

Entrepreneurship in Hospitality

Current Ecosystem, Challenges and the Way Forward

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Bharti Publications

New Delhi- 110002(India)

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First Published, 2020

ISBN: 978-93-89657-xx-x

Published by :

Bharti Publications

4819/24, 3rd Floor, Mathur Lane

Ansari Road, Darya Ganj, New Delhi-110002

Phone: 011-23247537

Mobile : +91-989-989-7381

E-mail : bhartipublications@gmail.com

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FOREWORD

The National Council for Hotel Management (NCHMCT) and its affiliated Hotel Management Institutes in the country have always felt the need for creating a formal platform for academic research and knowledge sharing with its different stakeholders. Our quest resulted in the genesis of a research based annual event, where we embarked upon inviting and collating original pieces of systematic investigation into a book form. These study papers, of materials and sources, were able to establish facts and reach new conclusions.

Sensing the need for change and human resources capacity expansion for hospitality industry, through qualitative forecasting, the aim is to be relevant at present and for future times. This task was well executed by the NCHMCT through publishing of the first book of its Conference Proceedings in February 2019 titled 'Hospitality Industry Vision 2025', which strongly put into perspective role of the National Council as an apex body of hospitality education and training in the country. The publication was well received by the industry and we are thankful for the encouragement we have been received from all stake-holders in this regard and we hope for similar continued support.

The theme for this year's proposed International Conference, which was to be held in February 2020 at NCHMCT, NOIDA was 'Entrepreneurship in Hospitality: Current Ecosystem, Challenges and the Way Forward'. Unfortunately, the COVID-19 pandemic did not allow hoisting of such events and hence it was including.

However, we feel that in the current scenario of global economic slowdown, rising unemployment and possible displacement of some skill-sets by artificial intelligence, the proposed theme on 'Entrepreneurship' it was extremely relevant for research and deliberation. Many new ideas would have emerged, not to mention the mingling of global personalities on one platform. Under the circumstances, the editorial board has suggested to publish the 29-recommended full length research papers (after being subjected to an array of review based yard sticks with the call for research papers) resulting in an edited book format (with consent

from authors) for the larger interest and benefit of the researchers, academicians and industry. The present book has delved into several unique areas notably on Women as Entrepreneurs; Consumerism; Niche Food Tourism and Restaurant Business; etc. But one aspect that is aptly clear is that youth have to be empowered with the necessary skills and motivation to spark innovation and economic growth. At the same time, it helps to pave way to meeting the Sustainable Development Goals. I would like to thank industry professionals, academic organisations, researchers and students for their insight and knowledge sharing; for being reflecting through the quality piece of well drafted, edited research work presented in this book.

At NCHMCT we have been conscious of the same and last year we were able to conduct a series of workshops on entrepreneurship for our IHM faculty members to enable their competencies in the area of mentoring, for budding entrepreneurs.

The benefits of being an entrepreneur are many. Yes, there will be tough times, but working for yourself will always be better than working for someone else. Being brave enough to take the leap is most certainly the hardest part, but if you have a great idea, passion and a competitive spirit, this may just be the choice for you. Some people know from a very early age that they want to work for themselves, others work for a boss for a while only to discover that they would rather run their own business.

So we hope this book will motivate and guide you to be independent and bring forth new sustainable ideas and set up your own successful enterprise.

Happy reading!



Gyan Bhushan
Economic Advisor &
CEO, NCHMCT.

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SECTION-1

Women Entrepreneurship



Women Entrepreneurship Through Innovative Meal Offerings: A Tool for Hospitality-Based Self-Employment and Women Empowerment

L. K. Ganguli* & Amol Kumar**

ABSTRACT

India being such a diverse country with colourful culinary combinations imbibing regional flavours spread over 28 states and 9 Union territories. It's imperative to state however that India has already encountered closer association with different International cuisines and as a result we are losing our very own delicious and hygienic home-made simple and frugal recipes, passed down from one generation to the other, often used to surprise many with the awesome delectable meals and carrying homemade goodness with basic ingredients used differently. It is important not to let our hearty, homemade, easy meals be hijacked by the modern dining options offering fast food, different cuisine options at local eateries or fusion, International and twisted cuisines at more sophisticated, fine dining options.

This Paper's effort is to set a mile stone towards the promotion of house women's self-employment, along with utilizing an opportunity of glorifying the benefits of our home-made recipes and innovative and economical meal offerings, from tourism perspective, especially for travellers (domestic and international) who love home-made, comfort foods carrying more nostalgic and sentimental value. These innovative meal offerings would essentially cut the middlemen and carry a customized dining solution to these traveller/tourists especially during their journey in remote destinations (where minimum dining options are available) but most importantly without hampering their mobility, by providing homemade food options. This phenomenon may provide an opportunity to housewives (particularly rural women), to be an entrepreneur. These women can truly be empowered after setting their own modular kitchen and keeping the required ingredients necessary for popular demanding and customized dishes. Here, the women (who has a good idea of home recipes and flair of cooking, turning hobby into profession and most importantly a zeal to achieve something of their own) will earn money during her choice hours by making and providing on the spot delicious homemade food to tourists, which in turn will also boost our regional tourism and also support the efforts played by our governments through different tourism campaigns.

* Director, (A&F), NCHMCT, Noida, An autonomous body under Ministry of Tourism, Government of India

** Faculty, NCHMCT, Noida, An autonomous body under Ministry of Tourism, Government of India

All that is required here is to set the ball rolling by more innovation/development of food based customized Application (meant for on the spot food deliveries at remote locations), creation of local tourism based awareness, promotion for such kind of tourism based initiatives by local government, some basic trainings or handholding of women volunteers and supporting players, etc.

The outcomes of this research will surely support women empowerment, mainly to the housewives and entrepreneurs which may provide an insight to the need of further innovations in current food-based applications, especially catering to remote locations and would certainly open new vistas for further research in the related areas.

Keywords: *Entrepreneurship, Innovative Meal, Homemade recipes, Travellers, & Women Empowerment*

1.0 INTRODUCTION

Entrepreneurship has currently occupied a major place in the list of most rewarding career options. The Government of India has defined 'Women entrepreneurs' on the basis of women's participation in equity and employment of a business enterprise. In simple terms 'woman or group of women who initiates, organise, own and control an enterprise (especially a business) by properly channelizing the factors of production and bearing considerable risk of business activities in one's shoulder and also having a control of 51% of the capital and providing at least 51 % employability to women in that enterprise are called women entrepreneurs'. It's a matter of total surprise that in spite of forming an approximate 50 % of world's total population women do not own even 1 % of property in this world. In Agro-based activities, the rural women's participation is more than statistically revealed since most of household activities and farming are considered as daily based activities for them and therefore rural women can effectively undertake both the production and processing based enterprises. The changing trends in our society backed by recent political developments in our country changing role for the women nation's development, at par with men. The thrust on education, rising awareness have propagated self-determination amongst women to be self-employed, their role in the society is changing significantly.

India is such a diversified country be it its religion, region, festivals, people, climatic conditions. Every community has its own unique way of living, preparing and eating food. When it comes to Indian food, it is very different from rest of the world not only from taste point of view but mainly due to the cooking methods, variety in ingredients, cooking tools used and process being followed. It does reflect a perfect blend of various cultures and ages through which food/beverages recipe used to be created scientifically through the right choice of ingredient added, fused different spices and herbs, being passed over from one generation to another. Just like Indian culture, food in India has also been influenced by various civilizations encompassing merits from each civilisation leading to such a diversification and evolution as it is today. These recipes can further be explored by talking to older people mainly women, who have an idea about traditional techniques those were being used for cooking and that are no longer in use at recent times. Through this process we can again trace out some of marvellous home-based recipes that our previous generations used to relish and which are frequently lesser used part of our present food menu. In this modern era, with the growing problem of unemployment, entrepreneurship can bring an appropriate solution to the problem, mainly in rural India. The major factor for which women in our nation could not participate in economic activities is due to the traditional mindset which views women as homemakers while the role as a breadwinner

of the family lied with the male counterpart. However, in the past few decades, this traditional myth has been busted out by more and more women's participation in economic development of the country which has increased manifold. Off late till recent times in our country, men occupied a dominant position in the society whereas women have been allocated roles and responsibilities of lesser importance. In spite of all the protection granted to women by the Constitution of India, they have always been identified as the second-grade citizen especially when we talk about rural India. Female entrepreneurship has been closely related with female empowerment and emancipation. Increasingly, it has also been seen by many think tanks as crucial to enhance the quality of life of women and rural part of countries especially in the developing world.

Travel and tourism generally being viewed as multidimensional do possess physical, social, cultural, economic and political characteristics, is one of the fastest growing sectors encompassing scope for tremendous employment capabilities. As per a report from World Travel and Tourism Council (WTTC), in the year 2018, India ranked 3rd amongst 185 countries in terms of the contribution of travel and tourism's contribution to GDP. In 2017, it generated 8% of total employment opportunities in India (around 41.6 million) and expected to rise by 2% annum to 52.3 million by 2028. Indian government has realised our country's potential in travel and tourism sector long way back and has taken several initiatives to make India a global hub for tourism. Hence, there lies a potential for women entrepreneurship mainly rural part of our country related to innovative meal offerings and lost recipes fused with innovation sufficing the needs generated in travel and tourism sector at present times.

1.1 Research Problem

Gone are the dark days when women use to spend her whole life confined within boundaries of house now women are actively involved in every line of business. Women employment as well as empowerment especially those from rural part has always been a challenge. There are several problems a rural woman faces from entrepreneurship perspective since the reins of entrepreneurship had always rested in the clutches of males. A time has already come when a change in outlook is necessary to bar the differences between women and men in rural society. Parity among men and women is possible to a large extent, majorly by providing economic independence to women. Preparing delicious and hygienic home-made simple and frugal recipes carrying homemade goodness has always been women's divine strengths and with the emerging growth rate and opportunities of tourism, advancements of app-based technologies, governmental support, their innate strengths can be channelized commercially. This study would seek the opportunity to find out commercial aspects of supplying home based innovative meals (possibly infusing lost recipes) to the domestic and International tourists through a distribution model that may support tourist's place of convenience and quality of food as per their tastes and preferences, packaged 100% plastic free supporting the ideas of sustainability and going green concept of hospitality, thus empowering women.

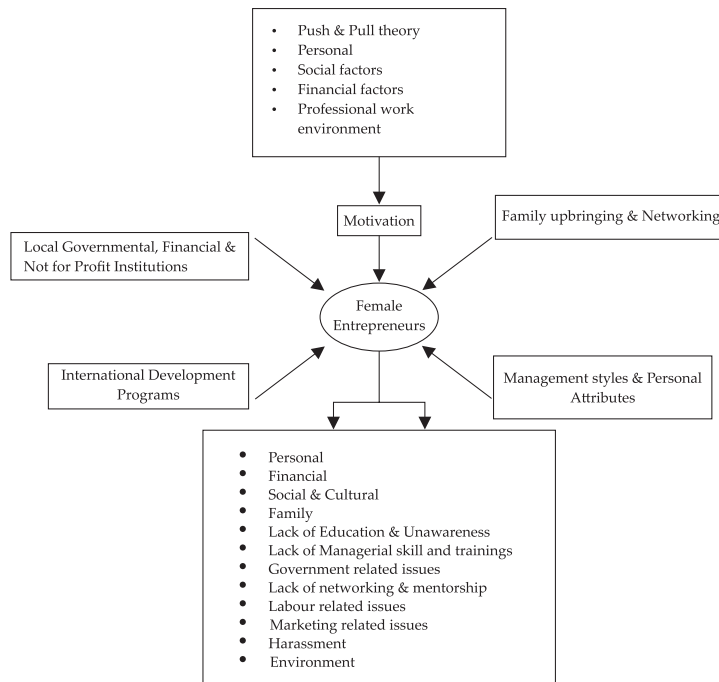
2.0 LITERATURE REVIEW

2.1 Entrepreneurship-An Introduction

The word "entrepreneurship" has come from French verb "*entreprendre*"; German word "*unternehmen*", which means to "undertake". Sharma (2013) mentioned Entrepreneurs play a big role for the economy. Nair & Gakhar (2014) suggested any person as an entrepreneur who formulate new organizations or infuse new life to mature organizations after perceiving

business related new opportunities, take risks by expecting profits, generally work in areas having a high demand and generally less or no supply. As cited in Kalyani & Mounika, 2016, p.55-57 (2016) factors influencing the Female Entrepreneurship are: (A) Internal (self-efficacy and risk taking and External Factors (gender stereotypes & culture and traditions of the society) (B) Pull and push factors : Pull factors are those which propel a women to choose entrepreneurship as a professional challenge, an adventure with an urge to execute something new and to have an independent occupation whereas Push factors are those which compel a women take up entrepreneurship to cope up with financial difficulties or when responsibilities lie on their shoulder due to family circumstances (C) Opportunity Entrepreneurship (opportunity based) Vs. Necessity Entrepreneurship (need based). (D) Micro views (emphasizing personality traits of person, capability of planning etc) and Macro views of Entrepreneurship (based out of external environment. (E) Other 4 factors in the emergence of Entrepreneurship: such as Self-sphere system (how an individual gathers knowledge, skill and motivation to become entrepreneur), Socio-sphere system (related to family expectations, value orientation to independence, work initiative or innovations etc) Resource system (Technology and Technical Manpower, existing industries and enterprises, transport and communication facilities, power, raw materials, market etc) & Support system (like that of banks and financial institutions, their policies and programs and the organizational climate to help or hinder in the growth of entrepreneurship in a society) (F) Locational, Motivational and Discouraging factors for the choice of Entrepreneurship (G) Others like Human Capital, education level, previous work experience etc.

Exhibit-01 Model of Female Entrepreneurship



Source: Anwar & Amber (2012)

2.2 Women entrepreneurship in India

(Kumari, 2012) categorized women entrepreneurs into 3 basic categories : Entrepreneurs in Large and Medium Sector (for women with educational and professional qualifications), Small Sector based entrepreneurs (for women having no education nor any formal training in management, but have developed skills take to small scale industry & the 3rd category of women entrepreneurs those who work in cities & slums to help women with lower means of livelihood. Mansur (2019) informed that in India there are only 13.76 % women entrepreneurs in India as per data by Start-up India. (i.e. +8 million female entrepreneurs & + 50 million male entrepreneurs). Ministry of commerce & Industry (2020) published that in modern times, women entrepreneurs do not only come from the established business-related families or from the upper income segments of the population, many come from rural as well as from all other walks of life and from different parts of the country. (Bulsara, Chandwani & Gandhi, 2013) observed that female entrepreneurs when compared to the male counterpart are catalytic in innovation, job creation, and more than tangible contribution to the GNP of the country.

Exhibit 2: Schemes Benefitting Hospitality Based Female Entrepreneurs

Sl. No.	Name of Scheme	Major benefits	Ideally suited for	Loan amount
1	<i>Mudra Yojna Scheme</i> (3 subplans: i) <i>Shishu plan</i> , ii) <i>Kishor plan</i> iii) <i>Tarun plan</i>	Collateral and guarantors are required only if the loan amount exceeds Rs 10,00,000	Small enterprise	Rs. 50,000 to Rs. 50,00,000 (i) Up-to Rs.50,000 for new business ii) UptoRs.5,00,000for well-established enterprise iii) Upto Rs. 10,00,000 for business expansion
2	TREAD (Trade Related Entrepreneurship Assistance and Development) scheme	Provides credit to projects, conducting specific training and counselling, & eliciting information on related needs.	Start-ups	Government grant up to 30% of total project cost as appraised by lending institutions
3	<i>Mahila Udyam Nidhi Scheme</i>	Offered by Small Industries Development Bank of India (SIDBI) for providing financial assistance.	small-scale businesses	Up to Rs. 10,00,000
4	<i>Annapurna scheme</i>	Offered to those women entrepreneurs who have started a food catering unit. Loan repayment can be done in 36 instalments	For the purchase of kitchen equipment such as utensils and water filters	Up-to Rs. 50,000

5	<i>Stree Shakti</i> Package for Women Entrepreneurs	Offered to those women who have majority ownership (more than 50 %) in a small business. Women needs to enrol in Entrepreneurship Development Programmes (EDP's)	Small business	above Rs. 2,00,000
6	<i>Bhartiya Mahila</i> Business Bank Loan	The loans under this bank loan scheme are to be repaid in 7 years. The scheme was implemented by Bhartiya Mahila Bank which was merged with SBI in 2017.	Manufacturing enterprises	Up-to Rs. 20 Crore
7	<i>Dena Shakti</i> Scheme	In this scheme, there is a concession of 0.25 % on rate of interest. Loans up to Rs 50,000 are offered under the microcredit category.	Food retail stores/ Similar small enterprises	Upto Rs.20,00,000
8	<i>Cent Kalyani</i> Scheme	Offered by Central Bank of India, this scheme is for women business owners in multiple areas such as agricultural work or retail trading. no collateral or guarantors are required. Interest rates on loans depend on varying market rates.	Food based retails	Up-to Rs. 1 Crore

Source: Mansur. (2019)

9	Prime Minister's Employment Generation Programme	For generating employment in rural and urban India by setting up new self-employment ventures/projects/micro-enterprises. This scheme is implemented by <i>Khadi</i> and village industries commission (KVIC)	Both Service sector/ manufacturing industries	Maximum assistance for project/unit Rs.25,00,000 for manufacturing sector & Rs. 10,00,000 for services sector 2 nd dose of assistance < Rs. 1 crore to existing & better performing PMEGP/ MUDRA units for up grading with subsidy of 15% (20% in hilly/NER).
10	Support to training & employment program for women	It's a scheme under Ministry of women and child development that aims to provide skills to enable women (16+ Yrs.) to become entrepreneurs	Travel, Tourism and Hospitality / Any sector	Grants-in-aid under the STEP programme may be given to an institution having a distinct legal entity

11	Joint Advertising support	This is a scheme under MoT, GOI where advertising support is being given to promote entrepreneurial products/ services to the potential International customers	Clubs, retailers, non-profit organisations, etc	Up to 2/3rd of the cost may be considered subject to a maximum of \$ 5,000/- in each case.
12	SIDBI Make in India soft loan fund for MSM Enterprises (SMILE)	This scheme emphasizes on providing soft loan, in the nature of quasi-equity and term loan on relatively soft terms to MSMEs. Longer repayment period up to 10 years is provided	New enterprises in manufacturing as well as services sector	Minimum Loan Size - ₹ 10 lakh for Equipment Finance & Others: ₹ 2500000.

Source: Ministry of Commerce and Industry (2020)

(Patil & Deshpande, 2018) highlighted several governmental schemes that supports growing entrepreneurship particularly women have been priority of the present central and state governments. (Nair & Gakhar, 2014) also mentioned schemes Assisting Rural Women for Entrepreneurship such as Non-farm development (ARWIND), *Mahila Samiti Yojana*, *Mahila Vikas Nidhi*, Micro Credit Scheme, *Indira Mahila Kendra* and several others emphasizing the governmental concerns to empower rural women by providing them the entrepreneurship opportunities. (Agarwal, 2018) opined Micro enterprises in rural area certainly providing solutions to the challenges by not only helping in enhancing the national productivity, generation of employment avenues but also in providing economic independence, personal and social capabilities and competencies among rural women. (Bulsara et al, 2013) found that an economy prospers when women gets a level playing field as men.

Exhibit 03: Quick facts about women entrepreneurship in India

Sl. No	Facts	Percentage-wise (Approximate)
1	Women population in India	48.9%
2	Holding position of Directors amongst all start-ups	35%
3	Amongst all entrepreneurs, women constitute	14%
4	Women entrepreneurship those starting age between 20 to 30 years	58%
5	Women entrepreneurs those started business before 25 years	25%
6	Those reporting revenue of <Rs. 10,00,000 in a financial year	73%
7	Top Indian cities having women entrepreneurs are: Bangalore, Delhi NCR, Chennai, Mumbai & Hyderabad	

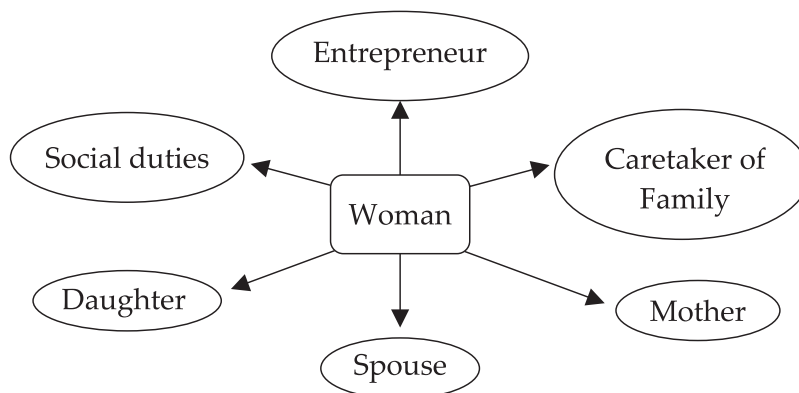
Source: Ministry of Commerce & Industry (2020).

2.3 Influencing factors for women to select entrepreneurship as a possible career option

Entrepreneurs are being considered as the gravest patron for an economy of any nation. (Agarwal,2018) found opportunity for taking up innovative work, Individual identity ,Family support ,Availability of raw material, Taking assistance from government and other organization, Small initial capital investments, Social recognition, Flexibility of job hours in private enterprise and other factors, Self-dependence & economic needs/ pressure or financial freedom Patil & Deshpandey (2018) found being one's own boss and maintenance of work life balance are factors what lead to women towards entrepreneurship (Kumar & Verma,2007) viewed Self-esteem, recognition, Self-determination, self-satisfaction by achieving career goal, bad economic conditions due to unemployment in the family, discrimination and divorce can compel women into entrepreneurship.

2.4 Challenges faced by rural women entrepreneurs for hospitality-based industry in India

(Bulsara, Gandhi, S & Chandwani (2015) stated that women entrepreneurship is a vital part of the development of human resource. Now women are aware about their existence, their rights and their work conditions due to the growing Liberalization, privatisation, globalisation, industrialization, urbanization and social legislation and with the penetration of higher education & awareness (Agarwal,2018) viewed that challenges faced by rural women entrepreneurs lies in the fact that rural women lack knowledge regarding loan procedure, certification procedure, various funding agencies, government welfare programmes, lack of motivation, technical skill and support from family, government and other organization. Moreover, there should be encouragement regarding formation and strengthening of rural women entrepreneurs' network. This network helps the rural women in providing the requisite technical knowledge in production, processing, procurement, management and marketing. This move would definitely become a motivating factor for rural women to engage in micro entrepreneurial activities thereby adding to the family income and national productivity. (Kumar & Verma,2007) found lack of Self-Confidence, Socio-Cultural Barriers Risks Related To Market – tough competition in the market, lack of awareness about financial assistance, lack of business administration knowledge, marketing skills, lesser skilled for using media/ internet & mobility of women (Patil & Deshpande,2018) found male chauvinist society, less/no family encouragement, lack of self-image-Lack of self-confidence in majority of Indian females ,culture and rituals as major obstacles for women entrepreneurship and also suggested as practical tip to focus on being confident, personal branding, communication with society and stakeholders, time management, smart user of technology, team building, fostering relationship, attend training and development programme, assess of market, application of research for products/services and its upgradation and taking proper advise from expert. (Sharma,2013) found gap in education: social barriers, shortages of raw materials, financial problem and tough competitions: as few of the major hurdles for women entrepreneurship, low risk-bearing capacity aspects, lack of entrepreneurial aptitude and cumbersome Legal formalities and exploitation by middle men as few of the important challenges for any women entrepreneurs. (Mishra & Kiran, 2014) concluded psychological barrier as one of the major obstacles apart from few of these challenges. (Nair & Gakhar,2014) suggested apart from family ties, lack of education, lack of raw materials, patriarchal male dominated society, tough competitions, high cost of production, low risk bearing ability, limited mobility, social barriers and lack of motivation as some of the hurdles for women entrepreneurship.

Exhibit-04 Multidimensional role played by women

Source: (Nair & Gakhar, 2014)

2.5 Food for tourists: Determinants for women entrepreneurial opportunities

The food trends for tourists would be drastically changed in future times. The Culinary Institute of America (2000) also predicted emerging technologies will facilitate ways to recycle or compost all wastes. The future consumers would demand digital ways of food ordering along with healthier components in their food items the restaurants will get competitions from grocery stores as well in terms of preparing of meals, advance ordering and pick-up. Hjalager, & Corigliano (2000) concluded that the Gastronomic' tourism has grown significantly in the last few years, thus improving the economic and social growth of weaker/rural areas. For meeting this objective both private and public players have a major role in terms of promotion. These five factors are explained by 19 variables. Upadhyay & Sharma (2014) found following factors while studying culinary preferences of foreign tourists which are: 1. Taste and quality of food, 2. Food preparation, 3. Localization of food and dining etiquettes, 4. Tradition and nutrition of food, 5. Food aroma and cleanliness. The localization seekers (cluster comprising maximum percentage of tourists in this study i.e. 44.19%) preferred localization of cuisine that could be in the form of local ingredients and regional drinks, interested in authentic cuisines but at reasonable prices. Banerjee (2015) found variety of cuisines can be finely experienced in India because every 100 meters, the food dimension changes and a tourist can enjoy the different food with different experience which is nowhere found in the world and recommended our government must imbibe as tourism facilitator rather than considering it a business activity and focus more on the rural tourism by exploring traditional cuisine (may focus on lost recipes) offering natural organic food and also recommended collaboration with Railways for proper distribution of regional offerings. Apps has a major role and also act as a major determinant for promoting women entrepreneurship and tourism such as Incredible India Android app (backed by Ministry of Tourism, GoI), for supporting the domestic and International tourists by showcasing India as a holistic destination (Ministry of Tourism, 2020)

2.6 Some popular Apps for supplying food services in India

- ★ *Travelkhana*: This android supported app offers an array of choices to mostly railway passenger so that they can order their favorite food as per their taste and preferences while they are travelling.

- ✧ *Google Aréo*: This app allows users to order meals from nearby restaurants or schedule appointments with local hospitality professionals
- ✧ *RailYatri*: This app contains many features including one of the most popular one as food service.
- ✧ *Food Box*: This is an Online food shopping app. Through this app any bonafide customer can order meals from any of the restaurant partners at the center & also receives real time notifications on acceptance of orders, availability of the ordered items and also alerts when the food is ready
- ✧ *TinMen*: This app is a modern version of *dabbawallas*. TinMen collaborates up with the home chefs to deliver homemade food to office going personnels across the city.
- ✧ *HolaChef*: Holachef is a food delivery platform that serves food made by/under the supervision of famous chefs to your doorstep.
- ✧ *Foodcloud*: Foodcloud is an online digital portal that connects foodies with home chefs and caterers
- ✧ *Million Kitchen*: Million Kitchen, an app that works on 'hyperlocal homemade food on the cloud' is an enterprise by the Delhi-based NGO Swachha which allows women hailing from various socio-economic backgrounds to make money utilizing their best cooking skills.
- ✧ *My Plate Calorie Tracker*: This app offers simple calorie tracker and personalized menu to help the one concerned with healthy diet options.

(Rana, 2017)

- ✧ *UberEATS*: It is a famous service. Its USP is that it has tied up with many deliveries partners & also follows food delivery business mode across the world.
- ✧ *Foodpanda*: It is a highly popular online food delivery service in India. This app allows its users to create profiles, save their selected restaurants and get quick access to them.
- ✧ *Just Eat*: It is another famous app especially in Indian metros.
- ✧ *Swiggy*: The app is directed towards the urban-metro population. It has its own exclusive fleet of delivery personnel to pick up orders from restaurants & deliver it to customers.
- ✧ *Tastykhana*: It gives users an instant access to its database of more than 7,000 restaurants across India.

(FE Online, 2017)

3.0 RESEARCH METHODOLOGY

3.1 Gaps Identified

Sufficient researches from Indian perspective on the viability of an idea to provide homely, Innovative meal options by rural women entrepreneurs, encompassing regional flavours mainly catering to the foreign tourists have not been studied sufficiently so far. This research

has been conducted in order to understand the preferences about unique meal offerings by International travellers in India and also to understand the challenges and opportunities faced by women (from rural part of India) who want to be an entrepreneur one day and their view point on innovative and commercial home-based cooking options.

3.2 Research Design (Descriptive)

This research is descriptive because the researcher wants to describe scope of women Entrepreneurship through Innovative Meal offerings as a tool for hospitality based out of Self employment options leading to women Empowerment especially in rural parts of India boosting our Tourism sector. The outcome of this study has been based on quantitative as well as qualitative data mainly from International tourists & volunteer housewives who see themselves as entrepreneurs someday. A Survey methodology with the help of self-administered questionnaire has been asked to be filled by the rural women volunteers and International tourists. Sample Size for this study has been 78 housewives having rural background from mainly northern part of India along with 92 International tourists at major tourist sites of Delhi. The sampling used for this research is purposive sampling. The data collected has been analysed mainly by using *SPSS* software

The outcomes of this research will surely support women empowerment, mainly to the housewives and entrepreneurs which may provide an insight to the need of further innovations in current food-based applications, especially catering to remote locations and would certainly open new vistas for further research in the related areas.

3.3 Research Objectives

1. To investigate the supportive tools required for starting innovative/home meal catering tiffin services through entrepreneurial initiatives by women
2. To find out major components to be considered under innovative/Home meal offerings as per women entrepreneurs' perspective
3. To explore the likings & preferences of foreign tourists for the success of innovative meal (catering) business
4. To understand the impact of pricing on innovative meal offerings

3.4 Limitations of this study

- ★ This study never explored different type of lost regional recipes of India
- ★ This study did not involve domestic traveler
- ★ This study did focus majorly the rural women who want to become food entrepreneurs one day. Urban women were not focused and thought to be more aware about various entrepreneurial options available
- ★ The data of foreign travelers were collected only from Delhi only. Pan India level collection of data was however collected for women who wish to be an entrepreneur
- ★ Specific study on App to be designed for promoting the above venture was never a part of study Future studies may be considered by different researcher/s out of the listed gaps

4.0 DATA ANALYSIS

4.1 Housewives to be an entrepreneur

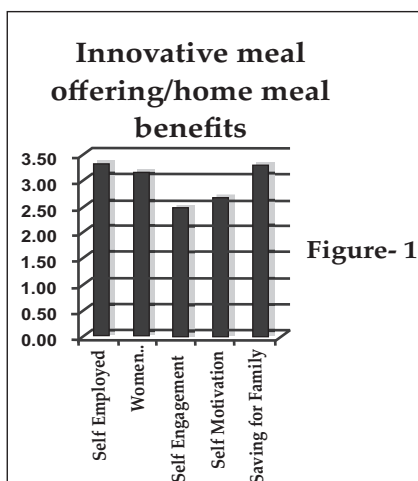


Figure- 1

Table1- Innovative meal offering/home meal benefits

Self Employed	3.32
Women Empowerment	3.16
Self-Engagement	2.47
Self-Motivation	2.72
Saving for Family	3.32

Inference (Table 01): As per the priority, women preferred (i) Savings for family & (ii) Self-employment as the first priority to start innovative meal offering/catering business followed by (iii) Self-empowerment factor.

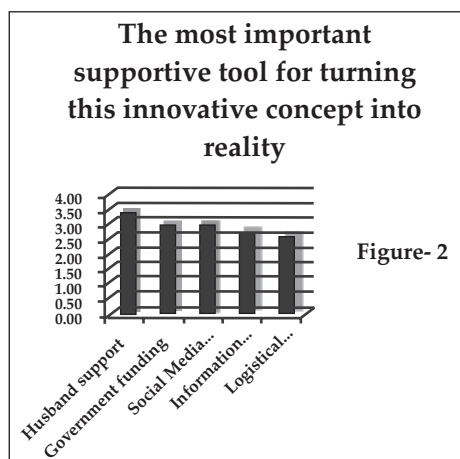
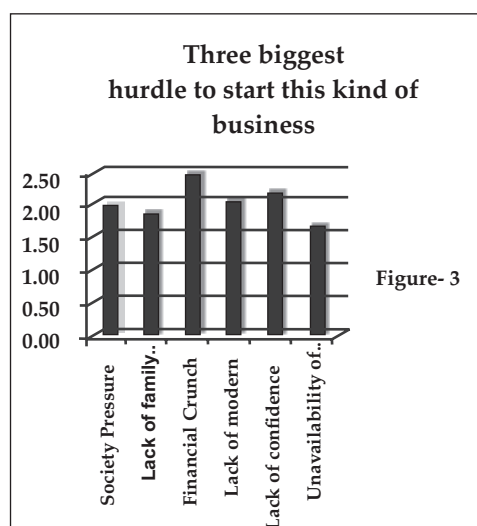


Figure- 2

Table2- The most important supportive tool for turning this innovative concept into reality

Husband support	3.53
Government funding	3.01
Social Media campaign	3.00
Information Technology Support	2.73
Logistical Infrastructure support	2.65

Inference (Table 02): As per the priority, women perceived the most supportive element for turning their entrepreneurial innovative concept into reality as (i) Husband support followed by (ii) Governmental funding & Social media campaign/marketing factors.

**Table3- Three biggest hurdle to start this kind of business**

Society Pressure	2.00
Lack of family support	1.86
Financial Crunch	2.47
Lack of modern cooking skill	2.04
Lack of Confidence	2.23
Unavailability of raw material	1.72

Inference (Table 03): As per the priority, women perceived the 3 biggest hurdle that goes against the start of these kind of hospitality-oriented businesses as: (i) Financial crunch followed by (ii) Lack of confidence/Initiatives, (iii) Lack of modern cooking skills & (iv) Pressure from society.

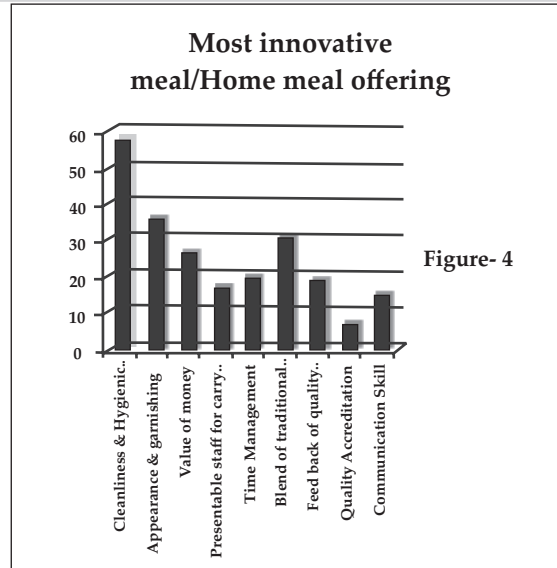


Figure- 4

Table 4-Most innovative meal/Home meal offering

Cleanliness & Hygienic food items	58
Appearance & garnishing	36
Value of money	27
Presentable staff for carry the meal	17
Time Management	20
Blend of traditional recipes, local flavour	31
Feedback of quality enhancement	19
Quality Accreditation	7
Communication Skill	15

Inference (Table 04): As per the priority, women looking for food based innovative (Home) meal offerings concept perceived the following factors important for their customers (i) Cleanliness & Hygienic food items (ii) Appearance & garnishing followed by (iii) Value for money & (iv) Time management

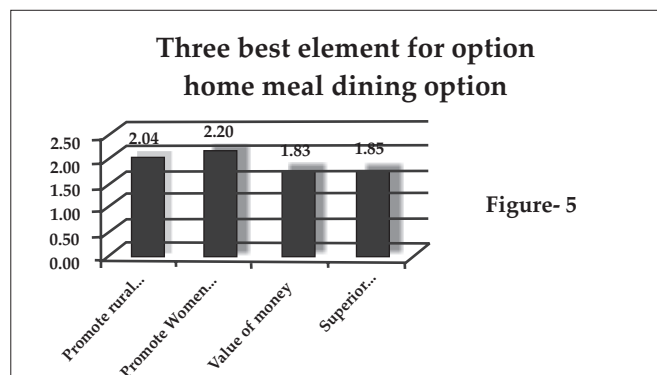


Figure- 5

Table5-Three best element for option home meal dining option

Promote rural tourism	2.04
Promote Women Entrepreneurship	2.20
Value of money	1.83
Superior customized option in comparison with fast food, street food & star hotel offering	1.85

Inference (Table 05): The top benefit out of this kind of business opportunities are:

- (i) Promotion of women entrepreneurship (at mass level),
- (ii) Rural tourism and
- (iii) Superior customized option in comparison to all alternate sources of supply.

4.2 Foreign tourists

Table-06 (Statistics)

		Category of traveller you fall under	Liking /disliking towards the Innovative Meal Offerings / Homely Food	Preference towards the meal during long travel	Major features for innovative app promoting house wives /ladies to provide a homely food during your travelling journey	Views on pricing for the innovative home meal options
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

		Most preferred destination for meal delivery	Top 3 best element as a best dining home meal option	The most innovative meal / home meal offerings on @ most essential parameter point of view	3 major threats to this innovative idea	Ideal meal package according to you
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0

Table-07: Liking /disliking towards the Innovative Meal Offerings /Homely Food

		Frequency	Percent	Valid Percent	Cumulative Percent
	Valid	8	8.0	8.0	8.0
	Strongly dislike	5	5.0	5.0	13.0
	Dislike	11	11.0	11.0	24.0
	Neutral	20	20.0	20.0	44.0
	Like	29	29.0	29.0	73.0
	Strongly like	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Inference (Table 07): Most of the foreign travellers liked (29%) or Strongly liked (27%) the idea of Innovative meal offerings emerging out of regional and homely food to be offered by women entrepreneurs. That means opportunities to commence this business has huge prospects but certainly the success will depend on several important factors been listed here .

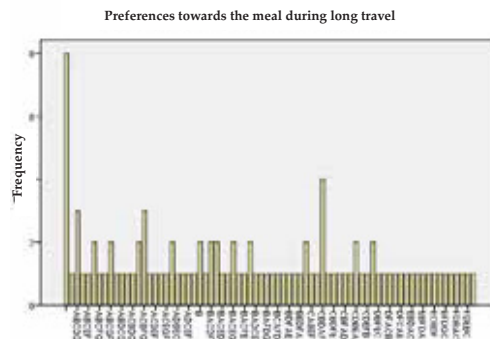


Figure- 6

Inference (Figure 06): During the long travel journey, the tourists preferred the meal having the maximum emphasis to be given upon (as per importance): (i) Carry local flavours with lots of variety (ii) Hygiene & presentability, (iii) Nutritive value, (iv) Less of oil & (v) Option of customization

Demarcation: A: Less oily, B: Hygienic & presentable, C: Carry local (flavourings and Spices), D: Nutritive value, E: Fusion concept & F: Customized option

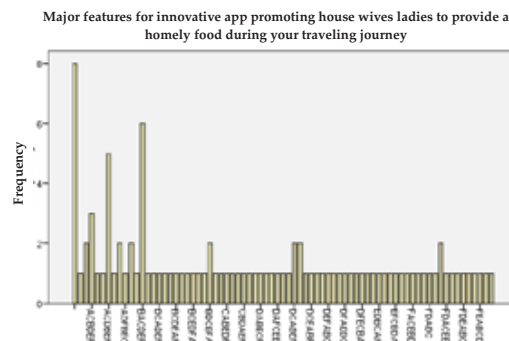


Figure- 7

Inference (Figure 07) For Digital app. Perspective, for promotion of Innovative meal offerings, foreign travellers preferred the following options to be present as per their importance are: (i) tête-à-tête through dial option, (ii) Sharing a brief profile about the promoter of business, (iii) Logistic (point to point Delivery) status (iv) Meal consisting of lost recipes , using traditional methods of meal preparation, being passed on from one generation to another, (v) Mobile billing option /cash transaction(ease of payment) options, (vi) Other traditional food features & on the basis of specifications consumed daily in regional/traditional family

Demarcation: A: Showcasing a brief profile about the cook /promoter, B: Tete a tete through

dial option ,C: Logistic feature showing the value chain status, D: Meal consisting of lost recipes , using traditional methods of meal preparation, being passed on from one generation to another, E: Mobile billing option /cash during the delivery option, F: Basic traditional food features & specifications displayed as per local family consumption

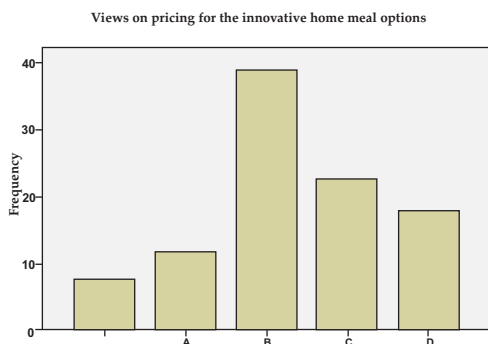


Figure- 8

Table: 08 (Views on pricing for the innovative home meal options)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	8.0	8.0	8.0
Very Cheap<1\$	12	12.0	12.0	20.0
Moderate 2 to 5\$	39	39.0	39.0	59.0
Highly priced 5 to 10\$	23	23.0	23.0	82.0
Customized	18	18.0	18.0	100.0
Total	100	100.0	100.0	

Inference (Table 08) The foreign tourists as a traveller viewed pricing to be fixed on a single pax innovative meal option as: (i) Moderately priced (39% Between 2 to 5\$), (ii) Highly priced (29% Between 5 to 10 \$), (iii) Customized billing option (18%)

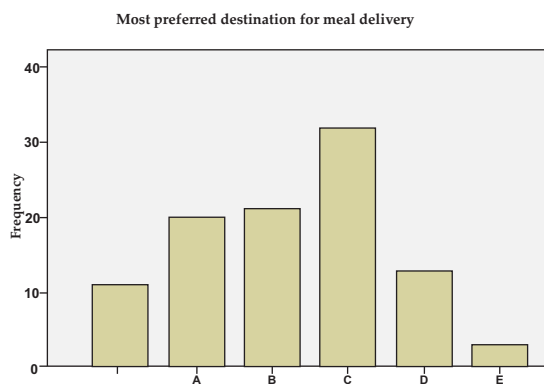
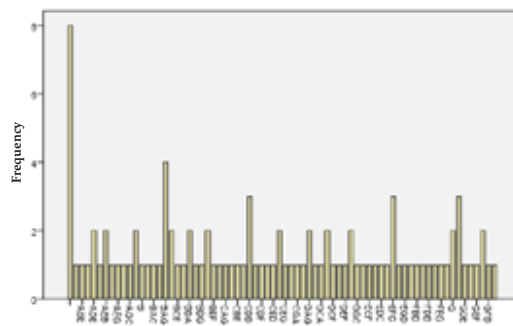


Figure- 9

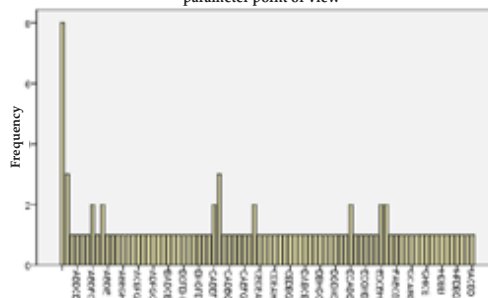
Table: 09 (Most preferred destination for meal delivery)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	11	11.0	11.0	11.0
A	20	20.0	20.0	31.0
B	21	21.0	21.0	52.0
C	32	32.0	32.0	84.0
D	13	13.0	13.0	97.0
E	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Inference (Table 09) The foreign tourists preferred destination for delivery of meal as per significance as: (i) In the hotel (32%), (ii) On highways: at specific point(21%), (iii) Near monument / tourist sites: 20%), (iv) 13% preferred random location just to be decided 1 hour or so before consumption

Top 3 best element as a best dining home meal option**Figure- 10**

Inference (Figure:10) Top 3 elements emerging out of promoting / preferring innovative meal options are: (i) Promote women entrepreneurship- Promote rural tourism- Value for money Other choices highlighted by the tourists were: Superior customized option in Comparison with favourite food ,street food ,star hotel offerings-,Elimination of middle man, Chance to taste the local desi flavour and delicacies & options to get meal at the remote part of the locality.

The most innovative meal / home meal offering on @ most essential parameter point of view**Figure- 11**

Inference (Figure 11) Top offerings emerged out of this unique concept of offering innovative/home meal offerings are: (i) Value for money, (ii) Cleanliness and hygienic food items, (iii) Appearance and garnishing (presentability), (iv) Time management & (v) Feedback for Quality enhancement

Other important offerings emerging are: Presentable staff Who shall carry the meal, Blend of traditional recipe local flavour, lost recipe etc, Quality Accreditation & communication skill & behavioural aspects of the tele caller, support staff.

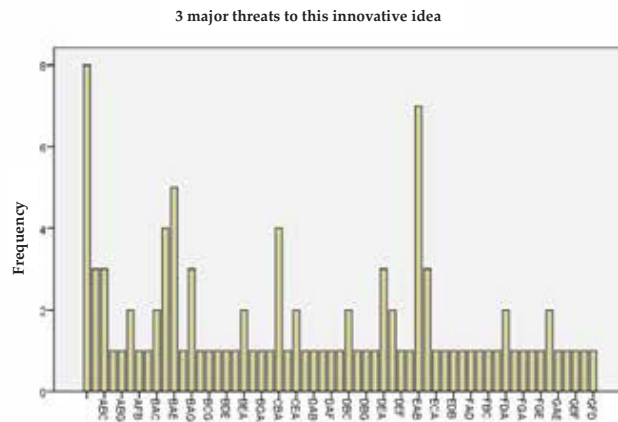


Figure- 12

Inference (Figure 12) Major threats concerned to this unique concept of offering innovative indicated by the tourists are: (i) Mobile network connectivity, (ii) Street food offering, (iii) Branded food outlet like KFC, Mc Donald's etc

Other threats perceived were: (iv) Train meal /travel company package deals, (v) Star hotel speciality Restaurant, coffee shop buffet meal offerings etc, (v) Linguistic barrier & (vi) Rustic /rural approach, lack of Professional Manner etc



Figure- 13

(Table 10) Ideal meal package according to you

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	8.0	8.0	8.0
A	25	25.0	25.0	33.0
B	10	10.0	10.0	43.0
C	25	25.0	25.0	68.0
D	20	20.0	20.0	88.0
E	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Inference (Table 10) The ideal meal combination as per the tourists choices emerged are: 25% preferred Curd/fermented product + Salad +*Dal*+ Local rice preparation/local main course items/local specialised item +*Chapati*/local bread products+mix veg +non veg options + local sweet+ water bottle (Biodegradable package, preferable) , 25% preferred 'fusion Meal option' :Foreign cuisine blended with Indian flavour and local twist, 20% preferred Diet meal with Health concerned menu option concerned with Specified diseases such as Blood pressure, Sugar etc & 12% preferred lost Recipe ,old recipe collected from grandmother ,mother ,relatives ,neighbours being passed on from one generation to another & 10% preferred customized meal (à la carte) option

Table-11 For understanding the impact of Pricing on Innovative meal offerings

Regression Statistics	
Multiple R	0.241083686
R Square	0.058121344
Adjusted R Square	0.047656025
Standard Error	0.931937591
Observations	92
ANOVA	

	df	SS	MS	F	Significance F
Regression	1	4.82343977	4.82344	5.55371	0.020611004
Residual	90	78.16569066	0.868508		
Total	91	82.98913043			

	Coefficients	Standard Error	t-Stat	P-value
Intercept	3.229073372	0.319872103	10.09489	1.81E-16
X Variable 1	-0.195487427	0.08295207	-2.35663	0.020611

In order to understand the impact of pricing on innovative meal offering regression analysis was performed which shows that price has very low impact on innovative meal offering as shown in above table as R square is 0.05 and the regression analysis reflects low impact with the following equation

Price=3.229 +0.195(innovative meal offering)

The above equation says that unit change in innovative meal offering will have impact of 0.19 change in the price.

