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EXTENSIVE APPROACH FOR SUPPORT SYSTEM ON ENTREPRENEURSHIP : RURAL TOURISM

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ABSTRACT

Entrepreneurs, as the founders of tourism industry plus the engine towards local growth, play a critical responsibility in sustaining rural tourism and developing sustainable methods. As a result, it is necessary to encourage the expansion of entrepreneurial activities in order to restore rural tourism potential and regional traditions, maintain local employment growth, and raise living standards in accordance through identified regional human resource development needs and priorities. By participating in tourism activities, the local community's unemployment rate can be reduced, and thus poverty can be reduced. Community participation in the tourist sector, according to Akunaay et al., is one of the measures for poverty reduction. By stressing the rural economy as the steam engine of economic growth that will drive the growth of poor, the rural development plan also highlighted tourism as a vital weapon for alleviating poverty. The purpose is to analyze role of local community in the development of rural tourism entrepreneurship as well as to address the concern of rural tourism entrepreneurship.

Keywords: *Developing sustainable methods, entrepreneurial activities, development needs, local communities.*

1. INTRODUCTION:

There is a escalating trend of ‘pragmatic tourism’ to recognize new things and know-how cultures, cuisine, traditions, etc. Today, the sensitive traveler is equipped to travel great distances and to formerly unknown places to get a unique experience. The tourist is also looking at being a responsible traveler and about giving reverse to the host community.

Rural Tourism comes with significant reimbursement for the region such as effects on the local economy, decrease of moving of local population from villages into urban areas, betterment of local road and rail network building it sustainable and rural economy diversification (**Shukhla, 2020**).

According to Haldar,(2021) the major barrier in the Rural Tourism sector are a discrepancy of skilled manpower, inadequate financial support, wanting of local involvement, lacking of Entrepreneurial skills. It is imperative for the Government to play an active role for the enlargement of Rural Tourism in India.

The leisurely velocity of life in the village, far away from the *hustle and bustle* of the immense city, is an experience which can revitalize oneself. The rural economies also have practitioners of exceptional arts and crafts in their original forms that are hard to come by in the cities. Rural tourism show unique experiences of Indian villages and intimately related niche areas of tourism such as *eco-tourism, farm-tourism, adventure tourism etc.* provide a great opportunity to promote sustainable and responsible tourism in the Country. There is no denying that tourism be able to contribute towards economic benefits by providing *Employment opportunities* (Sharpley and Forster, 2003; Tao and Wall, 2009; Walpole and Goodwin (2000), as well as income generation (Briedenhann and Wickens, 2003; Chifamba, 2013; Eshliki and Kaboudi, 2012; Sharpley, 2002; Tao and Wall, 2009), as well as establishing new entrepreneurship fields (Ahmed and Jahan, 2013; Cloesen (Chiutsi and Mudzengi, 2012).People's poverty rates should be reduced to guarantee that their quality of life is improved.As a result, the tourism sector's potential is considered as improving the community value of life and well-being (*Aref et al., 2010; Ahn et al., 2002; Fons et al., 2011; Kokkranikal et al., 2010; Liu, 2006; Lordkipanidze et al., 2005; Miller, 2001*).Many academicians and researchers are interested in studying community participation in tourism development as its having growth in future if properly planned.The study looks into things like how much rural tourist development will enable the local community to participate in the destination area's development agenda. As a result, the purpose of this essay is to analyze the growth of rural tourist entrepreneurs whose duty is to catalyze local community sustainability. The framework shown in Image 1 summarizes the conversation of the research.

According to Norhafiza Md Sharif and Ku Azam T L in their article December in International Journal of Multicultural and Multireligious Understanding (IJMMU) 2017 Entrepreneurs play an important role in sustaining rural tourism and formulation of sustainable strategies being the initiators of the tourism business and the engine of the local development. Therefore, it is necessary to stimulate the development of entrepreneurial activities for the recovery of rural tourism potential and regional traditions, maintaining local employment growth and increase living standards in line with identifies needs and priorities of regional human resources development. This article aimed to discuss the involvement of local communities in development of rural tourism entrepreneurship as well as addressing the issue of entrepreneurship in rural tourism.



Image 1 Showing the Structure of Sustainable development of Rural tourism through entrepreneurship

2. RESEARCH METHODOLOGY

Secondary data was collected by different Journals, Articles for better understanding as Secondary research is a research method that uses data that was collected before for understanding.

