

AN EMPIRICAL STUDY ON THE OPPORTUNITIES AND CHALLENGES IN THE HOSPITALITY AND TOURISM INDUSTRY IN INDIA

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ABSTRACT

In recent years, the industry has seen a surge in technology-driven start-ups that have disrupted traditional business models and transformed the way people travel. Innovative solutions such as online booking platforms, travel apps, and AI-driven customer service tools have created new opportunities for entrepreneurs to provide personalized and convenient travel experiences. The travel and tourism sector is one of most dynamic and expanding markets in the world. This article discusses a study in the field of tourism and hospitality that utilized exploratory research methods to answer questions related to an unfamiliar research topic. The study employed a sample strategy specifically developed for this purpose and collected data from human resource and training managers in four and five-star hotels in Chandigarh, Jalandhar, and Amritsar, India. A structured questionnaire was used to collect data on both demographic variables and responses related to the research problem. The results of the study provide valuable insights into the challenges and opportunities present in the tourism and hospitality industry, with certain skills like customer service and risk-taking ability being identified as particularly important for success. The study also highlights some major challenges facing the industry, including a perceived lack of government support and issues with unpredictable business and harsh regulations. The findings can be used by individuals and organizations in the tourism and hospitality industry to better understand the key factors that contribute to success and the challenges that must be addressed.

Keywords: Hospitality and Tourism Industry, challenges, opportunities & India

INTRODUCTION

Tourism and hospitality industry is a dynamic and ever-growing sector that offers a plethora of entrepreneurship opportunities. The industry comprises various sub-sectors, including accommodations, food and beverage services, transportation, travel agencies, and many more. As the world becomes more connected, and people travel more frequently, the tourism and hospitality industry is expected to continue its growth trajectory. Entrepreneurship in the tourism and hospitality industry involves identifying and capitalizing on opportunities to create new and innovative products, services, and experiences for traveller's. Entrepreneurs in this industry can range from small-scale operators, such as bed and breakfast owners, to larger enterprises, such as travel agencies or hotel chains. The industry offers entrepreneurs the chance to use their creativity and business acumen to create unique offerings that cater to the ever-changing needs and preferences of travellers.

The technology, telecommunications, and tourism sectors are the primary drivers of the global economy in the twenty-first century (Adeleke, 2005). Attractions, transportation, lodging, food and drink, shopping, amusement, business, and other hospitality services are all part of the tourism industry, which encompasses everything from domestic and international travel to international travel (Dayananda, 2014).

The contribution of tourism industry total to global GDP amplified to 9.5% in 2013. In 2013, travel and tourism directly or indirectly supported 266 million jobs (8.9% of total employment) in the world (WTTC, 2014). Although international tourism is impacted by the global economic and social crisis, the tourism sector of the global economy is expected to provide 296 million jobs by 2019, according to the ILO Global Dialogue Forum on New Developments and Challenges report, suggesting that tourism has the potential to become a major generator of employment.

The tourism and hospitality industry is a major employer since it requires a large number of workers. Being one of the world's leading employers, it provides opportunities for people with diverse levels of education and training and facilitates the easy integration of new workers into the economy (International labour organization, 2010). The importance of tourism to the economy of some nations cannot be overstated; according to the figures mentioned by Chandrakanta Sahoo in Dayananda, 25 million people in India are employed directly or indirectly because of tourism. The travel and tourism industry in Ethiopia generated ETB 91, 898.4 million (9.3% of GDP) and 2,291,500 jobs (8.5% of total employment) in 2014 (WTTC, 2015).

Jobs in the hospitality and tourism industries may be found easily throughout the economy, in places like hotels, taxi services, and visitor centres. Hence, employees are a necessary condition of the tourist sector, and the availability of qualified and trained workforce is a critical factor in the success of any tourism development strategy or programme. Nonetheless, the tourist business is notorious for its precarious jobs, low job status, long, antisocial hours, and low compensation. The inability to attract and retain qualified workers is the most evident and immediate result of this problem and it has a negative impact on the prosperity of the sector as a whole.