5.0 CONCLUSION

This kind of Innovative meal offering business would provide economic sustainability/savings for the family, a provision for self-employment and would act as one of the definite tools for self-empowerment for entrepreneurial women across India and specially from the rural segments.

The important tools emerged out to start this innovative meal offerings by using traditional, home recipes using local ingredients, self-cooking by women entrepreneur or under her supervision, blend of lost recipes considering health and nutrition are: support by family members (mainly husband, father, etc), ease of government funding schemes and support, marketing campaigns including social/other digital media. Logistical and infrastructural support along with I.T/App based support are also important tool for successful start and operation of such kind of hospitality-based initiatives by women.

The major roadblocks emerged out of this study which prevents women to take entrepreneurial challenges are: Financial problems, their lack of confidence and lack of modern cooking skills. All these problems can be tackled by government, corporate/business houses/NGO's/Self-help group can extend their assistances (financially or technically) in term of providing easy loan in easy payment terms with lesser interests, trainings for the trade mainly by experiences chefs, cooks and entrepreneurs. The government can build an infrastructural network, distribution support system and also support women entrepreneurs in bringing them together under a common platform. Counselling may also be required when garnering support for these women from their family members and society. Easy availability of materials, equipment must be provided as an initial assistance.

In terms of the viability of this unique idea majority of the travellers liked or strongly liked this innovative meal concept to be started by women entrepreneurs. They preferred to have their meals those carrying local, fresh ingredients & species, presentable and hygienic packaging in concern with the environment, also incorporating nutritive elements utilising food science and nutrition principles. They preferred some digital support services in sync with such hospitality venture like personal one to one communication, through dial option, going through brief digital profile about the promoter of business, delivery status, easy billing option options & some fair details about the recipe, features & nutritional and consumption guidelines. Most of the travellers were willing to pay moderately (neither low or high, as per market rate) and also preferred as a destination for delivery of meal in the hotel or on highways: at specific point or near monument / tourist sites). Some also preferred random location just to be decided by the travelled around an hour or so before consumption. App. Needs to be designed as per convenience of both parties (traveller/tourist as well as by the business handler/entrepreneur). Most of the traveller viewed this unique idea unique since it promotes women entrepreneurship, promote rural tourism and for the value it offers. In short USP of this business mode offerings are: value for money concept, hygienic food offerings with traditional appearance and time management. Apart from competitors, major threats perceived for this business were mobile network connectivity, linguistic barrier & lack of professionalism which can be controlled with governmental support/directions/schemes. Preference wise local touch in recipe, ingredients, giving a nutritive-healthy option emerged apart from acceptability towards lost recipes. Academia and industry can come forward along with some governmental supports as well so that compiling work of the authentic heritage traditional old/lost recipes can be completed. This would rather attract more and more tourists in coming future.

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Exploratory Study on Physiological and Psychological Wellbeing of Women Entrepreneurs in India

Purvi Saini* & Deeksha Govil**

ABSTRACT

In our traditional Indian society, entrepreneurship has been associated with male privilege. Considering today's modern era, more and more women are penetrating into the roles of an entrepreneur as an outcome of socio-economic changes. This is because of formation of various self-help groups (SHG's), various government lead programs that help women become self-sufficient, support from non-government organizations and focus on motivating female education. According to a scientific literature women entrepreneur is defined as female who start and manage an organization or an enterprise, particularly a business. With that they are also expected to manage the household, hence they are left to juggle between the two. The women entrepreneurs often face difficulty to manage a coordination between family and work life due to fulfilment of both roles as a family resource person and an entrepreneur. Keeping a cordial coordination between work life and family has emerged to be a challenge. Advanced technological inventions' such as smart phones, tablets, laptops etc. have also compromised the private life due to follow-up of work related tasks. This role overload ultimately leads to physical and mental health degradation.

This is an exploratory research which studies the relationship between work-life balances of women entrepreneur. Furthermore it explores the effect of maintaining the balance on their psychological and physiological well-being. Population study includes married women entrepreneurs between the age group 25-45 having a single or more children from different demographical regions of the nation. Survey would be done through a structured questionnaire consisting of 10 close ended questions. The study also gives suggestions to women entrepreneurs on how to deal with these issues in terms of physical and mental wellbeing and have a smooth juggle free life.

Keywords: *women entrepreneurs, psychological wellbeing, physiological wellbeing, work-life balance, role overload*

* Research Scholar, IHTM, Maharshi Dayanand University, Rohtak, Haryana

** Teaching Associate, NCHM-IH, Noida, U.P.

1.0 INTRODUCTION

In today's age, with growing demand for entrepreneurs, women have stepped out of their house to be one. In this male dominated society they encounter number of problems in various paradigms of society. In spite of many barriers women of this age is working dedicatedly towards the betterment of economy as well as their personal life. One of the significant factor which creates a problem in maintaining the work life balance is taking care of family and children if any. It is agreed that taking care of family is the duty as well as responsibility of every individual but woman engaged in entrepreneurship has to spend extra hours trying to manage the family as well as the business. Most of the time they fail to balance which leads to anxiety and conflicts which hamper their psychological wellbeing (Mathew, 2011). Talking about the stress in woman's life, different situations give rise to different kinds of problems for instance, role balance- trying to manage the household as well as the business responsibilities, financial stress- trying to manage the initial capital to invest in the business, work overload stress as in the mental stress derived from both professional and personal front, mainly from in laws and husband because women is believed to take care of family and men are believed to be the bread earner (Patil, 2017).

2.0 LITERATURE REVIEW

a. Women entrepreneurship in India

Women entrepreneurs have to fulfill certain roles at the personal as well as professional front. Working at the office all day long, fulfilling the duties of an entrepreneur, then coming back home to take care of family and house make them prone to physical stress such as body pain, headache, pain in joints and mental stress such as anxiety and depression. Women are more prone to anxiety and other mental issues which leads to further health related problems. Work and family job struggle is a type of between job strife where the job pressure from the work and family spaces are commonly contradictory in a few regard and request of cooperation in one job makes support in the other job practically troublesome (Dr Sudhinder Chowhan, 2012).

As indicated by the National Sample Survey Organization, just 14% of business foundations in India are being controlled by women. The information likewise uncovered that a large portion of these ladies run organizations are little scale and about 79% of them are self-financed. This demonstrates regardless of the countless activities taken by ladies to wander past their local dividers and enter the corporate world, there appear to be a few difficulties that are not permitting them totally to bloom (EconomicTimes, 2017). Certain factors like attitude, skills, moral support boost the confidence in women entrepreneurs. Also to boost their morale, gender stereotype should be reduced. According to a study, the general proficiency does not solely depend on ones abilities but it also depends upon the external supporting factors (Aggarwal, 2016).

According to the study done (Widmann, 2017) suggests that self-employed experience a positive linkage between work-family balances, self-perceived success and self-reported health. In detail, self-employed who perceive a balanced life between professional and private benefit from positive emotions which build up over time broadening the individuals skills and resources. Furthermore, findings demonstrate that wherever self-utilized work together with family partners or non-family partners, the effect of work-family balance on the perceived success and self-reported health does not differ. The results of this thesis

underline the importance of work-family balance in Achieving higher levels of business success and personal health.

b. Status of women entrepreneurs in India

According to Article 16 in the Constitution of India, *There shall be equality of opportunity for all citizens in matters relating to employment or appointment to any office under the State No citizen shall, on grounds only of religion, race, caste, sex, descent, place of birth, residence or any of them, be ineligible for, or discriminated against in respect or, any employment or office under the State.* But on the reality grounds, women have not been treated equally when it comes to equal right to education, property or family related issues. Talking about running their own business, budding female entrepreneurs face a lot of financial issues required for the smooth function of their organization (Balhara, 2013). But with rising awareness, government have taken step to uplift the status of women entrepreneurs so that they can work without hustles and contribute to the economy. Number of schemes have been launched by the government of India. Schemes such as, *Bhartiya Mahila Bank* – Focus on providing finances to underprivileged budding women entrepreneurs. *Annapurna Scheme* – loan provided to women entrepreneurs for food catering business. *Stree Shakti*-support entrepreneurship among women by providing financial assistance, *Mudra Yojna Scheme* for women- this scheme aims at supporting women entrepreneurs who have an interest to launch a day care centre, beauty salon or something like that etc. (SavvyWomen, 2019)

c. Psychological wellbeing

According to a report on a website, entrepreneurs are more likely to report a mental health issue as launching and running a business requires a lot of hard work, dedication and mental pressure. Hence friends, family and self-care becomes secondary concern. Self-care is something which should be given a priority. Six female entrepreneurs were interviewed on how they manage the self-care habit along with the business. For some, it is keeping friends and family close, meditation, giving time to hobbies, and not caring about the future (Pardo, 2019). The examination was directed with 100 female entrepreneurs via convenient sampling. It is finished up from the discoveries of the examination that greater part of the respondents have better personal satisfaction. Henceforth obviously the female entrepreneurs are treating similarly their business just as their family. Number of family welfare oriented projects and therapies are to be sorted out by government and willful associations would bring stunningly better effect among the recipients as they are potential clients of such projects. Free and intentional intermittent directing and direction benefits through locale mechanical focuses and ladies cells are to be acquainted with assistance the female entrepreneurs to have better mental prosperity. The respondents admitted that family support is the sole factor that helps them keep going and living their life happily (Maheswari, 2016).

Another study defines the importance of work-life balance to be psychologically fit. The results of the study revealed that married women entrepreneurs showed more symptoms of social dysfunction as compared to single women entrepreneurs. On one hand they attempt to satisfy out the needs of their profession which may bring about elevated level of frustration and stress. Then again, the attitudes of Indian families have not yet changed. Consequently a lady needs to do heaps of endeavors to adjust her work and home. (Shefali Singh, 2017)

d. Physiological wellbeing

With reference to a study, the physical wellbeing depends upon the motivating source of starting a business. Entrepreneurs who commence business out of need tend to demonstrate average wellbeing from the very beginning as compared to the individuals who start a business to grab the incoming opportunity. Women entrepreneurs tend to demonstrate higher wellbeing than men (Zbierowski, 2014). When it comes to family obligations, women entrepreneurs often face difficulty to manage, they are believed to have primary responsibility of family, many women feel drained out and stuck amidst physiological pressure (Asghar Afshar Jahanshahi, 2010). Hectic life of female entrepreneurs makes it difficult for them to hit gym or for a matter of fact get indulged in any physical activity. According to this report, a normal exercise at home for 15 minutes can help relax the muscles and stay fit. Alongside appropriate exercises it is important to likewise be eating a decent and solid eating regimen. Working ladies on occasion are so occupied with their work that they will in general avoid their nourishment. This is anything but a decent propensity. It can cause loads of issues later (Poornima Sharma, 2015).

3.0 OBJECTIVES

1. To study the effect of maintaining work-life balance on psychological and physiological health of women entrepreneur of India.
2. To examine the obstacles faced by women entrepreneurs.
3. To give relevant suggestions.

4.0 RESEARCH METHODOLOGY

4.1 Research design

The study adopted exploratory design in exploring the psychological and physiological wellbeing of women entrepreneurs in India. Quantitative approaches of data collection was adopted. The Primary Data is collected through questionnaire and interview and the Secondary Data has been collected with the help of journals, magazines, books and internet

4.2 Target population

An exploratory study of 22 female entrepreneurs was conducted in the metropolitan city of Delhi and NCR. New Delhi/NCR is the important commercial capital in Asia (Maps Of India, 2019).

4.3 Sampling size

Therefore to conduct the survey, simple random and convenience method of sampling is applied wherein every subject had the chance of getting selected. Delhi and NCR region based female entrepreneurs have been studied due to budget and time constraints. This lead to derivation of data at an affordable cost and time.

4.4 Data collection procedure

A Structured questionnaire is used. Survey questionnaire consist of ten closed-ended questions with predetermined set of responses. This lead to better judgement and survey.

5.0 DATA ANALYSES AND INTERPRETATION

In order to complete the survey, questionnaire was prepared keeping in mind the objectives, in total there were 22 respondents. Following are the graphical representation and analyses of the responses.

1. Number of hours spent on entrepreneur activities per day

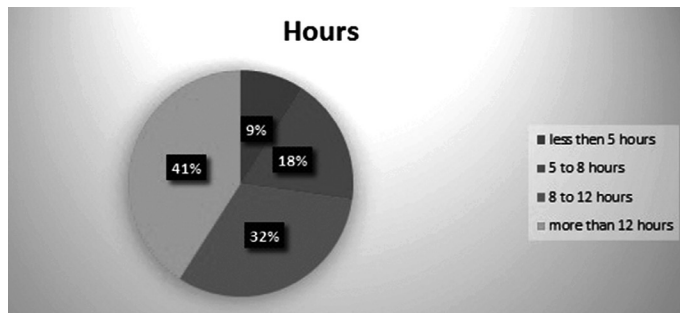


Figure 1

The first question asked respondents regarding the number of hours they spend on entrepreneur activities per day. 9% i.e. 2 people said that they spend less than 5 hours, 18% i.e. 4 people responded that they spend 5-8 hours on the entrepreneur activities per day followed by 32% of the total population i.e. 7 in number opted for option 8-12 hours. But majority of respondents which are 41% i.e. 9 people opted for more than 12 hours.

2. Entrepreneurial roles and family duties interfere with each other leading to work-life issues

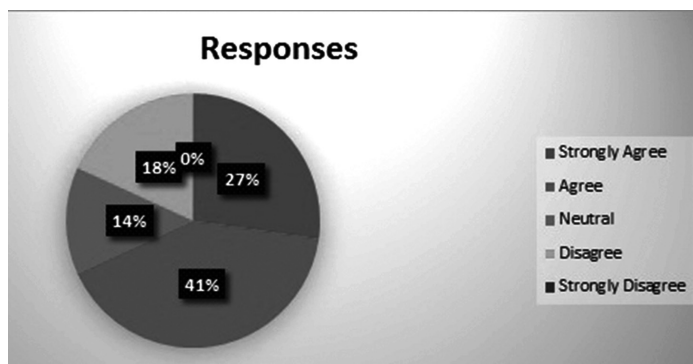


Figure 2

In next question, the respondents were asked whether the entrepreneurial roles and family duties interfere with each other leading to work-life issues. In the following survey done, 27% i.e. 6 and 41% i.e. 9 subjects "strongly agreed" and "agreed" to the statement respectively. 14% i.e. 3 people had the "neutral" opinion regarding the statement where as 18% i.e. 4 respondents "disagreed" with the statement. None of the respondents "strongly disagreed" with the statement.

3. Being a female, feeling of any difficulty or advantage in fulfilling an entrepreneurial role

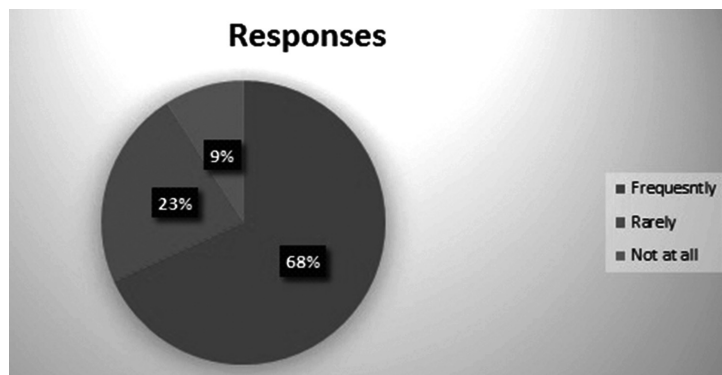


Figure 3

A heavily opinion based question came next, wherein the respondents were asked whether they feel difficulty or advantage in fulfilling an entrepreneurial role. 68% i.e 15 women felt this "frequently" whereas 23% i.e. 5 respondents felt it "rarely". Remaining 9% i.e. 2 respondents did not faced any kind of difficulty or advantage while fulfilling their entrepreneurial role.

4. Frequency of visits to Physician.

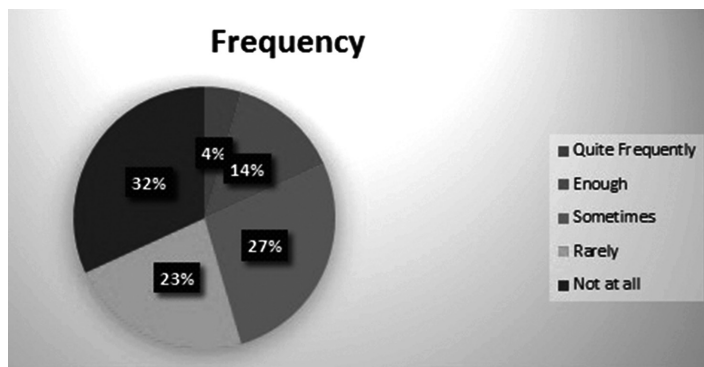


Figure 4

In the next question, the female entrepreneurs (respondents) were asked about their frequency of visit to physician. Following were the responses recorded:-

- 5% i.e only 1 responded "Quite Frequently"
- 14% i.e. 3 people responded "Enough"
- 27% i.e. 6 people responded "Sometimes"
- 23% i.e. 5 people responded "Rarely"
- 32% i.e. 7 people responded "not at all"

From the above figure and data it is clear that the respondents are not well aware when it comes to taking care of physiological wellbeing.

5. Do you have blood pressure issues

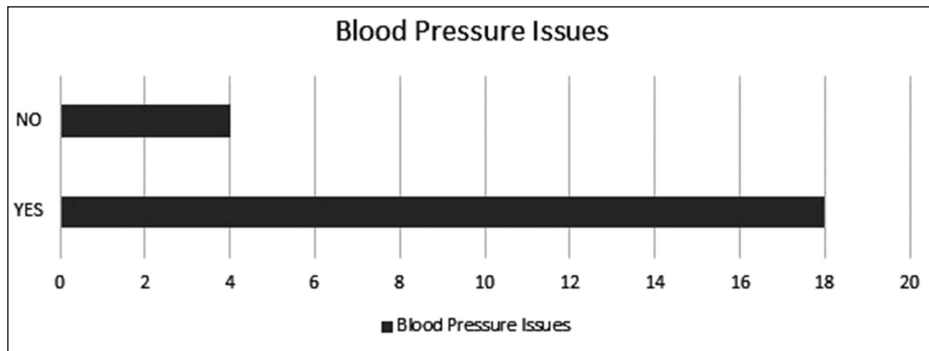


Figure 5

The following question asked the respondents whether they are suffering from blood pressure issues. 18 respondents confirmed that they do suffer from the same reason being stress. Whereas handful of people i.e. only 4 said that they do not suffer.

6. Do you feel mental pressure while managing to juggle between professional and personal responsibilities?

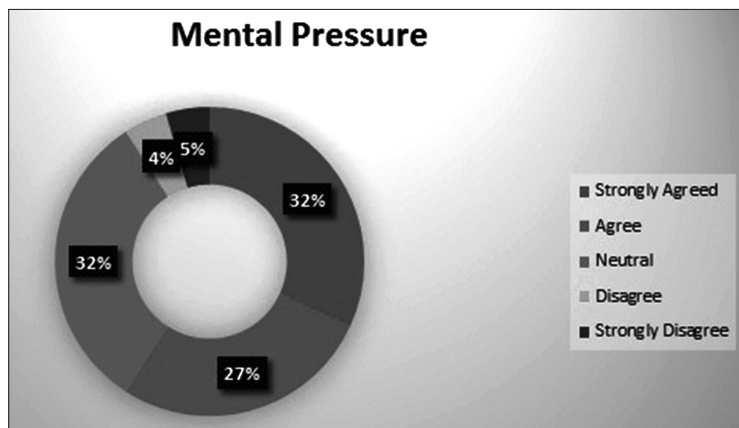


Figure 6

In next question, women entrepreneurs were asked that whether they feel any mental pressure while managing to juggle between professional and personal responsibilities. Following were the responses recorded:-

- 32% i.e. 7 people responded "strongly agree"
- 27% i.e. 6 people responded "agree"
- 32% i.e. 7 people responded as "neutral"
- 4% i.e. only 1 person responded as "disagree"
- 5% i.e. only 1 person responded as "strongly disagree"

7. Do you come across to any difficulty in maintaining your family and entrepreneur activities simultaneously?

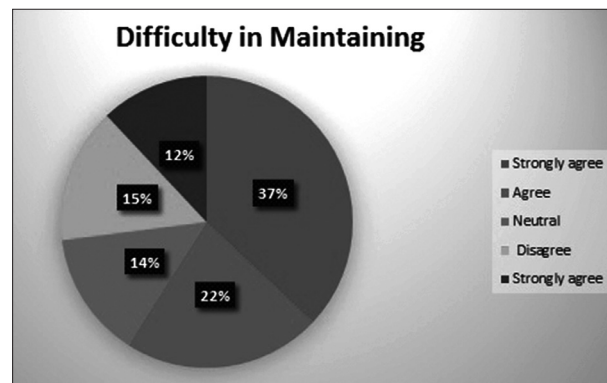
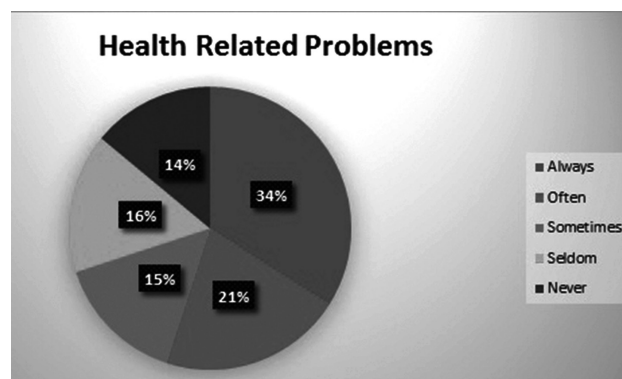


Figure 7

In this question, it was asked that do they face any difficulty in maintaining their family and professional life and following were the responses recorded:-

- 37% i.e. 8 people responded "Strongly Agree"
- 22% i.e. 5 people responded "Agree"
- 14% i.e. 3 people responded "neutral"
- 15% i.e. 4 people responded "Disagree"
- 12% i.e. 2 people responded "Strongly Disagree"

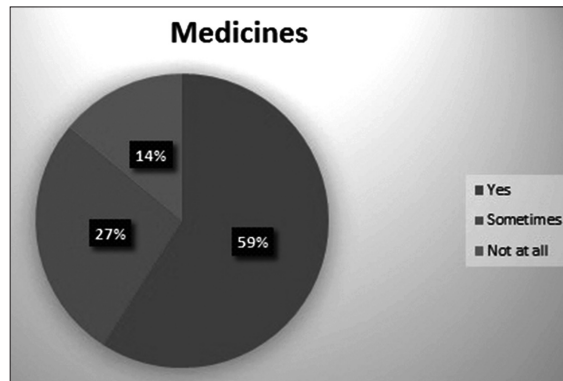
8. Do you face any health problems related to the long and never ending work schedule?



Here, the respondents were being asked that to they face any health problems related to the long and never ending work schedule. The following responses were being recorded:-

- 34% People i.e. 7 people responded to "always"
- 21% People i.e. 5 people responded to "Often"
- 15% People i.e. 3 people responded to "Sometimes"
- 16% People i.e. 4 people responded to "Seldom"
- 14% People i.e. 3 people responded to "Never"

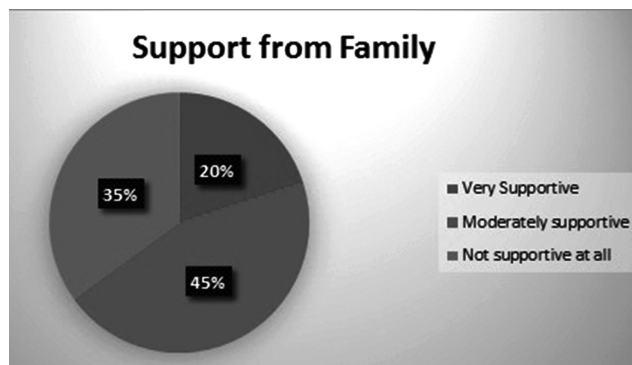
9. Do you consume any medicine continuously?



In this question, the respondents were asked that do they consume any medicines continuously or not. Following are the responses being recorded:-

- a) 59% People i.e. 13 people responded to “yes”
- b) 27% People i.e. 6 people responded to “sometimes”
- c) 14% People i.e. 3 people responded to “Not at all”

10. Does your family members support you in your entrepreneurial activities/ daily chores at home?



In this question, the respondents were asked that whether their family members support them in their entrepreneurial activities or not. Following are the Responses being recorded:-

- a) 20% People i.e. 4 people responded to “Very Supportive”
- b) 45% People i.e. 10 people responded to “Moderately Supportive”
- c) 35% People i.e. 8 people responded to “Not supportive at all”

6.0 CONCLUSION

According to the literature review and the data analyses, it can be concluded that, despite of the fact that females and males are treated equal in every aspect, they aren't. Women entrepreneurs are subject to physiological and psychological stress as they have to manage work as well as home. A male entrepreneur is expected to excel in career on the contrary, a

female entrepreneur is expected to excel in her career by not compromising her duty towards children, husband and in-laws. This juggle between managing work and homes, leads to physical as well as mental stress. This negligence towards health can cause serious problems. Majority of female entrepreneurs face difficulty in managing entrepreneur responsibilities as well as personal responsibility due to stress. Family support also plays major role which many female entrepreneurs are deprived of. Since the beginning of times, females are viewed weak, and the study proved that the society and even the family have confidence issues in the work they take up. Many women face struggles during the initiation of business and continue to face it during the operations.

Government have launched various scheme's to help women to start a business and helps to sustain it. Females should be made aware of such schemes so that they can feel motivated to start the business and contribute to the economy, secondly, family should be supportive as well as show confidence in women to encourage her and help her in managing dual responsibilities. Responsibility should be shared equally between men and women working. This would ease out their mental burden also on the part of female, they should be made aware to take care of health, do regular exercises, eat healthy, visit physician from time to time and adopt a healthy living lifestyle in order to have good physical health.

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3

Temporal Paradigm Shift of Women from Homemakers to Professionals in Indian Catering Sector as Chefs

Shraboni Puri*

ABSTRACT

Traditionally, the culture of Indian society does not allow opportunities to women clan to participate in outdoor activities and thus limit to household affairs. For centuries, women have been deprived of every kind of status ranging from biological to logical awareness. However, the scenario has seen glass ceiling breaking effect where women are at the threshold of transformation from old world to modernity. It is dynamic time for women in Hospitality Industry capturing the scope of cook at home to professional grading a chef which is feather to the hat as women is believed to have a creative instinct and managerial skill naturally. Overwhelming approach by the women in accepting the male domain plethora of opportunities including that of kitchen professionally has changed a mind-set. However, while investigating the compatibility of women in the role as chef and enlisting the various challenges faced by women in encroaching the male dominated profession as well as their solutions, the study revealed that lengthy working hours, demanding heavy duty physical task, social acceptance, racial discrimination, unsafe work culture, dual responsibilities at home and work place, hiring practices, geographical mobility, lack of education, awareness along with mental and physical growth influences a women's thought process and decision to work out of fear as chef. The past decade has seen a massive change in society where female has surfaced herself as equally competent as chef and drew its tag of no gender bias career.

Keywords: Glass Ceiling Breaking Effect, Hospitality Industry, Female Chef, Male Domain, Unsafe Work Culture

1.0 INTRODUCTION

It is an enterprising season for women in commercial food business. Women in India always took an active and direct role in the nation's economic development through their in-built expertise in cooking. Women chefs are now recognised and are contributing largely in transforming predefined social roles to newer dimensions. Marginally, a very recent development, where

* Senior Lecturer, Institute of Hotel Management, Catering Technology and Applied Nutrition, Jaipur (Governed by NCHMCT, under Ministry of Tourism), Rajasthan

from being a home-maker to being Michelin star chef, her leap towards professionalism has changed its parameters. Breaking the glass ceiling of patriarchy, they are marking their presence in world kitchen paying equal importance to their essence of womanhood that is playing a double role of a home maker and professional. The journey is slow but nonstop.

2.0 LITERATURE REVIEW

Women have realised that food is not just a way to reach to man's heart as per an old proverb but it is an experience as Welles (1987) quotes if there hadn't been women we'd still be squatting in a cave eating raw meat, because we made civilization in order to impress our girlfriends, and they tolerated it and let us go ahead and play with our toys. Kitchen is always associated to woman and since ancient time, the Indian rather the world culture designated women to stay at home, rear children and cook food for their survival while the men went out to earn.

Sadly, not much data could be retrieved on the ratio of male to female chef in India. Ironically, the men clan who refrain to cook at home for the family and consider it derogatory as per social norms dominates the commercial catering industry. Prominent names like Krishna Arora, first Indian to be honoured with the Shilling Wall Tribute award in Australia, an author, food editor of Indian Voice in 1993, Tarla Dalal, the only Indian female to be awarded the Padma Shri by Government of India in 2007, Woman of the Year by Indian Merchants' Chamber in 2005, volcanized the cooking industry and is the most sold cookbook (1974), Madhur Jaffrey, flattered the Americans with Indian cuisine to through her cookbook, An invitation to Indian cuisine in 1973. She was also the food consultant at Dawat, one of the best restaurants in New York. Neeta Mehta, a cooking and nutrition expert not only authored 400 plus bestseller cookbook worldwide but also won The Best Asian cookbook award in 1999, owner of a culinary academy, a publishing house and a restaurant, Kelong in Ludhiana, Neeta Mehta is a celebrity chef with multiple feathers on her hat. Aarti Lucica Sequeira, Pankaj Bhadouria, Maneet Chauhan, Shipra Khanna, Pooja Dhingra are countable names today carving niche for the females across the nation and making their proud share in the challenging male domain industry.

The Indian tradition has respected womanhood until the end of Vedic age where many changes occurred in Hindu society and remarkably towards declination of women's placement in India. In our ancient scripture, Nema (2010) mentions that as per Manu Smriti, the divine are extremely happy where women are respected where they are not; all actions (projects) are fruitless. Vedas have always given high regards to women where men and women complemented each other. However with the passage of time, women came to be regarded as both an object of control and one of worship. Required to serve as both a submissive wife and a beacon of chastity, women soon became defined by the standards set by their husbands and families says Livne (2015). Indian constitution guarantees that there shall be no discrimination on the grounds of gender

Given the history of our great nation whose philosophy has been contouring from the foreign prosecutions, India is shining. From household to tributaries of responsibilities, females are the ready to take stands, face all obstacles to break the glass ceiling of any kind of inferiority. Though the growth is slow, as per (Business standard 2017), Budget 2018, only 27% of females in India is engaged in employment which is lowest among the BRICS nations only above Pakistan and Saudi Arabia.

Ribeiro (2017) explains in her work that female chefs like Chef Amninder, Masala Bay, Taj Lands End, Mumbai points that that unrestricted odd working hours hacks woman's opportunity to

explore newer areas as well as she is expected to balance home and work. This becomes one major reason that women do not reach management positions and thus optimising policies for females are not constituted. Nimisha Varghese, The Oberoi, Bengaluru continues to say that customer oriented fields like kitchen need only guest satisfaction irrespective of gender, caste creed. Amita, TKs Oriental Grill, Hyatt Regency Delhi, applauds that women chefs are able to multitask easily by nature and they have severe perseverance and endurance to survive. Bhatt & Fukey (2014) finds that gender biasness is one of the major factors that prevent women to climb up the corporate ladder. The study says that literature examined from the past 30 years discovered that even through gender issues have received a great deal of attention, little research has been conducted on gender barriers and disparities in the corporate suite Agars (2004). Through examination of this literature it became evident that women and men are not equally represented and wondered whether gender discrimination is a primary cause. This difference is visible in the distribution of employment and GDP contribution.

In order to support this, Raveendram (2010) says there is considerable disparity between men and women in their relative shares of employment and GDP contribution. Firstly, the share of women in the total workforce was only 32.2 per cent in the year 2004-05. A large percentage of these women were employed in the informal sector which is characterized by low productivity. Further, about 78.5 per cent of the women were employed in traditional industries with significantly low productivity though participation of women in some of the modern industries with high productivity did register significant growth over 1999-2000. It is also noted that women are engaged in several activities which are not taken into account in the workforce as well as GDP estimates. It is necessary that these activities of women be recognized and provided the necessary support mechanisms to improve their working conditions and productivity.

So, despite the fact that women have accepted all the roles posed on her as patriarchal rules by the society when it is commercial kitchen, it is predominantly ruled by men. According to a survey done by Government's 2007/8 labour force survey in U.K, among 7000 chef 77 % were found male and 19% found female.

Earlier, the jobs of chefs were not considered a job of high esteem. But, now with the growth and development of hotel and restaurant industry, there is an unmatched demand for people with expertise in cooking. Women lack the support from family and society to create the strength to bear the distractions created by the male chauvinist world Mathur (2016).

The mental and physical strength as requisite for kitchen leads to sexism Dutt & Sil (2014). The presence of men disrupts and reinforces the feminization of domesticity, since men who are trained as chefs (masculinized men) hold more social value than men who cook (feminized men). The men may also be centred in these culinary cultural representations in ways that are heterosexually appealing to a presumably female audience. It was not until the second half of the twentieth century that women began making inroads into professional kitchens. Especially in the 1980s and 1990s a surge of successful women chefs began making their name in restaurant kitchens. Even today, in the twenty-first century, society as whole still struggles with how to define the roles of men and women Platzer (2011).

Both male and female chefs believed their approaches were effective in managing the kitchen. In a male dominated profession that is traditionally masculinized, female chefs did not have to run their kitchens in a fashion similar to men; rather they tended to work in collaborative terms congruent with the expectations of the female gender role.

Wingfield (2016) surveys in her research that the emotional labour faced by women are also part of work place harassment along with gender, wage inequalities. Maternity leaves and other emotional quotient when taken care of, women tend to perform better.

Women, says Ian (2016) are asked to choose between family or career and she is not expected to take cross border challenges as that might affect the upkeep of family.

Slow but a steady change is evolving. More women are showcasing their extra ordinary talent to beat the most crucial equation, the male to female ratio at catering industry.

A recent study by Contribution of Women to Indian Economy (2010) concluded that women in foodservice hold 14% of corporate office positions and only 4% of board of director seats at the parent companies of the hundred largest foodservice chains. In a ground breaking study that examines gender differences in leadership style, Eagly & Johnson (1990) found that women emphasize both interpersonal relationships and task accomplishment, whereas their male counterparts focus more intently on the task. Women also tend to adopt a more democratic style than men. They are more likely to manage others by offering rewards while their male counterparts are more likely to manage others through punitive measures Cooper (1992). It would appear that women typically act in ways that are more participative, consultative and egalitarian than their male counterparts. They also tend to display more effective communication and people-management skills Brownell, (1994); Ibarra (1999); (Vinnicombe and Singh, 2002).

3.0 RESEARCH METHODOLOGY

A descriptive research design has been used that helps to examine the positioning of women in contemporary catering industry as chef and their acceptance in the society.

The existing mind-set of male dominated industry and level of acceptance for the women in the catering industry were taken as the indicators in general.

The study is based on the primary data which was collected from majorly food handlers working in catering industry.

3.1 Research Objectives

- ✧ To investigate the compatibility of women in the role as Chef.
- ✧ To enlist the barriers faced by women in proliferating in to the male dominated profession as well as their solutions.

3.2 Source of Data

The study is based on both primary and secondary data. Primary data were collected using semi structured questionnaire to food handlers from catering industry and the aspiring food handlers. The source of secondary data was various articles on women.

A thorough study on women's profile from the Pre-Vedic age till today has been covered in order to examine the pace with which the women have been rising professionally. There is ample work done on conditions of women and their underprivileged status all over the world was of great use in exploring and formulating a conceptual framework for the study. Secondary data like books, journals, periodicals, research articles, seminar reports, and newspapers, study reports of expert committees and documents on websites were consulted.

3.3 Sample area

The sample area were food handlers from Delhi (NCR) and Jaipur.

3.4 Sample size

The sample size is of 135 samples using simple random sampling. Sampling Technique used for the study is Simple sampling Technique.

3.5 Sampling Design

Simple Sampling method has been used for selecting the respondents from universe

3.6 Collection of Data

The data were compiled by accumulating the information gathered by the sample population considered for the study. There are 9 questions which are multiple choice or close ended questions created by the researcher to provide a statistical confirmation to the study. All the respondents are related to catering industry.

3.7 Limitations

No much data is available on the number of females as chef in current scenario. However, limitation faced where stereotype Indian mind-set and lack of awareness among women, education and courage in women.

3.8 Need of the study

As men, women are the creation of nature and her existence is unquestionably important. However, post Vedic era, the treatment women faced by the dominant male society has left a very negative impact on the socio-economic, cultural, demographical aspects of our country. Forcing them to be considered the weaker section, women have covered a long journey of exploitation and humiliations.

However, the time is changing. There is a movement, a shift from weaker section to realisation of potentials, from indoor activities to outdoor encroachment, from dependency to economic stability, women are proceeding. Out of 48% of female only 27% add to the labour force which shows the severe gap that has to be mended. However, with the various government policies for women empowerment like National Policy for Women Empowerment (2001), Scheduled Caste Plan/Scheduled Tribe Plan, and Gender Sub-Plan Women Component Plan: Ninth five Year Plan (1997-2002), The National Policy on Education (1986). Sakshar Bharat / National Literacy Mission, the Indian women are moving ahead.

Women are known to rule the kitchen and feed the family. But the 21st century is witnessing Indian women in professional kitchen and feeding the nation beyond the boundaries of challenges posed by the male prominent catering industry. Many studies have been conducted on women, their social setup and the barriers she suffers as being chef in catering industry, the researcher felt the need to highlight on the scope of making chef as career and their acceptability in the industry.

4.0 DATA ANALYSIS

A semi structured close ended questionnaire was developed to do a survey on understanding women's positioning in commercial catering industry.

Out of the 135 respondent 99 were male and 36 were female. This shows that only 27 % of females have shared their opinion as compared to 73% of males. This also depicts that number of females in hospitality industry is miniscule and therefore, the fact that women do not have their share in commercial kitchen as compared to domestic one can easily be made out.

1	Female	36
2	Male	99

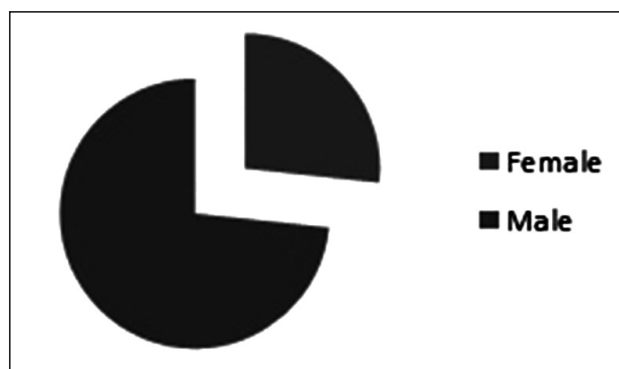


Fig.1.

Among the respondents, 75% were budding catering professionals, 14% of them have spent some time in kitchen and 11% of them were almost decade old. The graph showed that out of the 75% budding professionals, 63 of them are male and 27 of them are female. When taken in context of this generation, we see a level higher toward the acceptance of female as chef at the entry level. While rating 4 to 8 years we see fewer females as past years where not very encouraging for females. In the section, 9 years and above, we see majority male as most expected. Therefore, there has been an increase in female population in catering industry by 7 times.

Years of working	Female	Male
0-3	27	63
4-8	5	130
9 and more	4	131

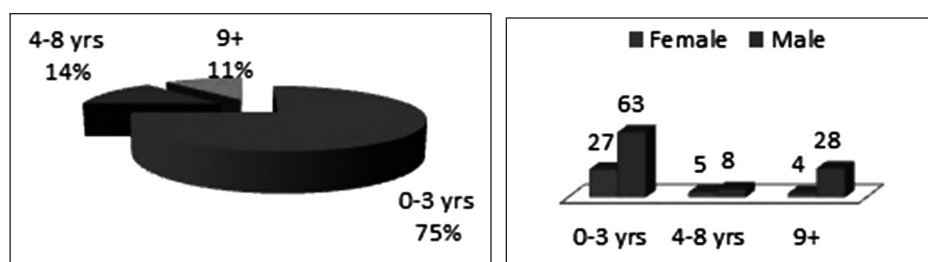


Fig:2

As per the data gathered, 52% of the respondents have worked with two or less female chef which clearly defined the nonexistence of female chef in catering industry 37% have worked with less than 5 female chefs. Only 11 % have worked with more than 5 female chefs. The figures are alarming however progressive growth from no females in commercial kitchen to countable range was.

No, of female chef's males work with	Males
Less than 2	51
Less than 5	37
More than 5	11

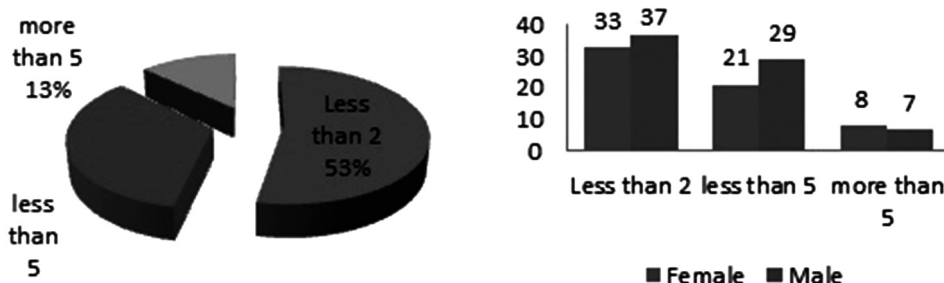


Fig:3

Equal number of male respondents had mixed opinion about females being better chef. This clearly indicated that female chefs have long yards to measure to prove their worth in the male dominated industry

Females are good chef	Female	Male
Yes	25	46
No	1	9
Not sure	8	46

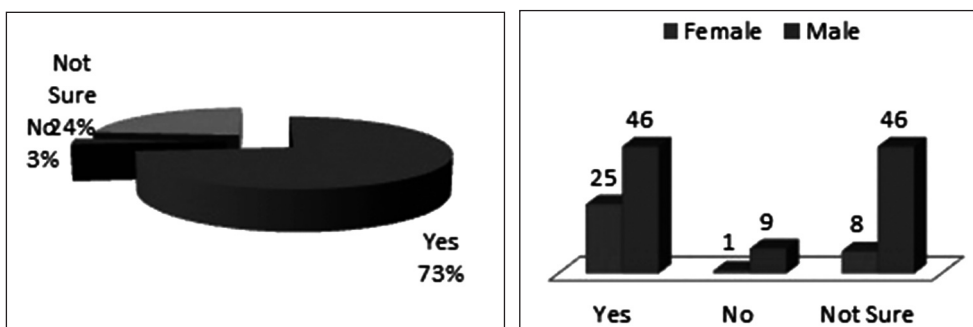


Fig:4

The data accumulated here gives the indication that in catering industry 25% of respondents claimed of being sexually criticised of which 27 out of 99 male and 9 out of 36 were females. Therefore, sexual remarks or abuse are not only confronted by women but men as well.

Were you sexually Criticised at work place	Female	Male
Yes	9	27
No	27	72

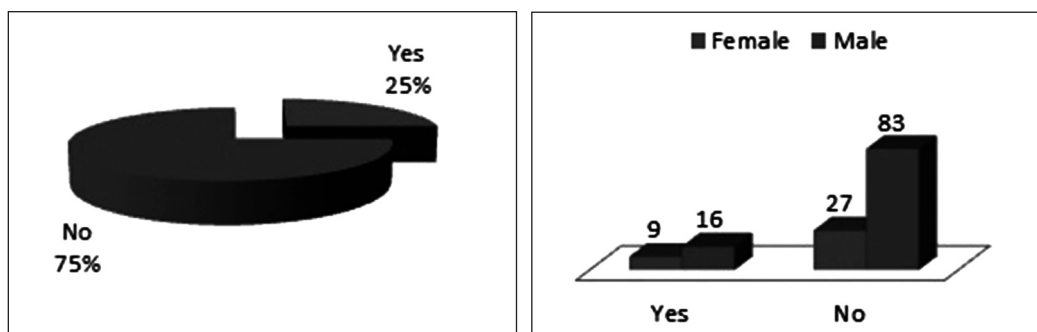


Fig:5

The catering industry showed 100 % acceptance toward female colleagues at work place. This could be taken as a symbiotic benefit to the industry.

Acceptance as chef for female	Female	Male
Yes	36	99
No	0	0

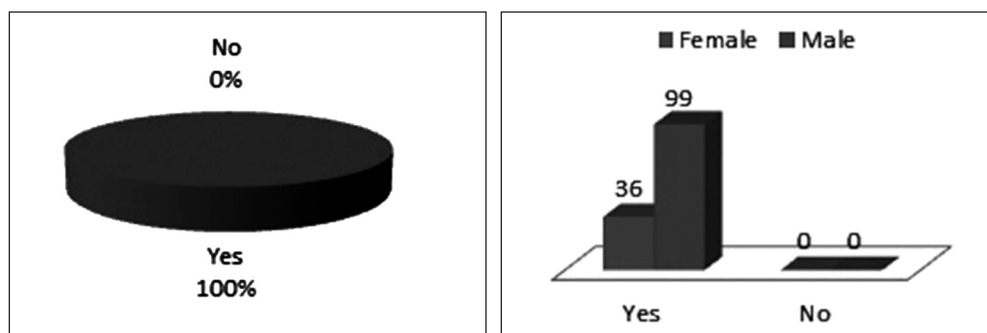


Fig:6

As per the information, only 28% population considered that there was difference in shift timing for both the genders. However, a major chunk accepted that the females were parallel in coordination with men.

Differebt shift timings for females	Female	Male
Yes	10	43
No	26	56

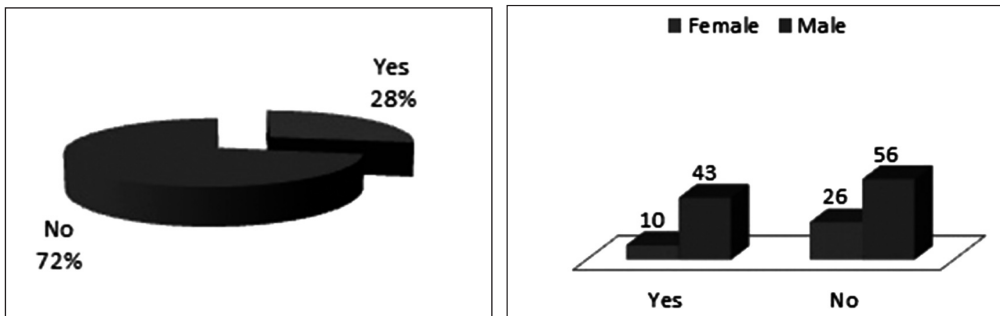


Fig:7

The chart shows that 91% of respondents are hopeful and believes that women were confident and ready to achieve their goals.