3. RURAL DEVELOPMENT

Existing Scenario of Tourism International Scenario is that the year 2021 saw 4% increase in 2021, 15 million more international tourists compared to 2020. Nevertheless, **International** arrivals were still **72%** below pre-pandemic year of 2019. We see that travel restrictions, slow virus containment, low consumer confidence due to the pandemic are the reasons for the decrease in international travel.

The United Nations Secretary-General, Antonio Guterres, has created a new report that uses UNWTO statistics to estimate the disastrous impact of the *corona virus pandemic* on worldwide tourism. It predicted that up to 120 million tourism employments might be jeopardized, with economic harm expected to top \$1 trillion in 2020 alone.

Indian tourism industry has emerged as leading service industry in India. Tourism in India has significant potential considering its myriad of landscapes, great heritage and culture, varied flora and fauna. The government of India has also realized the country's potential and undertaken several steps to make India a tourism hub. As per the *Federation of Hotel & Restaurant Associations of India (FHRAI)*, in *FY21*, the Indian hotel industry has taken a hit of >Rs. 1.30 lakh crore (US\$ 17.81 billion) in revenue due to impact of the COVID-19 pandemic.

Rural development is an area of national planning that aims to progress the local community's excellence of life to regulate to achieve long-term enlargement (*Iorio and Corsale, 2010*). Rural development attempts to enhance livelihoods by implementing comprehensive development in rural areas, which are home to the bulk of the poor. As a result, by minimizing excessive population influxes from rural areas, it can also help to lessen poverty in metropolitan areas (*JICA Research Institute, 2015*). Rural development, according to Mukhtar (2009), is a process of civilizing the living conditions of rural people throughout the creation of jobs plus the development of entrepreneurship in rural areas. Rural development, according to Jha and Jha (2008), is the process of enhancing the worth of life in rural areas by mounting and exploiting natural human resources, technology, physical services, institutions, and organizations.

3.1.DEFINATION OF RUARL

The definition of *Rural* varies per country, *according to JICA Research Institute (2015)*, though it is frequently used in opposition to *Urban*. For exemplar, in Japan, this word is defined as "an area with over 5,000 inhabitants, which comprises of each district with a population density of over 4,000 per square kilometer." They cannot, however, simply apply this definition to other nations. Further more, because the definition of "rural" differs from Asia to Africa, it is impossible to define it consistently. As a result, based on social, economic, and natural characteristics in each country, the use of *Rural* (including fishing and mountain communities) as a relative notion to *Urban* may be most appropriate. The phrase could also be used to describe

locations where agriculture is the primary source of income for the mainstream of the *population (including livestock farming, forestry and fisheries)*.

Meanwhile, all province, population, and housing units outside of urbanized areas and urban clusters are classified as rural by the US Census Bureau. Urbanized places have populations of at least 50,000 people, whereas urban clusters have numbers from 2,500 to 50,000. The interior areas of both urbanized areas and urban clusters are defined by a population density of 1,000 people per square mile, and then nearby blocks with minimum 500 people per square mile are included (*Andrew et al, 2007*).

4. RURAL TOURISM DEVELOPMENT:

Economic restructuring and the farm crisis comprise harmed rural communities economic prospects since the 1970s. These developments have constrained the economic development alternatives available to rural areas, making conventional development models less viable and requiring them to seek nontraditional sources of income (*Wilson et al., 2001*). Tourism in addition to its accompanying entrepreneurship prospects have been one of the most popular nontraditional rural development initiatives, According to Logoff et al., 1994, because of Tourism's capacity to bring in revenue, provide jobs, and support retail growth. In the context of finding solutions to strengthen rural economies, tourism is a tool for regeneration and economic future of rural communities, particularly where conventional agricultural activities are restricted, as Surugiu (2009) points out. Many planners, practitioners, and scientists believe that tourism provides rural communities with economic, social, and political opportunities.

Furthermore, compared to additional rural economic development techniques such as manufacturing, rural tourism is less expensive and easier to create. Rural tourism be capable of to be developed locally with the help of local government and small businesses, and it does not have to rely on outside firms or companies to thrive (*Wilson et al., 2001*). Rural communities, according to Dimitrovski et al., (2012), have a one of its kind having potential to attract tourists by forging a link connecting rural areas and their cultural, historic, ethnic, and geographical foundations. Rural tourism, for example, is easier to organize than manufacturing. Rural tourism can be developed in the neighborhood with the involvement of small and medium-sized businesses without any direct ties to these businesses. Rural tourism in Bangladesh, according to

Ahmed and Jahan (2013), offers a variety of tourist activities such as nature-based tourism, tourism heritage, agricultural tourism, cultural tourism, and tourism riverine.

