

BACHELORS WITH TOURISM & TRAVEL MANAGEMENT AS MAJOR (CT – II)

6th SEMESTER

TTM622J2 TOURISM & TRAVEL MANAGEMENT _ TOURISM ENTREPRENEURSHIP

CREDIT: 6 (THEORY: 4; TUTORIAL: 2)

COURSE OBJECTIVES:

The students are expected to learn about the broader landscape of tourism entrepreneurship and the course desires to impart fundamental knowledge and skills required to run successful enterprises. The course aspires to prepare students in entrepreneurship development, incubation, start-ups, and venture creation in tourism and its allied sectors.

LEARNING OUTCOMES:

By the end of this course, students will have a comprehensive understanding of entrepreneurship within the tourism sector, including its evolution, concepts, and motivational theories. They will be able to identify and evaluate entrepreneurial opportunities in both conventional and non-conventional areas of tourism. Students will understand the policy measures and objectives related to tourism entrepreneurship in India and develop the necessary competencies for successful start-ups and ventures.

COURSE CONTENTS: THEORY (4 CREDITS)

UNIT 1: INTRODUCTION TO ENTREPRENEURSHIP

Evolution, Concept: Definition of Entrepreneurship; Theories of Entrepreneurship; Entrepreneurial Motivations; Entrepreneurial Advantages to Society; Factors Affecting Entrepreneurship Growth.

UNIT 2: NEW VENTURE CREATION IN THE TOURISM SECTOR

Entrepreneurship opportunities in Tourism (Conventional, Non-Conventional & Secondary Opportunities); Entrepreneurial Characteristics for travel, tourism, and hospitality trade; Policy measures for Tourism entrepreneurship in India; Start-up Policy of India; Tourism Entrepreneurial competencies; Developing entrepreneurial competencies; Full-success start-ups, and ventures.

UNIT 3: SMALL SCALE ENTERPRISES

Concept & definition of Small-Scale Enterprises; Classification & definition of Industries, Characteristics of Small-Scale Enterprises; Need, and Rationale of SSI Development; Role of Entrepreneurship/SSI in Economic Development; Entrepreneurship vis-a-vis Liberalization; Privatization; Globalization; Challenges to small scale Industries in Tourism.

UNIT 4: FINANCE, TECHNOLOGY & BUSINESS OWNERSHIP

Financial Planning; Need for Financial Planning; Role of Govt. Institutions in Entrepreneurship/SSI Development; Business Plan; Elements of Business Plan; Preparation of Business Plan; Site Selection; Feasibility Report; Role of Technology in Tourism Business; Forms of Business.

TUTORIAL (2 CREDITS)

- Case Studies on motivational theories, specifically tailored to the tourism industry, analyze the advantages entrepreneurship brings to society specific to the local region. Deep understanding of new venture creation while also examining policy measures implemented to foster entrepreneurship in India's tourism landscape.
- Analysis of financial schemes (both central and local) supporting new venture creation in the tourism sector.

Note: Each student will be asked to prepare a computerized assignment and PowerPoint presentation on a specific topic from the topics covered in the tutorial section. Evaluation of assignments and presentations shall be held internally by the teacher concerned.

SUGGESTED READINGS

- Maureen Brookes and Levent Altinay Entrepreneurship in Hospitality and Tourism: A Global Perspective, Goodfellow Publishers Limited
- Jovo Ateljevic and Stephen Page Tourism and Entrepreneurship (Advances in Tourism Research), Routledge,
- Jobe Leonard, Startup Incubators and Business Accelerators: The Easy Way to Create a Startup Incubation and Business Acceleration Centre, Jobe Leonard Books
- Jeffry A Timmons and Stephen Spinelli, New Venture Creation: Entrepreneurship for the 21st Century, McGraw-Hill Higher Education.
- David Holt, Entrepreneurship: New Venture Creation, Prentice Hall India Learning Private Limited.