Female chefs are confident	Female	Male
Yes	32	86
No	3	14

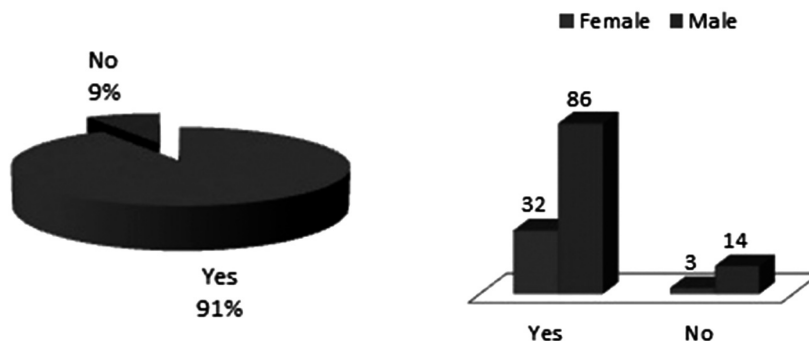


Fig:8

Out of the respondent population of 135, 94% within the catering industry accepted that female chef was professional toward their work whereas only 6% disagreed to this.

Female chefs are professional	Female	Male
Yes	34	91
No	2	7

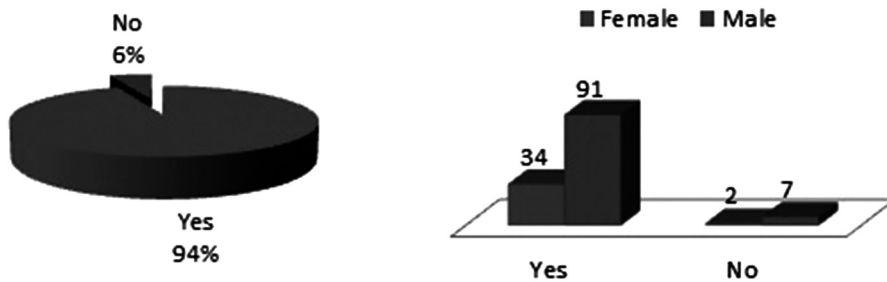


Fig.09

Findings

1. The population of females in Indian catering industry is minimal. It is approximately 1/4th of the magnitude of the male population and therefore, professional kitchen is rightly known for male dominance.
2. Until recent past, females were hesitant to showcase their skill in professional kitchen. And were limited to writings. However, there has been a steady growth in female brigade joining commercial catering. This is possibly because of proximity to Hotel Management colleges, Government run skill-oriented programmes, motivation through television and internet.
3. The female chefs are in tough competition with men. Though their entry is not very difficult but their sustainability is. The reason of lack of stability remains the same as it has been for ages.
4. The study reveals that the challenges faced by women begin with their confidence in self and then their industry partners.
5. Though there is a considerable shift of women from kitchen to catering, there is a long way to go as the competition gets tougher; the male female equation of professionalism comes through a positive approach of understanding. This understanding is visible with a hint of bright future ahead for the female chefs.
6. The men in catering industry where on one hand are willing to share their domain with women professionals there still exist a population who finds women incompetent for the same. This apprehension can be seen in females as well who are yet to explore their capabilities.

Recommendations

1. Introducing various culinary art scholarship for women like Les Dames d' Escoffier International Scholarship, Women Chefs and Restaurateurs, atonal Restaurant Association Educational Foundation (NRAEF) Scholarship, Philadelphia Women's Culinary Guild, Etc.
2. Improved HR policies which include maternity leaves for pregnant female chef, medical help on duty and provision for child care leaves assure a breather for female chefs at work.
3. Implementing awareness programmes on culinary skills and confidence building by Government at National Level.
4. Developing sensitization programmes for men to ensure positive social behaviour at work place with other genders.

Conclusion

Kitchen, though the primary artwork and identity of women clan, when associated with commercial activities, by default has become male dominated area. At this era of self-realisation and make over, women have shown a movement, though slow in pace but making a promising move from kitchen for family to commercial catering for mass cooking. The response is mixed. The prelude of journey from home maker to professional chef is a bumpy ride for the social stigma attached to it. The lack of physical and mental stamina, the inability to balance out family and work, the odd working hours and the halo effect of male chauvinist society, inhibits woman's natural grace as multi tasker, creative, keeps an eye for detail ,and a good manager restricted to a level of home making with no economical worth ,however ,her rich inherited talent creates talented families. It is the call of 21st century to catalyse the mobility of females and improvise the health of commercial kitchen and recreate her identity from healthy home making to healthy nation.

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Woman Entrepreneurship in The World of Food & Beverage: An Insight into the Opportunities & Challenges Across Delhi, NCR

Swagata Chatterjee*

ABSTRACT

Although since last few years the position of women in India has been subjected to some great changes & they have excelled in every field, still when we talk about the managerial positions & making a place in the board rooms of some renowned hospitality brands only a very small percentage of women could make their place. Since ages Food & Beverage has been a male dominated platform & women solopreneurs have very rarely trespassed into this domain. However, with a gradual drift in the paradigm, social structure, & rise of the millennial generation; some women are breaking this stereotypes & are utilising their leadership, curiosity & resilience to take significant position in the industry. This paper will focus on to find out the unique factors that motivate a woman to take up the challenge of entrepreneurship, to measure the effectiveness of different Government schemes & aids for promotion & development of woman entrepreneurship in Delhi, NCR, to understand the challenges & opportunities that a woman entrepreneur have to face & to suggest some solutions for the growth of Woman Entrepreneurs in F&B industry.

Keywords: Women Entrepreneurship, Opportunities, Challenges, F&B industry, Delhi NCR

I. INTRODUCTION

The economists have never been able to give a consistent definition of “Entrepreneurship” or “Entrepreneur”. The word “entrepreneur” has been derived from the French verb *entreprendre*, meaning “to undertake”.

Peter. F. Drucker defines an entrepreneur as one who always searches for change, responds to it and exploit it as an opportunity.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a women enterprise is defined as “an enterprise owned and controlled by a woman having a minimum financial interest of

* Assistant Professor, IHM RIG, Greater Noida, U.P.

51% of the capital and giving at least 51% of the employment generated in the enterprise to women". Women enterprises can be classified as:

- i. owned by women
- ii. managed by women and
- iii. employing women.

As per the data collected by one of the most popular online data collection sites, the food and beverage industry in India constituted about 40 percent of its consumer-packaged goods industry. The market size of the food and beverages industry across the nation was estimated to be around 46 billion U.S. dollars in 2020. With such a huge volume of business & emerging potential of growth, new start-ups are venturing into the arena. But surprisingly the percentage of women entrepreneur in this industry is scarce. Whereas in our daily household experience it is found that a woman is responsible majorly for looking into the matters of kitchen but when it comes to business & leadership roles there is still a dearth of women in this domain. The reasons may be multi-faceted ranging from gender discrimination, stereotyping, low self-esteem, absence of business knowledge, lack of family support, insufficient access to finances, safety & security of workplace etc.

A. Multiple Role of Women Entrepreneur

Indian women had to go a long way with a variety of adversities to reach the position where they have arrived now. Social stigma, narrow mindset, multiple role in professional & personal world have made this more difficult for them. With a wide range of responsibilities it becomes extremely challenging for any individual to maintain the calm & composure to run a business. But still some fierce women entrepreneurs with immense passion for food & beverage, having the right amount of self-confidence, creativity & the zeal to try out something on their own, made their way into the market of food & beverage & have renowned brands like *Soda Bottle Opener Wala*, *Garage Inc*, *Gourmet Jar*, *Oh Bao* etc. under their able hands.

B. Growth of women entrepreneurs

The concept of "Entrepreneurship" came into notice during 19th century. For a very long period of time, women were considered as a better-half of man who were mostly responsible to look after the family as a homemaker & raise child. But this was not always the case starting from ancient period. History depicts that during the era of *Rig Veda*, women were considered as co-partners in real sense. They used to enjoy a high status unlike other contemporary civilizations.

During mid-18th Century, Indian women were the owners of small businesses like grocery shops, small handloom business, agriculture-based products etc. However, it was during the 19th century that more women came out from the male dominated society & started off on their own. Although the major motive at that time was to supplement the household income, but towards the mid of 20th century the objective shifted towards creation of their own identity.

With the onset of Independence, more women started enjoying the benefits with the implementation of new reforms in the society.

In the year 1991 with the introduction of privatization, liberalization, globalization etc., there has been a drastic change in Indian economy. With various government schemes

coming up as well as with proper family support, women entrepreneurs are gradually climbing up on the stair of success.

Whereas as per the Hindu scriptures, a woman is considered as a replica of “*Shakti*” but in reality, they are still treated as a “dependent” in terms of physical strength, mental strength or emotional strength. In the new decade, the Government of India is coming up with various initiative for woman entrepreneurs. Whereas in the past it has been observed women entrepreneurship was more into the arena of handloom, textile, agricultural products etc. but now with the rise of education level & revamp of the societal outlook; female entrepreneurs are also leaving their mark in hospitality, FMCG, financial & technological fields.

C. Mastercard Index of Women Entrepreneurship

As per the reports of MIWE (2019), India ranks in 52nd position in terms of “Women Entrepreneurship”. Spanning over 58 markets & after doing their research on 80% of the total female labor force, they have identified three components for this economy which are as follows: (i) Outcomes in term of women advancement, (ii) Access to finance & source of knowledge, & (iii) supporting conditions received for entrepreneurial development.

The report suggests that, the number of women entrepreneurs in India are considerably low. In a given place, if the total number of male entrepreneurs are 100 then the number of female business women is only 7. Although the rate of interest has been lowered from 2018 to 2019 & Government of India have came up with various scheme including a 59-minute loan platform for micro, small & medium enterprises still very few women are motivated to take up the option. When compared with the women entrepreneurs of developed nation like Australia, Hungary, UK, Switzerland, Canada, Belgium and the US; it's being observed that women entrepreneurs enter into this field more due to necessity than as an opportunity. Furthermore, the cultural built-up, non-availability of collateral for getting bank loans & lack of family support are some more factors contributing to the lower ranking of women entrepreneurs as per this index.

II. REVIEW OF LITERATURE

As per Upadhye Jayashree, (2012), the major issue that lies with women entrepreneurship is the effective utilization of the different aids that are provided for its growth & support. The analytical study that was made concluded that the education level, knowledge, self-confidence and self-esteem make a woman handle different tasks in life. There should be support from government and institutions, agencies as well as a strong support from family to develop women entrepreneurs.

As per the study of Kaushik Sanjay (2013), majority of the women are devoting very less time for their business. Those who are actually getting an average time of 8-9hrs for their business have a very strong family support behind it. As per the study only a very small percentage of women are totally devoted to their business. As per the report the time devoted for running the business has a direct relation with the degree of support received from friends & family.

According to Meenu Goyal and Jai Prakash (2011), some analytical frame work, family obligations and certain responsibilities restrain them from becoming successful entrepreneurs. As per the study even the financial institutions are having strong misconception about women entrepreneurs. They feel that lending financial support to women can be risky as they may leave their plans in between & move on to become homemakers. The biggest thing that is lacking in their life is strong motivation & family support.

Indeed, Calás et al. (2009) argue that having women gain access to resources does not guarantee social change. Even if an Indian woman is given access to resources, cultural conditions may hinder her from being able to make her own decisions regarding vocational pursuits. Patriarchal domination hinders the growth of women in our society. Dependency on the father/ husband consent for all the major decisions in her life make it difficult for her to take any business decision on her own. This cultural hinderance opposes the development of business acumen & decision-making ability of a woman

A study by CIBC (2004) revealed that women entrepreneurs developed countries such as Canada are able to better balance their family life with work than those employed by someone else. The demands originating from the work and personal life of women are quite often mutually exclusive, rendering it very difficult to strike a balance between the role demands. Presently, even though the topic of Work Life Balance (WLB) issues among female entrepreneurs' commands urgent attention, studies pertaining to the WLB of entrepreneurial women in India are extremely scarce (Mathew & Panchanatham, 2009).

III. IMPORTANCE OF THE STUDY

The entire world economy of the country can be broadly classified into developed economy, developing economy and underdeveloped economy. As per the statistics from different data collected over time it has been observed that in developed economy women are enjoying considerable freedom in taking decisions of their own & the percentage of women entrepreneurs are considerable rising. On the contrary in case of developing & underdeveloped countries women are facing different issues. Although government is introducing different types of schemes for the empowerment of women yet due to various factors women are not able to take the advantage of it which is hindering their overall growth. In an industry which has always been considered as a male dominated one, gradually there is a paradigm shift & women entrepreneurs are venturing into this arena overcoming the age-old traditions & beliefs. Understanding & a thorough insight into the factors that can further motivate them to make their mark in the industry will make this study meaningful. Furthermore, limited study has been conducted in this area till now.

IV. STATEMENT OF THE PROBLEM

In recent time food & beverage industry is booming up with new players making their entry every day. The presence of women entrepreneurs will help to boom up the economic growth further. But economical, psychological & other minor factors are hindering their growth. The unique motivational factors & overcoming the challenges can only contribute to the birth & success of a woman entrepreneur.

V. OBJECTIVES

The objectives of the study are as follows:

- i. To study the motivational factors for a woman entrepreneur
- ii. To determine the challenges hindering growth of women entrepreneurship in the field of food & beverage
- iii. To evaluate the role of government for spreading awareness regarding entrepreneurship amongst women.
- iv. To analyze the role of gender in this field
- v. To suggest solutions for the development of women entrepreneurship in the field of food & beverage.

VI. LIMITATIONS OF THE STUDY

The present study is limited to selected women entrepreneurs of Delhi NCR for convenience purpose.

- i. The data is collected from only 15 women entrepreneurs.
- ii. Some of the renowned women entrepreneurs were busy and showed disinterest to give response to the questions.

VII. METHODOLOGY

The following methodology is used in this study

a. Primary Data

The primary data is collected through interviews conducted with some of the women entrepreneurs having their own restaurants, night clubs & bakery situated around Delhi NCR. Online survey method via Google Forms was circulated amongst different female entrepreneurs through LinkedIn as well as personal contacts.

b. Secondary Data

The secondary data is collected through the review of past researches, journals, interviews given by some renowned women entrepreneurs in this field published by different newspapers & online articles.

VIII. SAMPLING

For the purpose of this study 15 respondents have been chosen in Delhi NCR by using simple random sampling. A questionnaire was prepared and administered via Google Form through different social media as well as personal contacts & references.

IX. TOOLS USED

In this study, the raw data collected are classified & presented in percentage form through pie-charts.

X. DATA ANALYSIS

1. Factors that motivated to start up entrepreneurship.

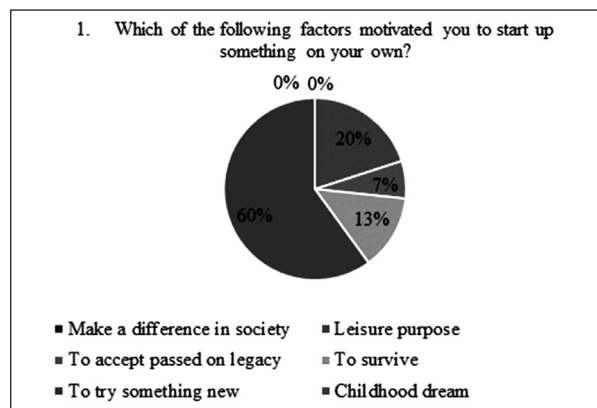


Fig.01

Analysis: Out of the 15 respondents selected for the purpose, 60% of the response was to try something new, 20% were of the opinion of leisure purpose, 13% had the opinion of to survive & only 7% had the opinion of to accept passed on legacy. No respondent was found of the opinion of to make a difference in society, leisure purpose or childhood dream.

2. Duration of running the business.

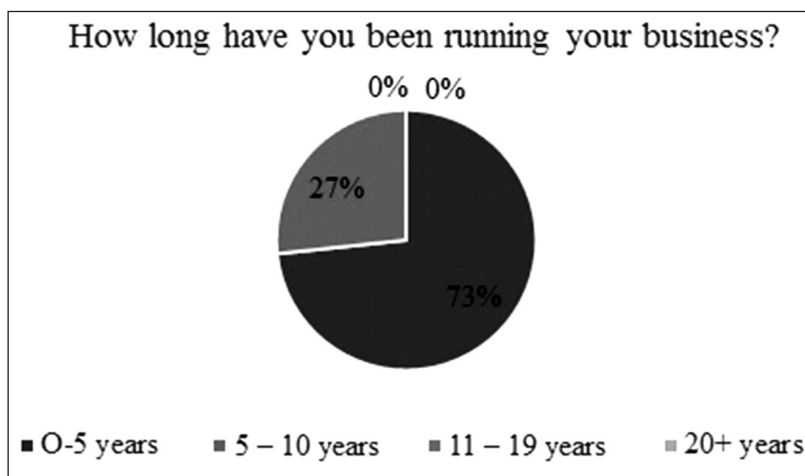


Fig.02

Analysis: Out of the 15 respondents, 73 % of the respondents have been running the business for 0-5 years & 27 % are running for 5-10 years.

3. Scale of the business. (on the basis of annual turnover)

What is the scale of your business? (on the basis of annual turnover)

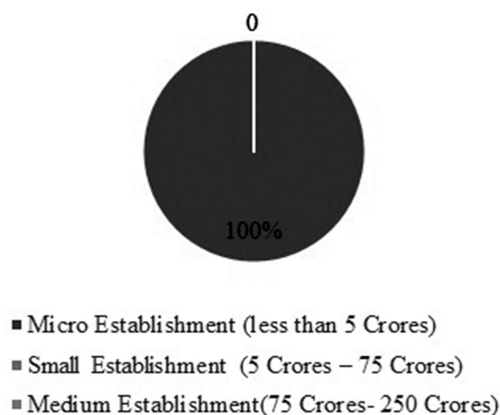


Fig.03

Analysis: Out of the 15 respondents, 100% of them belong to the segment of Micro Establishment with an annual turnover of less than 5 Crores.

4. Awareness about government aids provided for “Woman Entrepreneurship”

Are you aware of the government aids provided for “Woman Entrepreneurship”?

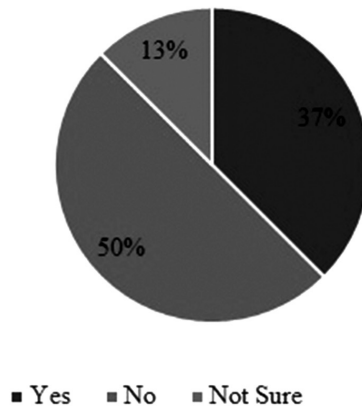


Fig. 04

Analysis: Out of the 15 respondents, 50% of the women are unaware about government aid provided whereas 37% knew about the government aids & 13% of them are not sure about government aids.

5. Mode of raising capital for starting up your business.

What are the challenges that you have faced during the start of your journey?

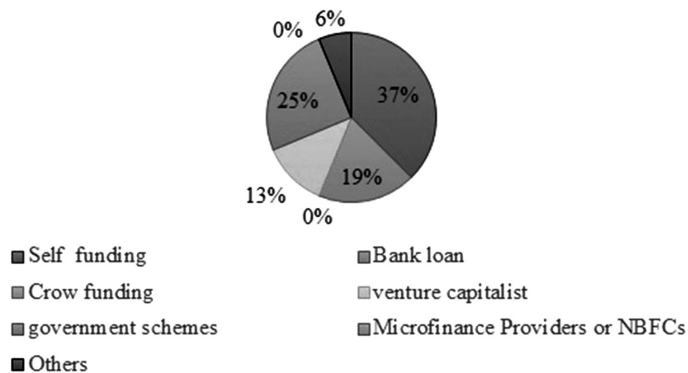


Fig.05

Analysis: Out of the 15 respondents, 37% of the women have done self-funding, 25% have raised fund through government schemes, 19% through bank loan, 13% through venture capitalist & only 6% through others. None of the respondents have collected funds through Crow funding or Microfinance Providers.

6. Challenges that they have faced during the start of your journey

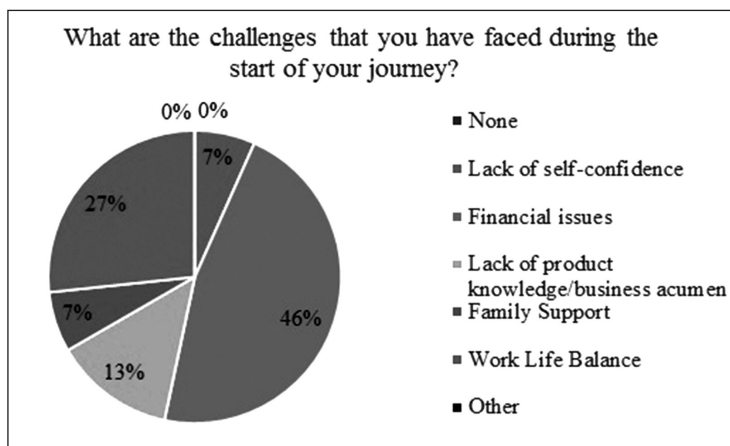


Fig.06

Analysis: Out of the 15 respondents, for 46% the major challenge that they faced are financial issues, 27% faced the issue of work-life balance, 13% had the issue of lack of product knowledge/business acumen & 7% each in family support & lack of self-confidence.

7. Thought of quitting from the business.

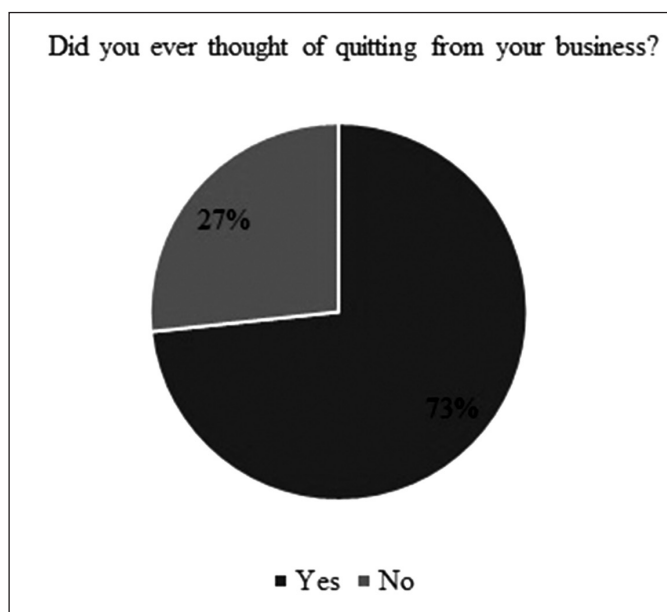


Fig.07

Analysis: Out of the 15 respondents, 73% agreed that there was a point when they thought of quitting the business & 27% responded that they never thought about quitting.

8. Any type of gender discrimination during the journey

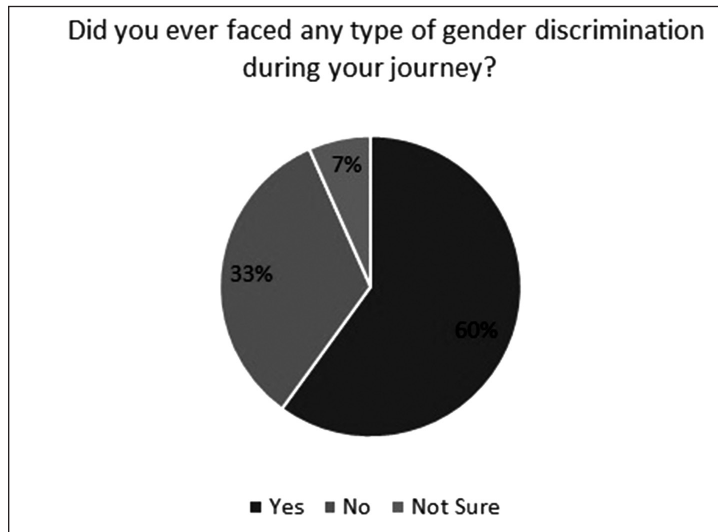


Fig.08

Analysis: Out of the 15 respondents, 60% are of the opinion that they have faced gender discrimination during their journey, 33% have responded as being not sure about it & only 7% have responded that they haven't faced any type of gender discrimination

9. Views on very few women venturing into this arena of food & beverage

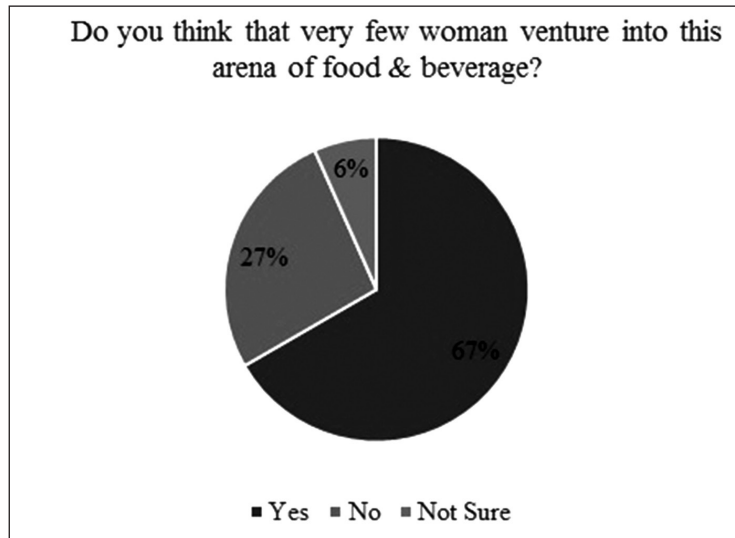


Fig.09

Analysis: Out of the 15 respondents, 67% of the women felt that very few women venture into this arena, 27% are not sure about it & only 6% have responded no.

10. Motivational factors to encourage more women into entrepreneurship roles.

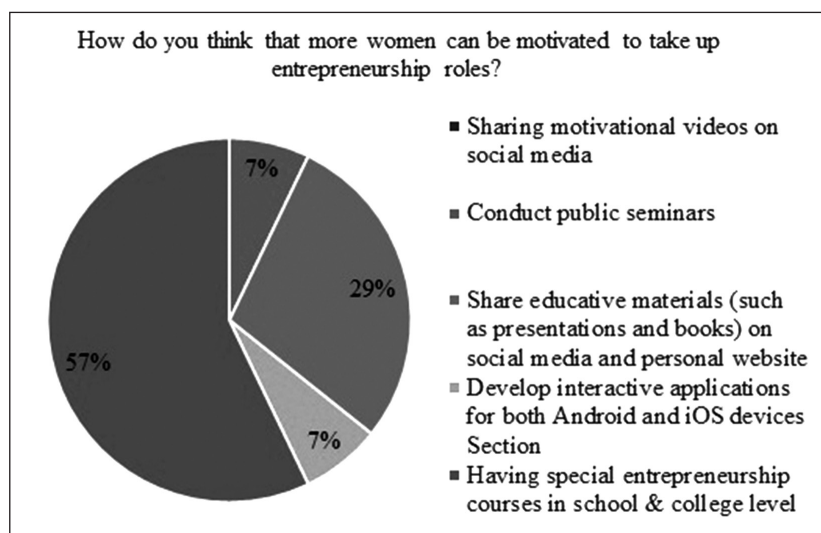


Fig.10

Analysis: Out of the 15 respondents, 57% have responded in favor of having special entrepreneurship courses in school & college level, 29% are of the opinion of by sharing educational materials (such as presentations and books) on social media and personal website, 7% think by conducting public seminars, & another 7% feel by developing interactive applications for both Android and iOS devices Section. None have opted for sharing motivational videos in social media.

XI. CONCLUSION

Life is not a bed of roses. It has extreme challenges. In such a situation a woman who performs multiple role of a daughter, mother, wife as well as entrepreneur gets more tedious. From time & ages hospitality industry with special emphasis on the food & beverage sector is an area of immense hard work & dedication. Hence it becomes even more difficult for a woman to balance up in all their spheres. She not only requires assistance in form of finance or government initiatives but also need emotional support from her family. Since ancient times although the role of a woman has been restricted to kitchen & taking care of family; yet when it comes to handle a kitchen on professional level or to try her skills in mixology our society raise their eyebrows & look at it in a derogatory manner. The progress of any nation depends on the contribution of both male & female. Her caring nature, level of intuition & foresightedness along with finding out simple solutions of complex problems can make her a successful entrepreneur in the vast sea of food & beverage. It's high time that the society should change their narrow thought process & encourage more female to come up & take charge of this field in their able hands.

XII. SUGGESTIONS

After a thorough study of collected primary & secondary data, it has can be suggested that there need to be a change in the mindset amongst the parents regarding women going for

entrepreneurship in this arena. Although the Government of India is taking up various initiatives to promote women entrepreneurship yet there lacks a gap in the implementation process. From the interviews given by some of the leading female solopreneurs, it's quite obvious that there exists gender discrimination in this particular field of study. Food & beverage industry is still a male dominated field & to change the scenario; an appropriate change in mindset is necessary. This can be done by proper utilization of social media which is a platform for the millennials to gain motivation. Education regarding this field should be started from the school level only as it lays the foundation stone for any individual. Non-availability of collateral for bank loan also serves as a hinderance in the field. Hotel management institutes should take more initiatives for not only motivating the female students but also their parents by giving them a clarity of the scope in food & beverage sector. Special guest lecture by budding female entrepreneurs or a planned workshop on entrepreneurship can further help to motivate more women to come up with their innovative ideas & create some amazing startups for the future generation.

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A Perceptive Study of the Tribal Society Visioning Women as Food Entrepreneurs in Dadra and Nagar Haveli

Shantanu Jain* & Purvi Saini**

ABSTRACT

Nestled quietly between the states of Gujarat and Maharashtra is a very small union territory which goes by the name of Dadra and Nagar Haveli. Quite popular for its quaint landscape, tribal way of life and dirt cheap alcohol (obviously), the UT was a Portuguese ruled state, like Goa and Daman till the mid 20th century. It is a tribal area with Warli, Kokna and Dhodia tribes being most recognized. Being an area with a lot of concessions, the manufacturing establishments are very commonly seen in the areas surrounding its capital Silvassa, puncturing the lush green landscape of uncontrolled fauna and picturesque water bodies.

The tribal way of life in this land locked place is mainly agriculture and working in the manufacturing establishments, as mentioned above. Both the genders are very visible in earning a livelihood for their family. Business is something that the tribal Adivasis have always been away from, mainly because of less population and also because of heavy influence of agriculture in their lives. Regardless of the fact that both males and females work to sustain their homes, starting the business has been out of question. With such a 'safe-side' tradition, the local cuisine has also never gained the popularity that it deserves, and exclusive preparations like the 'Naroli Fry', 'Cycle roti' are relished very popularly amongst these tribes, prepared like anywhere else in India, women. Apart from rarely seen roadside make-shift shops of married couples running a food restaurant, the idea was not at all popular about women being the owners of a business and running it their way, because of the way of life as well as the thought process of the Adivasis.

This paper aims to study whether such an idea of Women Entrepreneurship in a place like the UT of Dadra and Nagar Haveli is a plausible idea, mainly because the life is tribal, and the tradition is agriculture. It will also analyze the reactions received from such tribal people when the concept of women being the sole owners of local food selling restaurants is pitched, through using a simple questionnaire.

Keywords: Tribal Area, Warli Adivasis, Cycle Roti, Silvassa, Traditions

* TA, Institute of Hotel Management & Catering Technology, Silvassa, (Governed by NCHMCT, under Ministry of Tourism)

** Research Scholar, IHTM-MDU Rohtak, Haryana

1.0 INTRODUCTION

Silvassa, the capital city of the union territory of Dadra and Nagar Haveli, boasts a green smorgasbord of tourist offering to the residents of Mumbai, Surat, Vadodara and Ahmedabad. It does not have much in terms of development or modernization, as the daily life here is still heavily influenced nomadic and tribal. With such traditional outlook towards life, it is common to see people wanting secure jobs, over doing business and again, not much freedom given to the opposite gender. To be able to rise above the hindrances posed by the society and such hushed mindset, especially for women of a tribal community, it is very hard. But if it does, it has a lot of emotional advantages.

Speaking a little about the *Warli tribe*, they are divided into 3 clans, called *Kilwat*, *Rusi* and *Nehri*. The tribe is prevalent in the Coastal region of Umbergaon and the Mountainous region of Dharampur of the District Valsad in Gujarat. The tribals eat a lot of meat, fish being very popular along with *Rotlas* (thick flatbread of mixture of flours of *Jowar* and rice). The Tribal Women are subjected to freedom in lot of aspects in the daily life, but are never put as 'decision makers' or equal to men in the households. The community is surprisingly open minded to allow women to choose their own life partners, participate in family decision making but are a little hesitant to not let them inherit property, hold important position and work somewhere they like to apart from agricultural fields. This is disheartening to observe as *the total recorded population of Warli for the year 2018 was 211937 which had 105141 males and 106796 females, which made the females about 50.38% and a 0.97% more than the total males.* (Brief Details of Warli)

2.0 LITERATURE REVIEW

With the complete world humming the tune of women empowerment with factors of equal pay, recognized effort and respect like anybody else, a basic requirement has turned into a global driving tool. As per (Batliwala, 2000) it leads to a rising intrinsic skills, higher self confidence, and a transformation of one's inner consciousness that makes one efficient to overcome the external barrier. This principle mainly prioritizes on 2 important values. The first one is that it is never a power over others, but to attain a goal that is deeply desired. Secondly, an idea of empowerment is highly applicable for anyone who feels helpless- regardless of the fact whether they are male or female or even transgender, either of class, caste or even a group of individuals.

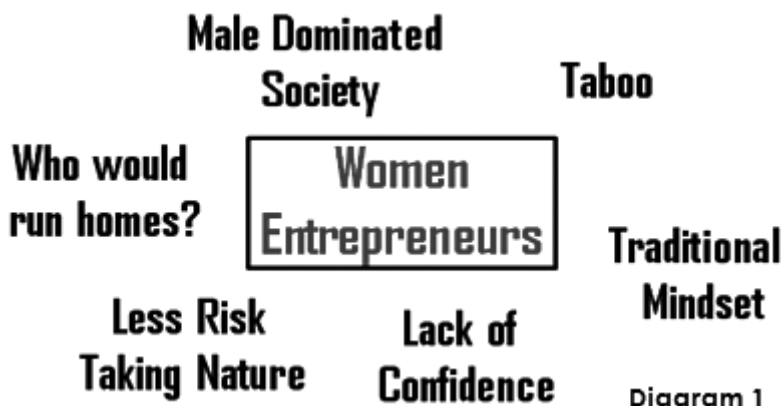


Diagram 1

While the profession of entrepreneurship gives an extremely strong feeling of emotional upliftment, in a country like India where traditional outlook still is followed and where women struggle to find themselves in a weaker position. As per the Government of India, women entrepreneurs have been defined on the basis of women participation in employment as well as equity of any particular business venture. Accordingly, an enterprise owned by women is defined as “a business enterprise controlled and owned by a women, having a financial interest of about 51% (in minimum terms) of the total capital employed and is giving about 51% of the gross employment generated in the venture to females” (P.S., 2014) Women enterprises can be classified as 3 ventures:

- i. Those owned by women
- ii. Those Managed by women
- iii. Those employing women

Mishra S.P. (1996) Report -Women’s business line choosing is 2 fold, one being about the position of women in the society and second, about the role of a business women in the same society. Female entrepreneurs endured many hindrances mainly in the market regarding their role as family sustainers and home duties that have to be dealt with in order to make them stand in the same league as men, with same and equal opportunities. To add to this, females might experience hindrances in regards to having shared in the property and even in entering contracts in some countries, just like the *Warli tribal* community faces. To overcome this, an increased and united participation of females in the labor force is a strict prerequisite for the betterment of the position of females in the society. (S.P., 1996)

As per the paper written by Sanjay Kaushik (2013), the study found out that 51% women are working for 6-7 hrs amongst which only 19% women have just 2-4 hrs for their business, rest cannot even manage that much. The ladies have household chores and a responsibility towards the family work. This also implies that they don’t get much support from their families. It was also observed that about 27% of the females devoted about 8-9 hrs solely to their business and had huge family as well as husband support. In the study it was also found out that there are only about 3% females who totally devote all available time to their business. For any lady it is almost impossible to provide more hrs to the business as compared to the family. (Sanjay, 2013)

Women Entrepreneur is someone who accepts challenging roles so as to become economically independent and meet her personal requirements. Various reasons can be summed up as to why women prefer to get into the line of business these days. Literate women are not limiting themselves to the activities relating to the house hold only, they are trying to employ most of their time in doing entrepreneurial activities which acts as a beneficiary for them as well as their families because it then becomes another outlet to earn income and thus increases the financial stability of the complete family. With the change of mindset, opportunities and challenges given to the female gender have leaped so high that the job seekers have now actually turned job creators especially of the digital era. (Johar, 2015) Out of the many outlets, that women can participate, they are becoming designers; exporters, publishers, interior designers, manufacturers of garments to name a few. Following are some of the many reasons for women getting into the business line:

- i. Innovative thought process
- ii. Qualifications and Education

- iii. Personal identity and respect in society
- iv. Employment opportunity
- v. Becoming role models
- vi. Government programmes and policies
- vii. Family members support
- viii. Need for additional source of income
- ix. Occupation of the complete family
- x. Independence on economical front

2.2. Challenges faced for a better recognition

The first and foremost challenge for the *Warli* community is that they are not at all published to the world outside and are confined to their own surroundings only. Thus, sustaining themselves in their little cocoon and thus has witnessed any encounters in socio cultural aspect. For them, their community is their entire universe, and because of this scenario, poverty alleviation, social mobility, occupational diversity, change in mindset, change and development, economic prosperity and education are considered as new principles for the community amongst its own orthodox setup which hasn't been tampered with till the recent past. Also to note are the changes that are taking place almost every day specifically in the field of technology and science are making a difference on the Indian society and such feeble winds of change have begun to influence the tribals of *Warli* community as well because education has been considered as very important for proper development of an individual and the community leaders of *Warli* tribe are very much concerned for the economic and educational development for their community members. (Kumar, 2015)

2.3. Initiatives for better tribal life

To secure acceptable quality of living for the tribal communities, the Indian Constitution has drafted the policy of affirmative action as well as positive discrimination. Specifically for this purpose, the Tribal Sub Plan (TSP) has been implemented, mainly for multi dimension development of the tribal areas. Under the TSP strategy, the complete tribal inhabited area of Gujarat has been taken under consideration. For effective development and carryout of these plans, the government has specially empowered project administrators in these areas. Thus, the approach of TSP makes sure about the allocation of appropriate funds for tribal areas. It is to be noted that about 15.85% of the total budget of the state of Gujarat has been allocated for the proper development of tribal areas during 2008-09. The Gujarat Government has also undertaken various steps like initiating Joint Forest management (JFM), *Vanbandhu Yojana* and other programmes for development of better quality of life, but sadly its overall effect is very limited in providing employment. Another initiative like the previous one is undertaken by the name of Baroda *Swarozgar Vikas Sansthan (BSVS)* which is started by the Bank of Baroda, that imparts free training to the youth without any jobs so that they can gain self-employment and business skill to help improve their family's economic status as well as giving an economic boost to these locations. Till date about 25 BSVS's have been developed and deployed by the Bank, which have educated as well as trained about more than 37,000 youth and 22,000 have adopted the line of business. Furthermore, a special provision has been erected by the Bank for financing the SC/ST under a lot of government sponsored schemes like the *Swarna Jayanti Shahar Rojgar Yojana (SJSRY)*, *Swaranjayanti Gram Swarozgar Yojana (SGSY)*, *Prime Minister Employment Generation Programme (PMEGP)*, etc. (Sindh, 2012)

2.4. Aruna Tirkey, an Indigenous Food Entrepreneur

In the Plethora of all the regional cuisines of India, the state of Jharkhand was always considered very less popular, especially when very popular neighbors like Odisha and Bihar were empowering it over their own indigenous cuisine. Aruna Tirkey, a rural development professional, set out to change this stance. Tirkey, who had a wonderful career of working for the United Nations, said that the main reason of her opening the restaurant was that she felt the need to introduce authentic *Adivasi* cuisine in the minds as well as the palate of the public. In the quest of this, she not only has revived old and forgotten dishes and recipes, but also has experimented with local produce from the farms. The traditional *Adivasi* food has a very healthy infusion of locally grown vegetables, herbs, grain, poultry and fish. And because of this, she felt that *Adivasi* food has to be established for its uniqueness in its own space. As per her, it was high time that this type of nomadic food was made familiar to the people who had no idea about it. For this she opened the business outlet which has a kitchen brigade of five along with a similar number of front office as well as wait staff. It should also be noted that the government wanted to conduct a skill development workshop to train interested students in the art of *Adivasis* cooking and Ms. Tirkey was specifically asked to do so. (Hebbar, 2019)

2.5. Objectives of the study

1. To analyses the views of local tribes on women entrepreneurship.
2. To assess the reasons which motivates the tribal women to choose entrepreneurship
3. To examine the hurdles and obstacles faced by tribal women entrepreneurs

3.0 STUDY METHODOLOGY

3.1. Research design

The study adopted an exploratory/ empirical design to conduct a study on feasibility of women entrepreneurship in a place like UT of Dadra and Nagar Haveli. The Primary Data is collected through a structured close ended questionnaire and field interviews done and the Secondary Data has been collected with the help of magazines, journals, books as well as the internet. The recorded data was analyzed through a close ended questionnaire and presented in the form of Pie Charts, Bar graphs and other pictorial representation methods like a radar diagram, Line Graph etc

3.2. Target population

The target population of the study included local tribal residents of Dadra and Nagar Haveli. The Khanvel, Rakholi and Karad districts of Dadra and Nagar Haveli was deliberately chosen because the tribal population were widely settled here as well as the author was living to close proximity to it. Additionally, the recognition of the researcher to the way of life and local language of the area was considered.

3.3. Sampling size

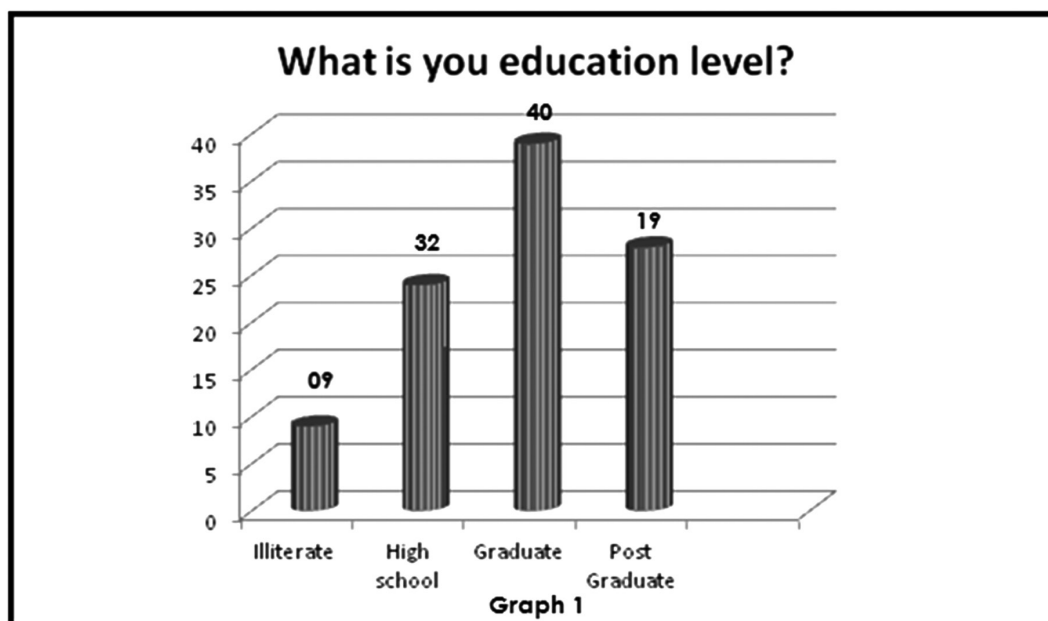
To conduct the survey, simple random and convenience method of sampling was used wherein every subject had the chance of getting selected. As the area was limited, this method was the most suitable. A total of 250 samples were approached but only 100 samples were selected, both men and women in 50:50 ratio for the study.

3.4. Data collection procedure

A Structured questionnaire is used. Survey questionnaire consist of ten closed-ended questions with predetermined set of responses, which lead to a better judgment and a hassle free survey.

4.0 RESULTS AND DATA ANALYSIS

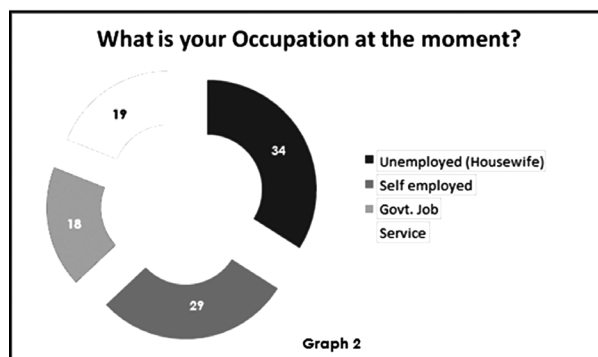
As discussed before, the data was recorded and analyzed through a close ended questionnaire with a Likert's scale so as to effectively record and interpret the data required for the study. Both Men and Women tribals were selected with a total sample universe of 100. Following were the results of the questions requested:



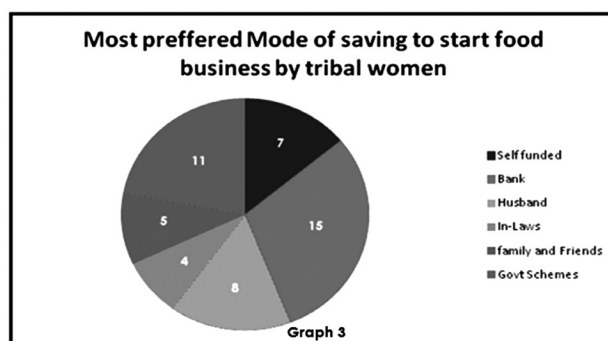
The first question asked the respondents about their level of education. Out of 100 respondents, 32 people have completed high school amongst which 16 were males and 16 were females, 40 people were graduate, amongst whom 21 were males and 19 were females, and 19 people have completed their post-graduation degree, amongst which 10 were males and 9 were females. Only handful of people i.e. 9 respondents were illiterate, amongst which 3 were males and 6 were females. According to the data, people are aware of importance of education hence good number of respondents is educated, which was also reflected in the literature review which told the readers that the *Warli* community leaders were very much aware about education and wanted their tribes' folk to be educated.

Table 1

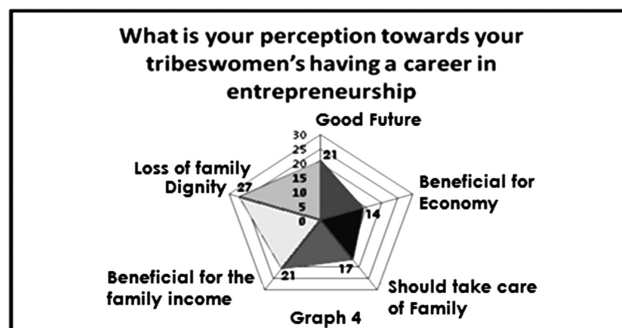
	Illeterate (09)		High School (32)		Graduate (40)		Post-Graduate (19)	
Gender	3	6	16	16	21	19	10	9



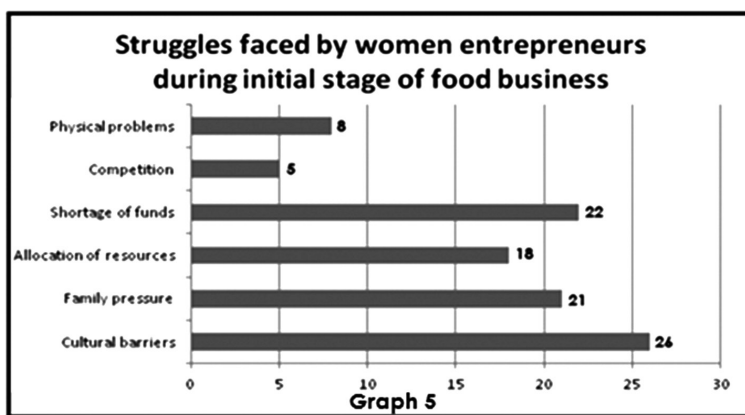
The next question asked about the occupation of the respondents. Out of 100 respondents 34 unemployed, all 34 of them are housewives. 29 respondents are self employed, they are engaged into some or the other kind of business, initiated by family or by oneself. Other 18 of the 100 respondents are involved in government job; remaining 19 respondents are into service sector.



