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Entrepreneurship Development Programs among Unorganised Sector in Karnataka- An Evaluative Study

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Abstract

This paper focuses to explore the tourism business is one of the largest, fastest growing sectors of the economy of India. Tourism is the largest service industry in the Country. As per the latest available records, the industry contributes 9.24% to the GDP of the country. Similarly, tourism provides employment opportunities to millions of people. It is estimated that tourism provides 8.78% of the total employment of the Nation. Tourism promotes national integration. The industry helps to generate foreign exchange earnings to a significant extent. The tourism industry aids to ensure balanced regional development. Considering the significance of tourism, the government of Kerala provides various incentives and subsidies to entrepreneurs to attract investment in the Sector. The government concentrates only on the organized sector of tourism industry in the State. One of the salient features of Tourism industry is that tourism enterprises are large in number and scattered. Many of them operate still in the unorganized sector. The tourism sector has been identified as one of the key sectors propelling the country's economic growth. Karnataka has been ranked as the 4th preferred destination among domestic tourists and 3rd preferred destination for investments in the tourism sector. It is critical to focus on increasing domestic and international visitation through a collaborative approach between Government and Industry and enhancing the capacity of the sector to stimulate regional development and prosperity of the community.

Keywords: Tourism potential, Tourism resources and activities, CBSTD, Strategy

Introduction

Tourism in the State by 2024. To achieve the vision and set the direction for the tourism industry over the next five years, the following objectives are outlined (Karnataka tourism policy report 2014-19(2014), Department of Tourism Government of Karnataka). Tourism is an economic activity of immense global significance. The tremendous growth in tourism in recent times at the global level is due to various factors

such as the impacts of globalization, emergence of the global village and preference for overseas jobs in general. According to world Tourism organization (WTO), “tourism enriches individuals, families, communities and the entire world”. Tourism enhances the quality of life, preserves the national heritage & encourages the appreciation of diverse cultures both by domestic & foreign tourists. Tourism is one of the leading job creators and plays a vital role in the balance of payments of many countries. As a service industry, tourism has a flexible character having capability of accommodating people – skilled, semi - skilled and unskilled

Objective:

The objective of the study is; i) to explore the tourism potential Entrepreneurship among Unorganised sector in Karnataka ii) to identify suitable strategies to promote Entrepreneurship in masses. The policy document takes into consideration seven key areas that provide the thrust to tourism development. These are 1. Swagat (Welcome) 2. Soochana (Information) 3. Suvidha (facilitation) 4. Suraksha (Safety) 5. Sahyog (Cooperation) 6. Samrachana (Infrastructure development) 7. Safai (Cleanliness) The tourism industry, unlike many other industries, consists of several service providers. These service providers are in private sector. Public Sector institutions like department of tourism either at the centre or at the state are involved in the planning and development of tourism process. The participation of different private and public sector agencies makes tourism industry a complex phenomenon. It requires a strong cooperation between these two sectors to develop the tourism and achieve the overall objectives. The new Tourism Policy, Karnataka Tourism will target the right consumers from the right market at the right time. In order to further promote tourism in Karnataka, the state tourism department will target high-end tourists. Apart from traditional international markets like UK and France, it has planned to target new markets like Japan, Spain, Scandinavian countries, South American countries like Brazil and Argentina within the next three years. In the domestic market, the state tourism department will target major source markets like Mumbai, Ahmedabad, Pune, Kolkata, Chennai and other metro cities. Karnataka Tourism plans to host certain important events in Bangalore. The state tourism department is also planning to promote Wine Tourism for which it has identified few potential wine producers in Karnataka to develop this segment. With the need to develop manpower in the industry, the state tourism department is also planning to train about 3,000 people through Institute of Hotel Management (IHM) to increase efficiency and offer quality services to tourists. State tourism department has introduced „Green Police“ at 30 selected destinations in the state. Green police is an additional security force in which ex-service men have been employed. The security force works closely with the local police to ensure safety and guidance to tourists.