Tourism activities be able to encourage rural communities to participate in the tourism industry and contribute to the formation of new growth centers, as well as new entrepreneurship among local communities, by boosting these rural tourism products (*Ahmed and Jahan, 2013; Cloesen 2007; Iorio and Corsale, 2010*). Thus, tourism destinations (Cawley and Gillmor, 2008) and the presence of support services that strive to meet and supply the needs of tourists might help the economic growth of rural community. As a result, a diversity of businesses such as *hotels, motels, restaurants, transportation agencies, travel agents, tour operators, gift shops, car drivers or rickshaws (Faulkner and Tideswell, 1997), sales of handicraft items (Ahmed and Jahan, 2013; Okech et al., 2012; Tao and Wall, 2009)*, and others exist to ensure tourists have a pleasant and enjoyable travel experience.

As a result, it will add to the prerequisite of employment opportunities as well as to improve their *income level and standard of living* (Briedenhann and Wickens, 2003; Chifamba, 2013; Eshliki and Kaboudi, 2012; Fons et al., 2011; 2013; Iorio and Corsale, 2010; Sharpley, 2002; Sharpley and Forster, 2003; Tao and Wall, 2009). (Briedenhann and Wickens, 2003; Chifamba, 2013; Eshliki and Kaboudi, 2012; Fons et al., 2011; 2013; Iorio and Corsale, 2010; Sharpley, 2002; Sharpley and Forster, 2003; Tao and Wall, 2009). Rural tourism also helps to economic growth, social development, environmental protection and enhancement, and infrastructure development (*Ahmed and Jahan, 2013; Briedenhann and Wickens, 2004; Molina et al., 2012*).

As a result, it's clear that rural tourism playing a vital responsibility in advancing society's economic level toward a better and more sustainable future. Tourism expansion benefits rural areas *by reducing local population migration*, providing vocational training, eliminating gender discrimination and other social categories, improving social and cultural existence, providing opportunities for social interaction, allowing residents to participate in decision-making (Aref et al, 2010), and promoting local arts and crafts (Ahmed and Jahan, 2013; Okech et al., 2012; Surugiu, 2009; Tao and Wall). Cawley and Gillmor (2008) developed an incorporated rural tourism model that tries to identify qualities that add to overall value, as well as stakeholders and related issues that need to be addressed in order to achieve the objectives more effectively

(Liu, 2006).The model considers a variety of factors, including cultural, social, environmental, and economic factors.As part of its rural development strategy, specific stakeholders must investigate the role of effective techniques for promoting tourism (Blancas et. al, 2011; Chifamba, 2013; Komppula, 2014).The suggested rural tourist development approach is viewed as critical for bringing rural populations who are currently trailing behind in development into the mainstream and improving their quality of life (Liu, 2006).

5. **COMMUNITY BASED TOURISM ENTREPRENEURSHIP**

Entrepreneurship is regarded as key driver of profitable progress since it generate new ideas and facilitates revolutionize (Lordki panidze et al., 2005).Entrepreneurship provides numerous benefits to local, regional, and national economies, particularly as it develops. Entrepreneurship, according to Kim (1996), serves the community by creation of individuals and organizations accountable and responsible for their particular regions. Thus , rural entrepreneurship is typically community-based, has strong extended family ties, and has a relatively large impact on a rural community (Jaafar et al., 2014).Entrepreneurs' involvement in promoting and growing tourism in rural regions will give local communities novel views by increasing their openness and interest in the effectual recovery of tourist resources (Surugiu, 2009).

6. **SMALL BUSINESS PLUS ENTREPRENEURSHIP**

As the term grows along with the growth of the idea, there is no one definition that is genuinely correct and acceptable to the term of entrepreneur. According to Ab. Latif's (2012) account of the evolution of entrepreneurship theory, an entrepreneur is one who stands connecting suppliers and users. In the 17th century, the definition of an entrepreneur changed to someone who is willing to take on the risk of profit and loss as a result of a fixed-price contract with the government. Bula (2012) went on to say that an entrepreneur is a risk-taker, a coordinator and organizer, a leader and a producer of the creative. Although this feature is not exhaustive, it may aid in explaining why some people become entrepreneurs and others do not .According to researchers are studying entrepreneurship from the perspective of economics, sociology, and psychology, as well as management. According to Lord kipanidze et al., (2005), entrepreneurship is considered as a "*conqueror*" since it can assist other entrepreneurs to achieve success, and this be supposed to be seen as a model of success by society. Furthermore, they discovered that when beginning a