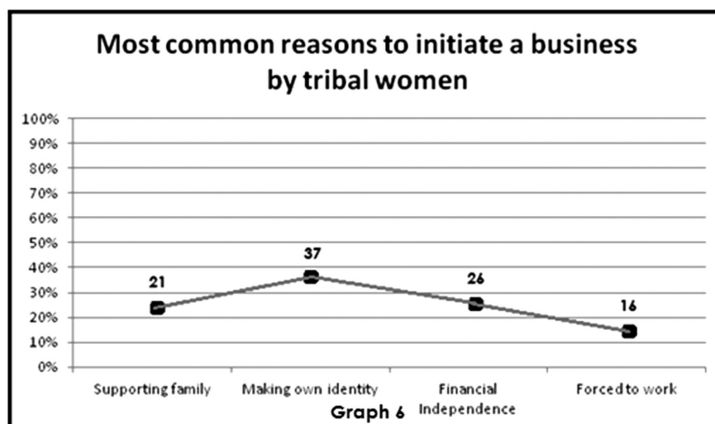
Another question asked the respondents the most preferred means of funding the initial capital required to start the food business, 7 respondents responded that the funds for initial capital required to start the food business was self-funded. 15 people said loan from bank, 8 respondents said that their husbands helped them with the funding, 4 respondents took help from their in laws, and 11 respondents were aware of government scheme and benefited from it, while the rest 5 respondents took aid from family and friends.



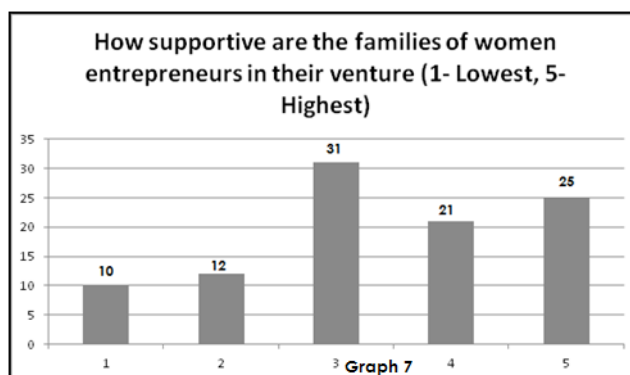
The following question asked the respondents regarding their perception towards the females of their tribe in involving in entrepreneurship. 21 people thought that its good future prospectus, while 14 people thought it's good for the economy if females too get involved in generating revenue. According to other 17 people, the main agenda of women is to take care of the family; hence they were not in favor of females of their tribe involving in business. 21 people thought that if female also start their business, the income level would be doubled and the women of their tribe will acquire confidence in handling situation. Unfortunately, according to majority of respondents, a woman of their tribe involving in food entrepreneurship ultimately leads to loss of family dignity as they do not appreciate women working outside.



In this question, tribal female entrepreneurs were asked about the struggles faced by them during initial stage of food business. According to majority of respondents, i.e. 26, cultural barriers are one of the major struggles faced by women entrepreneurs during initial stage of food business. 21 respondents struggled with family pressure, 18 respondents struggled with allocation of resources to initiate and operate their business. 22 respondents felt that the major reason of struggle was shortage of funds. According to 5 people, competition was the struggle faced during initial stage of food business. Rest 8 respondents felt physical problems is the major struggle during the initial stage



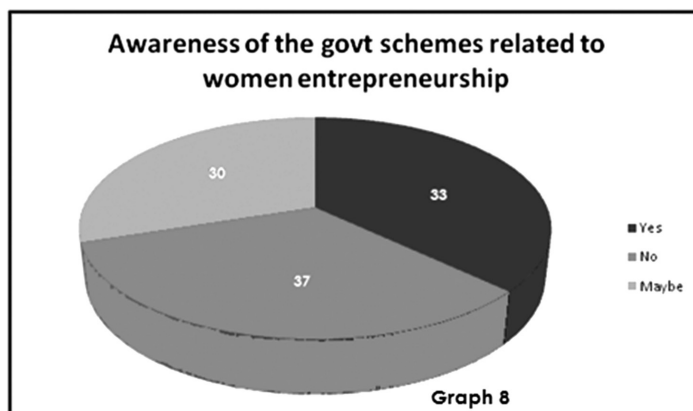
The next question enquired the tribal women entrepreneurs most common reasons to initiate a business by tribal women. Majority of 37 women said that they wanted to make their own identity, 21 responded that they wanted to support their family and earn extra income to sustain a comfortable life. While 26 respondents said that they required financial independence, therefore it is the motivating factor to start the food business by tribal women. Handful of 16 respondents was forced to work out of the monetary needs to sustain lives of their family members.



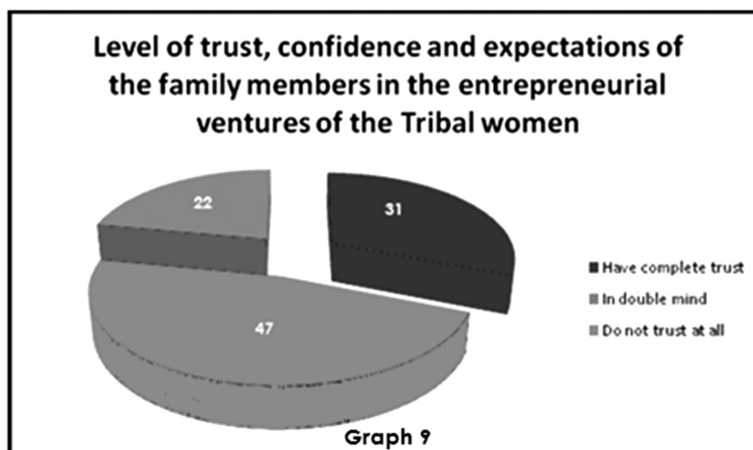
The next question asked was whether the families of entrepreneurs are supportive of their work. Five point Likert scale was used to record the responses of the respondents, 1 being not supportive at all to 5 being highly supportive. Following are the responses recorded: -

- 10 respondents opted for 1, strongly non supportive.
- 12 respondents opted for 2, slightly non supportive.
- 31 respondents opted for 3, meaning very neutral towards the career choice.
- 21 respondents opted 4, slightly supportive.
- 25 respondents opted 5, strongly supportive.

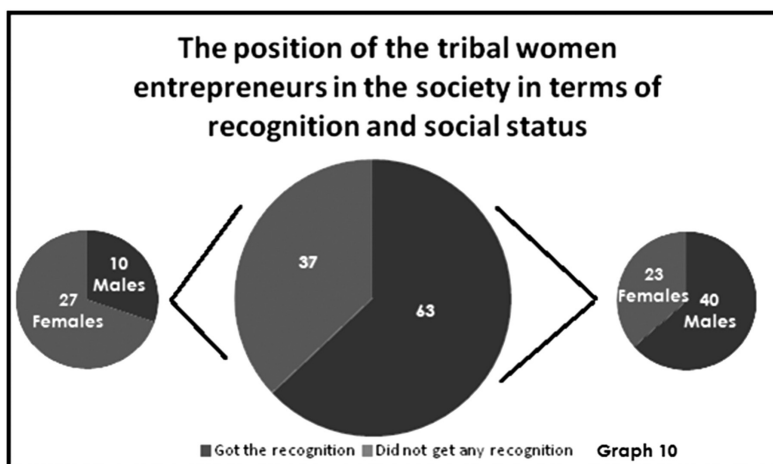
From the above data it can be concluded that percentage of families supporting the women entrepreneurship is more than the percentage of families not supporting.



In this question, respondents were asked whether they are aware of the different government schemes. 33 responded “yes”, they are fully aware of government schemes helping the budding tribal women entrepreneur to grow. Majority of responses i.e. 37 are not aware of the schemes, while 30 responses have vague idea.



The above data analysis is based on the question on what's the level of trust, confidence and expectations of family members in entrepreneurial ventures of tribal woman. Majority of 47 respondents were in double mind while 22 said that the family do not trust at all



In the last question, respondents were asked the about position of the tribal women entrepreneurs in society in terms of recognition and social status. According to 37 people, tribal women entrepreneurs did not get any recognition, wherein 27 were females and 10 were males. Rest 43 responded that the tribal women entrepreneurs get a good recognition and a social status, wherein 23 were females and 40 were males.

5.0 CONCLUSION

This study was conducted to explore the perception of tribal people of Dadra and Nagar Haveli on entrepreneurial activities involving their own tribal female segment. From the research, it is discovered that the tribe has mix of positive as well as negative perception regarding the same. According to the literature review and data analyses most of the females, despite good education level are unemployed, and the reason being the society and cultural barriers. The most important aspect of a successful entrepreneur is support from family and friends.

According to the study done, the family is often double mind when it comes to female from their family initiating and managing the operations of business. Females are expected to cook at home but according to the population studied, they feel loss to their family dignity when the same activity is pursued as a profession.

The major motivating factor for the tribal women to start their own food business was to make their own identity in the society, to uplift the status of females; many government lead schemes have been initiated to uplift the status of females in tribal community. According to the literature, Food entrepreneurship has gained such recognition but lack of awareness has taken the toll on local tribal's mindset on perceiving the females in the same profession despite good status and social recognition.

6.0 LIMITATIONS OF THE STUDY

1. The study focused only on the areas which were nearer to the author i.e. UT of Dadra and Nagar Haveli's Capital Silvassa, Karad, Rakholi whereas in the study we also found that majority of the tribals lived in the neighboring regions of Valsad.
2. Out of all the tribes, only the *Warli* community were focused upon, whereas an amalgamation of *Warli*, *Dhodia* and *Kokna* tribe which could have limited the scope of the targeted sample.
3. The samples were divided into Males and Females to have a better and convenient result gathering, but on the contrary the authors felt that sometimes, the genders favored the answers which were biased towards the opposite gender.
4. There haven't been much research and focus done on the tribal communities of Gujarat and apart from the official database of the Gujarat government; there was limited data to review the literature. It was not at all easy to approach women folk of the tribal community because of a prevalent thinking and this proved a major hindrance while sample selection as a lot were approached and a small of them agreed.

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SECTION-2

Startup Entrepreneurship and Success Stories

Sarthak Chourasia*, Manvendra Singh Manohar** & Amol Kumar***

ABSTRACT

This study would be undertaken to ascertain the relationship between consumer needs, wants and entrepreneurship development in India with particular emphasis on the pop-up restaurants in Indore and examining a variety of temporary food establishments and their consumer patterns. A quantitative and qualitative research methodology using a questionnaire has been proposed. Data were collected from 100 respondents staying in selected areas of Indore using judgmental sampling by employing both quantitative and qualitative methods from which information was obtained via the use of Questionnaire. The study also used secondary data in the form of journal articles, internet materials, newspapers, and various magazines. It can be concluded by the research that there is still a lot of scope of improvement in the emerging market of pop-ups though they are getting excellent responses from the consumers. The study, therefore, recommended that entrepreneurs that are planning to run a pop-up restaurant must work on certain factors, where hygiene is a major matter of concern in order to sustain in this competitive business environment.

Keywords: Pop-up Restaurant, Entrepreneurship Development, Hospitality Trends, Indore.

1. INTRODUCTION

In the third world countries another marvel in food culture - the pop-up restaurant poses challenges that have a borderline difference between private and public consumption. This study looks through the rise of this idea in India, analyzing an assortment of temporary food establishments. A variety of recent studies has stated that consumption as a spatial activity. An increase in technology extreme brainstorming and mobile lifestyles has resulted in the diverse novel use of public spaces. Various scholars state that minimal space in a growing city

* Student, M.Sc. Hospitality Administration, NCHM-IH, (under NCHMCT), Noida, U.P.

** Student, M.Sc. Hospitality Administration, NCHM-IH, (under NCHMCT), Noida, U.P.

*** Faculty, NCHMCT, Noida, An autonomous body under Ministry of Tourism, Government of India

in which location is a problem due to urbanization.

Pop-up restaurants can be witnessed in the city during any festival or any such occasion set-up either in some flea, hotel, and restaurant or operated from home. They are also found to be operating from a vehicle for say a food truck. They are usually low investment temporary set-ups that consider peak demand as a major factor for designing a menu and introduces something new to that area. By studying various successful pop-ups in India this article aims to give a brief idea of the emerging pop-up establishment, also what expectation does the consumer has from them as these restaurants aim at changing the fast-food culture of the entire sub-continent in the forthcoming years.

2. LITERATURE REVIEW

2.1. Understanding the Concept of Pop-Up Restaurant

Restaurant the term in this study is of broader outlook it is not just an enterprise or outlet, but as a public eatery place including temporary café, pubs, bars, etc. pop-up restaurant also known as supper clubs¹ are temporary entries that usually operate from private name although equally, they may emerge in varied locations in public spaces (tool trade), also in fairs and during festival settings. (Pine, 2016) If we look back in our history the geography of food consumption always comprised of street foods of that particular demographic location. (Noorani, 2013). According to National Restaurant Association the sixth most popular restaurant concept is the pop-up restaurant. (Wasserstrom, 2018). Keeping certain open areas in and around a development also allows a developer to introduce concepts such as pop up units, food events, temporary units – all of which can allow food joints to gauge consumer response to their food before taking-up space as a full-fledged restaurant. (Joshi, 2018)

2.2. Increased Scope for Aspiring Young Chefs

Happening in unordinary places a deserted shop, a boathouse, a garden or an employed area, it is pop-up² because it is temporary, either as far as the space or the measure of time it will stay open. Costs will in general be higher. It is an extraordinary open door for youthful gourmet experts without their eateries to exhibit their art (Rodgers, 2011). In this way, pop-up restaurant can likewise act like a startup for youthful hopeful gourmet experts to pick up a presentation for their ability in the field of culinary. (Noorani, 2013). Many people tend to work in a flexible manner according to their own time and convenience, also enjoying the need of being an entrepreneur. (Pethe, 2016). Amateurs were given a great learning opportunity by pop-up restaurants. (Wasserstrom, 2018) Chaayos is also known for organizing pop-ups at various corporate events including cairn energy. (Nusra, 2019)

2.3. Pop-up restaurants' scope as a business venture

In recent years temporary establishments for food consumption are the most common trend (Chowdhary, 2019). Public and private spaces are the need of the takeaway consumers. (Bishop, 2012) In this manner, the pop-up restaurant is firmly identified with the belief systems of selling memories, which advocate organizations to make experiencescapes so as to draw in customers faculties and to amaze them with novel settings and thoughts (Pine, 2016) (Jönsson, Matupplevelser. [Food Experience.], 2002) (Jönsson, Chef Celebrities, Foodstuff Anxieties and (Un)Happy Meals: An Introduction to Foodways Redux. , 2013) (Löfgren, 2010)

Table-1: Eating Out Daily: Countries That Exceed the Global Average Of Daily Diners (9%)		Table-2: Dining out at street vendors, countries exceeding an average of 27%	
Hong Kong	26%	Hong Kong	38%
Taiwan	25%	Taiwan	50%
Malaysia	23%	Malaysia	51%
Thailand	22%	Thailand	38%
Morocco	20%	Mexico	43%
Singapore	19%	Singapore	43%
Brazil	17%	Philippines	43%
Vietnam	16%	Vietnam	48%
India	14%	India	36%
USA	12%	Indonesia	44%
Egypt	12%	China	43%
Indonesia	11%	Germany	44%

Source (Table1&2): Nielsen's Report "What's in our food and on our mind", August 2016.

2.4. Restaurant available at all times and places

Pop-up, as the name suggests, appears from nowhere and can open almost anywhere only concern being safety and feasibility of cooking and serving food. (Mealey, 2019) (Lorri, 2019). Resources state pop-ups are hosted in empty warehouses, rooftop gardens or by poolside, or any flea just to name a few places. (Gadge, 2019) Another option for a pop-up restaurant can be an existing restaurant likewise, (Rajan, 2018) (Suzanna, 2018).

Pop-up eateries are the temporary set up in a place for just a night or two, to tempt folks in a novel way. You're strolling past a defunct store³ or nursery school that has closed for the day. Tomorrow, we find the place filled with tables arranged, laden with food, happy diners, and fun. The sudden change is actually a food trend that is fast booming-up in the city of dreams Mumbai. (Pethe, 2016)

2.5. The pop-up restaurant at homes

Pop-up restaurants changed the meaning of street food in India, where it is seen that many chefs try out their new menus to test their popularity as many comedians try their set in front of a small audience before major shows. Home cooks after Masterchef are now finding ways to give people a taste of their culture without any major investments, among like-minded people. (Dutt, 2017) The most appealing factor being variety and innovation, food available is unique in taste and preparation which thrills the taste buds of the customers and takes them on a food adventure. (India, 2017).

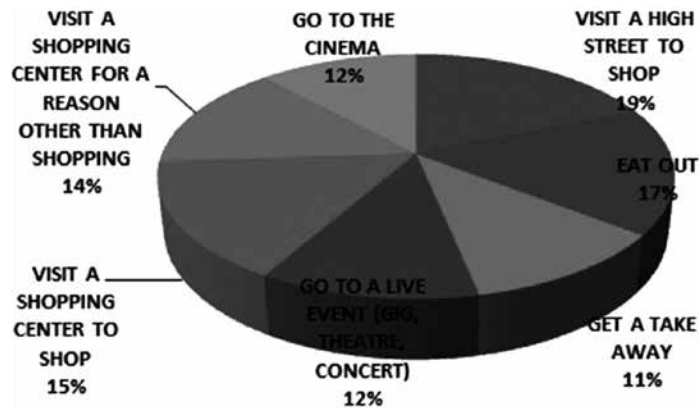


Figure-1: Number of days in a month spent on leisure activities

Source: Millennials Survey India, 2016.

2.6. Consumer expectations from the pop-up

People dining at pop-ups generally have high expectations from the restaurant, not just in terms of food but also by the type of services, consumers are still not very clear about the kind of dining experience they are offered on a pop-up hence they end up comparing it with a restaurant. It's a challenge for a restaurateur to bridge the gap between expectations and the limits or say the idea of the pop-up restaurant. Quoting Will Guidara of Eleven Madison Park "You [diners] have to understand that you're walking into something different. But the quality of the food and the seamlessness of the service around it should be consistent." (Orda, 2018) Pop-up events are soon going to be a major trend in the food and beverage industry as they are found to create cravings among consumers for new, interactive, and exhilarating experiences. (Patel, 2019) (Arora, 2020)

2.7. Success stories of Pop-up at pan India level

Table-3 Successful pop-ups at pan India level.

Name of the pop-up	Location	Founder	Key Factor Responsible For The Success of pop-ups
<i>Thalassa</i> (Mariketty) (Dias, 2017) (Gadge, 2019)	Goa, Mumbai	<i>Mariketty Grana</i>	Newness, variety, cleanliness, decor
<i>Mandanas Kitchen</i> (Karimi) (Karimi M. , 2019) (Karimi m. , for the love of food, 2019) (Karimi m. , a little bit of iran in mumbai, 2019)	Mumbai	<i>Mandana Karimi</i>	Newness, quality, variety
<i>Goilas Butter Chicken</i> (Kapoor, 2017)	Mumbai, Gurugram, Australia	<i>Saransh Goila</i>	Staff, presentation, quality
<i>Yakiniku</i> (Dias, 2017)	Chennai	<i>Shohei Nakajima</i>	Comfort, décor, staff, variety

Authenticcook.Com (authenticcook.com)	Pune, Kerala NCR, Bangalore, Hyderabad	<i>Priyanka Deshpande, Aneesh Dhaiyawan</i>	Newness, quality, cleanliness, presentation.
<i>Desi Deli</i> (Dias, 2017)	Bandra, Andheri (Mumbai)	<i>Lolita Sarkar</i>	To try something new
Queimada At The Bagel Shop (Dias, 2017)	Mumbai	Chef Lester Pereira And Neale Murray	Dining experience
Sweetish House Mafia (Dias, 2017)	Lower Parel, Oshiwara and Pali Hill	<i>Neha Arya Sethi</i>	Staff, presentation, quality

2.8. Pop-ups conducted by National and International chefs at star hotels

Table-4 Pop-ups conducted at star hotels

Name of the chef	Country of origin	Location of popup
<i>Darshan Munidasa (Ribeiro, 2017)</i>	Sri Lanka	Four Seasons Hotel. Mumbai
<i>Gaggan Anand (Ribeiro, 2017)</i>	India	Various Hotels Of The Taj
<i>Sanjay Dwiwedi (COYA) (Ribeiro, 2017)</i>	India	Taj Mahal, Mumbai
<i>Atul Arora (Ribeiro, 2017)</i>	India	Masque, Mumbai
<i>Marc Bayon (Ribeiro, 2017)</i>	France	Le Bistro Du Parc, Delhi
<i>Atul Kochhar (Ribeiro, 2017)</i>	India	Benaras Pop Up At The Ritz-Carlton
<i>Garima Arora collaboration with chef Prateek Sadhu (Ribeiro, 2017)</i>	India	Masque ⁴
<i>Gordon Ramsay, Daniel Boulad (Brion, 2010) (Levine, 2010)</i>		London Eye, a 443 foot tall Ferris wheel
<i>Chef Tejas Sovani (Rajan, 2018) (Suzanna, 2018)</i>	India	Oberoi, Gurgaon
<i>Chef Kunal Kapur (Service, 2019)</i>	India	The Roseate in New Delhi

2.9. Indore as a city and its food Culture

Indore is known as “Mini Mumbai”, “Food Capital of India” and the latest one being “cleanest city of India” is the commercial capital of Madhya Pradesh, situated on Malwa Plateau, 550m above sea level and with an average population of 4.512 million. Indore is connected well via road, air, and railways. Indore is located in close proximity to two major cities of India “Delhi (807 Km)” & “Mumbai (593Km)”. *Indoris* (residents of Indore) are famous as foodies everywhere in India. Indore is the only city that manages to have both an IIT and an IIM. (MH Sub I, 2019)

The cleanest city of India might as well be called the food capital too. Indore’s street food is a much-discussed and drooled over the topic in foodie circles (Vaze, 2006) (Rocks, 2020) Sarafa bazar is a jewelry hub and night street food court (pal, 2016) located in the central Indore.

A foodie's second destination in Indore is *Chhapan Dukan* (56 shops), as the name suggests it is a food street with 56 shops. *Chhapan dukan* operates from 06:00 am where it starts with serving Indore's famous breakfast *Poha* at various shops, till late-night entertaining the foodies in Indore. (Karma, 2019)

Table-5 Swacch Survekshan Recognitions for Indore

Sr. No.	Name of the title	Year
1	Cleanest city of India-Swacch Survekshan Q-1 (Urban Affairs)	2020
2	Cleanest city of India-Swacch Survekshan (Urban Affairs)	2019
3	Clean Street Food Hub (Biswas, 2019)	
4	Cleanest city of India-Swacch Survekshan (Urban Affairs)	2018
5	Cleanest city of India-Swacch Survekshan (Urban Affairs)	2017

2.10 Indore- Clean Street Food Hub

"Street food" and "hygiene" these two terms have been of an oxymoronic sort. Every foodie savoring street food has always been concerned about the hygiene factor at the back of their mind. After Ahmedabad Indore's *Chhapan Dukan* has bagged the title of 'Clean Street Food Hub' from the food regulatory body Food Safety and Standards Authority of India (FSSAI).

2.10.1. Chhapan Dukan (56 shops), Indore

Chhapan Dukan as the name suggests houses 56 shops in the area of approximately 200 meters in the vicinity of *Palasia*. The shops are operational since independence and some are even older than that. *Chhapan Dukan* alone is responsible for contributing about 40% (approximations as per shopkeepers' statements) to the annual turnover of ₹ 5,000 crores of the food market of the city and as the wine they are maturing perfectly. (Biswas, 2019) Staff is well attributed, also hygienic as they are all geared up with caps, gloves, apron and a motto of no plastics in their minds. FSSAI guidelines are strictly followed even by the small shop owners, as Indore is very serious about its cleanest city title and now it is aiming at changing the street food experience of Indoris. Also, the government has come up with certain plans to modify these streets which will be implemented soon in the near future. (Reporter, 2019)

2.10.2. Sarafa Bazar, Indore

The all-night food street-sarafa, situated in the heart of the city, which is the only late-night food market in the country. History of sarafa dates back two hundred years back during the lifetimes of *Devi Ahilyabai Holkar*. (Ghatwai, 2018) According to tales, it was her scheme to keep the thief off the jewelry market at night, by setting up a food market that will operate at night on the pavement after the jewelry market closes. Till date, sarafa is a famous nightspot in the city and the shops are bolted for the evening and food stalls are set up directly outside, later in the morning space is left spotlessly clean maintaining the cleanest city tag. (Bureau, 2018)

Indore is now trying to implement the same practices in sarafa as well and to meet the parameters laid down by FSSAI. *Sarafa* has a footfall of approximately 5,000 on an average day; it is hard to maintain hygiene standards. Unlike Chhapan, sarafa has numerous shops and one can see a new vendor every other day. (Biswas, 2019)

3. OBJECTIVES

1. To understand the necessary factors for the growth of pop-ups in Indore.
2. To analyze the consumer expectations from emerging pop-ups in Indore.

4. RESEARCH METHODOLOGY

4.1. Sources of Data

Data from primary and secondary sources such as books, journal articles, newspapers, and websites formed a major part in this investigation, either for corroboration or as a point of reference for the study. The Internet also provided a valuable source of secondary data. However, the most important role of the Internet was in providing 'leads' to 'original' sources of information through online journal searches. The Primary data collected from 100 personnel. A self-administered questionnaire was developed. The questionnaire consisted of 15 questions on consumers' expectations and factors promoting the growth of pop-ups. Respondents were from the city of Indore. Their experience and views were also considered in my research. In the questionnaire, most questions were related to what consumer expects from the pop-up restaurant which will, in turn, give an idea to emerging entrepreneurs about consumer choice and demands.

4.2. Sample size

The target population for this study was people of Indore. The reason for selecting this target population was, Indoris are very popular when it comes to food habits and after achieving the cleanest city of India title the food market has gained much popularity on a large scale. The sample population was obtained from the following places, as these 4 areas are the prime location of the city and are supposed to almost cover maximum sect of the population:

- ✧ *Chappan Dukan, Indore*
- ✧ *Sarafa Bazar, Indore*
- ✧ *Vijay Nagar, Indore*
- ✧ *Navlakha, Indore*

A random sampling of 100 respondents was taken. The analysis was finally done both qualitatively and quantitatively and then got the final results in this research.

4.3. Major variables emerged under this study out of literature review:

- ✧ Growth of pop-ups in Indore
- ✧ Presentation of food
- ✧ Menu variety
- ✧ Taste of food
- ✧ Staff attributes
- ✧ Comfort level of restaurant
- ✧ Hygiene factor of restaurant
- ✧ New dining experience at the pop-up restaurant
- ✧ Consumers who would like pop-ups to experiment.

5. DATA ANALYSIS

5.1. Gender

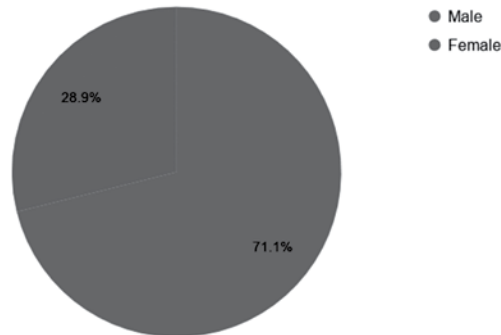


Figure-2 Gender distribution

Male	69
Female	28

Inference: According to the responses, 71.1% of the total respondents were male and there were 28.9% of Females.

5.2. Age

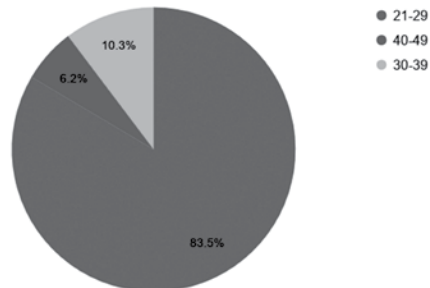


Figure-3 Age distribution

21-29 years	81
30-39 years	10
40-49 years	6

Inference: Among the respondents, 83.5% of the respondents visiting pop-ups were of the age in between 21-29 years which can be termed as a youth, thus restaurateurs must keep this number in mind before designing themes and menu for the restaurant.

5.3. How do you normally find out about a pop-up restaurant?

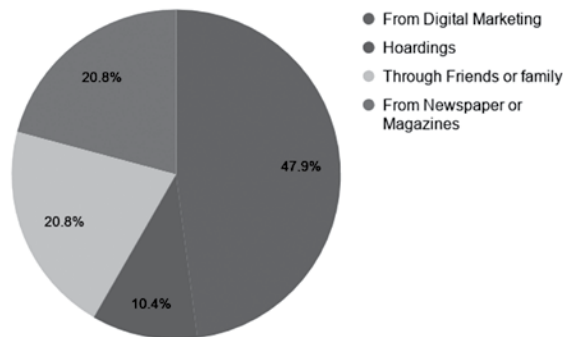


Figure-4 Sources of marketing

Digital Marketing	47
Newspaper or Magazine	20
Friends or Family	20
Hoardings	10

Inference: As 47.9% of the respondents got to know about pop-ups through digital marketing platforms thus, it can be concluded that digital marketing plays a major role in informing people about pop-up restaurants.

5.4. Reasons for dining at a pop-up restaurant

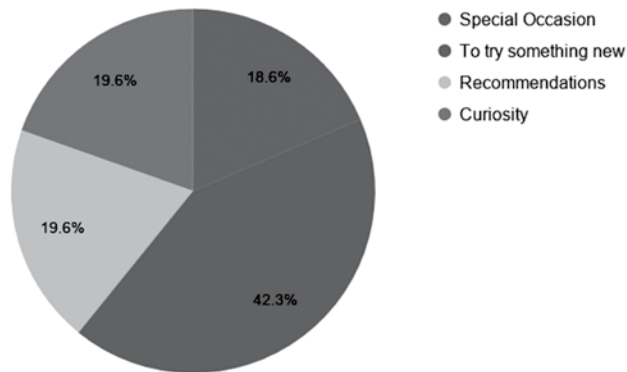


Figure-5 Reasons for Dining at pop-up restaurant

To try something new	41
Recommendations	19
Curiosity	19
Special Occasions	18

Inference: It was found that 42.3% of respondents like to try something new hence pop-ups should continue experimenting with the tastes of the consumer.

5.5. Select one of the following statements.

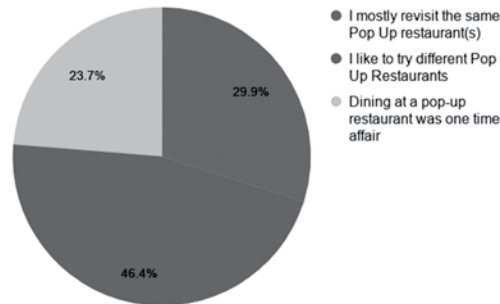


Figure-6 Consumer Pattern in visiting pop-ups

I like to try different pop-ups	45
I mostly revisit the same pop-up restaurant	30
Dining at a pop-up restaurant was a one-time affair	22

Inference: From the responses, it is clear that 46.4% of the respondents liked to try different pop-ups hence, it can be said that consumers preferred experimenting pop-ups in Indore.

Table-6 Standard Deviation & Mean of the Factors

Strongly disagree-1, Disagree-2, Neutral-3, Agree-4, Strongly agree-5

Factors	Mean μ	Standard Deviation σ	N
Presentation of food	3.9484	0.85399	97
Menu Spread or Menu Variety	3.9381	0.88299	97
Taste of Food	3.9896	0.71066	97
Staff attributes	3.8865	0.79788	97
Comfort level at Restaurant	3.7628	0.72897	97
Hygiene Factor of Restaurant	3.0412	1.20066	97
New dining experience at the pop-up restaurant	4.0309	0.72444	97
Experimentation At Pop-Ups	4.1340	0.69799	97

Inference: Table-6, Computes the means and standard deviations of all factors in this study, where the letter "N" represents the total number of respondents, where hygiene factor, was found to have the highest deviation from mean which indicates that consumers have varied opinion on hygiene standards, whereas the experimentation factor had the least deviation from the mean which indicates that consumers enjoy different experiments done by pop-ups.

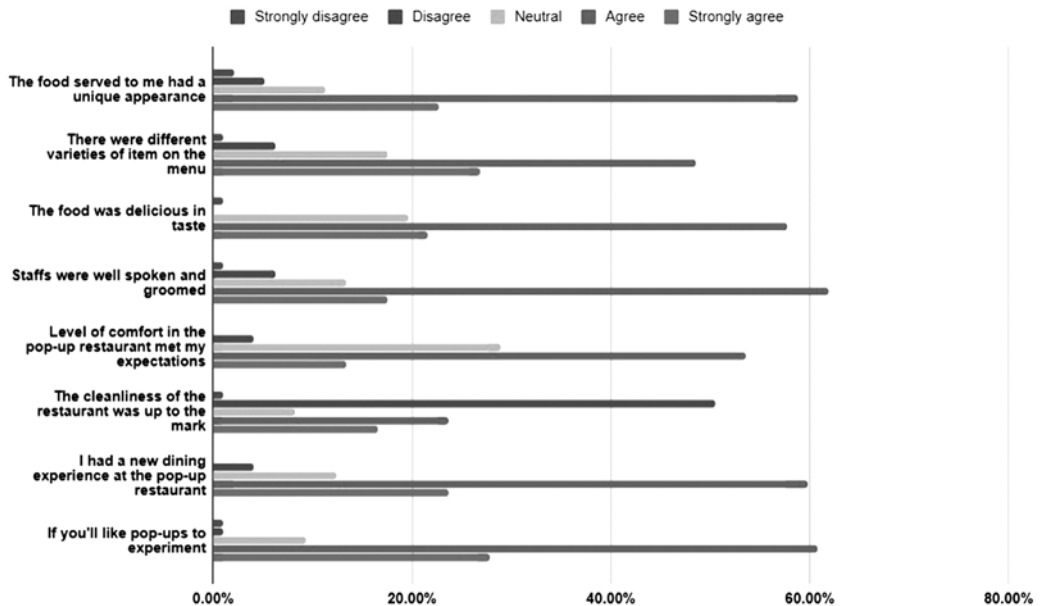


Figure-7 Factors influencing consumer expectations from pop-ups in Indore

5.6. Inferences, Fig.07

A. Presentation of Food

There is a saying that we first eat with our eyes than we taste the food actually, the appearance or presentation of food plays a major role in attracting consumers. 58.8% of the respondents agreed to the fact that the food served to them was unique thus a large number of respondents liked the unique appearance of food.

B. Menu Spread or Menu Variety

A restaurant is a place where many people come for dining and it is very essential to be able to cater to everyone's needs. 48.5% of the respondents liked the menu spread and agreed to the statement. It can be concluded that the new experiments with the menu are liked by the consumers.

C. Taste of Food

Pop-up restaurants are famous for their experiments with taste and cuisine. The given responses as per sample size about 57.7%, concludes "agree" in terms of the taste of food served to them. Conclusions can be drawn as the consumers prefer new taste with food.

D. Staff Attributes

The primary goal of any restaurant employee, from manager to busboy, is to provide excellent service to the consumers. 61.9% of the respondents agreed with the factor that the staff was well-spoken and groomed, thus it can be concluded that the staff attributes are remarkably good.

E. Comfort level at Restaurant

Restaurant comfort which includes seating arrangements, ease of movement and lighting effect is a major issue for diners, and a prime reason if consumers will choose to visit your restaurant, or not. 53.6% of the respondents agreed that the setting of the restaurant was comfortable.

F. Hygiene Factor of Restaurant

A clean establishment is also important in making a good first impression on guests and helps to boost customer loyalty. 50.5% of the total respondents disagreed with the factor that the restaurant was clean. Restaurateurs need to work on keeping the restaurant clean and hygienic to attract more of the consumers.

G. New dining experience at the pop-up restaurant

The main motive of the pop-up restaurant is to provide a new dining experience; it is evident from the responses that are 59.8% of the consumers liked the new dining concept of the pop-up. A pop-up is a new concept in India it is yet to get popular in Indore.

H. Consumers who would like pop-ups to experiment

As per the nature of pop-ups, these are temporary establishments which are very much feasible for gastronomic experiments. 60.8% of the respondents will like to revisit the pop-up restaurant, which can be termed as repeat business for the restaurant and a positive sign.

6. CONCLUSION

The temporary nature expressed in the term “Pop-up Restaurants” suggests that it has extra qualities permitting many things which could not be possible for a ‘real enterprise’, but is easily feasible with pop-ups, for say, the setting of the restaurant, menu spread, the sensory elements in the restaurant such as comfort, appearance, and taste of food served are not fixed but of transitory character, allowing the hosts to use their innovativeness in various style and give a large number of new restaurant experience. In the world of the internet, the possibility to spread the word via social media in a very productive manner not only adds to the temporary nature and exclusivity of the pop-up dining experience, but also helps the owner to gather immediate feedback from the consumers and thus contribute to the development of such events. By definition there are no two indistinguishable pop-ups, likewise it is difficult to step into a similar pop-up eatery twice, but as far as the consumers are concerned they seem to be inclined towards such events thus gaining success for the concept in Indore.

In Indore’s perspective the food culture of “the food capital” is becoming progressively hybrid in their taste for food increased thoughtfulness regarding natural cognizance, local specialties and authentic experiences as different from mainstream restaurant food. The cleanest city of India-Indore has a great scope for setting up pop-ups at different locations and indulges many foodies for such events. Though it is slightly rigorous to maintain the tidiness around the food street in India, Indore is thriving to maintain its clean city stature and will soon come up with the solution, and again claim the title of “Clean street food hub”.

7. RECOMMENDATIONS

1. Pop-ups must focus on the aesthetic appeal of the restaurant by keeping bins on close proximity, reducing plastic waste, encouraging consumers to use the bin and to segregate wet and dry waste.

2. Level of comfort is a crucial factor, which consumer keeps in mind while selecting a restaurant. Pop-ups must focus on seating being more comfortable and restaurant being more spacious.
3. Youth being fonder of pop-ups, restaurant owners must keep them in mind before deciding the theme for the restaurant as they are a majority of the clientele.
4. Digital marketing is a prominent marketing strategy; restaurateurs should focus on spreading the news about pop-ups through social media networks such as Facebook, Instagram, etc.
5. In today's scenario consumer demands novelty, hence pop-ups should keep on experimenting and attract new consumers as well as retain the old ones.

8. LIMITATIONS

1. As pop-up restaurants are a new concept to the population, so the respondents were not able to differentiate between pop-ups and flea restaurants.
2. It is difficult to distinguish between regular stalls and pop-ups; thus it is not feasible to count the times they revisited pop-up restaurants.

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Evaluation of Consumer Interest in Alternative Product Concepts and Lower Fat Menu Items

Sakshi Sharma* & Dr. Monika Jain**

ABSTRACT

Background: Consumers and food service operators view eating out as a necessity with today's fast paced lifestyle. Indian consumers are eating out more frequently and younger Indians are shedding the biases of their elders against international franchises and foreign foods. Selected behaviours that have been associated with weight gain include eating out frequently. Foods available at restaurants and other away from home eating locations tend to be higher in calories and fat as compared to foods from home. Looking at the present scenario of our country provision of healthier alternative is can become an essential feature of restaurant industry.

Objective: To evaluates consumer interest and satisfaction in alternative product concepts and lower fat menu items.

Methodology: The present study was conducted in New Delhi where youth (n=100) in age group of 18- 24 years were selected through purposive sampling. Female (n=55) and Male (n=45) participated in the study. Questionnaire was developed to evaluate the consumer interest for healthier alternative recipes for Indian and Continental snacks. Preference for snack was checked by Yes and No. Ranking of the snacks was done in order of preference (Rank 1- 10). The tool was in English. Results: The data was analysed on the basis of gender. Mean age of all the subjects was found to be 21.03 ± 1.89 years, for females it was 21.4 ± 2.08 years and for male 20.57 ± 1.52 years. Frequency of eating out for majority (37%) was reported to be once in a week followed by 30% who ate out occasionally, also 23% reported to be eating out thrice a week and only few (9%) preferred eating out on daily basis. For preference of listed Indian snacks (n=10) with alternative nutritious recipes majority (79%) affirmatively responded to their preference for consumption of whole wheat flour vegetable kathi roll instead of kathi roll made of refined flour, 73% for lemonade without sugar rather than aerated beverage, 70% for fresh chickpea fruit and vegetable starter instead of potato chaat.

* Assistant Lecturer, Institute of Hotel Management, Catering and Nutrition, Pusa, New Delhi

** Professor, Department of Food and Nutrition, Banasthali Vidyapith, Rajasthan

Amongst continental snacks (n=10) majority (79%) of the subjects responded yes for pancake made of whole wheat flour and fruit instead of refined flour. 76% for whole wheat vegetable pizza rather than refined flour base pizza, 70% for burger with vegetables rather than potato tikki. Mean rank for preferred Indian snacks for modification was mixed sprout poha (4.76 ± 2.78), chickpea fruit and vegetable starter (4.9 ± 2.54), baked samosa (4.96 ± 2.82), whole wheat flour vegetable kathi roll instead of refined flour (5.18 ± 2.75), ragi idli instead of semolina idli (5.76 ± 2.98). For continental snacks whole wheat vegetable pizza rather than refined flour base pizza (4.35 ± 2.64), burger with vegetables rather than potato tikki (4.6 ± 2.96), pancake made of whole wheat flour and fruit instead of refined flour (4.9 ± 3.00), spinach and bell pepper fettuccine roll instead of potato filling (5.35 ± 2.94) and bruschetta with baked vegetable or sundried tomato pesto rather than cheese as a topping. (5.57 ± 2.77).

Conclusion: consumer has expressed their willingness to opt for healthier alternatives. Social media and other platforms might encourage fast food outlets and fine dining restaurants to provide healthier and nutritious alternatives to consumers.

Keywords: Consumer, Eating Out, Healthy Alternative, Indian Snack, Continental Snack

1.0 INTRODUCTION

Nutrition plays a pivotal role in our life as highlighted by its definition “science of nourishing our body”. Food being one of the basic necessities of our life brings essence to our health if it is able to fulfil more than a role of energy provider. Culinary science is an art and science of providing tasty and healthy cuisine which can make people satisfy their cravings for food in a healthy way. With rapid urbanization and increased economic potential of people, going out for partying with combination of food and drink is no more a far off dream. From children to adolescents to youth to adults none of the age group is left out from the charm of growing hospitality industry in terms of food and beverages it offer. From restaurants to fast food outlets plethora of eating junctions are available to explore. It is the consumer who has to decide what, where and when to eat out or order where the online portals are just a phone call away. This makes consumer food interests more challenging as with wide variety and increased frequency of eating out one also needs to take care of personal health and that brings the role of development and availability of healthier alternatives which should be promising both the taste and nutrition as a package. This will encourage consumers to opt for healthier alternatives without any guilt of consumption of hollow calories.

Increased caloric consumption over a period of time with decreased physical activity due to sedentary lifestyle is the major cause of overweight and obesity these days. Dietary fibre is an important nutrient in maintaining our health. It not only provides satiety but also prevents various intestinal diseases. Majority of the snack items available in market have refined flour as one of the main ingredient, which is highly processed and does not contribute to dietary fibre in ones diet. Cereals being our staple food if not wisely selected can lead to intestinal problems further aggravating other health related issues. Various metabolic reactions in our body through oxidation process yield metabolic by products and toxins which leads to ageing and other signs and symptoms. These toxins get eliminated from our body via urine and faeces. Antioxidants are one such compound that help in scavenging the free radicals. Antioxidants like Lutein, Zeaxanthin, Lycopene, Phenols, Vitamin C etc are found to be present in array of food groups. Inclusion of these beneficial substances in food will not only enhance the natural flavour of food but will also promise our conscious and aware consumer with a healthy treat.

2.0 LITERATURE REVIEW

India is known for its rich and highly varied cuisine, and its various diets are strongly related to social identity, religion and other cultural factors (Vecchio et al, 2014). Traditionally, Indians have tended to eat at home and eat Indian food. Those who ate outside the home often ate street foods from the enormous number of street stalls and informal eateries that are common across India. Eating out in a restaurant used to be reserved for special occasions. However, India appears to be in the early stages of a significant transformation in the restaurant sector. Indian consumers have been found to eating out more frequently with increase in preference for international franchises and foreign foods. It is estimated that Indians spend 7 to 10 percent of their food expenditures outside the home in restaurants, cafeterias and other food establishments (GAIN, 2011).

With the rapid urbanization and globalization over the last decade the restaurant industry in India has been growing at a rapid pace and the growth story is set to continue in the foreseeable future. Many international fast food chains namely Mc Donalds, Dominos, Pizza Hut, KFC etc. have given rise to quick service restaurant industry. With way ahead Indians are also exploring fine dining which gives the pleasure of experiential eating. The greater awareness of global cuisines and gourmet food the excitement of dining experience in high end restaurants is an upcoming trend. The chain of fine dine market in India has around 50 players with 150-200 outlets spread across various cities and it is worth Rs 500 crore.

In a row with technological revolution came an advent of the online food ordering service. The trend gave rise to many entrepreneurs who launched various apps like Zomato, Uber Eats, Swiggy, Food Panda etc. This made ordering of any cuisine with just pressing of a button a reality for food lovers in all kinds of occasions and situations. With all these advancements the future of the Indian food service industry looks promising. (AIMS Institute)

It is anticipated that the upward trend of eating commercially prepared meals will continue in the foreseeable future. The frequency of eating away from home has risen by more than two third over the past two decades and commercially prepared food accounts for 34 percent of the typical persons total calorie intake (Hunter, 2000). Food consumed when eating out may contribute significantly to an excessive energy intake, thereby potentially contributing to obesity (Guthrie et al, 2002; Orfanos et al, 2007).

Foods available at restaurants and other away from home eating locations tend to be higher in calories and fat compared to foods from home (Lin et al, 1997). Results from both cross-sectional and prospective studies indicate a positive association between meals eaten away from home and energy intake (French et al, 2000). Thus, public health strategies to either reduce consumption of fast food or improve food choices at fast food restaurants would likely to be helpful. The rising morbidity and mortality due to non communicable diseases can be partly attributed to the urbanized lifestyle which is one of the causative factors for unhealthy dietary practices and increased levels of physical inactivity (Tripathy, 2016).

In India levels of obesity and overweight have doubled in the last decades. One out of four Indians are at risk of dying from one of the non communicable diseases like diabetes, blood pressure heart disease or cancer. Nearly one out of every ten persons aged 18 years and above in India has raised blood glucose which is a major concern in terms of financial and service burden on health systems. 80% of the heart diseases can be averted through simple lifestyle modifications and by consuming nutritionally balanced diet (FSSAI, 2018). "The Eat Right

India" movement of FSSAI has raised its concern on the harmful effects of salt, sugar and fat in diet. In collaboration with National Institute of Nutrition, Indians are being encouraged to eat balanced, nutritious and healthy diets.