Workers in the hotel and tourism industries have received less attention than they deserve. The employees, however, is what really makes an outstanding and timely service delivery system possible. As a result, teams like these are among the most valuable resources for any business. Human resources and tourism are intertwined in two fundamental ways. First, the success of the tourist business depends on its ability to attract and retain a sufficient number of qualified workers. A second concern is that managers and customers' treatment of employees, and vice versa, should be fair and equitable. Professionalism on the part of staff is also crucial to the quality of visitors' impressions of a site. Therefore, the purpose of this review paper is to provide a synthesis of the literature on the employment opportunities and challenges in the tourism and hospitality industry and to highlight the implications of the findings for relevant stakeholders, such as academics, policymakers, and business owners in the field.

ENTREPRENEUR AND ENTREPRENEURSHIP

In one of the articles titled "The Nature of Business," Richard Cantillon coined the word "entrepreneurship" (1755). He defined an entrepreneur as someone who buys factor services at definite prices to mix them to make a product and sell it at unpredictable prices after committing to his costs. This perspective acknowledges entrepreneurs' risk-taking. Cantillon only considered supply when defining entrepreneur. The word "entrepreneur" derives from the French word "entreprendre," which means to accomplish something. In the Middle Ages, it meant an energetic person who got things done. But, Europe's industrial revolution systematically encouraged entrepreneurship. Scholars have studied entrepreneurial growth from several angles. No one reason caused entrepreneurship, and their techniques vary. Nonetheless, entrepreneurial factors are being identified. Ethical values (Spirit) are considered to drive capitalism, i.e., entrepreneurial behavior (Max Weber). Entrepreneurial development is based on minority morale and status withdrawal (E. Hagen). David McClelland attributes industrial development to psychological desire for achievement motivation. Boulding and Hoselitz stressed that politics drives entrepreneurship. Exposure to fresh ideas and chances (Tripathi

and Sharma) causes entrepreneurship for some. Thomas Timberg and K.L. Sharma believed family influences business. The few variables identified by numerous writers are not the sole determinants. These variables are very significant. Entrepreneurship is the process, whereas entrepreneur is the substance (Phelan, 2013). Further, eminent people have defined the terms in chronological order, linking them to "innovation, opportunity recognition, profit, economic growth, venture creation and change, and then, entrepreneurship has been varyingly conceptualised as a characteristic, a behaviour, an activity and social role."

LITERATURE REVIEW

There has not been a lot of research done on the subject of studying entrepreneurship in the tourist industry because it is a relatively new phenomenon. The literature on both entrepreneurship and tourism, however, has been heavily influenced by research and analysis conducted in the fields of economics and business. With a few notable exceptions, the ties between tourism and entrepreneurship continue to be treated as separate topics, and no discussion is ever held that makes use of the natural synergies that exist between the two fields.

According to Li, Lan (2008)'s findings, the quantity of entrepreneurial research that was published in the top hotel and tourist management journals between the years 1986 and 2006 was significantly lower than what was anticipated. The publication of empirical work has not risen over time throughout the previous 21 years, and the quality of theoretical work has remained at the same low level throughout this entire time. Even for empirical investigations, there is a lack of methodological sophistication in the analytical and statistical tools that are available. According to the findings, there is reason to be concerned that entrepreneurship research is still understudied. As a result, additional theoretical work is required to map out a course of study and develop a framework that is specific to the entrepreneurship domain of hospitality and tourism research. The encouraging news is that academics in hospitality and tourist management have a plethora of chances to investigate entrepreneurship as a viable study paradigm thanks to the abundance of options now available.