new firm, personal talents, enthusiasm, and recruitment initiatives are all crucial aspects. However, the proper legislation must foster an entrepreneurial environment that is conducive to the formation of new enterprises by other potential entrepreneurs. Entrepreneurship development functions as a new initiative and contributes to the growth of a destination by fostering competitiveness, cooperation, specialization, innovation, investments, and risk-taking (Lordkipanidze et al, 2005) (Bula, 2012). Entrepreneurship and the establishment of new businesses are critical to the development and maintenance of a healthy economy because they generate novel job opportunities and add to economic sustainability (Komppula, 2014).

7. **EMPOWERING COMMUNITY BASED TOURISM ENTREPRENEURSHIP:**

To make bigger the rural tourist sector, it's necessary for association of it to the field of entrepreneurship as one of the country's development plans and as a element of rural tourism support and development (Komppula, 2014; Surugiu, 2009). As a result, it is viewed as a catalyst capable of resolving all issues related to the economic growth, social inequity, and job creation. Entrepreneurs in the tourism sector are on the rise in many developing nations, assisting governments in strengthening and expanding small and medium industries , which may help to *decrease unemployment in the local area Surugiu (2009)* and contribute to poverty reduction (Fons et al., 2011). The tourism sector is made up of several business fields that provide travelers with varied services.

Transportation, accommodation, tourism operators, tourism travel agents, tourism promotion and advertising, travel insurance and finance, food and beverage, entertainment, nature park, zoo, business that organizes concerts, theatre, and design, business that organizes conventions and business meetings, and businesses that produce and sell travel goods are all part of the tourism industry (Uriely et. al, 2002). The study is also similar to one conducted by *Goodwin and Santilli (2009)* on the community of Ban Nong Khao in Thailand, where inhabitants provide tourism activities to visitors through the sale of local food products, hand-woven fabrics, baskets, and bamboo, as well as cultural performances. Coconut cake, coconut water, and woodwork items are among the native products. Locals are always connected and communicate with travel agents in Bangkok and abroad to promote tourism.

Surugiu (2009) also address the topic of rural tourism entrepreneurship, highlighting its potential to rejuvenate Romania's rural areas. Tourism in general and rural tourism in particular, is subjugated by small businesses, which require a spirit of initiative, a desire to succeed, and the ability to recognize and fructify market potential. Tourist benefits two sort of small businesses in rural areas that could not encompass existed otherwise: those directly involved in tourism (small hotels, motels, pensions, and small restaurants) and those indirectly involved in tourism (small hotels, motels, pensions, and small restaurants) (e.g. food stores, construction firms).It also fosters an entrepreneurial spirit that has previously been lacking in the area. According to the findings, the vast majority of those who began a rural tourism business wanted to accommodate guests in their own homes or in a newly constructed accommodation structure. Other activities (cooking, marketing handicrafts, traditional items, arranging recreational activities such as fishing, hunting, and folklore evenings, and setting up sports and recreational infrastructure such as ski slopes, sports fields, and so on) round out the main activity. According to a Study of Community Based Tourist Enterprises in Mashonaland West Province, Zimbabwe, Chiutsi and Mudzengi (2012), local communities have a little part in the tourism industry matrix.The true tourism sector operates outside of local control and influence. As a result, it is necessary to strengthen Community Based Tourist Enterprises (CBTE) capabilities in terms of tourism product development, market connections, and community collective awareness of tourism prospects in their area.As a result, increased community tourism entrepreneurship leads to better socioeconomic benefits for the majority of locals, resulting in biodiversity conservation and sustainable tourism development.Magigi and Ramadhani (2013) investigated how local residents in Bwejuu Village, Zanzibar, participate in the tourism business and the benefits they receive in terms of poverty reduction.

Their research highlights tourist industry activities and how local communities participate in improving their livelihoods, as well as factors that influence local community participation in the tourism sector and the tourism sector's contribution to improving local communities' livelihoods.