Growing interest in nutrition and health and increase in the number of people eating away from home gives power and responsibility to retail food service operators. Healthy menus are important in restaurants and food service facilities. At the same time higher nutrition awareness and social marketing is leading the consumers to demand for healthy alternatives in food preparation (Fitzpatrick et al 1997). Customer satisfaction with menu items is important for several reasons. First, customer satisfaction with menu items translates into willingness to try that product again (Carsky, 1991; Johnston and Upton, 1991). Secondly, restaurant business that depends on return customers will probably be willing to continue promotions that have been shown to satisfy customers (Johnston and Upton, 1991). Third, consumption of satisfying menu items that provide reinforcement of more healthful eating may influence customer's attitudes toward nutrition and effect a health behaviour change (Westbrook and Oliver, 1991).

Thus, consumer interest plays a pivotal role in acceptance of healthier alternatives complying to reduced calories, high fibre, antioxidant activity and low salt instead of the existing preferred snacks which tend to be high in calories, total sugar, fat and salt without potential benefit to our body. With this the objective of the study was to evaluate consumer interest in alternative product concepts and lower fat menu items.

3.1 Research Design: Descriptive Cross- sectional design was adopted.

3.2 Research Locale: The study was conducted in New Delhi. Participants were students pursuing education at various levels amongst prestigious colleges of Delhi and NCR.

3.3 Sampling Design: Consumers in age group of 18- 24 years were selected through purposive sampling. Total 100 subjects of which female (n=55) and male (n=45) participated in the study.

3.4 Tools and Technique: Structured interview schedule was prepared for collecting information on socio demographic profile and eating out pattern of subjects.

Questionnaire was developed to evaluate the consumer interest in alternative product concepts and lower fat menu items. The tool was in English. On the basis of reviews and discussion with key informants a list of most preferred Indian (n=10) and continental snacks (n=10) was prepared and their healthier alternative were proposed. Consumer interest was evaluated for the proposed alternative healthier version. In the first part preference for healthier alternative for each snack was assessed in form of Yes/No. In the second part subjects were asked to rank the snacks in the order of preference from 1 to 10, where rank 1 was most preferred and 10 was least preferred.

3.5 Data Collection: Before the administration of tool, to overcome any ambiguity it was pretested on the people who frequently ate out. For final administration of tool each subject was explained the purpose of the study and was provided with an informed consent. For data collection youth were approached in their campus areas and wherever necessary written and verbal permission was taken from the concerned authority.

Data Analysis

Data was analysed gender wise. The results were expressed in terms of Frequency, Percentage, Mean, Standard Deviation and Chi Square was calculated. Level of significance was set at 5%.

3.0 RESULTS AND DISCUSSION

4.1 Sociodemographic Detail

Mean age of all the subjects was found to be 21.03 ± 1.89 years, for females it was 21.4 ± 2.08 years and for male 20.57 ± 1.52 years (Table 1). Majority (50%) of the subjects were pursuing graduation at various levels followed by 40% of the subjects who were pursuing postgraduation. Preferred eating outlet/brand for majority (54%) of the subjects was Dominos, followed by Mc Donalds (29%) and Subway (12%). For ordering food majority (54%) of subjects preferred ordering on Zomato followed by Swiggy (26%), Uber Eats was also found to be famous amongst youth. On finding frequency of eating out it was found that majority (37%) were eating out once in a week followed by 30% who ate out occasionally, also 23% reported to be eating out thrice a week and only few (9%) preferred eating out on daily basis.

In a survey done by National Restaurant Association of India it was highlighted majority of Delhiites have been found to be dining out six times a month and the preference has been seen for local food. For people of Mumbai majority has been found to be binge eating and for southern India preference is more for South Indian. Across India North Indian food has been reported to be most popular (41%) followed by Chinese, South Indian, Mughlai and Italian cuisine (Business Standard, 2019).

According to a report titled "Food for Thought" Sixty percent of Indian millennials eat out more than thrice in a month. It has been found that high streets (60%) dominated domestic chains/ standalone restaurants, malls have a higher presence of international restaurants/chains. Majority has been in form of quick service restaurants in Mumbai (59%), Bengaluru (51%) and in Delhi (43%). This is followed by the trend of casual dining which is 20%, 20% and 13% for cities namely Delhi/NCR, Mumbai and Bengaluru respectively (CBRE, 2018).

Madhvapaty and Dasgupta (2015) did a study on lifestyle trends on changing food habits of Indian consumer across six cities of India. The results reflected the increase in eating out option rather than eating at home. Though consumer was found to be aware of harmful effects of processed foods but they were primarily found to be influenced by ease of purchase. Apart from convenience the other reasons found for eating out were socialization and experimenting with cuisines. Eating out was found

to be most frequent (8 days per month) amongst respondents from Bengaluru followed by Mumbai (6 days per month), Pune and then Delhi.

Similar to present findings, in a study conducted by Stewart et al (2005) on the demand for food away from home in New Jersey it was found that majority of the subjects preferred eating out once in a week followed by preferring 2-3 days a week and the importance was emphasized on taste followed by the nutritional concern, convenience. Type of establishment preferred was fine dining followed by fast food restaurants and the reasons cited were enjoyment in fine dining experience, convenience of location and healthfulness to food.

Fulkerson et al (2011) examined associations between foods purchased away from home for family meals and weight status of family members. About two thirds of families were eating three to six family meals away from home. About half of the families reported purchasing fast foods, foods from full-service restaurants and take out at least once per week. The study concluded that frequency of away from home food purchases for family appears to be more frequent.

4.2 Preference for healthier alternative

On evaluating the consumer interest for healthier alternative in form of yes or no for the various Indian snacks it was found that majority(79%) of subjects amongst females and males affirmatively reported that they would prefer to consume whole wheat flour vegetable kathi roll instead of kathi roll made of refined flour, second most preferred snack for females (73%) was found to be millets tikki cooked in air fryer instead of deep fried potato tikki whereas for males (71%) it was found to be fresh chickpea fruit and vegetable starter instead of potato chaat. Third most preferred healthier alternative for consumption amongst females (70%) and males (69%) was reported to be of lemonade without sugar rather than aerated beverage, followed by 69% females who reflected their preference for fresh chickpea fruit and vegetable starter instead of potato chaat whereas for males (64%) it was baked samosa with vegetable filling instead of potato filling whereas amongst females (65%) space alignment

fifth most preferred alternative snack. Amongst males (62%) gave their preference for mixed sprouts poha instead of traditional rice flour poha. On applying chi square except for millets tikki cooked in air fryer instead

Parameters		Female (n=55)	Male (n=45)	All subjects (n=100)
		N (%)	N (%)	n
Age(mean±sd)		21.4±2.08	20.57± 1.52	21.03 ±1.89
Educational Qualification				
	Pursuing Postgraduation	35(64)	5(11)	40
	Graduate	4(7)	5(11)	9
	Pursuing Graduation (1st year)	11(20)	8(18)	19
	2nd year	4(7)	14(31)	18
	3rd year	0	13(29)	13
	Diploma	1(2)	0	1
Preferred Eating Outlet/ Brand for snack options	Dominos	35(64)	19(42)	54
	Pizza Hut	2(4)	0	2
	Subway	4(7)	8(18)	12
	Mc Donalds	12(22)	17(38)	29
	KFC	-	1(2)	1
	Burger King	1(2)	-	1
	La pinoz	1(2)	-	1
Apps preferred for ordering food	Zomato	29(53)	25(56)	54
	Swiggy	14(25)	12(27)	26
	Uber Eats	8(15)	7(16)	15

	Food panda	2(4)	1(2)	3
	Faasos	1(2)	0	1
	Fresh menu	0	0	0
Frequency of eating out	Daily	1(2)	8(18)	9
	Thrice a week	11(20)	12(27)	23
	Once a week	20(36)	17(38)	37
	Occasionally	23(42)	7(16)	30

of deep-fried potato tikki (at 5%) no significant difference was found to exist for the preferred healthier alternative snacks amongst male and females.

Table 1: Socio Demographic details of the Subjects

Preference for healthier alternative of continental snacks frequency data revealed that amongst females (80%) and males (78%) majority (79%) of the subjects responded yes for pancake made of whole wheat flour and fruit instead of refined flour. Second most preferred amongst females (76%) and males (76%) was found to be whole wheat vegetable pizza rather than refined flour base pizza. For females (73%) it was followed by their preference for baked momos of millet flour rather than refined flour momos whereas for males (73%) it was reported to be burger with vegetables rather than potato tikki which was found to be the fourth preference for alternative snack amongst females (67%). Amongst males (67%) the next preference was reflected for vegetable sandwich with low fat dressing instead of mayonnaise whereas for females (65%) it was the fifth preference and for males (64%) spinach and bell pepper fettuccine roll instead of potato filling was the fifth preference for healthier alternative. On applying chi square except for baked momos of millet flour rather than refined flour momos no significant difference was found to exist for the preferred healthier alternative snacks amongst male and females.

Preference for Healthier Alternative

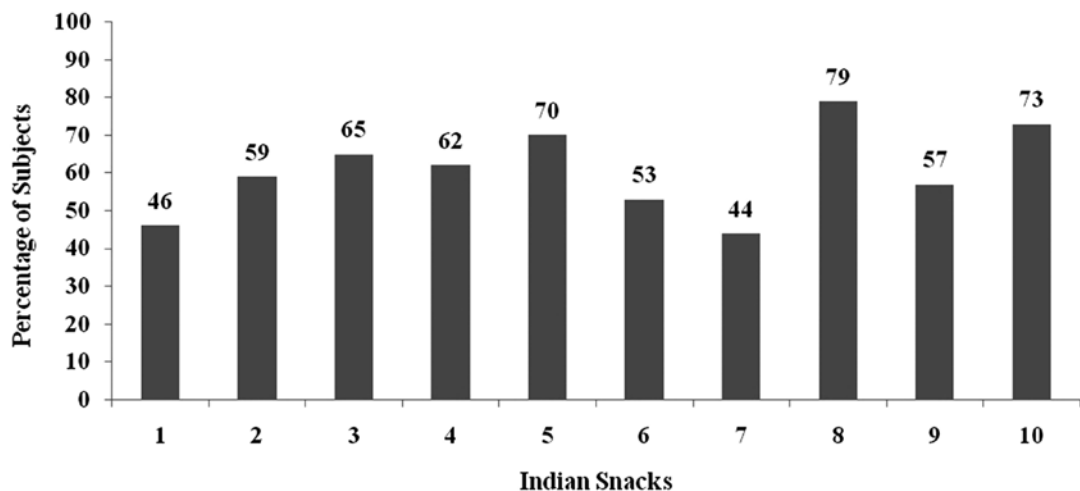


Figure 1: Preference for Healthier Alternatives (Indian snack)

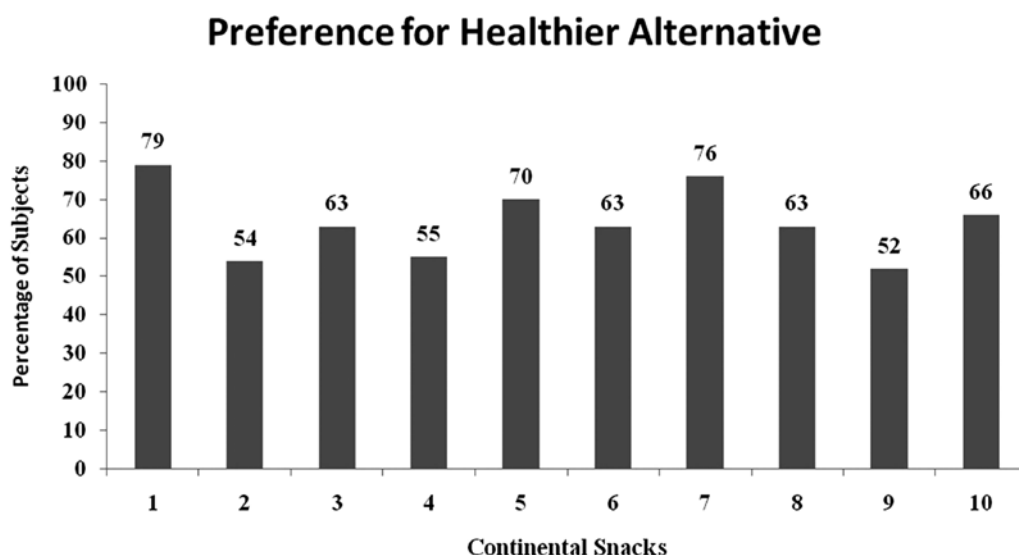


Figure 2: Preference for Healthier Alternatives (Continental snack)

5. RANK OF HEALTHIER ALTERNATIVES IN THE ORDER OF PREFERENCE

From the list of ten healthier alternatives of the commonly available snacks ranking was done in the order of one to ten where rank 1 was the most preferred snack. Amongst females for Indian snacks options, the highest mean rank (4.67 ± 2.97) was found for mixed sprouts poha instead of traditional rice flour poha followed by ragi idli instead of semolina idli (5.04 ± 2.8), fresh chickpea fruit and vegetable starter instead of potato chaat (5.18 ± 2.68), Baked samosa with vegetable filling instead of potato filling (5.22 ± 2.79) and Whole wheat flour Vegetable Kathi roll instead of refined flour (5.6 ± 2.65). Amongst males the ranking order for the preferred healthier alternative was found to be as fresh chickpea fruit and vegetable starter instead of potato chaat (4.56 ± 2.3), Baked samosa with vegetable filling instead of potato filling (4.64 ± 2.82), mixed sprouts poha instead of traditional rice flour poha (4.87 ± 2.54), Whole wheat flour Vegetable Kathi roll instead of refined flour (4.67 ± 2.78) and yogurt and fruit parfait (5.51 ± 2.99). On applying t- test except for ragi idli instead of semolina idli and millets tikki cooked in air fryer instead of deep-fried potato tikki no significant difference was found to exist in the preference for rank order of the given snacks.

Table 2: Mean Rank for Preferred Indian Snack Healthier Alternatives

S.No.	Indian Snack	Rank (Mean \pm SD)
1.	Ragi idli instead of semolina idli.	5.76 ± 2.98
2.	Millets tikki cooked in air fryer instead of deep-fried potato tikki.	6.09 ± 2.44
3.	Baked samosa with vegetable filling instead of potato filling.	4.96 ± 2.82
4.	Mixed sprouts poha instead of traditional rice flour poha.	4.76 ± 2.78
5.	Fresh chickpea fruit and vegetable starter instead of potato chaat.	4.9 ± 2.54

6.	Raw banana cutlets instead of potato cutlets	5.86±2.76
7.	Beetroot and tofu kebabs instead of potato tikki	6.18±2.77
8.	Whole wheat flour vegetable kathi roll instead of refined flour	5.18±2.75
9.	Yogurt and fruit parfait instead of ice cream	5.56±3.16
10.	Lemonade without sugar rather than aerated beverage	5.85±3.10

*: $p>0.05$

NS: Not Significant

For continental snacks the mean of rank in order of preference amongst females was found to be for Pancake made of Whole wheat flour and fruit instead of refined flour (4.49±2.66), Whole wheat vegetable pizza rather than refined flour base pizza (4.56±2.72), Spinach and bell pepper fettuccine roll instead of potato filling (5.18±3.12) Burger with vegetables rather than potato tikki (5.23±3.06) and whole wheat flour/buckwheat/brown rice pasta with vegetables instead of refined flour pasta (5.49±2.88). Amongst males it was found to be Burger with vegetables rather than potato tikki (3.82±2.66), Whole wheat vegetable pizza rather than refined flour base pizza (4.08±2.51), Bruchetta with baked vegetables or sundried tomato pesto rather than cheese as a topping (5±2.74), Pancake made of Whole wheat flour and fruit instead of refined flour (5.4±3.28), Spinach and bell pepper fettuccine roll instead of potato filling (5.55±2.70). on applying t – test except for whole wheat flour/ buckwheat/ brown rice pasta instead of refined flour pasta and burger with vegetables rather than potato tikki no significant difference was found to exist amongst males and females for ranking the various healthier alternatives in their order of preference.

Table 3: Mean Rank for Preferred Continental Snack Healthier Alternatives

S.No.	Continental Snack	Rank (Mean ± SD)
1.	Pancake made of Whole wheat flour and fruit instead of refined flour.	4.9±3.00
2.	Buckwheat and vegetable noodles rather than traditional vegetable noodles.	5.92±2.44
3.	Vegetable baked croquettes instead of deep-fried potato croquettes.	5.8±2.46
4.	Bruchetta with baked vegetable or sundried tomato pesto rather than cheese as a topping.	5.57±2.77
5.	Burger with vegetables rather than potato tikki.	4.6±2.96
6.	Baked momos of millet flour rather than refined flour momos.	5.94±2.84
7.	Whole wheat veg pizza rather than refined flour base pizza.	4.35±2.64
8.	Spinach and bell pepper fettuccine roll instead of potato filling	5.35±2.94
9.	Whole wheat flour/ Buckwheat/ Brown rice pasta with vegetables than refined flour pasta.	6.1±2.80
10.	Vegetable Sandwich with low fat dressing instead of mayonnaise	6.3±3.02

*: $p>0.05$

NS: Not Significant

Frequent consumption of unhealthy processed food increases calorie intake without providing any nutrients, vitamins and minerals. Sugar is present in processed foods like chocolates, jams, ice creams and soft drinks. Refined sugar provides empty calories. Foods such as cakes, pastries, confectionery and sweets often have high amount of fat, and sugar and are prepared

with refined cereals. Excessive consumption of such food items leads to obesity and elevated blood lipid levels. As per Dietary Guidelines for Indians (2011) it has been suggested that sugars and refined cereals should be used sparingly.

The increasing frequency with which consumers eat away from home and the high level of fat and saturated fat being part of dishes leads to increase in calorie content of food offered by restaurants is of great concern to many consumers welfare associations (CDCP, 2002).

Evaluation of restaurant-based nutrition program by measuring customer's satisfaction with lower fat menu items was carried by Fitzpatrick et al (1997) wherein, they revealed that customers were significantly more satisfied with lower fat than with regular menu items. Although consumers were interested in the availability of nutritious menu items, these items will not be chosen if they do not taste good. Similar to this, findings of the present study revealed that consumers were interested in opting for healthier alternatives for the existing snacks in both Indian and Continental variety.

Sneed and Burkhalter (1991) examined the attitudes toward nutrition, nutrition marketing practices and relationship between attitudes toward nutrition training practices in restaurants. Their study indicated that consumers appear to bring nutritional expectations to market place when they eat out. A Restaurants and Institutions survey (Lorenzini, 1995) revealed that less than 10% of respondents reported restaurant food to be nutritionally satisfactory and 6.5% of respondents look forward for healthier menu variety. Tastes of America Survey (1987) indicated that consumers were looking for restaurants that offered foods that are low in sodium, fat, cholesterol and calories. Restaurants are responding to consumers increased interest in nutrition and fitness. This study also indicated that future restaurant trends predicted that nutritional concerns would be critical to menu development in all types of food service operations (NRA, 1988). Approximately 88 percent of consumers say they have become more conscious of what they eat, and 66 percent say they worry more about their health as they get older.

Schroder and McEachern (2005) did a research on "Ready to eat and ethical consumer value: a focus on Mc Donalds and KFC" aimed at investigating the effect of communicating corporate social responsibility initiatives to young consumers in the UK on their fast food purchasing. it was concluded that ready to eat has been perceived as convenient but unhealthy and therefore these companies can no longer rely on convenience as their USP unless the implications of the same on consumers health is given a priority. Number of fast food companies and food manufacturers have reviewed the fat and sugar content of their product ranges, and reconsidered the size of the portions they offer. New healthy options like pasta salad, fruit bags, corn on the cob and many other healthy alternatives can be purchased apart from the traditional burger meals. Also, in recent innovative strategy these chains enable dietary information for each meal on their website for the consumer's interest.

5.0 CONCLUSION

Food Safety and Standard Authority of India in conjunction with healthy eating has appealed to restaurants to voluntarily print calorie counts on their menus so as to promote healthy eating habits amongst Indian consumers on similar grounds like FDA, the biggest challenge lies in recipe standardisation. It has been also asked from e-commerce and retail companies to promote healthy options like fortified foods at various consumer interaction portals. This is said to be promising in reformulation of products with less salt and sugar besides elimination of trans fats in phased manner.

Restaurants play an important role in promotion of safe and healthy eating practices and can help consumers in making informed choices through calorie information labelling. The growing interest of consumer towards preference of lower fat, high fibre menu items emphasizes the patron's nutrition concern which should be taken as an alarming signal by the Indian Restaurant Industry and other foreign franchises holding their grip in Indian market for the provision of healthy and nutritious entrees in the food market. This will further lead to boom in the growth of the food sector and development of healthy eating practices amongst the consumer promising towards the growth of healthy nation.

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Weekend Tourism: An Entrepreneurial Venture in Delhi NCR-A Case Study of Select Heritage Resort, Manesar

Dr. Mohit Chandra*, Shikhar Shukla & Meenu Dua*****

ABSTRACT

Week end tourism plays a vital role in economic development. The health resorts and spas in city out skirts play an important role as stress busters and offers opportunities for investment in tourism .Weekend and excursion tourism is a means of getting away or fleeing from an escape, from daily monotonous life. It is a fast getaway i.e. going to a place where one escapes for relaxation, vacation, etc., or a period of time for such recreation: a little seaside getaway, the end of the week. The week end is the period between the close of one work or school week and the start of the next especially Saturday and Sunday

The main objective of this research is to identify market segment of weekend tourists and to examine the gaps in expectations and experiences of weekend tourists on tourism facilities and destination specific factors of Delhi- NCR. Also to identify entrepreneurship opportunities in week end Tourism in New Delhi NCR.

Heritage resort Manesar is 27.3 kms from Delhi on Jaipur Highway. The heritage resort Manesar offers leisure activities, customized picnic, Pet friendly, entertainment, cheer fit zone. The motto is to make it a family destination.

This research will focus on business opportunities during two weekly off and long weekends. The idea is to develop a business model which is sustainable and focuses on environmental conditions of Delhi NCR. SPSS (Statistical Package for Social Science) version-21 software was used to analyze the primary data. Statistical tools namely, Percentage method, Independent Sample t test, one way ANOVA, Hypothesis testing, Factor Analysis, Correlations and Multiple Regression were used for primary data analysis.

* Faculty, NCHMCT, Noida, An autonomous body under Ministry of Tourism, Government of India

** Student, M.Sc., NCHM-IH, (under NCHMCT), Noida, U.P.

*** Student, M.Sc., NCHM-IH, (under NCHMCT), Noida, U.P.

Satisfaction of Delhi-NCR weekend tourists is influenced by factors such as transportation, accommodation, destination facilities, cultural and spiritual attractions, shopping, entertainment, water sports and other tourist amenities.

The study would shed light on the primary characteristics of the weekend tourists. The research findings have facilitated to explain the purpose for taking weekend breaks and also analyze weekend tourists travel behavior. The findings will provide sufficient information or knowledge for better marketing strategies to attract venture capital in week end Tourism business activities.

Keywords: Week end Tourism, Excursion, Week end Escape, Entrepreneurship, Resort, Select Hotels

1.0 INTRODUCTION

Domestic tourism in India has been rising from last 10 years in a significant manner. Many countries critically promote domestic leisure tourism where natives visit other parts in their own country hence; keeping the money flows inside the country and generating employment simultaneously within the geographical limits of the country. India is a huge country with diverse variety of religions and cultures spread over a vast geographic area and experiences a wide range of climates. A trip to each Indian state will create feeling similar to visiting a different country and each region has got something unique for every tourist. (Stephen, 2007)

From the viewpoint of a tourist, the area under the umbrella of a big city, irrespective of its size and position on the hierarchy in an urban system, the weekend tourism stays a dominant element. If we add to this the fact that the specific urban center has the main function of capital city, besides weekend tourism and complementary to that business tourism national reunions, seminars and congress evolve. Economical activities from an urban influence are mainly connected to the dynamic process and structure of other activities from "the big city" by a stream of matter, substance, energy and information propelled in different ways and with different intensities. The tourist routes, no matter what destination and form of tourism is spoken about, have become an important element in promoting tourism activities (Rogerson, 2007)

Research Objectives

- ✧ To identify market segment of weekend tourists in Delhi NCR
- ✧ To identify entrepreneurship opportunities in weekend tourism in Delhi-NCR.

Hypothesis

H_0 – there is no impact of weekend tourism on entrepreneurship opportunities.

H_1 - there is impact of weekend tourism on entrepreneurship opportunities.

2.0 LITERATURE REVIEW

Short break provides Weekend market

'A weekend/long weekend results in a short trip and one week and more is a long holiday'. Small weekend breaks constitute a significantly attractive market grown considerably over the past two decades which often provides a weekend market to supplement the business tourism on weekdays. It more gradually fills out shoulder seasons and provides some event related peaks in the off-season, and during lengthy recession, it becomes possible alternative to the traditional vacation. In India, the growth of short holidays in the last one decade is more impressive than

other holiday markets. This particular niche market is a very significant component of Indian domestic tourism market. The short break holiday is often described as supplementary or addition to the main holidays. Some prefer short breaks because of their work commitments which do not permit them taking long holidays (Murphy, 2010)

An Understanding on Weekend Tourism

There is no ideal accepted definition for weekend tourism. Though domestic tourism demand has been addressed by various researchers, studies on specific tourists groups, in particular weekend tourism markets that make up this demand is much on the lower side. Weekend tourism as a concept has majorly been misunderstood in terms of academic domain. With a few notable exceptions most of the comments and observations in relation to weekend tourism have come from syndicated research sources and by the tourism departments. (Fritz, 2013)

Weekend Tourism

A short trip includes weekend and a long weekend. Researchers commented on weekend tourism as all forms of short tourism carried out especially during weekends. Further, they say weekend tourism mostly clustered with main forms of tourism, is executed in the end of the week. Weekend tourism is mainly a tool used by most of the working population as a break to recover from work demands and to regain energy for the future tasks. (Pintilii, 2010)

The evolution of Weekend Tourism

Primarily, work week and weekend imply to labor and rest respectively. In most Western countries the workweek is Monday through Friday and the weekend includes Saturday and Sunday. The one day rest every week stems from several religious traditions viz. Friday for Muslims, Saturday (the Sabbath) for Jewish and Sunday (The Lord's Day) for Christians. (Eviatar, 1985).

Chicago - The industrial revolution laid the foundation of 2 days weekend in the late 1800s in Britain as a major turning point. In this period the traditional farmers transformed as factory workers that produced consumer goods. (Katie, 2008)

Emergence of Weekend Concept in India

In India, it was in 1991 that the government began policy initiatives to liberalize the economy with the goal of making Indian economy more market oriented and to expand the role of private and foreign investment in the country. Indian Market was opened to the foreign companies. Many foreign MNCs (Multi National Companies) mostly from United States and European countries started their operations in India and followed the work schedule of 40 to 44 hours per week which led to five days work a week. The standard working week of Monday to Saturday was in practice in India for a long time with 48 hours work schedule per week. But after the emergence of foreign MNCs in India, the five day work week was adopted broadly by Indian companies and in the process the modern weekend concept has been effectively created.

Weekend Tourists and Segmentation

There has hardly ever been any effort to identify Weekend tourists separately and empirical study in domestic or short holiday tourism research. Segmenting tourist markets along such lines could be very informative for destination management bodies. Thus, the need to identify and examine weekend tourists as a distinctive Domestic tourism segment is something that is both needed and overdue. (Bookings.com)

Determinants of Tourists' Satisfaction

This is one of the most relevant areas of research in the tourism sector as satisfied tourists tend to transmit their positive experience to other persons as well as repeating their visits (Kozak, 2000). Studies have also revealed that dissatisfaction leads to negative word of mouth and the resolve not to revisit the destination and choose alternate destinations (Pizam, 1978).

Scholars also identified numerous theories while defining the customer satisfaction. (Oh, 1997)

A study on the Korean tourists and concluded that tourists considered adventure, scenic beauty, environmental friendliness, availability of tourist information and architectural style, travel cost, lifestyle, quality restaurants, freedom from language barriers and interesting places to visit as the main factors while choosing travel destination and these factors mainly contributed for the visitors' satisfaction. (Chen, 2000)

Kozak analyzed satisfaction in Spain and concluded that overall tourist satisfaction, likelihood to revisit and recommend to others were influenced by destination attributes such as value for money, accommodation standards, services at accommodation, safety, hospitality of people, hygiene, cleanliness, sanitation, quality and variety of cuisine. They suggested that satisfaction need not necessarily lead to revisit, rather the destination would benefit from word of mouth itself.

Researchers compared the satisfaction of tourists across two nationalities in Turkey. The study employed the principal component analysis and found eight important destination satisfaction factors, namely, hospitality and customer care, language of communication, level of prices, local transport services, accommodation services, hygiene and cleanliness, facilities and activities and destination airport services. (Kozak M. , 2001)

Tourists Experience and its impact on Satisfaction

Earlier, most of the studies indicated that tourist experience is a unique experience different from daily life, which may be understood through the different shifts that have taken place in the approaches to the study. The First shift emphasized the tourist experience as part of the daily consumption experience. The second shift indicated pluralizing the tourist experience. In the third shift, researchers started recognizing that tourists' active interpretation of situations will influence their experience. Finally, the fourth shift involved relative interpretations. Researchers began believing that experience is a person's interpretation of situations in the culture and times visited. (Falk, 1992)

It was suggested that experience is a kind of subjective and personalized process, which is related to society, culture and even different systems. Since visitors or tourists are diverse in various types of trips, the content of the tourist experience also changes. Therefore, Larsen and Mossberg suggested that study on the tourist experience should behave flexible and multiple perspectives, such as inter-discipline studies upon marketing, psychology, culture and sociology. (Larsen, 2007)

Another study subscribed to the perspective that cultural sociology, of the post modern society and opined tourists are no longer pure receivers, observers or interpreters; instead, they are active experientialists and even meaningful creators and actors. (O' Dell, 2007)

It was also pointed out that the story or experience of tourism from friends, family members, or relatives has played a vital part in the decision-making process (Wang, 2012)

As per other researchers, expectation is the estimation made by consumers by using information from either advertisements or word of mouth perceptions by other consumers based on their previous trips and experiences. (Akama, 2003)

In another terms, customer experience can be illustrated in terms of five domains: sensory experiences, affective experiences, creative cognitive experiences, physical experiences, behaviors and social-identity experiences. (Schmitt, 1999)

Other researchers studied tourists' satisfaction and reported that satisfaction is the result of the relationship between tourists' expectations about the destination and their experience at the destination. Satisfaction is based on the goodness of fit between the expectations about the destination and the perceived experience which is the result of comparing previous images of the destination and what is actually seen and felt at the destination. (Chon, 1989).

It was argued that tourist satisfaction can be affected by tourists' initial expectations concerning a destination. In their view, they argued that such expectations are influenced by several factors. *Firstly*, the advertising strategy applied by service providers because, if not well developed, it can create expectations that can be difficult to satisfy. (Qu, 1999)

A series of analyses were performed on both domestic and international tourist groups. The results showed that two factors namely, Attractions, and Climate & Change as a factor of expectation and experience appealed to international and domestic tourists (Aziz, 2011)

Few researchers adopted the 6S framework outlined in India's National Policy namely *Swagat* (hospitality), *Soochna* (information), *Suvidha* (facilitation), *Suraksha* (security), *Sahyog* (cooperation) and *Sanrachna* (infrastructure development) as the key factors and assessed the perceptions of services from 513 international tourists in Kerala. The paper aims at analyzing the gap between expectations and experience on overall satisfaction with a destination using paired t-test, ANOVA and regression analysis. The findings of the paper revealed that there is a strong need to reduce the gap between expectations and experience in order to improve the tourists' satisfaction in Kerala (. Bindu, 2013)

Later on analysis on the expectation and experience gap for Japanese travellers visiting Malaysian homestay using Holsat model was done for measuring the tourists' satisfaction. The relevant data was collected through on site survey method in questionnaire form using wilcoxon signed rank test. The study revealed that there was a strong need to reduce the gap between the expectations and experiences. The more the gap was, the less was the tourist dissatisfaction. (Meimand, 2013)

Another viewpoint suggests that tourists use past experience to form a norm to evaluate their experiences at the new destination to determine if they are satisfied with their new experience at the destination. (Yoon, 2005)

Location Details

Housed in a wonderful *Rajasthani haveli*, Heritage Village Resort and Spa Manesar is spread across arranged grounds. Giving smorgasbord breakfast, it includes an open air pool, tennis courts and attendant services. Open, cooled rooms offer satellite TV and a sumptuous restroom with a bath and shower robes. Remarkable subtleties like nearby textures, recesses and recolored glass windows include an exquisite touch.

Situated along NH 8 Delhi-Jaipur Highway, Resort Heritage Village Manesar is 27.4 km from Delhi International Airport and 14.5 km from the Gurgaon business area. Air terminal transportation and free stopping are accessible. Loosening up massage and botanical showers await in the spa after dynamic exercises in the gym.

Other entertainment choices incorporate a cricket yard, badminton and basketball. Multicuisine buffets are served at *Jharokha* while *Surya Mahal* offers Indian claims to fame. Overlooking the pool, the Tea Lounge is perfect for evening tea. Couples specifically like the area – they evaluated it 8.0 for a two-man trip. (Bookings.com)

3.0 RESEARCH METHODOLOGY

3.1 Data Sources

Primary Data: The data were collected through structured questionnaire.

Secondary Data: The secondary data were collected from official records and magazines.

A structured questionnaire was used as a source of primary data. SPSS 21 software was used to test the hypothesis and derive other statistical conclusive outcomes.

No. of respondents – 70

Test instrument – structured questionnaire

Sampling type – simple random sampling

3.2 Major Statistical Tools used in the Paper

- ★ Simple percentage analysis
- ★ Rank analysis
- ★ Chi-square analysis
- ★ ANOVA
- ★ Factor analysis
- ★ T test

4.0 DATA ANALYSIS

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Are you aware of weekend tourism	70	1.9000	1.13124	.13521
What is frequency of your travel	70	2.9000	1.24120	.14835
With whom do you plan your trips	70	2.1857	.85623	.10234
Does weekend resort help in sustaining environment	70	2.6714	2.51789	.30094

One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper

Are you aware of weekend tourism	14.052	69	.000	1.90000	1.6303	2.1697
What is frequency of your travel	19.548	69	.000	2.90000	2.6040	3.1960
With whom do you plan your trips	21.358	69	.000	2.18571	1.9816	2.3899
Does weekend resort help in sustaining environment	8.877	69	.000	2.67143	2.0711	3.2718

Frequencies

Statistics								
		Age	Gender	Does weekend tourism act as catalyst for entrepreneurship	Does weekend resort help in sustaining environment	Mode of booking for weekend tourism	With whom do you plan your trips	The reason for your weekend travel is
N	Valid	72	72	70	70	70	70	70
	Missing	0	0	2	2	2	2	2

Frequency Table

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.8	2.8	2.8
	18-25	56	77.8	77.8	80.6
	26-32	10	13.9	13.9	94.4
	33-40	2	2.8	2.8	97.2
	40-50	1	1.4	1.4	98.6
	Age	1	1.4	1.4	100.0
	Total	72	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		2	2.8	2.8	2.8
	Male	44	61.1	61.1	63.9
	Female	26	36.1	36.1	100.0
	Total	72	100.0	100.0	

Does weekend tourism act as catalyst for entrepreneurship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	33	45.8	47.1	47.1
	No	9	12.5	12.9	60.0
	May Be	21	29.2	30.0	90.0
	Some what	2	2.8	2.9	92.9
	Not Aware	5	6.9	7.1	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

Does weekend resort help in sustaining environment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly agree	8	11.1	11.4	11.4
	Agree	36	50.0	51.4	62.9
	cannot Say	18	25.0	25.7	88.6
	Disagree	4	5.6	5.7	94.3
	strongly disagree	3	4.2	4.3	98.6
	22.00	1	1.4	1.4	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

Mode of booking for weekend tourism

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OTA	18	25.0	25.7	25.7
	Telephone	9	12.5	12.9	38.6
	Travel Agent	4	5.6	5.7	44.3
	Directly at Hotel	24	33.3	34.3	78.6
	Others	15	20.8	21.4	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

With whom do you plan your trips

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Solo	9	12.5	12.9	12.9
	With Friends and Family	48	66.7	68.6	81.4
	With Colleagues	6	8.3	8.6	90.0
	Group	5	6.9	7.1	97.1
	Others	2	2.8	2.9	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

The reason for your weekend travel is

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Relaxation	43	59.7	61.4	61.4
	Health Spa	12	16.7	17.1	78.6
	Destination Wedding	7	9.7	10.0	88.6
	MICE	3	4.2	4.3	92.9
	For Fresh Air	5	6.9	7.1	100.0
	Total	70	97.2	100.0	
Missing	System	2	2.8		
Total		72	100.0		

Correlations

		What is frequency of your travel	Does weekend tourism act as catalyst for entrepreneurship
What is frequency of your travel	Pearson Correlation	1	.919**
	Sig. (2-tailed)		.000
	N	70	70
Does weekend tourism act as catalyst for entrepreneurship	Pearson Correlation	.919**	1
	Sig. (2-tailed)	.000	
	N	70	70
**. Correlation is significant at the 0.01 level (2-tailed).			

Univariate ANOVA

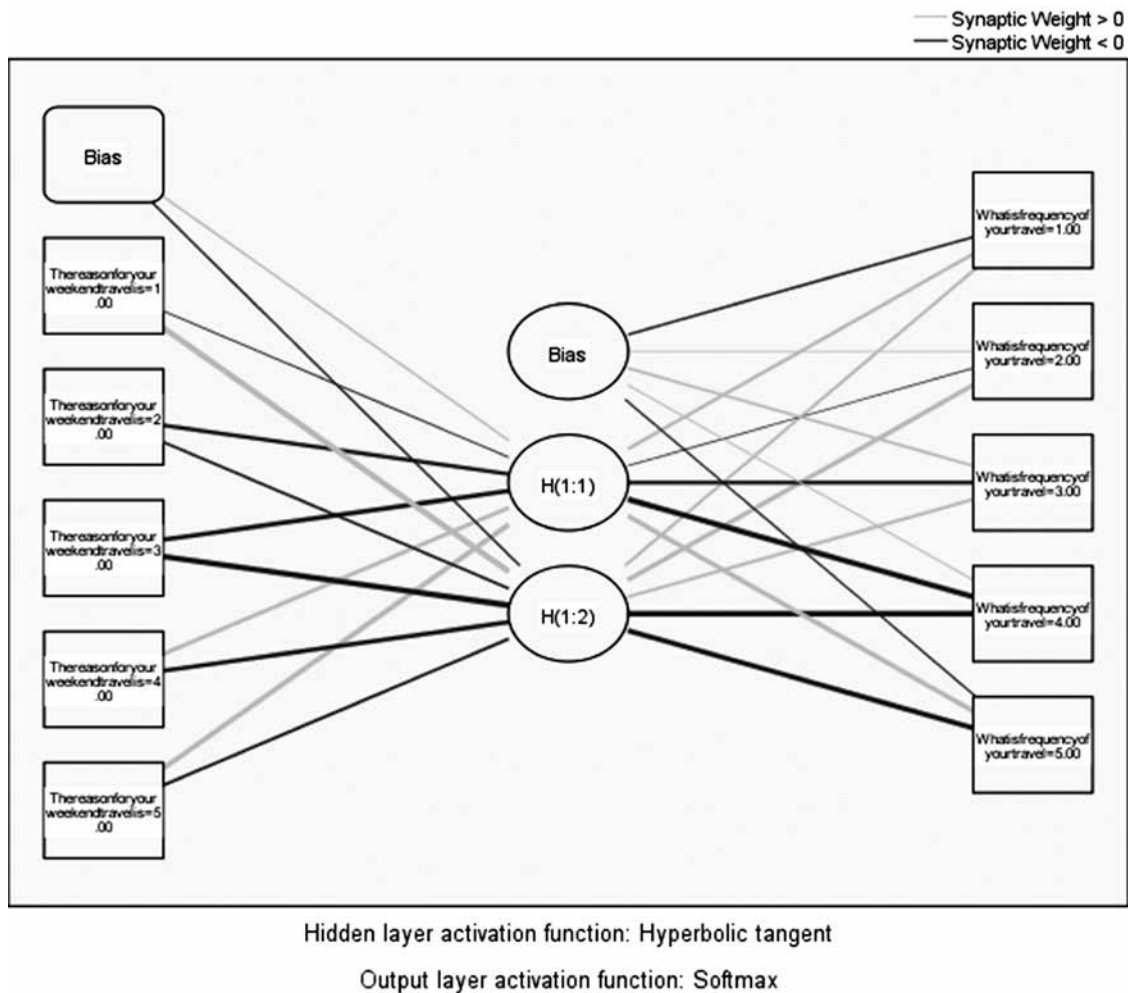
Dependent Variable: Does weekend resort help in sustaining environment					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	.000 ^a	0	.	.	.
Intercept	499.557	1	499.557	78.798	.000
Error	437.443	69	6.340		
Total	937.000	70			
Corrected Total	437.443	69			
a. R Squared = .000 (Adjusted R Squared = .000)					

Case Processing Summary

		N	Percent
Sample	Training	49	70.0%
	Testing	21	30.0%
Valid		70	100.0%
Excluded		2	
Total		72	

Network Information

Input Layer	Factors	1	The reason for your weekend travel is
	Number of Units ^a		5
Hidden Layer(s)	Number of Hidden Layers		1
	Number of Units in Hidden Layer 1 ^a		2
	Activation Function		Hyperbolic tangent
Output Layer	Dependent Variables	1	What is frequency of your travel
	Number of Units		5
	Activation Function		Softmax
	Error Function		Cross-entropy
a. Excluding the bias unit			



Model Summary

Training	Cross Entropy Error	40.414
	Percent Incorrect Predictions	36.7%
	Stopping Rule Used	1 consecutive step(s) with no decrease in error ^a
	Training Time	0:00:00.08
Testing	Cross Entropy Error	14.294
	Percent Incorrect Predictions	33.3%

Dependent Variable: What is frequency of your travel

a. Error computations are based on the testing sample.

Classification

Sample	Observed	Predicted					
		Once a week	Once a month	Once in two months	Once in 06 months	Twice a Week	Percent Correct
Training	Once a week	0	6	0	0	0	0.0%
	Once a month	0	17	0	0	0	100.0%
	Once in two months	0	11	0	1	0	0.0%
	Once in 06 months	0	0	0	9	0	100.0%
	Twice a Week	0	0	0	0	5	100.0%
	Overall Percent	0.0%	69.4%	0.0%	20.4%	10.2%	63.3%
Testing	Once a week	0	4	0	0	0	0.0%
	Once a month	0	3	0	0	0	100.0%
	Once in two months	0	2	0	0	0	0.0%
	Once in 06 months	0	0	0	9	1	90.0%
	Twice a Week	0	0	0	0	2	100.0%
	Overall Percent	0.0%	42.9%	0.0%	42.9%	14.3%	66.7%
Dependent Variable: What is frequency of your travel							

**Nonparametric Tests: One Sample.*

Chi-Square Test

Frequencies

Does weekend tourism act as catalyst for entrepreneurship

	Observed N	Expected N	Residual
Yes	33	14.0	19.0
No	9	14.0	-5.0
May Be	21	14.0	7.0
Some what	2	14.0	-12.0
Not Aware	5	14.0	-9.0
Total	70		

Test Statistics

	Does weekend tourism act as catalyst for entrepreneurship
Chi-Square	47.143 ^a
Df	4
Asymp. Sig.	.000
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.0.	

Ranks

	Mean Rank
Does weekend resort help in sustaining environment	1.64
Does weekend tourism act as catalyst for entrepreneurship	1.36

Test Statistics^a

N	70
Chi-Square	13.333
Df	1
Asymp. Sig.	.000
a. Friedman Test	

Kendall's W Test**Ranks**

	Mean Rank
Does weekend resort help in sustaining environment	1.64
Does weekend tourism act as catalyst for entrepreneurship	1.36

Test Statistics

N	70
Kendall's W ^a	.190
Chi-Square	13.333
Df	1
Asymp. Sig.	.000
a. Kendall's Coefficient of Concordance	

5.0 CONCLUSION

- ★ The study has shed light on the primary characteristics of the weekend tourists. Youngsters with age group 18-25 are the most frequent weekend tourists with their friends and families however frequency varies as per their work schedule and number of offs they have.
- ★ Most of the respondents are aware of the term weekend tourism though there is a lot more scope of promoting this form of tourism.
- ★ The study found that majority of the weekend tourists are satisfied with the available tourism facilities and destination specific factors in which relaxation and relief from stress is a major contributing factor for selecting any destination.
- ★ Manesar has been recognized as a majorly preferred destination for weekend tourism indicating a scope of entrepreneurial venture in the same. The venture proposed should be pocket friendly meeting the range of disposable income of the market segment as such destinations are preferred by people travelling in groups.
- ★ Weekend tourism entrepreneurial venture will contribute towards sustainability as well. This concept can fetch us a dual benefit of contributing towards sustainability and employment generation at the same time as we can see that null hypothesis is rejected in the findings.
- ★ The research findings have served the purpose of explaining the reasons for taking weekend breaks and also shed light upon weekend tourists travel behavior.

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Culinary Tourism in Haldwani Region of Uttarakhand: Factors and Scope of Employment

Dr. Sangeeta Dhar * & Sundeep Singh Takuli**

ABSTRACT

The concept of culinary tourism is taking shape and making its mark in tourism Industry. As per Eric wolf this is part of experience industry, where memorable experiences are counted as a worth of the industry perseverance. Food is inseparable part of life humans', and hence as long as life will sustain this industry will always have a scope to grow. Food tourism is also considered a food experience taken outside the tourism boundaries and within the tourism boundaries. Tourism is growing Kumaun region of Uttarakhand in all its aspects, and with that the food tourism is also growing and creating new opportunities for local persons towards improving their food experiences and sharing these experiences with the tourists coming from outside. The Kumauni cuisine is becoming popularity with the growth of food tourism in Haldwani region of Nainital district of Uttarakhand. This whole process is expected to create many avenues of employment and career opportunities for residents. This paper focuses on analysing how food tourism in Haldwani region of Nainital district of Uttarakhand is growing and creating sustainable new career opportunities in any region, and give recognition to the local cuisine and what what need to be done to provide it a further boost.

Key words: Culinary Tourism, Food Tourism, Cuisine, Haldwani, Kumauni,

1.0 INTRODUCTION

The global market is experiencing a wide range of transition in all areas, including trade, travel, education, culture, communication, etc. This has resulted in a de-construction of all standard methodologies and re-formation of new patterns of life styles. The recent trend is to experiment a totally out of the box idea, which is one of its kind and its creative abilities to explore the world. This has led to a fresh outlook of everything, which once upon a time could have been unimaginable.

* Associate Professor, Food Production, Institute of Hotel and Tourism Management, Pacific University, Udaipur, Rajasthan

** Research Scholar, Pacific University, Udaipur, Rajasthan

It is obvious that to explore this variety it becomes essential for the researcher to travel across the globe and discover the cuisines. Hence, this involves extreme travelling and researching on the climatic conditions, cultural importance, habitat prominence, natural resources and various other factors, which influence the emergence of these cuisines. Hence, the word Food tourism or Culinary tourism has emerged portraying the combination of Food and Tourism and has resulted in the innovation is food that is not so prevalent but truly magnificent and deserves popularity.

