

Module TOU 525 : ENTREPRENEURSHIP IN TOURISM

No. of Credits: 04

Contact Hours / Week: 04

Pre Requisite: As per Module - TOU401

Assignments: 20 Marks

Semester Exam: 80 Marks

Course outcome

At the end of the course the students should be able to-

1. Explain entrepreneur & entrepreneurship and their relevance in Tourism Industry.
2. Differentiate between various entrepreneurial competencies.
3. Analyse entrepreneur policy & entrepreneurship process.
4. Determine the structure of entrepreneurship ownership.
5. Explain management issues of Tourism & Hospitality entrepreneurship.
6. Explain women entrepreneurship.

THEMES AND TOPICS

Unit I :

Entrepreneurship, Definition role and expectation. Entrepreneurial motivations, types. Entrepreneurship opportunities in tourism. Entrepreneurial skill for travel, tourism and hospitality trade; problems of entrepreneurship in travel trade.

Unit II :

Entrepreneurial Competencies, MSME at a glance 2016, Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development.

Unit III :

Institutional Interface and Set up; Government Initiatives and Policy: Entrepreneur Policy 2015, National scheme on Entrepreneurship development; tourism enterprises/units eligible for assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization.

Unit IV :

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

Unit V :

Ownership Structures & Organizational Framework, Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

Unit VI :

Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/ Tour Operators i.e Cox & Kings, Raj Travels, SOTC, etc. and Hotels i.e Taj, Radisson, Welcome, etc.

Reference Books/ Research reports / article / Study material :

1. Jovo Ateljevic and S Page, Tourism and Entrepreneurship: International Perspective
2. A Morrison, M Rimmington, C Williams, Entrepreneurship in the Hospitality, tourism and Leisure industry
3. Vasant Desai, Entrepreneurship & Small Business Management
4. Peter Drucker, Innovation & Entrepreneurship
5. S S Khanna, Entrepreneurial Development
6. C B Gupta, N P Srinivasan, Entrepreneurial Development
7. D N Mishra, Entrepreneur and Entrepreneur Development & Planning in India
8. R Ragde, Entrepreneurship in Tourism
9. V.Rao, Tourism Entrepreneurship,
10. Latest Entrepreneurship schemes of the Government of India

Online Reference Link:

1. www.tourism.gov.in
2. www.msde.gov.in
3. www.skilldevelopment.gov.in

4. www.msme.gov.in
5. <http://thsc.in/>
6. www.nsdindia.org
7. <http://digitalindia.gov.in/>
8. <http://www.makeinindia.com/home>
9. www.entrepreneurscouncil.in