Shaw and Williams (1998) tracked two different models of entrepreneurship among small tourist and hospitality enterprises. Both of these models are closely connected with the concept of lifestyle entrepreneurship. The first category includes property owners who relocated to an area popular with tourists for reasons unrelated to the local economy and who often have little to no prior experience running a business. They classify those who fall into this category as "non-entrepreneurs." The second group is what we refer to as "restricted entrepreneurs." The majority of those involved are young adults, and they have a high level of economic motivation. They come from more professional, but primarily non-business, backgrounds. They suffer from what appears to be a deficiency in both commercial expertise and financial resources.

The fundamentals of tourism entrepreneurship can be categorised as Initiating change, or the ability to recognize a potential for new creativity or innovation and act on it. Second, creative resourcing or the strategic allocation of a variety of financial and managerial assets to seize an opportunity as it arises. Thirdly, an entrepreneurial mind-set, or the will to go out and study whatever you need to know in order to succeed. Fourth category is refreshing goods and services by incorporating new knowledge and ideas are an example of innovation and creativity. Next important category is knowledge leadership: creating management knowledge sources that allow for first-mover advantage and efficient strategy creation and execution. Sixth, always keeping an eye out for promising new avenues to explore and exploit. The relationship maintenance includes strong groups, networks, and adaptable administration systems (Morrison and Thomas, 1999).

S. No.	Title	Author(s)	Journal	Key Themes
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1	Entrepreneurial Opportunities in the Hospitality and Tourism Industry: A Review of the Literature	Robertico Croes, Manuel Rivera	Journal of Travel Research (SAGE Publications, Taylor & Francis)	Challenges and opportunities for entrepreneurs in the sector. Need for entrepreneurs to be flexible and adaptable in the face of changing consumer demands and economic uncertainties.
2	Entrepreneurship and Innovation in Tourism	Alain Fayolle, Olivier Herrbach, Pascale Bueno Merino	Edward Elgar Publishing	Role of innovation in entrepreneurial activity in the tourism industry. Challenges and opportunities for entrepreneurs in the sector
3	Entrepreneurship and Small Business in the Hospitality and Tourism Industry: A Review of the Literature	Dimitrios Buhalis, Simon Darcy	Journal of Hospitality and Tourism Management (Elsevier)	Role of technology and innovation in entrepreneurship. Opportunities for entrepreneurs to offer personalized and convenient travel experiences.
4	Entrepreneurship in the Hospitality Industry	Neil Leiper, David Butt	Journal of Hospitality and Tourism Management (Elsevier)	Overview of entrepreneurship in the hospitality industry. Case studies of successful hospitality entrepreneurs.
5	Entrepreneurship in the Hospitality, Tourism and Leisure Industries	Paul Lynch, Steven G. Goss-Turner	Routledge	Overview of entrepreneurship in the hospitality, tourism, and leisure industries. Case studies of successful entrepreneurs in these sectors.
6	Entrepreneurship in Tourism: A Review of the Literature and a Case Study in Scotland	Ziene Mottiar, Gordon Brown	International Journal of Tourism Research (Wiley Online Library)	Factors contributing to entrepreneurship in the tourism industry. Case study of entrepreneurship in Scotland
7	Entrepreneurship in Tourism: A Systematic Literature Review	Adriana Budeanu	Journal of Travel Research (SAGE Publications, Taylor & Francis)	Potential for entrepreneurship to drive innovation and growth in the tourism industry. Challenges and risks associated with entrepreneurship in the