Now a days Food tourism plays a vital role in the tourism industry, as it is one of the major factors for selecting a tourist destination. Eating out is most common for any tourist and more importantly he would want to explore the local and traditional cuisine. The above provides for such information and gives a gist of the destination, as is rightly said food says much about the people. Food is also believed to be ranked next to climate, accommodation, scenic attractions, etc. A food tourist may follow his favourite food truck from region to region, make a catalogue of restaurants across the globe to visit in his lifetime, or plan an entire vacation.

Food tourism does not mean that the tourist will only eat gourmet meals often. Food tourists are in search of authentic or new culinary experiences, some may like to explore new restaurants, while others may prefer street food. Food tourism is not about the type of food which a tourist eats, it is about the fact that when you go to a new place you try to find out new food experiences.

The basic composition of culinary tourism has five classes of activities, which include dining at restaurants known for its local cuisines, purchasing local food products available only in that region, tasting local beverages, dining at high quality restaurants, and dining at familiar chain restaurants and franchises.

Culinary tourism focuses on food as an attraction for exploration and as a destination for tourism. Although food has always been a part of hospitality services for tourists, it was not emphasized by the tourism industry until the late 1990s. It now includes a variety of formats and products, such as culinary trails, cooking classes, restaurants, farm weekends, cookbooks, food guides, and new or adapted recipes, dishes, and even ingredients. While most culinary tourism focuses on the experience of dining and tasting of new foods as a commercial enterprise, it is also an educational initiative channelling curiosity about food into learning through it about the culture of a particular cuisine, the people involved in producing and preparing it, the food system enabling access to those foods, and the potential contribution of tourists to sustainability as per Long, (2004).

Food tourism could be one of the leading factors for popularizing an unknown destination, which suddenly becomes widely popular for its food. It thus, kindles the development of the regional public economies. It results in diversifying the life style, generates employment opportunities, increases standard of living due to increased earnings and also results in urbanization of remote localities to a certain extent. Once the tourists are attracted to a destination, the public starts off with various methodologies of keeping the tourists engaged. It could be with the help of local sport or local games, traditional dances, jewellery popularization, outfits, etc. The various other impacts are preserving the cultural heritage related to food and locality, improved standard of living, and attaining dignity and respect for the rich cultural heritage.

The Food tourism as an industrial aspect is stimulating innovation and engaging the customers in co- creation and is bonding the global and local culture in various forms. These

are developments seen through the formation of 'fusion cuisines' supported by elaborative narratives in the 'menu cards' connecting it to the cultural and local values. This also sensitizes people to the importance of values attached to food culture.

In the above background this paper presents one such recent trend in the food industry, which is known as 'food tourism' and also referred to as 'culinary tourism' in Haldwani region of Nainital district of Uttarakhand and focuses specifically on the study of various varieties of food available in the region and how tourists can be attracted towards the *Kumauni cuisine*.

1.1 SIGNIFICANCE OF THE STUDY

The objective of culinary tourism is to tutor and encourage local cuisine fanatics while giving the vacationer a chance to explore the local area and learn about local food fashions, cooking procedures and their food history. Tourists can do so by joining in a cultural immersion experience at preferred destinations around the globe. Culinary tripping and tour plan generally include varied range of activities for research and innovation of local cooking, food sampling and food fashions. It could also involve the study of various beverages that are found in the region or how they have evolved globally. Culinary travel encompasses of informative sessions about past culinary experiences and detailed study of processes adopted by various chef of the region, touring to restaurants and food manufacturing joints. Such tripping also involves arranging of conferences and events with culinary experts or professionals and authors of famous cookbooks and traditional food tastings,

1.2 Scope of the study

As per the International Culinary Tourism Association, culinary tourism is emerging extensively from year to year. With an increase in awareness and growing food channels, tourism shows are featuring native and local cuisines, a number of food documentaries and culinary travel shows have resulted in increase in consumers traveling to various destinations just to enjoy local food experience. The rural or the not so popular areas of the world are providing scope for developing economies through historical, cultural, natural, and recreational assets. This could be used as a tool for popularizing their native tourism industry and enhancing economic development strategically. In fact, the rapport between free enterprise and tourism can be an important calculator for a healthy rural economy. A need for establishment of the understanding which influences a community's entrepreneurial 'ecosystem' through tourism development is required. In order to facilitate the community's entrepreneurial 'ecosystem' we need to identify factors which would shape the economy and make it easier to understand the survival of some rural communities from the eradication or struggles that these undergo. This would also assist in identifying the effective practices and in short aid in creating sustainable models for planning commercial activities and facilitating a culture of revolution and creativity in populations that adopt them, and support the efforts of small business enterprises and commercial ventures that are included in rural tourism.

1.3 Limitations of the Study

The study is based on the information received through the limited scope and purview of a survey. Moreover, the study is relevant to the existing market scenario and the information, judgment and predictions of the respondents may differ accordingly with the type of cliental and restaurant.

2.0 REVIEW OF LITERATURE

Many scholars, researchers and authors have attempted to explore this and related areas. A brief review of such works is presented here.

Morten Boesen, Donna Sundbo & Jon Sundbo, (2017) in their study had investigated the question that why local food networks succeed or fail in collaborating with local tourism. The study had focused on entrepreneurial local food networks and their collaboration with local tourism and emphasized on the actions, attitude and logics of local food networks and tourism and whether their respective logics fit as a factor to explain why or why not development of local food concepts lead to increased local tourism.

The study by **Tommy Anderson and Lena Mossberg (2017)** addressed the need for more awareness and knowledge about the growing number of food tourists. The basic objective was to describe the effects of enduring food involvement on consumer behaviour with regard to food consumption and travel. The study suggested five proposals about involvement having effects on consumers' identities, attitudes, motivations and travel behaviour with all respondents supporting the feedback taken for the survey. The research has practical implications about the destination management organizations and restaurants, as well as tourism attractions serving food. It mentioned that this cannot be ignored that a large segment of the urban population is highly involved in food and that there are many good reasons to serve food that satisfies normal criteria for maintainable food, which is healthy and locally produced.

Travel Age West, (2017) in their study report mentioned that according 'the World Food Travel Association's (WFTA) 2016 Food Travel Monitor Report', several American leisure travellers consider culinary activity to be motivation for visiting destinations. Topics include Munch, a limited-edition, culinary-focused product launched by travel firm Contiki, views of Toni Ambler, global brand strategy director for Contiki, on how food serves as the original social networking experience and people engaged in food or beverage experience.

Yogesh Upadhyay & Dhiraj Sharma (2014) in their study explored culinary preferences of foreign tourists through surveys conducted at various tourist spots in India, in order to identify dormant factors. The outcome of the research suggested that tourists' preferences converge into five factors, i.e., taste and quality of food, food preparation, localization of food and dining etiquettes, tradition and nutrition of food, and food aroma and cleanliness. Additionally, convergence in foreign tourists was also explored on the basis of their responses. From the analysis, three segments were identified i.e. taste seekers, localization seekers and experience seekers. The study also discussed implications of the outcome for marketers and researchers.

The study of **Anne-Mette Hjalager and Pia Johansen, (2013)** investigated the feasibility of combining environmental protection and agricultural revitalisation strategy, which includes food tourism in couple of national parks. The study identified governance opportunities that could accommodate the well-being of both tourists and food producers, which required a proactive role from the national park authorities, especially in marketing and development of event.

Shahrim Ab Karim and Christina Geng-Qing Chi. (2010)'s study illustrates the food image of countries like France, Italy, etc., which are known for their popular cuisine. The outcomes revealed that in general, Italy had the most favourable food image and the highest potential to be visited in future. A significant positive relationship was found between food image and

visit objectives. The study also confirmed that traveller's purchase decisions were significantly influenced by different types of information sources, and the information is principally useful for destinations interested in promoting culinary tourism.

The purpose of the study of **Joan C. Henderson (2009)** was to review the contribution of food to tourism with reference to importance of food tourism and the factors which are critical to its success. The study suggested that food is the subject of various types of tourism product and is a common theme in marketing, by businesses and by destination authorities. Tourism in which food plays a primary or supporting role is already popular and has good prospects. But there are also challenges for the food and tourism industries to overcome, which may vary from destination to destination. The study revealed the opportunities that that had potential as well as problems to be resolved by suppliers and marketers, if the potential of food tourism is to be fully exploited.

Everett. S, & Aitchison. C, (2008) in their study had examined the role of food tourism in developing and sustaining regional identities within the context of rural regeneration, agricultural diversification and creation of closer relationships between production and consumption in the countryside. The primary focus was on rural development issues pertaining to increasing tourism impacts and identity. The study also focused on enhancement of environmental awareness and sustainability, and increase in social and cultural benefits celebrating the production of local food and the conservation of traditional heritage, skills and ways of life. The research also appealed attention with regard to three major issues: the role of food tourism in increasing tourist spending, the potential role of food tourism in extending the tourist season, and re-examination of food tourist typologies within a sustainability framework.

The study by **Bob McKercher, Fevzi Okumus and Bendegul Okumus, (2008)** examined whether food is a special interest or mainstream tourism product. The study contended that a more complete approach is required to inspect food tourism within the context of other products in the destination to determine its worth. The study suggested that consuming food may be a permeating activity for most visitors to sophisticated urban destinations and may not be representative of a specialist segment.

G.E Du. Rand, and E Heath (2006) in their study developed a framework and guidelines for developing and implementing food tourism, as this would enable destination marketers and entrepreneurs to optimise the tourism potential of local and regional food. To support the food tourism destination marketing framework the researchers developed a couple of keys that would provide the stakeholders with a mechanism to develop and implement food tourism. The study outlined the key components and an evaluation of the framework and tools that have been developed. However, the guidelines and recommendations for the development, packaging and marketing of local and regional foods are postulated.

As per **Lucy Long, (2004)** a culinary tourist differs from a normal or a traditional leisure tourist in so far as he does not have to leave his country or even the home due to the fact that it is not only about eating, but also about exploring other aspects of the food system. A culinary tourist can also be a person who watches cooking shows or reads cooking books, which offer mental journeys to other food worlds.

Priscilla Boniface (2003) proposed that a destination wanting to attract culinary tourists should consider several relevant points, the most important amongst them being to identify itself and the product clearly, to decide whether diversion or alteration of product is necessary

to cater to the target market and to assess how the necessary dialogue and connection with the consumer can be made.

Objectives of the study:

The objectives of the study were as under:

1. To enumerate the various career opportunities created due to food tourism.
2. To understand the benefits of food tourism to the hospitality industry of Haldwani.
3. To analyse the factors influencing the sustainability of food tourism in Haldwani city.

3.0 RESEARCH METHODOLOGY

The various strategies adopted by the food tourists in the Haldwani region have been compiled by carrying out a rigorous survey across Haldwani region. These strategies were floated in the form of questionnaires and feedback was collected on the basis of the survey. The questionnaires were circulated amongst mixed samples from all guests of the region. The sample types included guests which will cover almost all groups of employees working in the service and corporate sectors. This survey was specifically carried out to evaluate the mind-set of the food tourists and the food venders to understand whether the concept of food tourism is a better option to create various career and employment opportunities for the locals as well as the foodies of the region.

The research was descriptive used to study various employment opportunities and career avenues likely to open, which can sustain if the food tourism of the region flourishes.

3.1 Methodology of data collection:

Primary data was collected from the local persons working in various services and in corporate sector around Haldwani city through a survey in the following ways:

- (1) Through personal interviews answers were sought to a set of pre-conceived questions and the data collected in a structured way.
- (2) Considering the reviews, and the additional inputs, one schedule was prepared. This was used a questionnaire designed for the inbound and out bound travellers of Haldwani as well as foodies of Haldwani residing in the region and exploring food of all corners,

Secondary data was collected from published / unpublished literature on the importance of food tourism and its impact in creating career opportunities amongst the residents of Haldwani city, latest references available from the journals, newspapers, research publications and magazines, past records and training reports of food establishments, and other relevant sources like internet.

For primary data the questionnaires were designed with the help of experts in the field and statistical techniques taking into account the measurement needs and objectives of the study. The questionnaires were administered to the sample respondents from population as per sample size.

The sample for this study consisted of different employees from various star hotels in and around Haldwani city working at managerial level. The respondents were from different age group and profession so that the feedback can be collected from all classes of people and possibly well-travelled people. This included a total 50 sample respondents from the manager level respondents from hotels of Haldwani city.

4.0 DATA ANALYSIS AND INTERPRETATION

The data collected was analysed using basic and advanced analytical tools. This included detailed analysis of the data conducted with the purpose of attaining the set objectives of the research. The analysis using tables and presented in the form of tables and also graphically for better interpretation. The interpretation of the collected data was done by drawing inferences from the collected facts after the analysis of the data.

Status of food tourism in Haldwani

To understand whether employment and career opportunities are generated by food tourism and whether these are sustainable and do they have a progressive future the respondents were asked four questions, whether food tourism helps in creating employment, whether occasional food business provides sufficient monetary gains, whether only food stall to sell specialties is a good way of earning, and whether occasional food business gives more credit to local food. The results are presented in table 1 and charts 1, 2, 3, and 4.

Table 1- Food tourism's help in creating employment

Yes	50	100%
No	0	0%

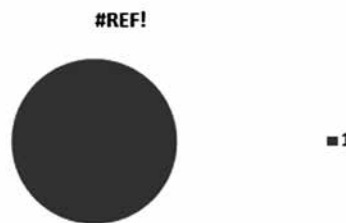


Chart 1- Food tourism's help in creating employment

Table 2: Occasional food business provides sufficient monetary gains

Yes	30	60 %
No	20	40 %

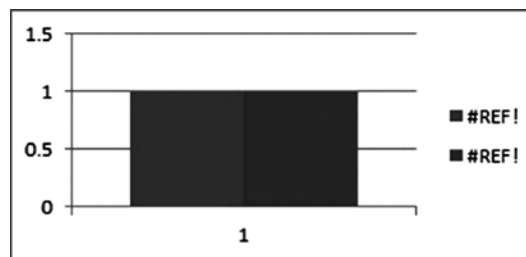
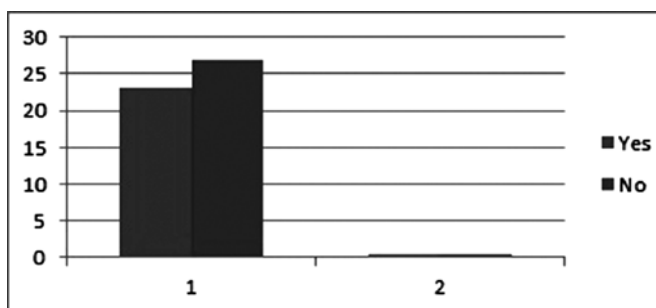


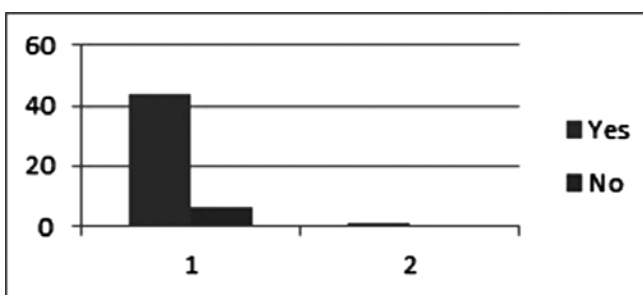
Chart 2: Occasional food business provides sufficient monetary gains

Table 3: Only food stall to sell specialties is a better way of earnings

Yes	23	46%
No	27	54%

**Chart 3: Only food stall to sell specialties is a better way of earnings****Table 4: Occasional food business gives more credit to local food**

Yes	44	88 %
No	6	12 %

**Chart 4: Occasional food business gives more credit to local food**

The results of responses shown above are summarised in table 5.

Table 5: Summarised results from responses

S.no	Variables	Frequency		Percentage
		Yes	No	
Q.5	Food tourism helps in creating employment	50	0	100%
Q.7	Occasional food business provides sufficient monetary gains	30	20	100%
Q.8	Only Food stall to sell specialties, is a good way of earning	20	30	100%
Q.9	Occasional food business gives more credit to local food	45	5	100%

Interpretation

The question 5 was whether food tourism can generate employment and career opportunities for the local people of Haldwani. On this all the 50 respondents gave assertive feedback stating YES. This shows that food tourism will contribute towards the growth of the city as well as local people by generating employment, entrepreneurship and career opportunities.

Fairs, festivals, yatra, seasonal agro-tours etc., are direct and indirect forms of food tourism. During this occasions lot of the food venders and non-food venders put up stalls to sell the popular and local specialties to the visitors. Over the years it has been proven that this can generate temporary business as well as revenues. At the same time this creates opportunities for temporary employment. Among respondents 30 agreed to the fact that as now a days the number of exhibitions and fairs hosted by the city have increased and the people can remain occupied for almost 6 to 8 months in a year.

There are few places in Haldwani region where the food stalls serve only specialties of the region. But as these stalls are only at specific destinations, so they are less popular. Hence the revenue generation is limited. At the same time if the tourists do not find the specialties offered by these stalls enough interesting then there is no other option available with the venders to offer the tourists. On the 50 respondents in the sample on for the food stalls 20 respondents said yes and 30 respondents said no. Thus, on the contrary when these stalls serving local specialties serve at big exhibitions or on festivals at prominent locations then these preparations have lot of demand and that bring the vendors good business as well as good revenue earning.

Out of 50 respondents 45 respondents agreed that occasional food business gives more credit to the local specialties at festivals and games in Haldwani.

Factors influencing sustainability of food tourism

The views of the respondents were invited on factors influencing sustainability of food tourism in Haldwani region through 6 questions. The results of the responses are summarised in table 6, 7, 8, 9 and.

Table 6: Whether popularity of local food affects the sustainability of food tourism

Agree	37	74 %
Neither agree nor disagree	10	20 %
Disagree	3	6 %

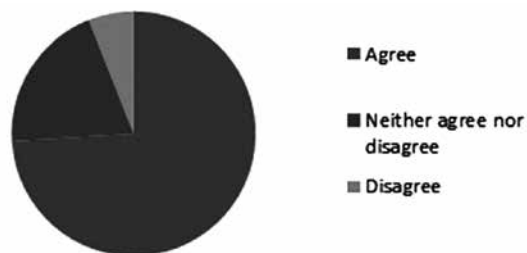
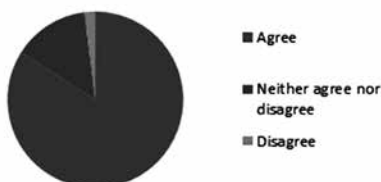


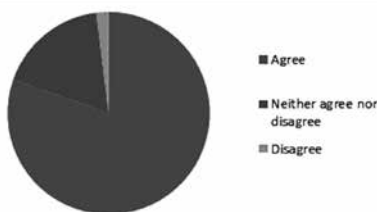
Chart 5: Popularity of local food affects the sustainability of food tourism

Table 7: Whether authenticity of local food affects the sustainability of food tourism

Agree	42	84 %
Neither agree nor disagree	7	14 %
Disagree	1	2 %

**Chart 6: Authenticity of local food affects the sustainability of food tourism****Table 8: Whether festive specialties affects the sustainability of food tourism**

Agree	41	82 %
Neither agree nor disagree	9	18 %
Disagree	1	2 %

**Chart 7: Whether festive specialties affects the sustainability of food tourism****Table 9: Whether exploring new food to break monotony of daily routine affects sustainability of food tourism**

Agree	38	76 %
Neither agree nor disagree	10	20 %
Disagree	2	4 %

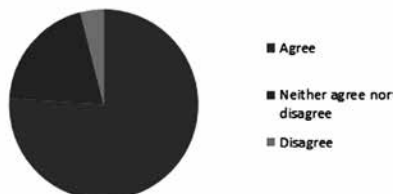
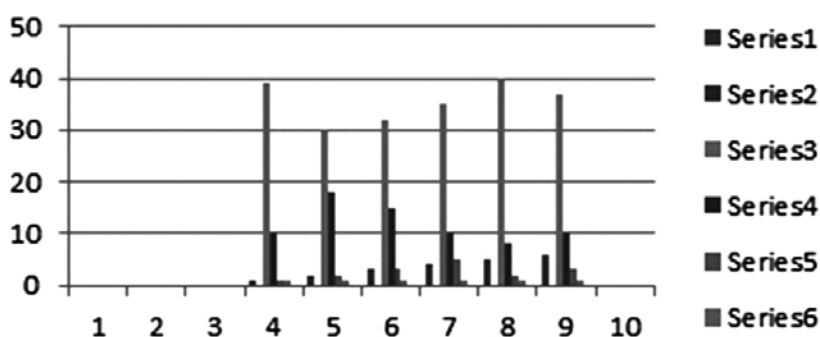
**Chart 8: Whether exploring new food to break monotony of daily routine affects sustainability of food tourism**

Table 10: Explore whether new food varieties as food affect the sustainability of food tourism

Agree	37	74 %
Neither agree nor disagree	12	24%
Disagree	1	2 %

**Chart 9: Explore whether new food varieties as food affects the sustainability of food tourism****Table 11: Factors influencing sustainability of food tourism**

Sr. No	Factors influencing sustainability of Food tourism	Frequency			Percentage
		Agree	Neutral	Disagree	
1	Popularity of local food	39	10	1	100%
2	Good revenue margins	30	18	2	100%
3	Authenticity	32	15	3	100%
4	Festive specialties	35	10	5	100%
5	To break the monotony of daily routine	40	8	2	100%
6	To explore new varieties	37	10	3	100%

**Chart 10: Factors influencing sustainability of food tourism**

Avenues of Business are Generated as a Result of Food Tourism

The respondents were asked to state whether avenues of business are generated as a result of food tourism in the form of food stalls, mobile canteens/cafeterias, online food services, fairs and festivals, agro tourism, restaurants, *dhabas*, mess and *khanawal*, and others such as kiosks, speciality outlets, packaged foods, food trucks, Chaupatiies, cooking classes, food tours, etc. The responses are summarised in table 12 and chart 11.

Table 12: Are Avenues of Business as Under Generated as a Result of Food Tourism?

Sr. No	Variables	Frequency	Percentage
Are avenues of business are generated as a result of Food tourism			
1	Food stalls	43	100%
2	Mobile canteens/cafeterias	33	100%
3	Online food services	28	100%
4	Fairs and festivals	40	100%
5	Agro tourism	38	100%
6	Restaurants	31	100%
7	<i>Dhabas</i>	36	100%
8	Mess and <i>khanawal</i>	24	100%
9	<i>Others</i> (Kiosks, Speciality outlets, Packaged foods, food trucks, <i>Chaupatiies</i> , Cooking Classes, Food tours, etc.	46	100%

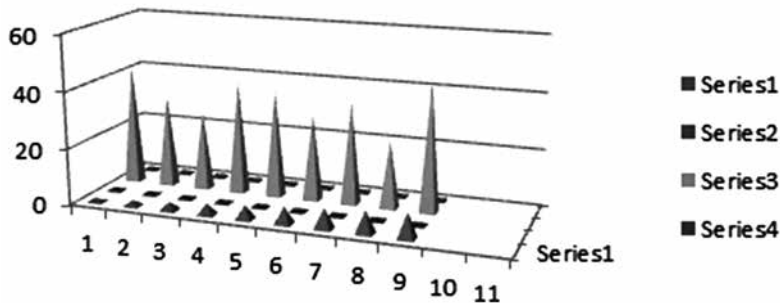


Chart 11: Are Avenues of Business Generated as a Result of Food Tourism?

The analysis based on table 12 clearly shows that food tourism is a major source of generating employment as well as revenue for the tourism industry. According to the survey among the locals of Haldwani region and inbound and out bound tourists the employment and career opportunities offered by food tourism are many and sustainable.

5.0 OVERALL OBSERVATIONS AND DISCUSSIONS

The first and foremost observation from the responses is that food tourism is well established in the Haldwani region. However, still there is a lot of scope for the tourists to make themselves aware about the potential of food and cuisine in the region. The awareness about food tourism

is still lacking. Haldwani being a culturally representative region of Kumauni food in the region. There is thus, a strong need for making sincere efforts towards making local food and specialties more popular among inbound travellers to the region.

Haldwani is also known as Dev Bhoomi, hence it welcomes lot of international as well as national devotees from all corners and food is one of their basic need for daily routine. Hence it is easy for Haldwani tourism to reach out to all possible regions and people from all possible religions. Efforts should therefore be made so that food of this Dev Bhoomi gets the deserved recognition. While doing it would also open lots of different this directly and indirectly opportunities in the food sector and service sector for employment and career for young persons. At the same time, it will open lots of opportunities for the entrepreneurship growth in food tourism industry. The observations as above may be briefly summarised as follows:

1. All sectors of economy, services and corporate, people in all age groups are of the view that food tourism shall create opportunities for employment and new careers in *Kumauni* food in Haldwani region.
2. As a result of food tourism other businesses also shall get more opportunities of revenue generation, and the businesses shall grow and create more job or employment for the locals.
3. Food stalls, Mess, Restaurants, Specialty outlets, Kiosks, Stalls at exhibitions, Food tour operators, local food venders and many more businesses are likely to grow as the tourism in the region develops and increases.
4. The occasional food business give more revenue than regular set ups like food stall of specialties during the fairs and *yatras*, food supply during wedding and festive seasons, etc.
5. There is lot of scope for the food in agro tourism and it is expected to increase the revenue in rural areas around the Haldwani and will bring popularity to local *Kumauni* cuisine as well
6. Some other activities that are expected to influence the sustainability of food tourism of Haldwani region include the following:
 1. Popularity of local food and Kumauni cuisine.
 2. Authenticity and nutritional value of local cuisine and culture.
 3. Good revenue margins in supporting business.
 4. If festive specialties served or sold by the venders at all possible places.
 5. To explore new varieties of food and make conscious efforts to make them popular.
 6. To break the monotony of daily routine many locals and foodies should explore different foods which
 7. will also help in the growth food tourism.
7. Some other interpretations that may be drawn from the analysis are as under:
 1. Majority of respondents agreed upon provision of better exposure to the tourists and more advertisement to help food tourism to grow in the Haldwani region.
 2. Provision of food at various tourists' destinations with more varieties to improve the status of *Kumauni* cuisines and its popularity.

3. The food vendors should undertake more aggressive marketing strategies to increase their food business and should conduct more in-house activities for tourists to offer them every time new experience, which indirectly will bring more revenue to tourism industry
4. Hotels should offer new varieties to food to tourists, explore new cuisine of the regions. This will make them visit again and again and helps in increasing business and help in sustaining the industry.
5. The sustainability of the food tourism industry and popularity of local food will bring more tourists to the region, will get more revenue, bring growth, and create more employment opportunities.

6.0 SUGGESTIONS

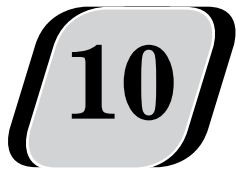
To achieve the objectives based on the survey the following suggestions are made:

- (1) Greater awareness should be created about food tourism and help foodies to explore more and more often.
- (2) Food is an important part of daily routine and life. Hence extra efforts should be made by food vendors to make the Kumauni cuisine more popular.
- (3) It is important to sponsor and host different cultural shows and festivals in the region, to bring more business and credit to local food.
- (4) It is important to improve the packaging and marketing of local food at the different tourists' destinations.
- (5) Haldwani hosts some international events during various fairs and organises some national and international tourist events. Greater effort is needed to bring popularity to local food.
- (6) The Haldwani tourism industry and food vendors should undertake promotional activities and organize food fairs and exhibitions to promote local food.
- (7) The food vendors of the Haldwani region should do aggressive marketing and advertisement of their specialties through social media.
- (8) The Government of Uttarakhand should encourage new entrepreneurs by providing finance at affordable interest rate and facilities to promote food tourism and local cuisine.

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A Study on Tourism Entrepreneurial Potential of Major MICE Destinations of Uttar Pradesh with Special Reference to Agra, Lucknow & Varanasi City

Aswani Kumar*, Sujay Vikram Singh** & Dr. Gaurav Vishal***

ABSTRACT

Tourism for the aim of Conferences, Incentives and Exhibitions (or Events) so far has been thought-about to be restricted to massive cities, wherever domestic and international business events and conferences is expedited. The idea of MICE commercial enterprise is due to the result of economic process and economic reforms in our country. These days Lucknow, Agra and Varanasi cities are having a lot of hotels and resorts that have become a well-liked selection for conferences or conventions.

Meetings, Incentives, Conferences, and Exhibitions, or Events (MICE) are a form of commercial enterprise during which massive teams, group of people are sometimes planned well prior to, are brought together for a specific purpose. Recently, there has been an associated trade trend towards conceptualisation of the term “conferences industry” to avoid confusion.

Many different industry educators are recommending the employment of “events industry” to be associate umbrella term for the huge scope of the MICE events that are sometimes centred on a subject or topic and are geared toward an expert, educational or trade organization or alternative interest group.

Keywords: *MICE Commercial Enterprise, MICE Destinations, Tourism Potential.*

1.0 LITERATURE REVIEW

India's Outlook for MICE industry has captured world attention as a holidaymaker hub, there is an additional dynamic business opportunity for splendid venue for MICE touristy of world class standards. In reports of the Ministry of tourism, the Government of India, MICE are known as a significant sector of promotion under the “Incredible India!” campaign. Stepping

* Asst. Director (Studies), NCHMCT,, Noida, U.P.

** Research Scholar, Banaras Hindu University, Varanasi, U.P.

*** Lecturer, Institute of Hotel Management, Catering Technology Applied Nutrition, Lucknow, Uttar Pradesh (Governed by NCHMCT, under Ministry of Tourism)

ahead to it, India's MICE industry attracts 1% of the entire international MICE market. Enhancing India imagery as an ideal destination suitable for tourists which is supplemented by the chains of hotels: Offering highly focused globally accepted Standards in services and facilities, exotic resorts with meeting rooms of various amenities and specialities, spacious convention facilities in India is a continual method of upgrading its MICE facilities. There are multiple plans on the anvil for additional globally recognised convention centres, airports that contest with the most effective within the world and offer efforts to team the famed Indian welcome with customization as per a visitor's order.

1.1 Entrepreneurial Steps Taken by State Government

The authorities have recently given the much-needed attention to the commercial enterprise sector by announcing a 100% exemption for luxury and diversion tax for heritage hotels with certain conditions. The state government would also assist in the publicity of activities related to heritage tourism via departmental tourism literature and website. The government of UP has declared "heritage buildings conservation policy" which offers owners, investors, entrepreneurs in the business of tourism-related commercial enterprise, hotels and leisure sector numerous subsidies in luxury and entertainment tax, asserted. As per the information given by Sri Awanish Kumar Awasthi, I.A.S. Additional Chief Secretary & Director General Department of Tourism, Govt. of U.P this policy will give an impetus to the hospitality industry of Lucknow.

At the launch of Uttar Pradesh Travel Mart, in his keynote address he emphasised that UP Tourism intends to create a 'Heritage Arc' covering Agra, Lucknow and Varanasi. Upcoming projects include a sound and light show at Residency, Lucknow (by March). The construction of Lucknow Metro and Lucknow-Agra Expressway, which in turn will develop *Nawabganj* and *Mainpuri*, is underway. Information Technology (IT) city in Lucknow has already been inaugurated and work is underway. Lucknow boasts of historically and culturally rich sightseeing options including products like the Heritage Walk at Residency along with the upcoming international cricket stadium and the Jai Prakash Narayan Convention Centre. The *Ganga-Jamuna* culture of Lucknow will be promoted along with new food trails - the Siege of Lucknow in 1857 and music imbibing the spirit of the city. Textile and food trails are being designed and most probably will include the tour packages. Connectivity is a major roadblock in the growth of UP Tourism. For the same, an inter-state air service policy is being worked on and fund negotiation is underway. This will ease the air travel from Lucknow to Allahabad, Agra and Varanasi.

1.2 Entrepreneurial Operating Environment

Throwing light on the ground realities, GM, Vivanta by Taj Lucknow, has expressed that the last few years have been relatively stagnant in terms of growth in demand and supply. While there are a number of entrants within the three-and four-star phase, no new 5-star edifice has opened within the town over the last five years. A significant reason for identical is maybe the dearth of trade within the town, that contributes considerably to area demand. Hotels within the budget phase with a list of but fifty rooms are mushrooming in the town over the past 5 years, Lucknow. Nevertheless, world chains like Marriott, Hyatt and Hilton are keen to leverage long-run opportunities within the town and are putting in place properties in the city.

The hotels have been a prime landmark for the events and conferences for the past few years being driven by corporate demand in capital city Lucknow, which witnesses significant political activity, and a key market segment for city hotels. Social events such as weddings and parties are also important revenue drivers for Lucknow hotels. As Lucknow is not a leisure destination, key segments are MICE and social events. A better tourism infrastructure with a sound futuristic policy will enhance tourist and MICE activities which will lead to a better service economy. The taxes can also be reduced on hotel rooms along with food and beverage, in a bid to promote the five-star category. Increasing intra-state air connectivity, especially to and from Varanasi and Agra, could do wonders. Also, improving the city's infrastructure would help Lucknow to become a world-class city, and this, in turn, would give a boost to corporate and leisure travel in the city. With the objective of Determining the number and capacity of existing venues for meetings, conferences, and exhibitions, degree of use of these venues, Establishing expected future demand for these venues, Determining the adequacy of existing venues to meet this expected demand, Outlining any design faults with existing venues, will help in understanding the need for MICE, and how it relates to the tourism and hospitality industry.

The prime objective of this work is to list out potential and opportunities in the different prospects of MICE tourism in the Golden city of the East and the capital city of the state Lucknow, Agra, and Varanasi. As these cities attract a bigger proportion of International Conferences, Business and Medical Conferences, and are changing their outlook dynamically as rising MICE destination.

Lucknow- This city is also home to several architecture beauties such as *Bhul Bhulayyan* (*Bada Imambara*) *Ghanta Ghar Shahi Baoli* Recedency and *Rumi Darwaza*. the city is however most famous for its delectable *Awadhi* cuisine aand its *Zardosi* and Chicken work done on the fabrics which are popular worldwide . It is no exaggeration to say that the food of Lucknow food is fit for kings as many of the most well known dishes most notably the kebab *Biryani* and *kormas* were indeed created for the *Nawabs* and their courts. Through its Gardens, language, poetry, *Awadhi* cuisines, dance, drama, embroidery works it has been developing at a quick tempo and rising as a vacation spot catching the attention of planners and attracting the MICE Industry. Industry players, Organizers and Event managers always search for new destinations. Lucknow is rising as an obvious vacation spot because of its top air connectivity and background. A little effort can assist make it an important MICE centre. The metropolis attracts a whole lot of delegates, agenda of the conferences and conventions is really the number one reason but the splendor of the city is an equally giant factor. Premier exhibition a unique opportunity to interact across the entire spectrum of defence industries including defence product exhibitors manufacturer uses decision makers and visitors came and experience make in india see the present and future of the defence ecosystem with special theme of the exhibition "Digital transformation of defence" in Defence Expo in Lucknow from February 5th - 8th 2020 is very good example of Mega Exhibition.(Def Expo e-brochure,2019)

Uttar Pradesh authorities are planning a new convention centre in Lucknow it's going to be placed in the metropolis's Gomti Nagar area. Construction on the challenge is already under way and it's far scheduled to open in 2016.

Agra- Agra is a major tourist destination because of its many *Mughal*-era buildings, most notably the Taj Mahal, Agra Fort and *Fatehpur Sikri*, all of which are UNESCO World Heritage Sites. Agra is included on the Golden Triangle tourist circuit, along with Delhi and Jaipur;

and the Uttar Pradesh Heritage Arc, a tourist circuit of Uttar Pradesh, along with Lucknow and Varanasi. Agra is in the *Braj* cultural region (Wikipedia, n.d) The city of the Taj, Agra well-known for its splendid Mughal architecture, TajMahal, offers great chance to turn the business conferences in Agra and conferences in Agra to a really perfect history tour. With numerous world history monuments, and superb sightseeing, huge landscaped gardens, outstanding cuisine, entertainment and night life Agra affords an interesting backdrop to many a corporate occasions like conference in Agra and meeting in Agra. Many accommodations provide custom designed packages for meetings, meetings, MICE in Agra. India has a first-rate capability to seize the Asian MICE phase, as 69 in step with cent MICE events are held in downtown hotels and 21 per cent are held in resorts and India has massive quantity of both available accommodations. It is not only the inbound MICE phase that is growing at a charge of 15 to twenty percentage annually, however also the Indian outbound MICE section that has elevated with enthusiasm due to the boom in exports.

Varanasi

It is an ancient city located on the banks of the *River Ganges* in Uttar Pradesh, which lies 320 kilometres south-east of the state capital, Lucknow (Wikipedia-Varanasi,n.d) (Since development of various types of activities is taking with development of globalization and expansion of communication and transport there is urgent need to provide services and management of events that are organized in Varanasi for promotion and development of commercial and cultural activities. With New Government reforms Varanasi has attracted more commercial and cultural activities in oldest living city of world i.e. Varanasi. These activities are meetings of corporate, incentive houses, expos, exhibitions, seminars, business promotions and much more. Varanasi is also focal point of various cultural activities like weddings where affluent of adjacent cities arrange their marriages with expectation of better management. Various religious activities like *Yoga* camps and religious conferences are also organized here. All have changed landscape of Varanasi as major destination of MICE Tourism especially of Uttar Pradesh.

1.3 Marketing Plans and Strategy for MICE commercial enterprise

Key trade Players are exploring innovative promoting methods to achieve this sector. For an instance- The State Tourism Development Corporation (UPTDC) is attending to organize familiarisation journeys or “fam” trips for international tour operators to showcase Uttar Pradesh as a traveller destination. It's conjointly planned to push province in international markets through the print and electronic media. Edges like such as priority reservation and Indian rail pass for train travel also are being extended to foreign tourists.

The state film policy has also attracted the filmmakers from Bollywood and other areas of the country to shoot their films, documentaries and movies in the province and which has resulted in good fortunes for the industry.

1.3.1 One Window theme for Services

The various market players try to confirm convenience for his or her customers by providing all services accessible on one portal. For example, makemytrip.com and a number of alternative websites, that provide a comprehensive basket of offerings that embrace outward-bound and incoming travel for leisure and business journeys, hotels and automobile booking, vacation packages.

1.4 Effect on Indian Economy

India has huge potential for travel and tourism. It offers a very distinct area of niche tourism product ranging from cruises, adventure, medical, wellness, sports, MICE, eco-tourism, film, rural and religious tourism. As a popular destination of spiritualism both Domestic and International tourism visits India. India's projected contribution of tourism for 2025 accounts for 275.2 billion which records growth by 16% as compared to its previous decade. India is now third among 184 nations in its total contribution to GDP in year 2018. The launch of many yojanas and propounding various initiatives by the govt of The Republic of India like 'Incredible India' and '*Athiti Devo Bhava*' has provided a targeted impetus to growth. The Indian government has additionally freed a recent class of visa - the medical visa or Mvisa, to encourage medical visitors within the country.

1.5 Key Issues/Challenges to MICE Tourism

- ✧ The business infrastructure at many major travelling destinations in The Republic of India is insufficient to support property tourism; the first areas of concern embrace poor and unsafe road transportation, low regional air property, unhygienic conditions and safety of travellers.
- ✧ Though holidaymaker police have been formally deployed by many states, the target is probably going to be achieved once it's strong any.
- ✧ Most of the activities at many places, and many heritage sites in the state, are severely affected due to ecological balance in those places.
- ✧ Business and welcome may be an effortful sector, and therefore the country's advanced labour laws at the centre furthermore as at the state level have an effect on the present and new businesses making an attempt to enter the Indian market
- ✧ Being a concurrent list of subject, the MICE as a business is challenged by the inconsistencies in laws obligatory on the centre-state disputes, Government's Stance
- ✧ The State Government has taken many decisions to promote domestic and foreign tourist growth. These embody policy/regulatory changes, infrastructural developments and promotional efforts. business enterprise and hospitality © 2017 KPMG, associate degree Indian Registered Partnership and a member firm of the KPMG network of freelance member corporations connected with KPMG International Cooperative ("KPMG International"), a Swiss entity.
- ✧ Business enterprise and cordial reception is enclosed jointly of the twenty five focus sectors beneath the government's 'Make in India' initiative, that aims to 'transform India into a world style and manufacturing hub'
- ✧ The govt. has allowed 100% FDI under the automated route within the business enterprise and cordial reception sector, together with business enterprise construction comes — like the event of hotels, resorts, and recreational facilities.
- ✧ The Ministry of business enterprise (MoT) is that specialize in driving tourism through promotional campaigns, like 'Incredible India' and '*Atithi Devo Bhava*'
- ✧ The govt. is encouraging native involvement in business enterprise by promoting home stays; it's conjointly urging the states to form the licensing method easier for home stays, and exempt them from service tax and different

- ✧ Investment-linked tax deductions are provided for the event of recent hotels with star ratings of 2 and on top of — permitting a hundred per cent deductions towards cost
- ✧ Strain to boost the convenience of doing business, the MoT has started a web site for on-line recognition of travel trade service suppliers
- ✧ In October 2016, the govt. started a task force for journey business enterprise to resolve challenges associated with the segment's development and promotion within the country. (K Fotis, Z Stella, 2012)
- ✧ The MoT continues to market business enterprise through bilateral/tripartite agreements and Memoranda of Understanding (MoUs) with different countries and international organizations to promote tourism in state.
- ✧ In Feb 2016, the govt. launched the '*Swachh Paryatan*' mobile application, that permits voters to lodge complaints regarding uncleanliness in areas around chosen monuments protected by the Archaeological Survey of India (ASI)
- ✧ Over the past few years, the MoT, together with state/UT administrations, has been functioning on obtaining tourism police deployed at outstanding tourist spots within
- ✧ In 2016, the govt declared the National Civil Aviation Policy (NCAP), that aims to boost regional air property, build air reasonable, and change the processes and free structures.
- ✧ The 'Tourist Visa on Arrival (TVOA) scheme' was extended to 161 countries last year — to market international arriving business enterprise.

2.0 CONCLUSION

The work tried to describe emphasis on the destination attractiveness as MICE spots for Uttar Pradesh. However, through the detail empirical studies can be evaluate and help out to develop them as popular MICE destinations. Tourism for the purpose of Meetings, Incentives, Conferences (or Conventions) and Exhibitions (or Events) so far has been considered to be limited to big cities, where domestic and international business events and conferences can be facilitated. Various activities like Attracting MICE tourists Opportunities, Extending Business Trip, Adding Airport Tourism, Business Services for Tourist Resorts, Tourism Packages for Conventions, Families on Business Trips, Promotion through Internet and providing security to MICE players are the different issues through we promote the MICE tourism in Lucknow Agra and Varanasi (Heritage Arc).

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SECTION-3

Role of Hotel Management Institutes in Fostering Entrepreneurship



Developing Entrepreneurial Mindset Amongst Students of Hotel Management, Hospitality and Tourism

Dr. Sarah Hussain* & Gagandeep Soni**

ABSTRACT

Our society is facing a grave predicament in the form of unemployment and un-employability and effective entrepreneurship education could be the answer to this problem (Mani, 2017). Entrepreneurial Education had a noteworthy role in developing entrepreneurial aspirations which lead to entrepreneurial mindset amongst students (Cui & Bell, 2019). Educational characteristics like experiential learning and nature of activities incorporated in curriculum have an impact in inculcating entrepreneurial mindset. This paper delves into exploring different ways of developing entrepreneurial mindset amongst students of Hotel Management. Through this paper the faculty members of tourism and hospitality would learn different methods of teaching students entrepreneurial capabilities and also understand the most important contents of entrepreneurial curriculum.

Keywords: Entrepreneurship; Entrepreneurial Mindset; Entrepreneurial Curriculum; Tourism; Hospitality; Hotel Management

1.0 INTRODUCTION

The term Entrepreneurship has its origin in the French word 'entreprendre' which means to do something or to undertake. Entrepreneurship is very important in improving lifestyles of people by means of reducing destitution, creation of employment, prosperity and monetary dynamism in society. Data from Universities of developed nations suggests that entrepreneurial education assists students in developing mind-set, skills, acumen required for start-ups (Chinonye and Akinbode, 2014).

Bureau of Labor Statistics, U.S. Department of Labor, US (2017) experienced highest unemployment rate (6.1 percent) from hospitality and leisure industry. Less than 11 percent of Hotel Management graduates are employable for hospitality jobs soon after college in India (National Employability Report Hotel Management Graduates, 2014). Therefore, it is

* Associate Professor, Department of Tourism and Hospitality Management, Jamia Millia Islamia (A Central University), Jamia Nagar, New Delhi

** Assistant Professor, Banarsidas Chandiwalla Institute of Hotel Management & Catering Technology, Kalkaji, New Delhi

important for students to take up entrepreneurship instead of seeking traditional employment and be employment givers instead of employment seekers.

All India Council for Technical Education (AICTE) has included the objective of inculcating entrepreneurship in its mission statement. Entrepreneurship is being taught in various universities across India. Mani (2017) points out these courses tutor the pupils 'about' entrepreneurship instead of 'for' entrepreneurship. It was also found that these programs were more theoretical and futile in producing entrepreneurs.

The Entrepreneurship education aims to do an overall development of students which includes a combination of skill development, building of the right attitude and way of thinking, ability of each student according to their individual capacity. These should be trained in such a way that students are able to use the knowledge for a long time into the future which also benefits the society and generates wealth for all. (Ilayaraja, 2015).

The research done in Entrepreneurship is mainly fact finding empirical in nature and very little research has been conducted in building theory (Koppl, 2007). Li (2008) reveals that amongst researchers of Hospitality Entrepreneurship most favoured method of data collection has been survey. Overall there is a lack of research in entrepreneurship in hospitality and tourism, which could overcome by collaborations with other disciplines in order to build theoretical framework.

The present study is to build on theory using literature from published papers in reputed journals and books on entrepreneurship, entrepreneurship education, entrepreneurship education in hospitality and tourism and entrepreneurship in hospitality and tourism.

2.0 REVIEW OF LITERATURE

To teach Entrepreneurship to hospitality students there has to be a flexible method of teaching. There is a need to do away with lectures being conducted in closed classrooms, overloaded with students, having old fashion examination system. The teaching of such courses should allow flexibility to students in free spaces in innovative learning environment. Simulation, with numerous teaching approaches should become a norm (Mani, 2017). Entrepreneurial teaching should begin with end in mind, with focus on attitude and behaviour mentoring. Techniques like workshops, group discussions, working in teams, case studies, guest-lectures and discussion from entrepreneurs are some ideal ways to teach entrepreneurship to students (Jones and English, 2004).

Lecture based methods are most popular amongst teachers of hospitality and tourism teaching entrepreneurship to students since these are most easy to conduct with least scope of investment (Fiet, 2000). Shortage of time and resources and need to complete the syllabus make lecture method more feasible to faculty members teaching entrepreneurship.

Entrepreneurship teachers of hospitality and tourism must use a gamut of teaching plans with sufficient knowledge of combining different methods for service oriented industry which needs a lot of practical and simulation methods of instruction Heads of Educational Institutes should allow flexibility to entrepreneurship teachers to experiment during their sessions for desirable outcomes (Ahmad et al, 2018).