The goal of Zhang and Morrison (2000) is to broaden knowledge about SMEs in general within the tourism industry, as well as to gain a better understanding of the major variables influencing the development of SME travel agents in China. According to the findings, a number of internal and external variables are influencing the development of SMEs in China. To strengthen SME

travel agency business models, cooperative and collaborative networking is encouraged. Sharma and Upneja (2005) wanted to look into the elements that influence the financial performance of small hotels, especially in developing countries like Tanzania. According to the findings of this study, operating factors in small hotels such as inefficiencies due to a lack of employee training, low investments in fixed assets and technology, and government policies that ignore appropriate emphasis on ensuring safety and security, as well as quick processing of licenses and permits, may all contribute to low profitability. Entrepreneurial development is viewed as a feasible solution for tackling those challenges in the Soderslatt region, according to Lordkipanidze et al (2005). The study's key conclusion on enhancing entrepreneurship in sustainable tourism emphasizes the importance of first understanding entrepreneurial culture and climate in order to create an enabling environment. Also, by providing motivating factors such as incentives or financial support, education and training, the focus should be on the supply of entrepreneurs in the region. These elements can assist entrepreneurs in the early stages of their business and can aid in the creation of distinctive tourism goods, thereby contributing to the development of sustainable tourism. Promotion measures that can assist in raising public understanding of the benefits of entrepreneurship to the economy and society must be considered. Integration of entrepreneurial aspects at all levels of the educational system, the development of mentoring programs, and the establishment of a business service center will all aid in the development of entrepreneurial skills and the formation of good attitudes toward entrepreneurship.

In rural western Pennsylvania and West Virginia, Defensing et al. (2011) used survey data from tourism-based enterprises and tourist promotion and economic development organizations to examine how the various actors perceive the most pressing tourism promotion initiatives and business issues. Tourism enterprises and support groups, on the whole, agree on the promotional needs of tourism-based firms and have comparable opinions of industry issues. However, tourism promotion agencies misunderstand the importance of the internet in marketing and have a different perspective on workforce difficulties than businesses. Promotional and instructional efforts, as well as the integration of tourism into broader economic development efforts, should benefit from better alignment of priorities within tourist partnerships. Furthermore, Galloway et al. (2011) argue that the internet is valuable and crucial to rural businesses for reasons other than accessing the extended economy, and that the ability to afford development through extended

markets is far less important to rural businesses than theory would predict. They also indicate that there is a need for less spectacular theory creation and subsequent examination of internet uses and advantages by rural enterprises that more realistically deals with the consistent and predominant evidence concerning the rural economy.

8. SUSTAINABLE TOURISM DEVELOPMENT

A sub-theme of sustainable development is sustainable tourist growth. In anticipation of now, this concept has always highlighted that the tourism sector can make a substantial contribution to the country's prosperity and development. Sustainable tourism planning should reduce environmental and socio-cultural impacts while increasing economic and social advantages (Bricker and Schultz, 2011). As a result, involving community people in development initiatives is a smart move toward a long-term development strategy (Chili, 2015). Community members will make sure that their aspirations are taken into account in addition to getting jobs (Miller, 2001; Simkova, 2007), increase their understanding of projects, cultivate a sense of responsibility for the resources available in the community, and provide opportunities for them to control the development and use of local resources to participate in the development effort (Kayat and Mohd Nor, 2006). To achieve the goal of sustainable tourism development, it must be managed wisely and require a strong commitment from the government (Miller, 2001), non-governmental organizations, and the local community itself to boost social development and generate more interesting economic opportunities, as well as improving the tourist area's transportation infrastructure to get better the living conditions of local communities (Blancas et al., 2011).

9. CONCLUSION

Entrepreneurship has the potential to significantly boost rural tourism as a driving force, and its absence is the primary hindrance to economic development and rejuvenation of the workforce affected by the reorganization. Those who want to promote tourism in a particular area must first grasp what entrepreneurship is and how it can be fostered and supported.

In general, the growth of the tourism industry has aided the country's economic development. Furthermore, it is closely associated with life in rural areas, where lifestyles differ by region. Given that the development of the tourist sector in rural areas can give numerous benefits to

society, they must be of high quality, particularly in terms of information mastery, problem-solving abilities, and self-confidence.

Rural development is important since rural communities are not as marginalized as metropolitan areas. It is critical to safeguard the future viability of the rural community. As a result, rural development must be strengthened in order to improve the rural population's income and quality of life. All parties, including the government, the commercial sector, non-governmental organizations (NGOs), and the rural population, must work to ensure that rural populations are no longer treated as a passive group. Furthermore, it is critical that all parties concerned work together to ensure that development proceeds smoothly and continually.

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