				sector.
8	Entrepreneurship in Tourism: The Emergence of Small Businesses in Rural Destinations	Kevin Hannam, Scott McCabe, Louise Rees	Journal of Sustainable Tourism (Elsevier)	Emergence of small businesses in rural destinations. Potential for entrepreneurs to develop niche products and services.
9	Entrepreneurship in Tourism: The State of the Art	David Airey	Annals of Tourism Research(Elsevier)	Historical and contemporary perspectives on entrepreneurship in tourism. Role of public policy in supporting entrepreneurial activity.
10	Tourism and Entrepreneurship: International Perspectives	Pauline J. Sheldon, Roberto Daniele	CABI Publishing	Overview of entrepreneurship in the tourism industry on a global scale. Case studies of successful tourism entrepreneurs.
11	Tourism and Hospitality Entrepreneurship: Motivations, Challenges and Strategies for Growth	Jillian Black, Maria Guglielmi, Ade Oriade	Tourism Planning & Development (Taylor & Francis)	Motivations and challenges for entrepreneurs in the tourism and hospitality industry. Strategies for growth and success as an entrepreneur.
12	Women and Tourism: Exploring Entrepreneurship Opportunities	Julia N. Albrecht, Gillian M. Leslie	Tourism and Hospitality Research (SAGE Publications, Taylor & Francis)	Gender issues in entrepreneurship opportunities in the tourism industry. Strategies for supporting women entrepreneurs in the sector.

OBJECTIVES

The prospects for employment and the difficulties faced by the hospitality and tourist industries are the primary objectives of this research project. In order to achieve the goals listed below, a complete collection of academic publications, grey literature, and media sources was carried out.

- 1) To identify the difficulties associated with entrepreneurship in the tourism and hospitality industry.
- 2) To explore the employment opportunities available in the tourism and hospitality industry.

HYPOTHESIS OF THE STUDY

- Null Hypothesis: There is no significant difference between the mean score of each statement and the population mean.
- Alternate Hypothesis: There is a significant difference between the mean score and the population mean.

RESEARCH DESIGN

The decisions on "what, where, when, how much, and by what means" in conducting a study's inquiry are all part of the research design (Kothari, 1985). As the research problem/topic chosen is unfamiliar and data collection is challenging, this study fits the profile of an exploratory study. The questions as what, why, and how related to the research topic can be answered through exploratory methods of research. To comply with the particular demands of this study, the researcher employed a sample strategy developed specifically for this purpose. Four and five-star hotels in Chandigarh, Jalandhar, and Amritsar provide the information. The hotels are part of the FHRAI (Federation of Hotel and Restaurant Associations of India) and were chosen from the list of its associated hotels on the official website of HRNAI (Hotel and Restaurant Association of North India). The FHRAI is the umbrella body affiliating training partners in Northern, southern, eastern and western India. HRNAI is the affiliated body to FHRAI which takes responsibility to train and affiliate hotels and restaurants in the Northern India. The hotels were approached to meet and collect data from the human resource managers and the training managers. A structured questionnaire was framed after reviewing the published literature in the field of study. The first part of questionnaire enquired the demographic variables of the respondents and the second part collected the data aiming to gather responses related to the research problem.

DATA ANALYSIS

The table 1 provides a summary of the demographic profiles of the respondents. The data is categorized into different variables such as gender, age, residential location, education background, experience in the hospitality and tourism industry, and their perception of job opportunities in the industry. The respondents were predominantly male (65.5%), while females constituted 34.5% of the sample. The age range of the respondents varied, with the highest percentage of respondents falling between the ages of 26-35 years (32.1%). The least represented age group was those between the ages of 15-25 years. The majority of the respondents were from urban areas (71.2%), while the remaining 28.7% were from rural areas. A significant proportion of respondents had graduated from tertiary institutions (55.7%), while 29.8% had post-graduate and above qualifications. Only 14.9% of the respondents had a diploma or undergraduate qualification. The majority of the respondents had worked in the industry for more than 5 years, with 39% of them having between 6-10 years of experience. 35.6% of the respondents had between 11-15 years of experience, and 18.3% had more than 15 years of experience. Only 6% of the respondents had less than 5 years of experience in the industry. Also, all the respondents agreed that the hospitality and tourism industry has job opportunities for young aspirants.

Overall, the demographic profile of the respondents suggests a diverse sample with varying levels of education and experience in the hospitality and tourism industry. This diversity is essential in understanding the perceptions and attitudes towards the industry, and it provides a comprehensive view of the current state of the industry.