Study conducted by Ivanov, Dimitrova, & Ivanova (2010) declares that in hospitality and/or tourism, entrepreneurship could be taught either as an independent module or as a component of fundamental management subjects like principles of management, marketing,

human resources, accounting and finance, hospitality law, etc. except there is also a trend that a amalgamation of both, with importance on practical aspects, is best suited for students. For entrepreneurial education, students should be given theoretical inputs along with classes in workshop model, case studies considering students' aptitude.

Ionita (2012) proposed that entrepreneurs require an experiential learning strategy which is different from the steps followed in traditional learning.

Entrepreneurship education as per Cooper, Bottomley and Gordon (2004) and Kirby (2004) must provide not only teaching but also facilitate students to set up their businesses in order to make the course successful.

Driver et al. (2001) established that sound education would result in good entrepreneurship capabilities. Nieman et al (2003) feel education can develop entrepreneurial capabilities especially if students are taught how to become employers instead of employees. The countries where entrepreneurship is promoted do well economically. It is therefore important to teach students what entrepreneurs do and assist them in their entrepreneurial ventures.

Entrepreneurial Education contents for hotel management, hospitality and tourism:

1. Developing Entrepreneurial Mindset

Study conducted by Wu. et al. (2019) revealed that Entrepreneurial Education had a noteworthy role in developing entrepreneurial aspirations which lead to entrepreneurial mindset amongst students. Educational characteristics like experiential learning and nature of activities incorporated in curriculum also had an impact in inculcating entrepreneurial mindset. The study of Gurel et al. (2010) demonstrated that regardless of country of origin, tourism students possess two key characteristics of entrepreneurship: innovativeness and propensity to take risks. Rekha et al. (2015) established that Entrepreneurial mindset is responsible for success in ventures and qualities like risk taking, knowledge acquired from experience, right attitude form the entrepreneurial mindset.

2. Using Design Thinking (DT) – Idea generation, innovation and creativity

The design thinking process model by Plattner et al. (2009) is arranged in a linear way. Thoring & Müller (2011) have explained that DT is an explicit technique to resolve intricate problems in order to bring about ground breaking solutions.

DT is broadly described as a style of thinking, or as the study of the cognitive processes that are subsequently manifested in design action (Cross, 2007). Dunne and Martin (2006) distinguish design from Design Thinking, describing Design Thinking as cognitive process that designers use, as opposed to the designed objects they produce. It is generally considered as the ability to combine empathy, creativity and rationality to analyse and fit solutions to particular contexts.

Hassi & Laakso (2011) have explained that DT exercise, reasoning methods and mindset all work towards building better understanding of the concepts for students. It always brings better results when teamwork with people belonging to other branches of learning (inter-disciplinary approach) is undertaken for designing difficult problem solving (Brown, 2008). Taajamaa, et al. (2013) found that DT method of teaching brought improvement in interdisciplinary approach involving teamwork done through project based learning, analytical and interactive communication. DT also helped in understanding of "self" amongst students and provided a better perspective on prototyping and developing entrepreneurial mindset of students.

DT has is being vastly used in B-schools involving multi-disciplinary teams. It has flexible steps as described by Plattener et al. (2009) which are as follows:

- I. **Understand:** The practice commences with a meeting, conducted by customer (actual or made-up). Typically at this point a very broad portrayal of a precise theme or problem area is done, but withholding the real issue. The goal of this step is the gain as much expertise in the issue as possible by the team-mates. Knowledge is gained on the topic through various secondary sources.
- II. **Observe:** In this step potential users are approached to gain accurate and deep understanding of their requirements. Information collected is interpreted as the users may not typically know their specific need. Through observation, interview and probing the needs are recognised.
- III. **Point of View:** This being the most intricate step, the aim is to describe Point of View which is a theory about the issue and consumer requirements. There are various sub processes involved - leanings from the research are discussed with the team mates, then these leanings are grouped under different themes and thereafter some patterns emerge. These are depicted in form of a diagram or into consumer's character sketch emerging into point of view.
- IV. **Ideate:** At this juncture a question is framed which enables a brainstorming session. The question usually starts with "How might we?" to induce an idea which will resolve the problem statement. Brainstorming further generates ideas which are classified further into "sensible" ideas, "outrageous" ideas or "most practical" ideas. Through voting the idea which is to be developed further is chosen.
- V. **Prototype:** The idea developed in previous stage is built further as a prototype. This may take a form of a model or role play or paper prototype or synergistic simulation according to the field of interest.
- VI. **Test:** The prototype should be able to explain the conception to the user so that the idea could be tested. The feedback from the users is sought for further improvement.

3. Preparing Business Model Generation

The business model canvas has come to be a very popular pedagogical tool in entrepreneurship. Rightly explained by Osterwalder and Pigneur (2009 and 2010) that a business model explains the underlying principle of how a business generates, delivers and encapsulates value.

Jackson et al. (2015) explains that the business model consists of nine building blocks, placed in a manner that each building block is adjoining the blocks it affects the most, and vice versa. These are also explained further to imitate how human brain operates, where the left sided blocks namely Key Resources, Key Partnerships, Key Activities and Cost Structure are focussed on logical reasoning and the right sided blocks namely - Customer Segments, Customer Relationships, Channels and Revenue Streams were governed by sentiments. The block of Value Proposition is said to be at the equilibrium point.

Teaching of the Business Model Canvas generation covers the six features as explained by (Neck and Greene, 2011) offers a set of proficiencies and procedures that could be taught for new venture formation; students get to acquire an application that all types of start-ups could align themselves to; propagates innovative problem solution development; relies on iterations for optimal results; encourages experimentation; and is practiced again and again—not just in one class but across the curriculum.

Morris (1987), Miles (1991), Jaworski (1993), Yükselen et al. (2008) bring to notice a trend in literature related to marketing that deals with traditional approach to marketing from an entrepreneurial perception and places itself at the intersection of entrepreneurship and marketing. Miles and Arnold (1991) tested empirically the relationship between entrepreneurial and marketing orientation. According to Liu et al. (2003) market orientation is directly proportional to entrepreneurship resulting eventually in better results from business. It is important to include marketing as a course in entrepreneurial education as explained by Morrish, Miles, & Deacon (2010), that the main marketing methods of creating and giving value are enhanced further by entrepreneurial, ground-breaking, and opportunity focused approaches.

Students need to be informed as Stokes (2000) established that marketing for entrepreneurial projects should draw from the pulse of consumer in creating ideas and innovation. Unlike traditional methods of marketing, for entrepreneurial marketing customers should be reached out to through bottoms up approach. Bottom-up marketing is principally conducted by the workforce of an organisation. Employees identify one particular customer requirement could be met by the organisation and thereafter develop a marketing strategy around that lone idea. Entrepreneurship marketing lays emphasis on those marketing methods that are interactive with customers who are usually loyal and snow ball referencing could be sought to gain new customers.

Entrepreneurial marketing is based on incorporating innovative, new ideas and concepts to identify and fulfil the needs and requirements of the customers in an insightful manner. The concept of entrepreneurial marketing is based on personal interactions with the active customers while relying on word of mouth promotion to gain new ones. Also, the data is gathered through informal methods like personal networks rather than the organised and systematic market intelligence methods.

Ionita (2012) advocated that entrepreneurial marketing focuses both on the entrepreneur as well as the customer. The network of contacts generated in entrepreneur marketing is utilised to utmost advantage by linking and building upon the chain and including these links to develop business networking. The entire network revolves around the entrepreneur who is the central hub of all connections and links for maintaining activities related to marketing.

Structural Aspects of Entrepreneurial Marketing

According to Rocks et al. (2005) dimensions constituting the structural aspects of entrepreneurial marketing are mentioned as under:

1. The contacts which are direct and help in the marketing based activities constitute the size.
2. The level of formality depends on the number of formal and informal contacts included in the marketing list. If the number of formal contacts is greater than the informal ones, then the networking is considered to be formalized. On the other hand if the list has more informal contacts like friends, family members and nearby and known associates, then the networking is referred to as informal.
3. Diversity or multiplicity encompasses the range of sources in the contact list. Heterogeneity is required for facilitating information accessibility and flexibility.
4. Density includes the relationship generated between the entrepreneur and market setting.
5. Flexibility incorporates the relationships developed during the course, whether they are maintained or discontinued.

Therefore, teaching entrepreneurial marketing to students enrolled for entrepreneurship development would gain immensely from marketing tutorials to generate better business for their start-up.

5. Tools for Market Survey

- I. **Internet:** A combination of emails and Web can be used together as well as separately for collecting data for surveys. One major concern while using this method is the anonymity that has to be maintained if the candidates do not want to reveal their identities. It is also imperative to keep in mind the quality desired and the completion of responses obtained using this method (Truell, 2003).
- II. **Social Media:** Web 2.0 plays an important role in entrepreneurial marketing where in customers can submit their reviews and feedbacks about the product. These views can be used in further designing and development of the product for the customer. Social media is a popular marketing tool these days and entrepreneurs can make use of the same too (Jones, 2010).
- III. **Blogs:** An emerging marketing tool which can be beneficial for entrepreneurial marketing. They are considered as an informal marketing tool where customers can be engaged in a sort of informal communication. Details about the strengths and weaknesses of the product can be discussed and ideas can be incorporated as per the requirements and demographics of customers using the firm's product or service (Singh & Singh, 2008).
- IV. **Questionnaire and Interview:** Other common market survey tools that can be used are questionnaires, schedules and interview method. These methods have their own advantages and disadvantages. The choice of method depends on the target customer and the type of survey to be undertaken (Kothari, 2014).

Therefore, the students need to be informed about various tools for market survey that they can use in their entrepreneurial venture to do market research.

6. DPR/ Unit Economics/ Pricing Strategies, Financial statements & Valuation

After deciding the form of ownership, location, technology, the machinery and equipment, the entrepreneur should be ready to prepare his project report or feasibility study. The economic viability and technical feasibility of the product selected have to be established through a project report. A project report that may now be prepared will be helpful in formulating the production, marketing, financial and management plans. It will also be useful in obtaining finance, shed, power connection, water connection, ear material quotas, etc. (Mohanty, 2006). Therefore, it is important for students to be taught how to prepare Detailed Project Report (DPR).

Students should be taught how to understand financial statements as according to Mohanty, (2006) economic and financial appraisals are an important part of project appraisal. While preparing to set up an enterprise, the entrepreneur has to carefully appraise the project from the standpoint of economic, financial, technical, market, managerial and social aspects to arrive at the most socially feasible enterprise. Finance is one of the important prerequisites to start an enterprise (Khanna, 2005). It is the availability of finance that facilitates an entrepreneur to bring together land, labour, machinery and raw material to combine them to produce goods. Financial statements are powerful tools entrepreneurs

can use to manage their ventures. The basic financial statements and entrepreneur needs to be familiar with are the balance sheet, the income statement, and the cash-flow statement. Students should be able to understand financial aspects of their enterprise and must therefore study the same from the perspective of entrepreneurship (Kurato and Hodgetts, 2008).

Since every entrepreneur should be able to work out the value of his or her business and also should be able to determine the value of competitor's operation. Business valuation is necessary in buying or selling a business, division, or major asset; establishing an employee stock option plan (ESOP) or profit sharing plan for employees; raising growth capital through stock warrants or convertible loans; determining inheritance tax liability; giving gift of stock to family members; structuring buy or sell agreement with stockholders; attempting to buy out a partner; going public with the company or privately placing the stock. Also, it is extremely important that entrepreneur knows the real value of the venture as this valuation will provide a report card for periodically tracking the increase or decrease in business's value (Kurato and Hodgetts, 2008). Therefore, business valuation must be dealt with in entrepreneurial education so that students taking up entrepreneurship are able to access the value of their business at any given time.

7. Registration of Enterprises and legal compliances

For formation and administration of a new venture, entrepreneurs face different situations that require following legal compliances. According to Mohanty (2006) following laws are to be followed - No objection certificate (NOC) from concerned body; Registration of the unit in District Industries Centres (DICs); Statutory licence or clearance. The students must be given information in this regard so that they know the authorities to contact for various clearance certificates and knowledge about which national and state level sources to contact for what information.

Recommendations

1. Students of hospitality and tourism should have a curriculum for entrepreneurship which is not taught in conventional manner, rather the format should be taught without restrictions. Instructors should have academic freedom in teaching in a style suitable to for the best outcome.
2. There should not be common assessment criteria and the instructors should use any way to assess the learning.
3. Faculty members should be groomed well before embarking upon a subject like entrepreneurship development.
4. This grooming could be attained after attending workshops, faculty development programs, conferences, seminars on entrepreneurship.
5. For entrepreneurial education, students should be given theoretical inputs along with classes in workshop model, case studies considering students' aptitude.
6. Successful entrepreneurs can be invited as guest speakers to address the students of hospitality and tourism in order to discuss new ideas, trends and business management and competitiveness.

7. Educational trips to different hotels, travel agencies should be organised by the hospitality and tourism institutions so that students can receive first hand information about the latest trends and requirements of businesses. Information can also be gathered in the form of feedbacks from the different stakeholders as per the changing times and needs.
8. Students can be persuaded to undertake training programs under successful entrepreneurs as a part of their curriculum to enhance their skills. Practical training methods are always beneficial than the traditional classroom training techniques. Even faculty members can be sent to different hotels for on the job training programs which can help them in brushing up their knowledge while acquainting them with the latest trends and needs prevailing in the market.
9. Developing and incorporating mentoring programs in the hospitality and tourism educational institutions can help the student grow personally as well as professionally. A skilled mentor can coach the student from the very beginning which will help and guide the student to achieve success by getting valuable knowledge from the mentor.
10. Entrepreneurship could be taught either as an independent module or as a component of fundamental management subjects like principles of management, marketing, human resources, accounting and finance, hospitality law, etc. except there is also a trend that an amalgamation of both, with importance on practical aspects, is best suited for students.
11. Developing entrepreneurial mindset; Design Thinking (DT) – Idea generation, innovation and creativity; Preparing Business Model Generation; Marketing; Tools for market survey; DPR/ Unit Economics/ Pricing Strategies, Financial statements & Valuation; Registration of Enterprises and legal compliances should be a part of entrepreneurial curriculum.

Conclusion

This study has attempted to identify ways to incorporate entrepreneurship development by teaching entrepreneurship in colleges of hospitality and tourism. Instead of proceeding with this subject like other traditionally taught subjects, the faculty must find innovative ways of conducting classes for entrepreneurial education. There should be flexibility as well as freedom of expression for creative thinking while teaching such a subject. This study also, conveys the topics that are of prime important and must be covered in entrepreneurial education. Hospitality and tourism students would gain a lot from such a well designed curriculum, not only would they be able to start their own venture and instead of being employment seekers, they would become employment providers.

Teaching methodology should be a combination of both theory based lectures as well as practical methodologies. The figure given below explains that the students can start from a basic level where in theory based inputs can be provided to them during the beginning of the course and then they can gradually move on towards more practical and experiential learning techniques (Ahmad, Abu Bakar, & Ahmad, 2018).

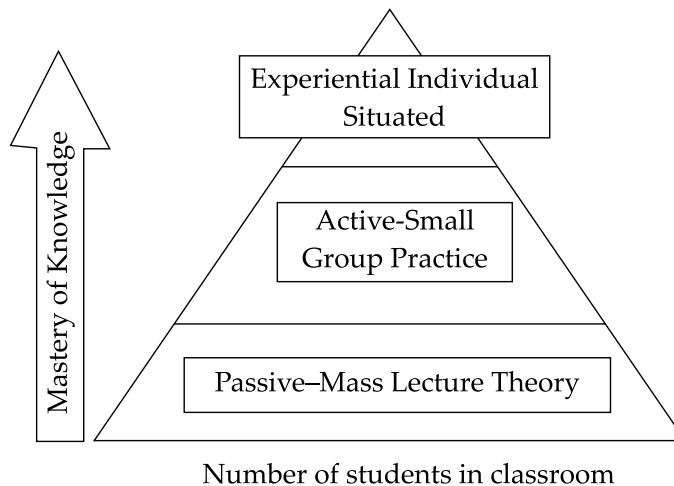


Fig 1: Hierarchy of Learning Methods

Source: Ahmad, Abu Bakar, & Ahmad (2018)

Entrepreneurial education in hospitality and tourism institutes will provide an opportunity to the students to build up their creativity along with decisive thinking and problem-solving skills. Their concepts will be clearer which would help in enhancing their innovative thinking while preparing them for their roles as future entrepreneurs.

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Role of IHM's in Fostering Entrepreneurship (An Exploratory Study of the IHM's under NCHMCT, Noida)

Virender Rawat*, Mahesh Kumar Bairwa** & Rajni Kumari***

ABSTRACT

The Indian tourism and hospitality industry have emerged as one of the key drivers of growth among the services sector in India. (www.ibef.org, 2019). Due to subcontinent's rich diversified culture, great historical places with beautiful landscapes and ecology spread across the nation, the Travel & Tourism sector in India accounted for 8 per cent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028. International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 percent by 2022 (www.ibef.org, 2019).

The main objective of the study is to analyze and access the role of IHM's in fostering the growth of entrepreneurship in Tourism and Hospitality sector of the nation and consequently to identify the problems and prospects in achieving the goal of true entrepreneurship. The Institute of Hotel Managements (Affiliated to NCHMCT) spread across the nation has a vital role to play in fostering entrepreneurship which will help to fight against unemployment that is a major social issue in India. As of September 2018, according to the Indian government, India had 31 million jobless people. The numbers are widely disputed (Unemployment in India). The study emphasizes on small scale methods in analyzing and accessing the role of IHM's in fostering the entrepreneurship in Tourism and Hospitality sector. Findings suggest that the Institute of Hotel Managements has set up a benchmark in the world of Hospitality and Hotel Industry in past decades but yet to mark an impression in the gallery of entrepreneurship culture to be developed in India. This paper concludes that developing entrepreneurship skills is a key requirement in modern day schooling pattern which advocates the importance of financial literacy (financial education) starting and owning businesses, as well as increasing one's financial intelligence to improve one's business and financial aptitude (Robert Kiyosaki)

Keywords: Entrepreneurship, IHM, Unemployment, Tourism, Hospitality.

* Asst. Lecturer, State Institute of Hotel Management, Jodhpur, Rajasthan

** Lecturer, State Institute of Hotel Management, Jodhpur, Rajasthan

*** Assistant Lecturer, State Institute of Hotel Management, Jodhpur, Rajasthan

1.0 INTRODUCTION

As defined by Peter Drucker (1964) – “An entrepreneur is one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or service. An entrepreneur is an economic man who tries to maximize his profits by innovation. Innovations involve problem solving and the entrepreneur gets satisfaction from using his capabilities in attacking problems.” As defined by E. E. Haggen (1970)

Entrepreneurship is an opportunity to form and start a business by an individual who is willing to take a risk of loss and uncertainties, contributes in the economic development of a nation and aims profit/gain through all his/her efforts. It can be described as a creative and innovative response to the environment. Such responses may take place in any field of social endeavor i.e. business, agriculture social work, education etc. (Shari) It is just not a sector but strong idea for the cultural and economic development. As mentioned, India is a vast, diversified and beautiful country with vast tourism opportunities. Architectural wonders and varied topography (hottest to the coldest, wettest to the driest, snow laded mountains, beaches of the sea coast, sand and dunes, tropical forests, colorful dresses, varied folks, music, dance etc.) Country has endless to offer to the tourists along with the unforgettable hospitality experience. India is a large market of travel and tourism. It offers diverse portfolio of tourism products, cruises adventure, Medical Wellness, Sports MICE, Eco tourism, Film, Rural and Religious tourism. In Independence speech from Red Fort, Prime Minister Shri Narendra Modi urged people to visit 15 domestic tourist destinations in India by 2022 to promote tourism. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country. FEEs during the period January-November 2019 were US\$ 26.78 billion registering a growth of 3.7 per cent year-on-year.

According to WTTC, India ranked third among 185 countries in terms of travel & tourism's total contribution to GDP in 2018. India was ranked 34th in the Travel & Tourism Competitiveness Report 2019 published by the World Economic Forum. India is the most digitally advanced traveler nation in terms of digital tools being used for planning, booking and experiencing a journey, India's rising middle class and increasing disposable incomes has continued to support the growth of domestic and outbound tourism.

During 2018, foreign tourist arrivals (FTAs) in India stood at 10.56 million, achieving a growth rate of 5.20 per cent year-on-year During January-November 2019, Foreign Tourist Arrivals (FTAs) were 96, 69,633 with the growth of 3.2 per cent. During January-November 2019, a total of 25, 51,211 tourists arrived on e-Tourist Visa registering a growth of 23.8 per cent.

The travel & tourism sector in India accounted for 8 per cent of the total employment opportunities generated in the country in 2017, providing employment to around 41.6 million people during the same year. The number is expected to rise by 2 per cent annum to 52.3 million jobs by 2028.

International hotel chains are increasing their presence in the country, as it will account for around 47 per cent share in the Tourism & Hospitality sector of India by 2020 & 50 per cent by 2022. India is also the third largest globally in terms of investment in travel & tourism with an investment of US\$ 45.7 billion in 2018, accounting for 5.9 per cent of national investment.

During the period April 2000-June 2019, the hotel and tourism sector attracted around US\$ 12.99 billion of FDI, according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT). India's travel and tourism industry has huge growth potential. The tourism industry is also looking forward to the expansion of E-visa scheme which is expected to double the tourist inflow to India. India's travel and tourism industry has the potential to expand by 2.5 percent on the back of higher budgetary allocation and low-cost healthcare facility, according to a joint study conducted by ASSOCHAM and Yes Bank. (India Brand Equity Foundation, 2019)

NCHMCT and Hospitality Industry:

National Council for Hotel Management and Catering Technology (Society) was set up in the year 1982 by Govt. of India as an autonomous body for coordinated growth and development of hospitality management education in the country.

Initially, the Council was set up in the name of National Board of Studies in Food Management, Catering & Nutrition under the administrative control of Ministry of Agriculture (Dept. of Food) and subsequently it was transferred to Ministry of Tourism, Govt. of India in the year 1984 with renaming as National Council for Hotel Management & Catering Technology. The office of the Council is situated at A-34, Sector-62, Noida (U.P.) in its own building.

The Council regulates academics in the field of Hospitality Education & training that is imparted at the 21 (twenty one) Central Govt. sponsored Institutes of Hotel Management, 25 (twenty five) State Govt. sponsored IHMs offering Degree level/Diploma/Craft Certificate level programs, 1 (one) PSU owned Institute, 25 (twenty five) private Institutes and 14 (fourteen) Food Craft Institutes that function in different parts of the country.

Through the Council, these institutes offer 11 (eleven) different professional programs leading to award of Certificate, Diploma, Post Graduate Diploma, Bachelor and Master Degree. (The last two programs are in collaboration with Indira Gandhi National Open University) (nchm.nic.in, 2019)

1.1 Need of the study

The latest survey is the need of the hour to promote entrepreneurship knowledge, motivation and qualities in the budding and interested passing out Hotel Management scholars who would be the risk takers and supportive ecosystem builders in order to launch new businesses and fulfill their thrust of becoming successful entrepreneurs from IHM's. Here, NCHMCT can create an ecosystem internally and externally in order to showcase the next generation entrepreneurs who can be equally compared with other Institutions pass out entrepreneurs in the great world of hospitality and tourism sector. This study aims at the various issues and complications of Hotel Management scholars studying in various IHM's (affiliated from NCHMCT) who may wish to explore the abundance opportunities for developing entrepreneur in the field of Tourism and Hospitality sector. This study will be helpful for the IHM's spread across the nation to foster entrepreneurship if spots identified under this research study are recognized by the NCHMCT. The successful implementation of the findings will take NCHMCT, a step up from where the new milestones can be set up. There is a scope for further research in the same field and will be beneficial for pass out and newcomer scholars

1.2 Objectives

The following are the main objectives of the study-

- ✧ To identify the problems and major hiccups which are coming across the IHMites to become successful as an entrepreneur
- ✧ To study the role of various IHM's situated in every part of the country to promote entrepreneurship skills and knowledge to boarding hoteliers.
- ✧ To study the various prospects and solutions which may be desired by various IHM's to promote entrepreneurship culture with their campus boundaries.
- ✧ To know the opinions and views of various stakeholders about the problems and solutions for the betterment of entrepreneurship in the field of Tourism, Hospitality and Hotel sector through the medium of IHM's

2.0 LITERATURE REVIEW

- ✧ Dr. Ayesha Chaudhary expressed her views and opinions in the article published over website yourstory.com on 23rd February 2018, where she recommends creating and fostering entrepreneurial mindset in India's high school students.
- ✧ National policy on Skill development And Entrepreneurship 2015 by Ministry of Skill Development and Entrepreneurship suggested taking the advantage of the demographic profile of our country's population in the coming years and also emphasizing to foster social entrepreneurship and grass root innovations through the medium of universities and academic institutions.
- ✧ Srinath Achar, who is certified hospitality educator from American Hotel and Lodging Association and Principal of Jindal Institute of Hotel Management, Vadodara in his article published in May 2017 by Siksha Knowledge series has emphasized entrepreneurship is a trend among young millennials and changing hospitality trends is giving a way to lots of new entrepreneur.
- ✧ A research paper uploaded by author Dr. Stephen Paul, reader in hospitality management, Sheffield, Hallam University in the year 2005 over the importance of entrepreneurship, hospitality, leisure, sport and tourism recommend to higher education institutions that they consider the scope for encouraging entrepreneurship through innovative approaches to program design and through specialist postgraduate programs.
- ✧ AIMS Institutes, Peenya, Bangalore in its journal of research published in the year 2016 suggested that entrepreneurship is a new concept and to foster entrepreneurship among students, educational institutes, some need to make it a central stratagem. Behind this, strategy is the philosophy can be both taught and learnt.
- ✧ <https://www.forbes.com> has published an article on September 10, 2014 titled 10 ways by which universities can improve the entrepreneurship education. It is a must read article for scholars who wish to become startup founders, researchers and business owners.

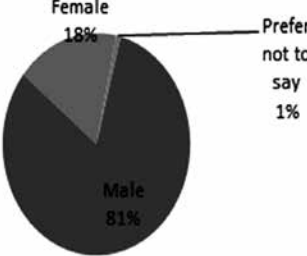
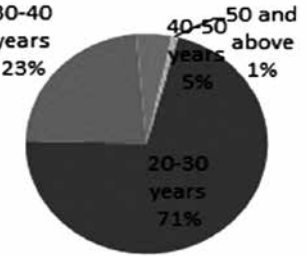
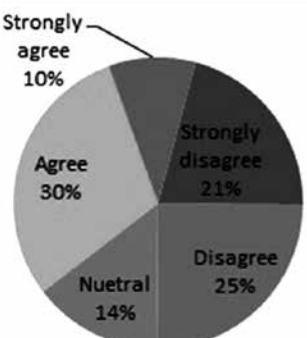
3.0 METHODOLOGY

The research is made by using the primary and secondary data collection method for the required information. The sample size consists of 125 stakeholders who are directly and

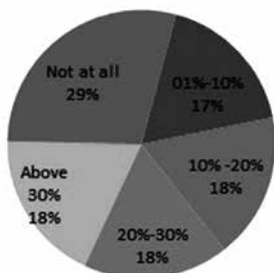
indirectly associated with the different central and state IHM's situated across the country. The stakeholders are Students of various IHM's, IHM faculties, IHM staff, Research scholars, Hotelier, Travel and Tourism Managers, Academicians etc. working in the field of hotel, hospitality and tourism industry. A descriptive interpretative method is emphasized on the research work with few relevant theoretical references. The reference also involves the use of data from various publications, journals, text book etc.

4.0 DATA AND INTERPRETATION

Gender & Age (Fig.01)

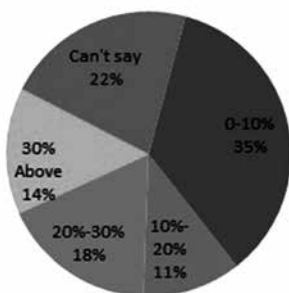
 <p>Female 18% Male 81% Prefer not to say 1%</p>	<p>Based on Random Sampling, out of the 125 responses received we had 81 % as males, 18% as females. Only 01% of the respondent prefer not to say</p>
 <p>30-40 years 23% 40-50 years 5% 50 and above 1% 20-30 years 71%</p>	<p>People from the age group of years 20-30 & 30-40 years make a large share of the respondents who as expected would be best suitable to answer on entrepreneurship. Only 05% age group are in between 40-50 years whereas just 01% age group are above 50 years</p>
<p>Data states how well IHM's are fulfilling the entrepreneurial need of the nation (Fig.02)</p>	
 <p>Strongly agree 10% Agree 30% Neutral 14% Disagree 25% Strongly disagree 21%</p>	<p>46 % of the respondents disagree by the fact that various IHM's are active in promoting and fulfilling entrepreneurial need whereas 10% of the respondents are neutral. The data simply indicates that a huge bracket need to be filled and several steps should be taken to narrowing the gap.</p>

Percentage of IHM's curriculum providing financial education or learning (Theoretical and Practical both) to their students (Fig.03)



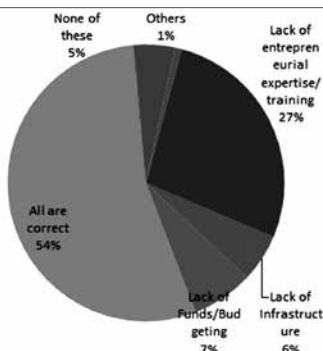
Financial education and learning may develop a sense of entrepreneurship among the student of IHM's. The data into the chart indicates and claims that 29% respondents has not gained any financial education in their educational career. 17 % respondents gained in between 01% to 10%, 18% respondents gained in between 10% to 20%, 20% to 30% and above 30 % financial education and learning respectively. Financial Management subject is added into the NCHMCT curriculum but it is more towards to the theoretical side hence may not develop curiosity among the students. Financial subject and education should be practically provided to the students into the field which may develop curiosity, interest, learning, experience and mindset towards the entrepreneurship.

Percentage of pass out students from IHM's who prefer and opt for entrepreneurship in their career (Fig.04)



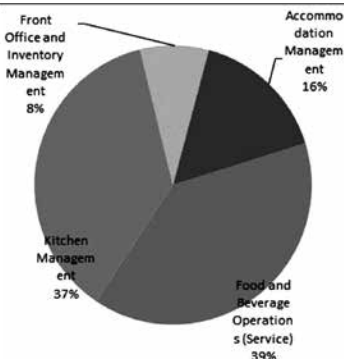
The data signifies, 35% of the respondents opinions only 0 to 10% pass out scholars from IHM's opt for entrepreneurship in their career. 11% respondents' finds 10% to 20%, 18 % respondents find 20% to 30% and 14% respondents claims above 30% students respectively into the entrepreneurship. 22% (Out of 125 responses) were not in condition to answer this question. Lack of financial education in a strategic manner has led the situation not look pretty. However, joint efforts from NCHMCT and different IHM's is required to form new academic syllabus and more towards to the practical side. Entrepreneurs, who pass out from hotel schools should be contacted to take fair technical advice for the development of new budding entrepreneurs

The startups i.e. Oyo, Zomato, Treebo Hotels, Colive etc. are founded by the non- IHMites. Reasons for negligible startups in the recent decade from IHMites (Fig.05)



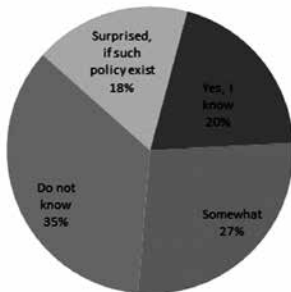
The data clearly indicates various reason which are hurdles in between student of various IHM's and due to such reasons IHMites are negligible founders of startups in recent decade if compared to the non-IHMites. More than half of the respondents feel that lack of budgeting/funds, field experts/trainers, Infrastructure in various IHM's has led the situation down. If all those reasons are addressed by NCHMCT in future, the picture may become relaxing and satisfactory in fostering entrepreneurship.

Segment of IHM's, stakeholders feel that may impact higher towards entrepreneurship (Fig. 06)



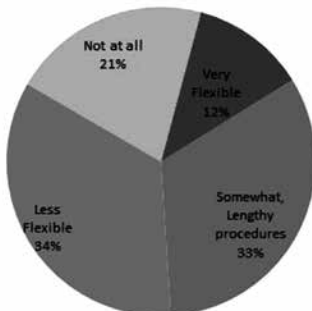
The data simply indicates that Kitchen Management and Food & Beverage Service Operations segment can play an important role in fostering entrepreneurship whereas the role of Accommodation Management and Front Office and Inventory Management segment cannot also be ruled out. The data signifies that any entrepreneurship strategy to be followed by various IHM's in future should revolve around those four important segments.

If being an IHMite, any scholar wishes to become an entrepreneur, percentage of them knowing about the Government of India's startup policy to promote entrepreneurship (Fig. 07)



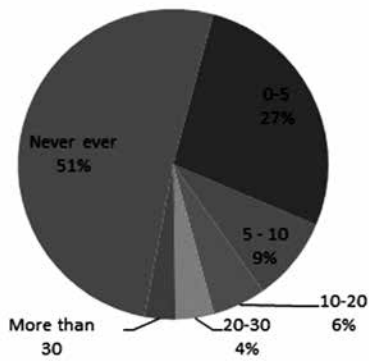
The data indicates quite interesting fact that the Government of India's startup policy to promote entrepreneurship is least marketed and altogether 53 percent of the stakeholders do not know and even surprised that such policy exists. Only 20 percent of the stakeholders are familiar with the startup policy. Least familiarization has also made the situation tough for the budding entrepreneurs and hence, recommended to acknowledge and promote the policy, if to foster entrepreneurship by the IHM's under the umbrella of NCHMCT.

Flexibility of financial Institutions i.e. Banks, NBFC's in funding or providing loan facilities for a new business to start (Fig. 08)



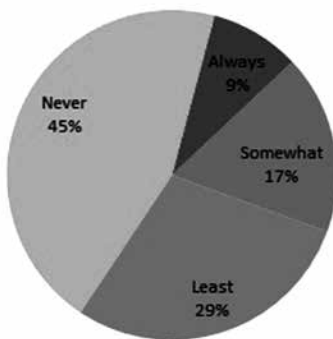
The very common problem that comes across the budding entrepreneurs is to arrange funds. In arranging funds, Banks and NBFC's plays an important role but the data indicates that only 12% of the stakeholders find the flexibility in the Indian banking system in arranging funds to foster entrepreneurship. Lengthy procedures and least flexibility, such problems can be addressed properly through proper channel by NCHMCT to the Government. Special provisions and collaborations can be made executed in between financial institutions and various IHM's.

Special lectures, scholars have attended on Entrepreneurship Skill Development during their academic learning (Fig. 09)



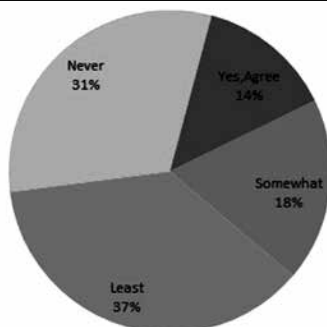
The chart clearly indicates that 51% of the stakeholders never attended any lecture on entrepreneurship skill development during their academic learning. 27% stakeholders ever attended few lectures in their academic session. Therefore, there is a clear indication that more and more lectures over the entrepreneurship to be scheduled in various IHM's to boost and foster skills in new budding students. Special lectures will create interest and mindset among the students over the entrepreneurship and will help NCHMCT to step a move forward

Data showing in which hotel organizations associated with different IHM's provide any back up/support to the scholars who wish to become entrepreneur (Fig. 10)

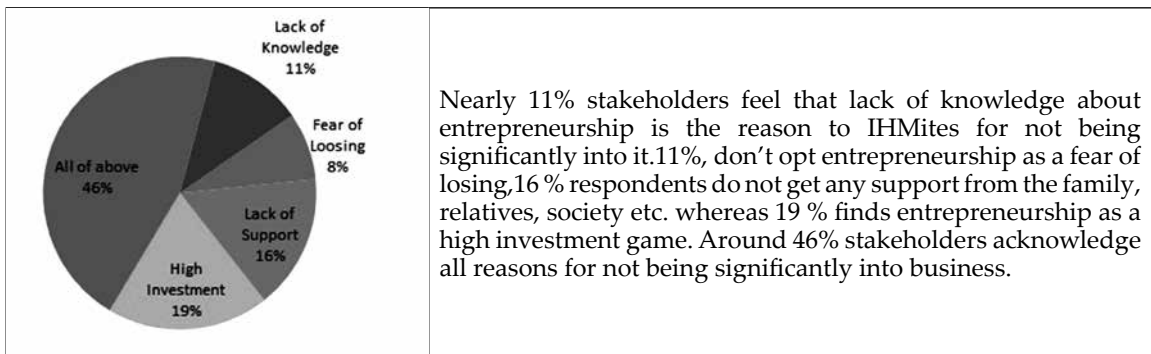


Various IHM's are directly associated with hospitality and hotel industry for training and placement of their students from many decades. The data itself indicates an ironic situation between academicians and hotel industry people that 45% of the IHM scholars never got any back up/support from the hotel organizations who wish to become entrepreneur in their life. The data shows that 29% scholars received least support, 17% scholars received support to some extent. However, 9% scholars were found satisfied in terms of support for entrepreneurship in their career. Back up and support from established hotel organizations can be a back bone to budding entrepreneurs who pass out from various IHM's across the country. A well-coordinated environment may be created from both the stakeholders for the benefit of scholars and a positive side can be achieved.

Data indicates how well adopted Three years Bachelor degree course in Hotel Management by all the IHM's provided scholars the best of the societal recognition as like IIM's and IIT's (Fig. 11)



Around 68% scholars and stakeholders felt that the well adopted Three Years Bachelor degree course in Hotel Management by all the IHM's has never and least provided the best of the societal recognition as like IIM's and IIT's. Only 14% were well satisfied as shown in the data. The reflected picture is not satisfying. However, the scenario can be changed if IHM's and NCHMCT come forward to foster entrepreneurship. It will be helpful to gain societal recognition among the scholars and stakeholders directly and indirectly associated with the hospitality and hotel organizations.

Best suited reason for IHMMites for not being significantly into entrepreneurship (Fig 12)**5.0 FINDINGS AND DISCUSSIONS OF THE RESEARCH WORK**

The research work finding confirms that hospitality, travel and tourism industry plays an important role for the growth and development of Indian and global economy. In the growth of hospitality sector, various IHM's across the country affiliated with NCHMCT, Noida has done tremendously great job in past decades and also continuously putting every effort in recent times. IHMMites has a dominant role to play in almost every star category hotel hierarchy chart across the globe. Research findings also confirms that IHM's has created great chefs and managers in the world of hospitality industry but still to mark its presence in creating renowned entrepreneurs who would not only create the employment and generate revenue for the economy but also put forward IHM's and NCHMCT in a different league of organization from where they have win-win position.

6.0 CONCLUSION

With a clear vision and through bearing risk, an entrepreneur can drive the economic sector of the nation and various Institutes of Hotel Management situated across the country has a crucial role to play under the affiliation of NCHMCT in fostering entrepreneurship. NCHMCT has potential to create milestones in the world of hospitality and hotel industry and it has long list of academicians, scholars, researchers and managers but a long way to go to mark its presence in a rally of entrepreneurs. A well-coordinated effort from Students, Hotel Organizations, Banks, NBFC's, Society, most importantly from IHM's, NCHMCT and Government is required to promote and create mindset regarding the entrepreneurship. By adding core subject on entrepreneurship, delivering more number of special entrepreneurial lectures in IHM's classes, through creating infrastructure, allocation of budget and funds, recruitment of experts etc. are the measures that can be taken and if well implemented, IHM's under the umbrella of NCHMCT has something new and innovative to deliver to its various stakeholders. The overall aim to inspire IHM's scholar for adopting entrepreneurship as a career will take him/her to identify opportunities successfully for new startups and ventures. Developing entrepreneurial skills through the change in schooling pattern and by developing financial understanding, intelligence and aptitude, one can start and develop new business and can also develop his/her financial intelligence.

7.0 RECOMMENDATIONS TO IHM'S AND NCHMCT TO FOSTER ENTREPRENEURSHIP FOR THEIR SCHOLARS

In recent times, global businesses are changing at a very fast pace. Budding professionals have very less time for them to acclimate to a new venture and in a new competitive environment. Too much theoretical business education has made the situation tough for the young professionals to cope up with ventures day to day needs. Higher education institutions should make their degrees more engaged with the real-world business challenges. This will not only help students to prepare for better operational challenges but will also cater to the working world. More focus should be given to the practical knowledge and out of sync syllabus should be reformed in a table meeting with business professionals. There should be collaborations and partnerships with business schools to implement their new ways and techniques to train professors and researchers. Not only business entrepreneurs should be contacted but social entrepreneurs should also be called within the campuses of different IHM's and NCHMCT. Several other recommendations are mentioned below:

- ✧ Present and past corporate business ideas and stories should be involved in theoretical classes.
- ✧ An effective way to teach is to focus maximum on the case studies. It will create curiousness among the students and scholars. Case studies will deeply dig out student's hiccups and will also help them to know new business processes and make decisions.
- ✧ Exchange programs for teachers and students should be emphasized nationally and globally. More programs like 'Certified Learning Facilitator' should be initiated for the professors working in different IHMs across the country. Students with various cultural and varied backgrounds should be called upon.
- ✧ Technology topics should be added and emphasizes in NCHMCT syllabus and curriculum
- ✧ Consultancy services to new startups and small and medium business ventures should be provided by the IHM's faculties with taking students and scholars together. This will help students to learn and engage practically in formulating business operational needs and priorities. Consultancy team of students and faculties can also earn money for the Hotel Management Institutes.
- ✧ Students should be helped in creating and launching their own business modules by IHMs and NCHMCT. Entrepreneur cells should be set up in every Institution. Budget and Finance facilities should be provided to the student who has some new and innovative business ideas. The students and new entrepreneurs should work together to exchange their practical knowledge.
- ✧ For new startups in the field of hospitality and hotel sectors, IHMs should be provided a safe and rent-free space within the campus boundaries where they can set up their offices for few years

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A Study on the Role of IHMs' in Initial Stage of Entrepreneurship

Ramanand Mishra*, Samin Khan** & Gauri Rajput***

ABSTRACT

The purpose of this study focuses in the field of Food Management, Hotel Management, Catering Technology, Applied Nutrition, Digital and craft skills. IHMs' provide the basic leadership attributes and team building abilities to promote innovation, creativity and sound decision making in the wake of uncertainty and ambiguity. IHMs' shall promotes an entrepreneurial mind set. The main objective of the study is to understand the role of IHMs' in entrepreneurs' career to make them confident, opportunist and the blooming risk takers of the country.

The tourism business is one of the largest and fastest growing sectors in the country. India has a rich and diverse culinary heritage, which has evolved by a margin in last decade due to numerous invasion, religious influences and changing climate conditions. This study attempts to explain the role of tourism and hospitality entrepreneurs in current ecosystem.

The paper aims at studying the inclination of IHMMites' of opting for career options based on their interest and awareness for the same.

Institute of Hotel Management Catering & Nutrition are generally known as IHMs'. The institute is governed by the National Council for Hotel Management & Catering Technology. It was set up by the Ministry of Tourism, government of India. Many players in the Indian food business are expanding their arena, to cater to the increasing demands of culinary tourists. Food plays an important role in building the image of destination and start new business ideas. In modern era IHMs' play a major role in starting small ventures related to Hospitality. This study has identified innovative ideas and strategy. Apart from these factors, it also helps in Marketing Research Techniques. The research is based upon primary data as well as secondary data.

Visited IHMs' to get the feedback about entrepreneur ideas from students. A descriptive research used for this study, along with separate questionnaires for IHM alumni.

* Student, M.Sc., NCHM-IH, (under NCHMCT, an autonomous body under Ministry of Tourism) Noida, U.P.

** Student, M.Sc., NCHM-IH, (under NCHMCT, an autonomous body under Ministry of Tourism) Noida, U.P.

*** Student, M.Sc., NCHM-IH, (under NCHMCT, an autonomous body under Ministry of Tourism) Noida, U.P.

Objective

1. To study the issues and challenges related to initial stage of Entrepreneurship.
2. To understand the role of IHMs' in Entrepreneurship.
3. To Create Awareness about availability of the resources.

Keywords: Innovation, Creativity, Promotion, Food Service Sectors, Issues and Challenges.

1.0 INTRODUCTION

NCHMCT is an autonomous body under the Ministry of Tourism,(GoI). The Council regulates the academics for B.Sc. Hospitality & Hotel Administration with 10 different courses of study which are imparted in the affiliated 21 central institutes of Hotel Management, 25 State Government Institutes of Hotel Management, 01 Public sector undertaking as well as 24 private institutes of Hotel Management. All the institutes follow a standardized course curriculum prescribed by the national council for different professional programs.

The quality of education and training given from the institute helps the students to emerge as professionally qualified personnel for hospitality and other allied service sectors. The CLF programme encompasses various elements to enhance the level of IHMs' in order to meet the global standards. The Council has till date trained more than one lakh hospitality managers, executives , entrepreneurs and other operational personals. Its alumni from affiliated institutes occupy key positions in the hospitality industry as well as in allied industries both in India and abroad. Because technology has been changing at an unprecedented rate over the last 10 years, these changes have impacted various aspect of human life and as well as organization.

The students from IHMs' are groomed well in all 3 years of graduation focusing primarily on their personality development and communication. These are one of the most essential skills that are required in any industry today. IHM institutes not only focuses upon the theory but majorly on the practical skills that are needed in the industry market today. The 7-hour college comprises of 4 hours of practical and 3 hours of theory, 5 days a week. This elevates their management and leadership skills at the first order.

Moreover, the students are taught about the essentialities for a successful business: The risks, the investments and the strategies. According to a study, 95% of businesses fail within 2-5 years of their establishment. The major cause of this huge number of failures is unplanned or under planned establishments. One should first study and research about the business they are going to establish in order to have a margin of risk and investments. People lack knowledge about their own business ventures. Running a business successfully is an art. Fresher never really learn this art and just rely on the "family business" they have been grown up looking forward to.

IHMs' make sure that students learn all the aspects of running a business watching out all the angles close enough to not miss any opportunity. Thus, many IHMITes' begin with their little business start-ups in college years only.

Entrepreneurship is the process of designing and launching a new business, which is often initially a small venture. The people who create these businesses are called entrepreneurs. In current scenario *Pardhan Mantri Kaushal Vikas Yojana* (PMKVY) play a major role in improving skills of a student in the field of Entrepreneurship.

Entrepreneurship has been described as the “capacity and willingness” to develop, organize and manage a business along with any of its risks to make a profit.

Tourism development is ideal; especially to women , youth seeking for employment and unskilled workers living in poverty to secure a job.

1.1 Tourism Finance Corporation of India Ltd (TFCI)

Was set-up as an all India financial institution, pursuant to the various recommendations of the “**National Committee on Tourism**” which was set-up under the aegis of Planning Commission in the year 1988. The main purpose for setting-up the specialized financial institution was to expedite the growth of infrastructure of tourism in India by providing various lines of credit on long term basis to tourism related projects in the country. It has successfully played a significant role of investment catalyst in the tourism sector. It has also cumulatively sanctioned the assistance aggregating Rs.10, 887 crore up to 31st March, 2018 to 863 projects mainly in tourism and other service related sectors. TFCI also provides financial aids and assistance by the means of rupee loan, subscription to equity / debentures and corporate loans mainly to hotel projects, amusement parks, rope-ways, multiplexes, catering businesses and restaurants. Thus, with a vision to diversify in other related areas, TFCI has expanded its scope of its activities by constituting financing of the infrastructure projects, real estate projects and manufacturing projects to a limited extent, within the scope of its numerous activities.

