



PROMOTING ENTREPRENEURSHIP FOR TOURISM INDUSTRY COMPETITVENESS

MAY 2023

OUTLINE

- INTRODUCTION
- ENTREPRENEURSHIP FOR TOURISM INDUSTRY COMPETITIVENESS
- TYPES OF TOURISM ENTREPRENEURSHIP
- IMPORTANCE OF ENTREPRENEURSHIP IN TOURISM
- GOVERNMENT ROLE IN MOTIVATING TOURISM ENTREPRENEURSHIP
- OPPORTUNITIES IN TOURISM SECTOR
- CONCLUSION



INTRODUCTION



- ▶ In the contemporary era, both in industrialized countries and in emerging countries the prime concerns are individual rational and creativeness of entrepreneurial business.
- ▶ Tourism is an economic and social phenomenon because of its ability to stimulate the development of regions, and there is growing recognition of how tourism can be innovative, particularly through creativity.
- ▶ A fundamental aspect in the study of the development of the tourism industry is the analysis of tourism entrepreneurs.



ENTREPRENEURSHIP FOR TOURISM INDUSTRY COMPETITIVENESS

- Tourism Entrepreneurship refers to the activities designed for the effective and profitable interaction of demand for and supply of tourism products; at the same time assuring competitive professionalism and gainful socio-economic status.
- It also refers to the business involving development and controlling a tourist company.

TYPES OF TOURISM ENTREPRENEURSHIP

► Tourism entrepreneurship is mainly classified into four different categories. Although there are other options

❑ **Tour Operators**

A tour operator combines various travel components like hotels, transportation, and other similar things to provide a single package to the customers.

❑ **Travel Agents**

Individual who makes travel arrangements for clients. They work individually rather than a company.

CON'T

❑ **Transport Operators**

They offer formal transport solutions to the tourists. It can be giving rental homes or arranging tickets for their travel.


❑ **Guiding**

Another prominent type of tourism entrepreneurship is guiding the other individuals for travelling and other similar prospects. It is a popular work performed by ticketing agents, holiday sellers, etc.




IMPORTANCE OF ENTREPRENEURSHIP IN TOURISM

- ▶ Tourism act as a business for creation of employments opportunity and service focused industry generate colossal profits to the individuals, society and the nation as a whole.
- ▶ Tourism business can facilitate the entrepreneur belonging to deprive background to find employment and develops their standard of living.
- ▶ Severe as agent of change for both economic and social changes for young people
- ▶ Tourism Entrepreneurship surge the fiscal growth and development of a country, resulting to rise in country GDP.



GOVERNMENT ROLE IN MOTIVATING TOURISM ENTREPRENEURSHIP


- ▶ One of the key parts to the accomplishment of tourism business is local government units (LGUs)
 - ▶ Local government units should encourage the society living standards, monetary value, ecological and cultural well-being of their societies.
 - ▶ Central and state government should work together while instituting the policy and strategy for sustainable tourism business environments
- 

OPPORTUNITIES IN TOURISM SECTOR FOR TOURISM ENTREPRENEURSHIP

- ▶ There are tremendous opportunities offered by the tourism industry for young entrepreneurs. These includes:
 - ❑ Development in Tourism Infrastructure (Hotels, Restaurant, roads, airport)
 - ❑ Investment in Markets for Meetings, international conferences and events (MICE)
 - ❑ Expansion of existing Tourism Products and creating new ones



Conclusion

- ▶ Entrepreneurs and entrepreneurship motivate business innovation and economic growth.
 - ▶ Entrepreneurs are exceptionally imperative in dropping unemployment rate of the skilled and unskilled workers.
 - ▶ To sustain tourism industry it required, a substantial long term government support, extensive training, research and planning processes in order to grow and flourish.
- 



END OF PRESENTATION



THANK YOU