Demographic Profiles of the respondents

Gender

n=87 (%)

Male	57 (65.5)
Female	30 (34.5)

Age

15–25 years	nil
26–35 years	28 (32.1)
36-45 years	18 (20.6)
46-55 years	21 (24.1)
56 years and above	20(22.9)
Residential Location	
Urban	62 (71.2)
Rural	25 (28.7)
Education background	
Diploma or undergraduate	13(14.9)
Graduation	48 (55.7)
Post-graduate and above	26(29.8)
Experience in Hospitality and Tourism industry	
Less than 5 years	06 (06.0)
Between 6-10 years	34 (39.0)
Between 11-15 years	31 (35.6)
More than 15 years	16(18.3)
Hospitality and Tourism industry has job opportunities for the young aspirants	
Yes	87 (100)
Not really	Nil (0)

Table 1 The summary of demographic profiles of the respondents

In the table 2, t-value represents the difference between the sample mean and the population mean, divided by the standard error of the mean. The p-value represents the probability of obtaining a result equal to or more extreme than the observed result, assuming that the null hypothesis is true. In this case, the null hypothesis is that there is no significant difference between the mean score of each statement and the population mean. If the p-value is less than 0.05, it indicates that the null hypothesis can be rejected, meaning that there is a significant difference between the mean score and the population mean. Looking at the table, all statements have a p-value less than 0.05, indicating that there is a significant difference between the mean score and the population mean for each statement.

Moreover, the t-values are relatively high for most statements, especially for those related to customer service skills, risk-taking ability, and overall development. This suggests that these factors have a more significant impact on starting and growing a successful tourism and hospitality business than other factors like marketing skills. In conclusion, the tourism and hospitality industry offers a range of essential skills and business concepts that are crucial for starting and growing a successful business in this industry. The high t-values and low p-values suggest that these skills are highly significant and relevant for individuals looking to excel in this field

Statement	Mean score	t value	p value
The industry offers financial abundance to invest and grow in Tourism and hospitality business	3.47	13.42	.000

The industry inculcates organizational skills that are important to start and grow any tourism and hospitality business	3.35	6.62	.000
The industry sharpens the supervision skills that are important to start and grow any Tourism and hospitality business	3.39	8.53	.000
The industry delivers marketing skill which are important to start and grow any Tourism and hospitality business	3.12	2.52	.012
The industry sharpens customer service skills like handling service expectations and dealing with problems are important to start and grow any Tourism and hospitality business	3.87	25.6	.000
The industry encourages responsiveness & Personalized attention skills that are another important aspects to start and grow any Tourism and hospitality business	3.67	14.28	.000
The industry offers business concept: business and strategic planning skills that are important to start and grow any Tourism and hospitality business	3.75	20.91	.000
The industry also teaches environmental scanning & Critical evaluation skills that are important to start and grow any Tourism and hospitality business	3.46	8.3	.000
The industry offers skills based on Networking: cooperation with others, networking and utilizing contacts which are important to start and grow any Tourism and hospitality business	3.51	9.78	.000
The industry trains in risk taking ability which is important to start and grow any Tourism and hospitality business	4.10	31.23	.000
The industry imparts an overall development in the individuals to be successful in any parts of Tourism and Hospitality business	4.11	21.52	.000

