leads to future research scholars as follows:

- Future research can focus on a comparative study of two different cities on tourism entrepreneurship, one form South India and the other form North India.
- Karnataka Government has provided use of land at tourism spots and always introduced a number of financial incentives for entrepreneurs. In the interest of the government and also that of the academia, future research can probe issues like number of people who have really utilized the various schemes and what is their success and failure ratio observed.
2006 was an eventful year when the hotels of Bangalore were charging tourists exorbitantly as there were heavy arrivals continuously for last few years. The guest started looking for alternatives to hotels. As a result supplementary accommodations emerged in the form of home stays and service apartments and these became significantly large in numbers. Research can be conducted exclusively on the operations of home stays or serviced apartments in Bangalore and their prospects, as the concept and business models are new.

The researcher has found out certain advantages and strengths of the tourism entrepreneurs and has also identified some disadvantages and weaknesses expressed by them. These have been documented in quantified form. There is a scope to do a complete SWOT Analysis on all the entrepreneurs in general or on different categories or even on one particular category. The findings can lead to strategic management planning decisions of the particular category.

Research findings show that a section of young executives who were engineers and MBAs and were employed in IT and other multinational companies leave their jobs and are happy with their independent tourism ventures even though material benefits are less. Further research can be done on this category of youngsters to establish whether non-economic motivators are significant to start entrepreneurship.

It was found that top countries with highest spending in outbound international tourism are in order Germany, United States, United
Kingdom, France, China, Italy, Japan, Canada, Russia, and South Korea. These countries are lucrative markets for tourism entrepreneurs and other tourism businesses. Ample scope exists for exploring the tourism needs and expectations of travelers of these countries and thereby providing invaluable information to the entrepreneurs as well as to the tourism industry at large.

**Conclusion**

The research on “Entrepreneurship on Tourism and Allied Activities (A study of Bangalore City in the post liberalization period)” was conducted to study the entrepreneurship qualities and the venture performances in Bangalore during post liberalization period. A sample size of 200 was used to represent a population of 1102 to gather primary data. Sufficient secondary data was also used to match the primary data findings. With an error level of ±0.063, sample was selected and the research was done and finally findings were established. It was found that age, gender, and place of origin of the entrepreneurs had association with the venture business performance. Age had more significant association than gender and place of origin, with the entrepreneurial business. Various components of aspects as Sources of capital, Types of Tourism undertaken, Business promotion methods, Reason for success and Barriers faced were ranked according to their strengths. Results of FriedmanMean Rank Chi-square test showed the various components are independent to each other but they all are responsible for entrepreneurship success. Subsequently Factor Analysis of Principal Component Analysis method was applied to find out the
most important factors that were responsible for entrepreneurial success. These factors were Venture Success, Business Environment, Product Development, Growth Opportunities, Tourism venture scope, Venture planning and Training & Development. Coefficient of correlation showed all the seven extracted factors had significant relationship among themselves and thus all were responsible for entrepreneurship. Finally ANOVA test established the size of the entrepreneurial unit is not responsible for making any difference to the seven factors mentioned. Thus the above mentioned findings, suggestions and scope for further research are offered to the academia, the tourism industry and to the aspiring entrepreneurs to help them proceed further.

REFERENCES