Another significant campaign launched by the Ministry of Tourism in 2009 was ‘Atithi Devo Bhava’ targeting the local population to educate them regarding good behaviour and etiquettes while dealing with foreign tourists. ‘Atithi Devo Bhava’ aimed at creating awareness about the effects of tourism and sensitizing the local population about preservation of India's heritage, culture, cleanliness and hospitality. It also attempted to re-instill a sense of responsibility towards tourists and reinforce the confidence of foreign tourists towards India as a preferred holiday destination. Subsequent to the national tourism policy 2002, several initiatives were made to promote tourism with a concentration on holistic approach. Due to these efforts the tourist arrivals of both foreign and domestic type increased considerably. Foreign tourist arrivals grew at a rate of 10.6% in 2014 and foreign exchange earnings increased by 11.5%. With the experience gained after introduction of new campaigns a new National Tourism Policy (2015) was announced. The new policy seeks to take advantage of new developments after the introduction of liberalization policies (Government of India Ministry of tourism, 2015). The objectives are a. Increase India's share in world tourist arrivals from the present 0.68% to 1% by 2016 and increase to 2% by 2025. b. Position Tourism as a priority on the National political and economic agenda. c. Widen understanding of the benefits of the tourism sector within the wider governmental framework, especially with Government departments critical to Tourism success. d. Evolve a framework for tourism development, which is Government-led, private sector driven and community welfare oriented. e. Foster and develop a coordination mechanism between the Centre and the States / UTs and between various Ministries / Departments and create a framework for engaging with local bodies, to drive the National Tourism Agenda. f. Focus on the benefits of tourism for local communities and the natural and cultural environments. g. Directly address seasonality, creating year-round offerings for continuous tourism economic activity. h. Create a safe, secure, clean, hygienic and inviting environment for tourists. i. Innovation into integrated tourist circuits and destinations based on India's unique civilization, heritage, and culture in partnership with States / UTs, private sector and other agencies, thus spreading the reach and impacts of tourism beyond gateway cities, further across the nation and deeper into communities. j. Position India as a global brand and preferred tourism destination in overseas markets. k. Focus on domestic tourism as a major driver of tourism growth. l. Focus on development and promotion of the North East Region and the state of Jammu & Kashmir. m. Develop quality human resources in the tourism and hospitality sectors across the spectrum of vocational to professional skills development and opportunity creation. n. Create an enabling environment for investment in tourism and tourism-related infrastructure

Based on the earlier Tourism policy documents and the vision 2016 document, Karnataka Tourism Master Plan 2010-20 was prepared. Subsequently, 31 detailed district-wise reports about the state potential and action plan for Tourism across Karnataka's districts was made. This exercise was completed in early 2012. Apart from these two, there are reports suggesting specific initiatives – some examples of these were the ‘Site Management Plan for Sustainable Conservation and Development of Hoysala Heritage Region, Mysuru tourism promotion plan which also includes inner city development with a focus on tourist infrastructure.

Conclusion

The Vision group of over 50 individuals met jointly in over 7 sessions during Oct-Dec 2013. The sector heads submitted their suggestions, which are part of this vision group report. The KTVG focused on a few key areas with an emphasis on what needs to be done and the 'vehicle' to get there – Guiding principles that would act as a compass for any current or future decision regarding the Tourism sector; Governance and Implementation framework; Critical requirements at tourist locations, particularly the major attractions and criteria to determine relative importance of a location / event; Tourist circuits (Heritage, Coastal, Nature / Wild life, Adventure, Culture, Urban, Wellness, Spiritual) and Common themes that cut across the categories (Human resources, Brand, Finance, Policy, Infrastructure, Connectivity, Technology, Communication, etc.). Government of Karnataka has also suggested setting up of vision Implementation Group to implement the recommendations of the Karnataka Tourism Vision Group. It is expected to work closely with Tourism Promotional and Infrastructure Corporation and tourism stakeholders.

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