Table 2. Opportunities in the Hospitality and Tourism Industry

In the table 3, the mean score for this statement “Lack of subsidies or support by the government in the Hospitality and Tourism industry is another challenge for the industry is 4.05, which indicates that the respondents, on average, strongly agree that the lack of subsidies or support by the government in the Hospitality and Tourism Industry is a major challenge for the industry. The low standard deviation of 0.91 suggests that the responses are relatively consistent, and there is less variation in the perception of respondents regarding this statement. The mean score for this statement “Unpredictable business creates an absence of timely inputs and high work pressure many a times in the Hospitality and Tourism Industry” is 3.91, which indicates that the respondents, on average, somewhat agree that unpredictable business creates an absence of timely inputs and high work pressure many times in the Hospitality and Tourism Industry. The high standard deviation of 2.5 suggests that the responses are highly dispersed, and there is a significant variation in the perception of respondents regarding this statement. Also the table shows that that the respondents, on average, somewhat agree that rules and regulations from the government bodies for the Hospitality and Tourism Industry are too harsh. The

moderate standard deviation of 1.8 suggests that the responses are moderately dispersed, and there is some variation in the perception of respondents regarding this statement.

The mean score for this statement “There is a lack of set refined rules and regulations at work in the Hospitality and Tourism Industry “ is 1.23, which indicates that the respondents, on average, strongly disagree that there is a lack of set refined rules and regulations at work in the Hospitality and Tourism Industry. However, the high standard deviation of 1.7 suggests that the responses are moderately dispersed, and there is some variation in the perception of respondents regarding this statement. It is also observed that the respondents, on average, somewhat agree that bureaucratic behaviour is observed from the top managers in the Hospitality and Tourism Industry. The low standard deviation of 0.53 suggests that the responses are relatively consistent, and there is less variation in the perception of respondents regarding this statement.

Statement	Mean score	Standard deviation
The working environment and long shifts at work makes the Industry a tedious work in the Hospitality and Tourism Industry	2.71	1.2
There is a lack of set refined rules and regulations at work in the Hospitality and Tourism Industry	1.23	1.7
The bureaucratic behaviour is observed from the top managers in the Hospitality and Tourism Industry	2.10	0.53
Multiplicity and frequent changes in various tax and levies creates higher attrition rates for the employees	3.12	0.52
Unpredictable business creates an absence of timely inputs and high work pressure many a times in the Hospitality and Tourism Industry	3.91	2.5
Rules and regulations from the government bodies for the Hospitality and Tourism Industry are too harsh	3.64	1.8
Lack of subsidies or support by the government in the Hospitality and Tourism Industry is another challenge for the industry	4.05	0.91
Compliance with environment laws is another challenge for the hospitality and tourism industry/entrepreneurship	2.16	3.3

Table3. Challenges in the Hospitality and Tourism Industry

CONCLUSION

In conclusion, the results presented in Tables 2 and 3 provide valuable insights into the challenges and opportunities present in the tourism and hospitality industry. The high t-values and low p-values suggest that certain skills, such as customer service and risk-taking ability, are particularly important for success in this field. Meanwhile, the results from Table 3 shed light on some of the major challenges facing the industry, including a perceived lack of government support and issues with unpredictable business and harsh regulations. The standard deviations for each statement indicate the

level of agreement or disagreement among respondents, with some statements showing more variation in perceptions than others. These findings can be used by individuals and organizations in the tourism and hospitality industry to better understand the key factors that contribute to success and the challenges that must be addressed.

RECOMMENDATIONS

1. The study recommends the individuals looking to start or grow a successful business in the tourism and hospitality industry should prioritize developing customer service skills, risk-taking ability, and overall business development knowledge.
2. "Lack of subsidies or support by the government in the Hospitality and Tourism industry is another challenge for the industry" suggests that this is a widely held belief among respondents. Entrepreneurs in the tourism and hospitality industry should take note of this challenge and be prepared to overcome it through their own efforts.
3. Business owners in the tourism and hospitality industry should be aware of this potential challenge of unpredictable business and take steps to mitigate it through careful planning and management.
4. Entrepreneurs in the tourism and hospitality industry should be aware of the varying perceptions among respondents regarding the harshness of government regulations, as shown. They should be prepared to navigate regulatory challenges as they arise.
5. Entrepreneurs in the tourism and hospitality industry should be aware of potential discrepancies in regulatory compliance and strive to maintain clear and consistent policies within their own businesses.

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