Entrepreneurs, with their vibrant intelligence, drive and immense hard work, have made the most efficient use of the golden opportunities and resources available to them.

1.2 The key initiatives undertaken by the Ministry of Tourism

As part of the Suo-Motu initiatives under the MOT scheme of “Capacity Building for Service Providers”, it was decided to give financial assistance to the government sponsored Tourism & Hospitality Institutes, Kerala Institute of Tourism & Travel Studies (KITTS) as well as India Tourism Development Corporation (ITDC) to conduct an entrepreneurship development programme which was called the “ENTREPRENEURSHIP PROGRAMME”. To initiate with, the following 150 hours courses will be offered in the following trades. This programme will offer short but quality training courses constituting of (i) Cook – Tandoor, (ii) Barman, (iii) Baker, (iv) Home stay (Multi-Skilled Caretaker) and (v) Halwai – Indian Sweets.

✧ The two major initiative of the Ministry of Tourism in this regard are

- 1) Hunar Se Rozgar tak-A programme of training to create employable skills.
- 2) National skill testing and certification programme- to test and certify the skills of existing service providers.

1.3 Entrepreneurs Council of India (ECI)

Is a global forum. It is a non-profit motive on order to connect millions of entrepreneurs around the world which plays an integral role in businesses, industries and the lives of leading entrepreneurs in our country.

ECI is the India's most effective community of entrepreneurs, supporting today's business owners in all aspects of their entrepreneurial journey also to create and support high growth entrepreneurs.

The Indian tourism and hospitality industry has emerged as one of the key drivers of growth among the services sector in India. The third-largest sub-segment of the services sector comprising trade, repair services, hotels and restaurants contributed nearly US\$ 187.9 billion or 12.5 per cent to the Gross Domestic Product (GDP) in 2014-15, while growing the fastest at 11.7 per cent Compound Annual Growth Rate (CAGR) over the period 2011-12 to 2014-15. Tourism in India has significant potential considering the rich cultural and historical heritage, variety in ecology, terrains and places of natural beauty spread across the country. Tourism is also a potentially large employment generator besides being a significant source of foreign exchange for the country.

The industry is expected to generate 13.45 million jobs across sub-segments such as Restaurants (10.49 million jobs), Hotels (2.3 million jobs) and Travel Agents/Tour Operators (0.66 million). The Ministry of Tourism plans to help the industry meet the increasing demand of skilled and trained manpower by providing hospitality education to students as well as certifying and upgrading skills of existing service providers.

India has moved up 6 positions to 34th rank in Tourism & Travel competitive index in 2019 according to WEF (World Economic Forum) report.

2.0 LITERATURE REVIEW

2.1 Top skills of successful entrepreneurs

While there will always be standout success stories from entrepreneurs who “got lucky” and made millions, the majority of successful start up owners got there through a combination of three factors: a good idea, a lot of hard work, and the right skills to create their own success. So, what are those magic skills that entrepreneurs would need to acquire?

Clear vision is a must. A sharp eye for trends and current events is also essential, keeping a constant eye on the environment to pivot the business if necessary. What’s working well, and what’s not working so well today? What are new competitors doing and how is the business different from other disruptions on the market? In addition to following trends, start up leaders must remain flexible and future-oriented, ready to thrive on change and avoid replicating what others have already done. (Advance introduction to entrepreneurship by R. D. Hisrich)

- ✧ Then there’s attention to detail: How good would any start up be if the business owner could not look at the balance sheets, run reports and analyzes, and make informed business decisions? Even when others are tasked with financial, managerial, and leadership tasks, the start up founder must be able to have a good transversal comprehension of the duties performed within the company. This is often where the success of a start up “makes or breaks” Hood and Young (1993)

2.2 Functions of an Entrepreneur

- ✧ Identification of opportunities
- ✧ Introduction of a new product
- ✧ Gathering Resources or introducing new methods of production
- ✧ Developing new markets
- ✧ Arranging necessary capital
- ✧ Risk taking

- ✧ Innovation
- ✧ Decision –Making
- ✧ Managerial role

2.3 Fostering entrepreneurship through education

Looking at those top entrepreneur skills, it's easy to see why hospitality students succeed when they go into business. Right from day one of their academic program, they are trained in customer service, leadership and management styles so they know how to efficiently oversee front-of-house and back-of-house staff and interact with hotel guests. Hospitality students are taught to be flexible, think creatively, and multitask on the job to respond to whatever situations arise. As a result, they graduate with a natural flexibility and openness that can help them create an environment for success. Harrison and Leitch (1994)

Today's hospitality students also study the history of hoteliers and the modern disruptions faced by the industry. These include online travel agencies, vacation rental, and peer-to-peer market places. While the specific industry in which they operate may differ, hospitality graduates understand how to analyze their position in the marketplace. They know how to respond to change. And they understand how technology can help or hinder established businesses and brands. All of the core qualities required for a business or start-up to succeed where others have failed. Bechard and Toulouse (1991)

Through internships and classroom education, hospitality students learn to pay attention to the smallest details, keep track of things, and run detailed reports using sophisticated softwares. Without this, students would not have been prepared to run a hotel. After gaining comfort with reporting and data management, they can easily switch gears to keep track of business variables and ensure precision at the level needed for business success.

Community based Eco-tourism (CBET) has become a popular tool for biodiversity conservation; based on the economic benefits, particularly for local people (Agnes kiss, 2004).

India is known for leisure tourism and leisure travel accounts for over 60% of domestic travel. The areas and scope of hospitality are ready to cross all the boundaries as per the earlier projections; estimates and the current India scenario ; if properly fueled for propelling the future economic and other glamorous aspects of the country which is evident as per ' World Travel and Tourism Council. India will be a Tourism hotpot from 2009 to 2018; having the ten year growth potential. According to the Confederation of Indian Industry (CII)report. The contribution of the entire travel and tourism sector in India.

2.4 How does Institute of Hotel Management (IHM) groom entrepreneurs for hospitality?

In order to equip young entrepreneurs with the relevant skills, Institute of Hotel Management nurtures its students to develop an understanding of strategic market opportunities, financial values and returns, and project management as well as organizational effectiveness.

Thanks to our unique model of education which combines practical hospitality courses

with internships, management lectures and practical projects ,our students obtain hands-on experience and put their learning to work. They acquire a broad understanding of entrepreneurship in the hospitality industry and gain practical knowledge of all the basic functions of a hospitality business. Throughout their studies, students develop the necessary knowledge and skills to succeed in today's dynamic and competitive business environment. They also develop valuable leadership and soft skills during their studies.

2.5 The following are the few Entrepreneurial opportunities

1. **Restaurants:** Owning a successful restaurant could be one of the most exciting and rewarding experiences of your life. To help you create a recipe for success, IHMs' help you gain the necessary skills and knowledge to make sure you have all the ingredients you need to open your restaurant with confidence.
2. **Bakery/Patisserie:** You can start a bakery business from home or rent premises. You can also start as a part-time business. This is a good way to see how feasible and profitable it is before spending a lot of money on equipment and signing leases for premises. It's a good business choice as there will always be a demand for breads and desserts.
3. **Event Management:** Event management has been cropped up as one of the major profitable entrepreneurial opportunities. The number of companies organizing or hosting events has been growing rapidly. It varies from large-scale international events to small time private events. Event managers organize events such as product launching, theme parties, birthday parties, wedding celebrations, exhibitions, workshops, corporate seminars, company conferences, musical concerts, road shows, celebrity promotions, film awards, fashion, celebrity shows etc.
4. **Food Franchise:** It is perhaps every foodie's dream to own a restaurant. An easy way to do this is to buy the franchise rights to international brands. An advantage of bringing in a well-known franchise is that the branding work is already taken care of by the MNC and they have set processes in place that a new franchisee only has to follow.
5. **Travel Agency:** A travel agency business offers incredible flexibility, freedom and the ability to get paid to "get away". Starting a business in the travel and tourism industry offers enormous appeal. If you're excited about the idea of having your business, getting paid to see the world and creating your own path in life, then it's time to turn these passions into a profitable venture.
6. **Contract Catering:** It's a catering company that is hired by a company or organization to provide catering services every day or on a very regular basis. The range is huge. A lot of large businesses will use a contract caterer to provide food to their staff. Schools and universities use them for their students. Attractions like museums, galleries and sports venues have a contract caterer to run their restaurant or cafe.

TABLE 1: Current status of Successful entrepreneurship business after completion of IHM of year 2019

Name of Institute	No. of students opted out of placement process to start their own entrepreneurial venture
IHM,Pusa	10
IHM, Bhopal	06
IHM ,Mumbai	07
AIHM ,Chandigarh	04
IHM,Bangalore	05
IHM, Kolkata	06
IHM ,Gwalior	2
IHM, Lucknow	2

3.0 RESEARCH HYPOTHESES

Based on the background of the problem as well as a framework on top, then the hypothesis proposed in this study are

- H1:** Knowledge Enterprise (X1) significantly affects the interests of Entrepreneurship (Y)
- H2:** Self Efficacy (X2) significantly affects the interests of Entrepreneurship (Y)
- H3:** Motivation of Entrepreneurship (X3) significantly affect the interests of Entrepreneurship (Y)
- H4:** Social Environment (X4) significantly affects the interests of Entrepreneurship (Y)
- H5:** There is a mutual influence between the Enterprise Knowledge, Self-efficacy, motivation Entrepreneurship, Social Environment in the Interests of Entrepreneurship (Y).

3.1 MODEL

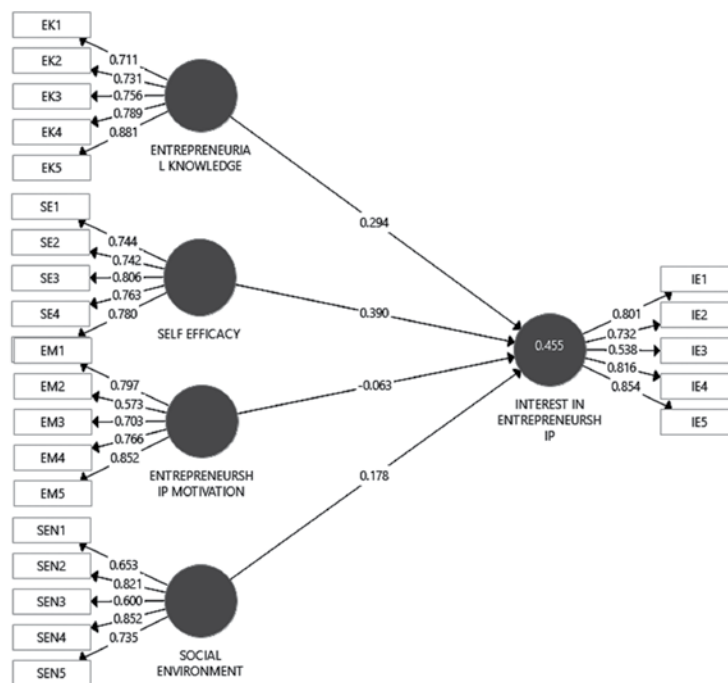


Figure 1: Interest in Entrepreneurship depend on following factor

Source: Vamvaka et Journal of Innovation and Entrepreneurship.

The image above shows that the construct of entrepreneurial knowledge is measured with 5 indicators: EK1, EK2, EK3, EK4, EK5 and to construct self efficacy was measured with 5 indicators such as SE1, SE2, SE3, SE4, and SE5. Likewise, the entrepreneurship motivation is measured using indicators such as 5 pieces EM1, EM2, EM3, EM4, EM5 and social environment measured with 5 indicators of SEN1, SEN2, SEN3, SEN4, SEN5. To construct interest in entrepreneurship measured with 5 indicators: IE1, IE2, IE3, IE4, IE5. Direction of the arrow

between the indicator with latent constructs are heading indicator shows that research using reflective relative indicator suitable for measuring the influence or relationship that will be examined (hypothesis) is denoted by arrows.

4.0 METHODOLOGY

A descriptive research design has been used that helps to describe the characteristics of a particular individual, dual or a group. As this study is concerned with the narration of facts and characteristics related, the major goal of this type of research is to describe the data characteristics about the object or the topic of the study. The practical aspect of the promotion of IHMs' student can be the excellence in the skill based technical education ready to deliver innovation ideas, concept for current demand and expectations of tourists. Tourist footfalls has been increasing day by day in this industry.

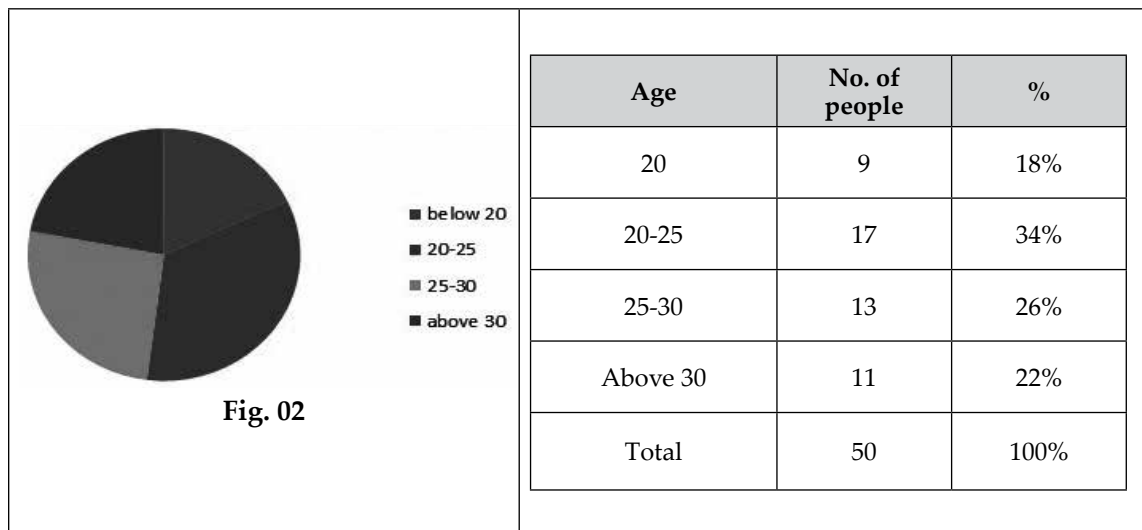
The research design used for this study is in co-relation with quantitative design. The study was conducted in 2 IHMs' (IHM Pusa and DIHM Delhi).

Primary and secondary both data have been used in this study. The primary data has been collected using interviews & structured questionnaires comprising of 10 questions based on plans for entrepreneurship career. Interview technique was used to collect data, keeping in mind all the students studying in IHMs' and interested to join IHM in future. This paper is primarily based on secondary data collected from books, journals, electronic journals, magazines, UNWTO Report, Report of Ministry of Tourism, TFCI website and ECI website. This paper utilizes relevant literature related to culinary tourism. Google remains the main sources of gathering secondary data.

The sample size collected was 50. A random sample was collected which consisted of IHM Pusa students.

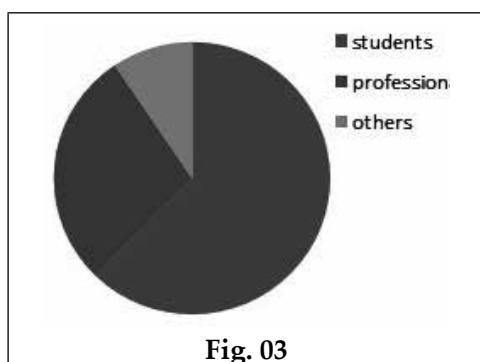
4.1 Analysis and Interpretation

- Demographic age**-Random selection of population has been done based on the interest in entrepreneurship.



2. Occupation

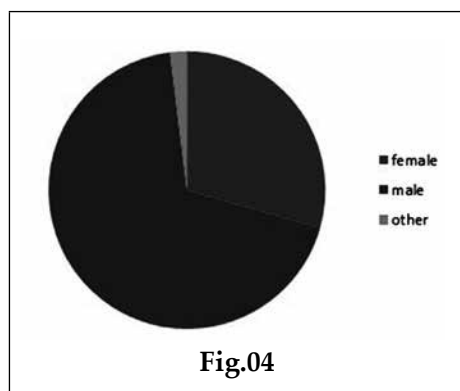
The sample population selected are key players in promoting entrepreneurship



Respondent	No.of people	%
students	33	60%
Professionals	15	35%
others	02	05%
total	50	100%

3. Gender

The distribution of male and female is as per the random availability as student, professionals and home makers.



Gender	No. of respondents	%
Female	15	30%
Male	34	68%
other	01	02%
total	50	100%

4.2 Sampling distribution of proportion

Proportion is a measure of attribute. Let us consider that the population is divided into two mutually exclusive and collectively exhaustive classes-one class possessing a particular attribute while other class not possessing that attribute.

FOR EXAMPLE

Student of IHMs' could be divided into

1. Interested in entrepreneurship
2. Not interested in entrepreneurship

Let N= population size.

X= number of people out of N possessing a particular attribute.

$$\Pi = X/N$$

X/N= actual proportion of the student possessing the specified attribute.

Let a sample is selected from this student with

n =sample size.

x = number of student in the sample processing the specified particular attribute.

$P = x/n$ = sample proportion.

NOTE: X and P are population parameters, while x and p are sample statistics.

Also, p provides an estimate of π .

It can be showed that the distribution of x is binomial (x, π)

$$Z = \frac{x - n\pi}{\sqrt{n\pi(1-\pi)}} - \frac{p - \pi}{\sqrt{n\pi(1-\pi)/n}}$$

This result is true for $n\pi \geq 5$ as well as, $n(1-\pi) \geq 5$

5.0 RECOMMENDATIONS

1. Educational trips to different hotels, travel agencies and tourist destinations should be organized by IHMs', so that student can receive first hand information about the latest trends and requirement of businesses.
2. Developing Entrepreneurial mind set, so that student can apply innovation and creativity in the market grounds. Students can be persuaded to undertake training programs under successful Entrepreneurs as a part of their curriculum to enhance their skills and Knowledge.
3. **Innovate, innovate and (ALWAYS) innovate!** Make sure your institute wins the innovation inculcation game in the mind of IHMITes' by various activities and presentations; not for the sake of just coming up with something "new," but to anticipate what else you can do to help your customers achieve a greater result.
4. Many seminars, speeches, competitions and guest lecturers of various successful entrepreneurs should be held once in a month in order to motivate the students and build their zest for the same.

6.0 CONCLUSION

IHMs' have a significant role to play in the growth of India as a nation because they are the breeding grounds for future entrepreneurs. They have the potential to develop not only winning personal qualities but also provide an opportunity to create employment for self and for others. Entrepreneurship, self-employment and enterprise creation provide a solution to the crises of both unemployment and under-employment. The IHMs' help in increasing knowledge base, by identifying opportunities, and by pointing out ways to overcome barriers imposed by ones environment. They have a definite role in enhancing entrepreneurship by enlarging the pool of entrepreneurs in society. Therefore, the Indian government should take appropriate measures to promote and develop entrepreneurial education in India.

Entrepreneurship plays a crucial role in the growth and development of economic system of society's industrialization. The Institute's programmes and the government policies provide with all the necessary facilities to attract the youth towards IHM Institutes.

IHMs' also help drive the changes with the innovations where new and improved products enable new market to be developed. The Institute's education aids students to think outside

the box and nurture unconventional talents and skills which are essential in the today's market world. It is the engine that drives any successful industry or economy to its peak. If one wants to be a successful entrepreneur, one needs the courage, confidence, perseverance and assistance which is provided firmly by the IHM Institutes. When knowledge (theory) collaborates with manpower, investment, capital and financial handling (practical) that is when a true entrepreneur is built. All these essentialities for a business turnover are well shaped by the various IHM Institutes in 3 successful years of this programme. It teaches hard work with smart work with the trims and tactics for the divergent changing tourism industry. The most astonishing fact which we came across this research was that even the most un-bright students of the institute are polished in such a manner that they can easily sustain themselves.

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Entrepreneurial Competencies Prevailing Among Hospitality Students

Aditya Sharma*, Rahul Bora** & Amardeep***

ABSTRACT

Background: In today's rapidly flourishing hospitality industry entrepreneurship plays a pivotal role. The hospitality industry after the technology industry is the major hub and home for entrepreneurs to endeavour their ideas. An entrepreneur does not emerge spontaneously on their own but are a result of the complex phenomenon of entrepreneurial development which is nurtured by socio-cultural, personality, attitude, educational and the entrepreneurial spirit of an individual. In the process of shaping an individual into a successful entrepreneur, competencies perform a decisive role.

Competence can be explained as the combination of practical and theoretical knowledge, cognitive skills, behaviour and values used to improve performance; or as the state or quality of being adequately or well qualified, having the ability to perform a specific role. Some of the entrepreneurial competencies are risk-taking, opportunity scanning, initiative, innovation, leadership, etc. What distinguishes the entrepreneurs from the rest of the crowd are such entrepreneurial competencies.

Students are the future of today and it is only in them we see the leaders of tomorrow; these leaders are however nowadays inclined towards self-employment or entrepreneurship. In the case of hospitality, there exist innumerable options for them to pursue their ideas. Hence, the present study draws attention towards the identification of such competencies in students of hospitality, which can be helpful to shape them as future entrepreneurs.

Objective: *The study aims to examine the entrepreneurial competencies among the hospitality students.*

* Student, M.Sc., Institute of Hotel Management Catering Technology and Applied Nutrition, Pusa, New Delhi (Governed by NCHMCT, under Ministry of Tourism)

** Student, M.Sc., Institute of Hotel Management Catering Technology and Applied Nutrition, Pusa, New Delhi (Governed by NCHMCT, under Ministry of Tourism)

*** Student, M.Sc., Institute of Hotel Management Catering Technology and Applied Nutrition, Pusa, New Delhi (Governed by NCHMCT, under Ministry of Tourism)

Methodology: The study adopted a descriptive research design and the quantitative data was collected from Institute of Hotel Management, Catering and Nutrition, Pusa, New Delhi. The study used convenience sampling technique and the sample consisted of 55 first-year undergraduate hospitality students of the Bachelor's Programme.

The primary data was collected through a self-rating questionnaire using a Likert scale. The statistical tools used in the analysis of the results were mean and standard deviation.

Results: The findings of the study were influenced by the respondents of the age group of 18-20 years and was dominated by male respondents. The data revealed that the mean for the competency information-seeking i.e. 19.39 ± 4.05 was found highest, followed by efficiency orientation i.e. 18.57 ± 3.81 and concern for high quality of work i.e. 17.86 ± 2.72 , whereas the lowest mean competencies were, assertiveness i.e. 15.45 ± 4.38 , followed by initiative i.e. 15.10 ± 3.13 and persuasion i.e. 15.00 ± 3.90 .

Conclusion: The study revealed that competencies like information seeking, efficiency orientation, systematic planning and concern for a high quality of work are prevailing in the hospitality students but competencies like assertiveness, initiative and persuasion are yet to be developed among the students. Thus, institutions can play a decisive role in incubating these competencies within the students to build them as future entrepreneurs.

Keywords: Competency, Entrepreneurship, Entrepreneur, Students, Hospitality.

1.0 INTRODUCTION

The word entrepreneur etymologically has its origin from the French word 'entreprendre' which means 'to undertake'. The term has been attached to various persons since the early 16th Century, like military soldiers, adventurers and civil engineers. An entrepreneur is an individual who sets up a business, taking on financial risks in the hope of profit. The entrepreneur is the sole decision-maker for the business and has all the responsibilities of organising, managing and coordinating the activities in the enterprise. Peter F. Drucker defined, "Entrepreneurship is neither science nor art but is a practice. It has the base of knowledge. Knowledge is the means to an end in entrepreneurship." (Ragavan & Udayasuriyan, 2016).

Schumpeter, also referred to as the founder of the idea of entrepreneurship, explained entrepreneurship as the generation of new compositions and the basis of economic development (Schumpeter, 1934).

2.0 LITERATURE REVIEW

Entrepreneurship is the basis of innovation, job creation and drives economic growth, and is pivotal to attract the young and the educated to become entrepreneurs (Looi & Khoo-Lattimore, 2015).

Entrepreneurial Competencies are described as the primary characteristics such as specific and generic knowledge, traits, self-image, motives, skills and roles which are required for birth, survival and growth (Bird, 1995).

2.1 Hospitality industry & entrepreneurship

The hospitality industry, a subsidiary of the tourism sector is one of the booming areas for job opportunities and development. According to World Travel and Tourism Council (WTTC), Travel & Tourism generated 122.9 million jobs directly in 2018 (3.8% of total employment)

and these numbers forecasted to grow by 2.2% in 2019. Presently around 319 million jobs are supported by travel and tourism which accounts for about 10% of the global employment and 1 in every 5 of all global net jobs over the last five years is created within the Travel & Tourism sector. By 2029, Travel & Tourism will account for 154.1 million jobs directly, with an increase of 2.1% per annum over the next ten years.

Venesaar *et al*, (2008) in their study “Entrepreneurial Competence and the Personal Traits of an Entrepreneur: Analysis on the basis of Students’ Self-Evaluation” aimed to investigate students’ personal traits related to entrepreneurship and entrepreneurship competence. The primary data was collected through the well-structured questionnaire from 245 undergraduate students from Tallinn University of Technology, Estonia. The study found that 71.8% of the student had essential qualities for becoming an entrepreneur and rest 28.2% did not have the qualities. The researchers concluded that most of the students who participated in the study had qualities for becoming an entrepreneur. The researchers recommended that similar research should be conducted with the use of new and improved methods to analyse the competencies.

Tifik & Zincirkiran, (2014) in their study “A Survey of Entrepreneurial Tendencies Candidate Young Entrepreneurs: Foundation University Sample” mentioned that entrepreneurship is a mental state which contributes towards making a general balance of the economy, eradicating unemployment and lessen the burden of foreign trade. The purpose of the research was to determine the entrepreneurial tendencies and entrepreneurship levels of the students. The data was collected through a questionnaire. The research concluded that the entrepreneurship potential of the students participating in the study is sufficient. The researchers also suggested further studies to differentiate between the foundation and government universities students for entrepreneurial competencies.

Taneja & Gandhi, (2015) in their study “An inquiry into entrepreneurial characteristics amongst students in Ahmedabad” which aimed at studying the intensity of entrepreneurial characteristics of undergraduate management students. The study was descriptive in nature in which the primary data was collected from a sample of 106 students of Ahmedabad University. The researchers studied six characteristics namely, locus of control, need for achievement, propensity to take a risk, tolerance for ambiguity, self-confidence and innovativeness and adopted Gartner’s trait approach to analyse the characteristics. The study concluded that among the six entrepreneurial characteristics, students had high-intensity score for need for achievement followed by the locus of control whereas the intensity scores for tolerance for ambiguity is found to be the least.

Rengamani & Ramachandran, (2015) in their study “A study on the Entrepreneurial Skills among Students in Chennai” stated that entrepreneurship is the dynamic process of creating incremental wealth. Their study to assess the degree of Entrepreneurial abilities among students using a structured questionnaire which was administered by a personal interview method. Some of the major competencies explained by the researchers that lead to Superior performance of the Entrepreneurs include Initiative, Looking for Opportunities, Persistence, Information Seeker, Quality conscious, committed to working, Effective Strategist etc. The study concluded that there exists a strong link between entrepreneurial ventures in a country and its economic development. Also indicates that business venture by the educated graduates adds more value to the economy as a whole. The research seeks to identify the students with high intensity of entrepreneurial competencies and then provide them with the suitable training, infrastructural and incubation support.

Ernest *et al*, (2015) in their study “Towards Entrepreneurial Learning Competencies: The Perspective of Built Environment Students” with the aim of determining the outcome of entrepreneurial learning on the views of built environment students in the university. The research defined three competencies for entrepreneurial learning namely, entrepreneurial attitude, entrepreneurial skills and knowledge of entrepreneurship. The primary data was collected from a total of 84 students. The study concluded that entrepreneurship education and training have a positive contribution to job creation and improves competitiveness and economic advancement throughout market economies, the study emphasized on the need for estimation and incorporating these key competencies in the educational process.

Skills	Attitude	Knowledge
Creativity	Sense of Initiative	Understanding of entrepreneurship
Analysing	Risk-taking propensity	Role of entrepreneurs
Motivating	Self-efficacy	Determinants of successful entrepreneurship
Networking	Need for achievement	
Adaptability	Structural behaviour	
Financial management		

Figure 1: The Entrepreneurial Competencies (Source: European Commission, 2012)

Ragavan & Udayasuriyan, (2016) in their study “A Study on Entrepreneurial Traits among College Students” with the objective of identifying the entrepreneurial traits prevailing among students in which primary data was collected through a questionnaire which surveyed 600 college students of Cuddalore district in Tamil Nadu. The researchers studied certain entrepreneurial traits and their presence among students, some of them are: initiative, persistence, assertiveness, persuasion, faith, self-control and risk-taking. They concluded that these entrepreneurial traits should be cultivated during the student level itself.

The rationale for conducting this study was that previously no such study had been conducted on examining entrepreneurial competencies in hospitality institutions of India. Nowadays, most students dream of a business of their own but are not completely aware of the fundamentals of entrepreneurship, competencies, skills and traits required and do they possess them, if yes, then how deep rooted are these competencies within them. Since tourism industry is one of the fastest growing and is driven by the new businesses ideas thus the study aims to assess the entrepreneurial competencies of the future business leaders. Also, the finding of this study can help the NCHMCT and its institutes to develop an entrepreneurial ecosystem and developing various essential skills and traits among hospitality students.

3.0 METHODOLOGY

The present study followed a descriptive research design and quantitative data was collected for the study. The locale of the study was Institute of Hotel Management, Catering & Nutrition, Pusa, New Delhi. Convenience sampling was used where a sample of 55 first-year undergraduate students of Bachelor’s programme was taken, out of which only 51 responses were complete and 4 responses were incomplete and were nullified. The response rate was 92.73%. The data was collected in the month of February, 2020. The research tool was a self-rating questionnaire developed by the Entrepreneurship Development Institute of India, retrieved from IGNOU coursebook MTTM-08, Managing Entrepreneurship and Small Business in Tourism.

The questionnaire was modified and comprised two sections, Part A consisted of various demographic details and Part B consisted of 70 descriptive statements for identification of various competencies of the respondent. The respondents were asked to rank these statements on a Likert scale of 1 to 5, where 1 represented a statement that did not describe the respondent well whereas 5 described the respondent very well.

The variables measured in Part B of the questionnaire included: initiative, sees and acts on opportunities, persistence, information seeking, concern for high quality of work, commitment to work contract, efficiency orientation, systematic planning, problem-solving, self-confidence, assertiveness, persuasion, use of influence strategies.

A written permission was taken from the Principal of the institute before data collection. The analysis of the data was done using the manual provided with the questionnaire which measured the intensity of each competency. The manual also had a provision for Correction Factor in case a respondent tried to present a very favourable image of himself/herself. The final results were calculated after the application of the Correction Factor.

In order to achieve the second objective i.e. to sensitize students about the entrepreneurial competencies that they possess, the entrepreneurial competencies scorecard of each respondent was shared through an e-mail which also highlighted the highest and lowest scored competencies of the respondents. Also, acknowledgement for the same was received.

Competencies identified by EDI and also considered for the present study

1. **Initiative:** An entrepreneur acts out of choice rather than compulsion and takes the lead rather than waiting for others to start a task.
2. **Sees and Acts on Opportunities:** An entrepreneur has a mindset to look out for business opportunities from everyday experiences.
3. **Persistence:** Not giving up easily attitude and striving for the thing.
4. **Information Seeking:** An entrepreneur strives for knowledge until success is accomplished.
5. **Concern for High Quality of Work:** An entrepreneur is always quality conscious in order to excel and uplift existing standards.
6. **Commitment to Work Contract:** An entrepreneur takes personal pain to get a task completed.
7. **Efficiency Orientation:** An entrepreneur makes every effort to conserve time, money and effort.
8. **Systematic Planning:** An entrepreneur formulates realistic and proper plans and executes the plans to complete the task.
9. **Problem Solving:** An entrepreneur always to find out ways to screen, diagnose and cure problem(s).
10. **Self-confidence:** An entrepreneur is a strong believer of his abilities and skills.
11. **Assertiveness:** An entrepreneur possesses the quality of being self-assured and confident without being aggressive.
12. **Persuasion:** An entrepreneur is one who is able to persuade others to do what he wants them to.
13. **Use of Influence Strategies:** An entrepreneur is a leader who provides leadership to the team and uses various effective strategies to get things done.

These competencies act as a foundation for building up of entrepreneurs and help the individual is not only becoming an entrepreneur but also in the whole process of entrepreneurship till that individual becomes successful.

3.1 OBJECTIVE

- ★ To examine the entrepreneurial competencies prevailing among the hospitality students.
- ★ To sensitize students about the entrepreneurial competencies that they possess.

4.0 RESULTS AND DISCUSSION

Out of 55 questionnaires, 51 were accepted as others were incomplete or partially filled. The response rate was 92.73%. Table 1 represents the socio-demographic profile of the respondents which describe the demographic, socio-economic details and background of all the respondents.

Gender: The data revealed that majority of the respondents were male (82.35%) and remaining 17.64% were female.

Age Group: In the present study, the respondents were categorised in four age groups i.e. 16-18 years, 18-20 years, 20-22 years and above 22 years. Out of the total respondents 11.76% belonged to age group 16-18 years, 76.47% belonged to 18-20 years, 11.76% belonged to 20-22 years and 19.60% belonged to above 22 years.

Annual Family Income: The data revealed that the majority of the subjects i.e. 39.21% had an annual family income of 3-6 lakhs followed by 21.56% subjects with an annual family income of 9-12 lakhs, 19.60% subjects with an annual family income of below 3 lakhs, 11.76% subjects with an annual family income of 6-9 lakhs and 7.84% subjects with an annual family income of above 12 Lakhs.

Table 1: Socio Demographic Profile

S. No.	Demographic Variables		Respondents (n)	Percentage (%)
1.	Gender	Male	42	82.35
		Female	9	17.64
2.	Age Group	16-18 Years	6	11.76
		18-20 Years	39	76.47
		20-22 Years	6	11.76
		Above 22 Years	10	19.60
3.	Annual Family Income	Below 3 Lakhs	10	19.60
		3-6 Lakhs	20	39.21
		6-9 Lakhs	6	11.76
		9-12 Lakhs	11	21.56
		Above 12 Lakhs	4	7.84

In the present study when it was enquired about the willingness of subjects to be an entrepreneur, it was found that 51% of the respondents were not sure of being an entrepreneur followed by 39% respondents were clear about being an entrepreneur, the remaining 10% clearly denied about being an entrepreneur in future. Thus, half of the population were not

aware that entrepreneurship can be one of the viable career options for future. Out of subjects who want to be an entrepreneur four respondents belonged to the annual family income group of below 3 lakhs, eight respondents belonged to the annual family income category of 3-6 lakhs, three respondents belonged to annual family income category of 6-9 lakhs, one respondent belonged to annual family income category of 9-12 lakhs and only three respondents had an annual family income of above 12 lakhs.

Table 2: Descriptive analysis of entrepreneurial competencies

S. No.	Competency	Minimum Score	Maximum Score	Mean (\bar{x})	Standard Deviation
1.	Initiative	8	23	15.10	3.13
2.	Sees and acts on opportunities	10	23	17.22	3.27
3.	Persistence	6	22	17.47	3.33
4.	Information seeking	11	25	19.39	4.05
5.	Concern for high quality of work	9	23	17.86	2.72
6.	Commitment to work contract	9	25	17.16	3.70
7.	Efficiency orientation	10	25	18.57	3.81
8.	Systematic planning	9	22	17.45	2.87
9.	Problem solving	10	23	17.20	3.19
10.	Self confidence	10	24	16.78	3.94
11.	Assertiveness	5	23	15.45	4.38
12.	Persuasion	0	22	15.00	3.90
13.	Use of influence strategies	7	23	16.82	3.29

After the analysis of the responses it was found that, among the 13 entrepreneurial competencies studied, students had the highest mean score for information seeking i.e. 19.39 ± 4.05 followed by efficiency orientation i.e. 18.57 ± 3.81 , concern for a high quality of work i.e. 17.86 ± 2.72 . As these students are young and currently in the very first year of the Bachelor's programme, wherein they have been taught and groomed about developing skills and traits like inquisitiveness, eye for detail, performing tasks effectively and efficiently as hospitality personnel.

The three lowest mean scores for the competencies were, 15.45 ± 4.38 for assertiveness, 15.10 ± 3.13 for initiative and the lowest mean score was 15.00 ± 3.90 for persuasion. The reason for the low mean scores of these competencies could be that the students are in the very first phase of the hospitality education and have had limited interaction with the industry professionals and are yet to have an exposure of the industry through industrial training. Thus, have not developed confidence, assertiveness and persuasion skills.

The results are similar to the study of Makhura (2011) which aimed at analysing the competencies of the owners/managers of small construction companies revealed that the weak competencies were initiative, opportunity scanning, self-confidence, systematic planning,

problem solving, assertiveness and persuasion among his respondents. Also, Rengamani & Ramachandran (2015) concluded that in order to be a successful entrepreneur an individual need to possess the following competencies, namely taking initiative, human relations ability, communication ability, energy level, thinking ability, goal setting, risk-taking, and self-confidence. Ragavan & Udayasuriyan, (2016) in their study on entrepreneurial traits among college students concluded that 40% of the students have 100% of initiative, 44% have 100% persistence, 33% have 100% assertiveness and persuasiveness.

Although, the results of the present study do not align with the research of Vignesh & Vetrivel (2017) in which the researchers identified that mean score for initiative was highest whereas it was the second-lowest mean score in the present study. However, the results for the information-seeking competency of both the studies are quite similar.

5.0 CONCLUSION

On the basis of the results of the study it can be concluded that many competencies like information seeking, efficiency orientation, systematic planning and concern for high quality of work are prevailing in the hospitality students, but where the students need to work are the competencies like assertiveness, initiative and persuasion.

Competencies play an essential and a fundamental role in an individual to transform him/her as an entrepreneur in future. Hence, in order to create successful entrepreneurs of tomorrow the institutions should start cultivating these skills at this grassroots level. Planning of a competency-based education system and imparting these crucial traits in the stage of learning can help in carving future entrepreneurs of tomorrow.

Also, institution have a major role to play in developing and directing the students by creating an environment for budding the entrepreneurship through organising workshops, seminars and guest lectures, etc. so that the students who are in the Maybe state can decide whether to pursue entrepreneurship. Thus, the NCHMCT can play a pivotal role by incorporating or introducing various competency-based programs in institutions to shape and imbibe these competencies among the students.

6.0 RECOMMENDATIONS

As the present study was only confined to the first-year students of bachelor's program of an institution i.e. Institute of Hotel Management, Catering & Nutrition, Pusa. Hence, it is recommended for future researchers to conduct similar studies in various other Institutions of the country with larger sample size. Also, a comparative study can be done between the first and the third-year students to ascertain the changes in the competency of students over the duration of the course.

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An Analysis of Factors Influencing Entrepreneurial Intentions Amongst University Students in Delhi-NCR

Md Minhazul Karim* & Pratik Vikas Narkhede**

ABSTRACT

Student's intention to accept entrepreneurship career is influence by certain variables. The objective of this study is to understand how suitable entrepreneurial environment, entrepreneurial education, family business background influence student's entrepreneurial intentions in Delhi & NCR universities. The primary data of this study was collected by way of distributing 200 survey questionnaires to respondents in Guru Govind Singh Indraprastha University (GGSIPU), New Delhi; Amity University, Noida and SRM University, Sonipat. The responses obtained were analyzed by means of various statistical and analytical tools, frequency distribution, mean, standard deviation analysis, Two-tailed Z-test computed by using Microsoft EXCEL. The study concludes that factors such as suitable entrepreneurial environment, entrepreneurial education, family business background do have significant relationships with student's entrepreneurial intentions. The study of student entrepreneurial intention will increase practical experience and can lead to essential start-ups.

Keywords: Student's Entrepreneurial Intention, Suitable Entrepreneurial Environment, Entrepreneurial Education, Family Business Background

1.0 OBJECTIVES

1. To understand the influence of entrepreneurial environment on student's entrepreneurial intention;
2. To analyze the influence of entrepreneurial education on student's entrepreneurial intention;
3. To discuss the influence of student's family business background on student's entrepreneurial intention

* M.Sc. Hospitality Administration student, NCHM-IH, Noida, U. P.

** M.Sc. Hospitality Administration student, NCHM-IH, Noida, U. P.

2.0 INTRODUCTION

Unemployment creates numerous issues for the country. There is a boundless expectation that entrepreneurship may assist with taking care of the issue of unemployment and create financial improvement. Entrepreneurship can contribute an incredible measure of the economy all through the world. The significance of entrepreneurship is its indispensable contribution to the national economy through expanding the economy, putting up new innovations, sourcing job openings and balancing the employment level in the country. Youths are ready to accept entrepreneurship as per their area of strength. Be that as it may, regardless of whether they would be officials or business visionaries after graduation will be decided by their goal. Entrepreneur intention is a perspective of an individual who wishes to make a new company or become a worth driver inside the existing company. It is a general estimation that the child of an individual of a particular societal class will continue the role itself. Successful family occupation significantly affects the profession choice of the coming generation. An individual having an entrepreneurial family background will unsurprisingly choose an entrepreneurial career than one belonging to non-entrepreneurial family background. Entrepreneurial goals of graduates in developed nations and in developing countries may discover significant inferences. This may be due to the environmental difference between developing and developed countries. It is a basic necessity to concentrate on graduates and postgraduate students of developing nations like India and understanding the variables that impact their intention of taking the risk of being an entrepreneur in the country. Entrepreneurship is the main consideration in building the nation's economy. So, it is imperative to make students understand the viability of taking entrepreneurship. This study focuses on family business background; entrepreneurial environment and entrepreneurial education that affect the student's intention of being an entrepreneur.

3.0 LITERATURE REVIEW

Entrepreneurs using his skill set take initiative necessary to bring a new idea to the market and he is who takes the risk of startup and rewarded with fame, profits, and continued growth opportunities and plays a major role in the growth of the country's economy. (Hayes, 2020). The difficult part is that the entrepreneur is not actually a stable job and that it explains why millennial being a great entrepreneurial generation but have not interested to opt for this risk. (Tobak, 2015). Entrepreneurship is the process of making an attempt to create new organization by creating value from nothing utilizing time, work effort, money and risk to get personal satisfaction and monetary rewards. (Mai Ngoc Khuong, 2016). Entrepreneurial organizations are of four types: *small social entrepreneurs, large companies, businesses, and measurable startups*. (Blank, 2020)

3.1. Entrepreneurial Intention Among Students

There is a very flimsy effect on entrepreneurial intention among graduate students. Educational institutions and government agencies must frame strategy in order to encourage students for startups and generate employment in the country. (T. Padmavathi, 2018). The educational institutions will have to increase their activities to carryout educational, research and resource programs on entrepreneurship so as to bring about a difference in the attitude of students with respect to entrepreneurship. (Nisha Ashokan, 2019).

Table 1: Models of Entrepreneurial Intention

SN	Model	Author	Year	Explanation
1	Shapero and Sokol's Entrepreneurial Event (SEE)	Shapero and Sokol	1982	Perceived Desirability: An individual's desirability of entrepreneurship affected values, feelings and personal attitudes. Perceived Feasibility: An individual's recognized potential to practice certain behavior. Propensity To Act: Person's nature to follow someone's decision, showing choice condition of intention. (Shapero's Entrepreneurial Event, 2020)
2	The Theory of Reasoned Action	Martin Fishbein and Icek Ajzen	1975	A person's behavior is determined by an individual's behavioral wish to do it. An individual's intention is determined by his subjective norms and attitudes of behavior. The relation between beliefs, attitudes, norms, intentions, and behaviors of individuals. (Theory of reasoned action, 2006)
3	Theory of planned behavior (TPB)	Icek Ajzen	1991	A person's behaviors are immediately determined by behavioral intentions and conditionally by perceived behavioral control. Behavioral intentions are examined by three factors: perceived behavioral control, subjective norms, and attitudes toward the behavior. (Matthew P. H. Kan, 2017)
4	Bird's model	Barbara Bird	1988	Individual entrepreneurial intentions refer to a state of a mind, which directs and guide him towards the development and implementation of a new business concept. (Bird B. , 1988)
5	Boyd and Vozikis model of entrepreneurial intention	Nancy G. Boyd, George S. Vozikis	1994	A person's attitude and self-efficacy affect entrepreneurial intentions. (Edgar Izquierdo, 2011)

3.2. Suitable Entrepreneurial Environment

Entrepreneurial intention arises from inside the environmental circumstances and the environment that is external affects entrepreneurial development and growth of an entrepreneur is still an argued issue among researchers. (Environmental Factors Affecting Entrepreneurship, 2017). There is a link between the influence of the environment and entrepreneurship development. A suitable environment with sufficient environmental factors significantly affects entrepreneurship development and society must identify certain aspects of their custom which obstruct entrepreneurial development and provide a necessary arrangement and the issue of infrastructural should not be the individual responsibility of the government. (AKINYEDE, 2017). Measures should be taken by the government as well as by the concerned members of the society to arrange basic infrastructural facilities provided by them in the society to aid entrepreneurship development and financial institutions which

shall make funds easily accessible to the entrepreneurs present with low-interest rate, and finally, the government should implement friendly, fiscal and monetary policies to aid the entrepreneurship development. (Oluremi Hezekiah Abimbola, 2011).

Some of these measures include auditing of all policy aimed at the enhancing entrepreneurial activity to avoid the duplication and incompatible during the occurrence of operation and programs should not be surrender on the altering of political convenience, rather, they shall be judged by their capability to complete the objectives for which they were designed. (Olivier Toutain, 2017). Authority should provide the institutions with the funds that are committed to their activities beyond their comfort zones in which they can currently operate with entrepreneurs and can also sustain education and awareness programs on the opportunities that abound in the environment should be put in place. (Birla, 2016)

3.3. Entrepreneurial Education

Professionally qualified students are ready to make a new path and are ready to get adapted to the role of being a leader because they have maximum self-esteem and self-confidence, followed by postgraduates, graduates, and undergraduates. (Lunavath, 2015). These students are not ready to waste their time doing customary tasks, which probably won't help or give them enough space to optimally utilize the knowledge, skill, talent, and energy gained because they are in a position to set high and immediate personal goals and targets, and attaining these possibly boost their self-esteem and self-confidence. (Ranwala, 2016)

Graduate studies represent the continuity of the undergraduate study programs, students become more entrepreneurially oriented at the final stage of their education. (Ivana Bilić, 2010). People with higher education are more active in working with their ideas. The positive effect of higher education is even higher for starting up a successful business, which continues for a long time. (Jan Hunady, 2018). Stronger the perceived entrepreneurial success, the more impactful it will be for college students in their entrepreneurial abilities, strengthen and their entrepreneurial potential. It also fires their confidence and passion. (Alfredo Jiménez, 2015).

3.4. Family Business Background

Family business is an important center of activity in the lives of family members and that these members derive a sense of self-identity from their family business which significantly influences an individual's values, attitudes and behaviors, and those parental occupational aspirations for children set parameters for acceptable occupational choices for their children. (Ms Indira Singh, 2016). Students who had large social network span shows higher interest in entrepreneurship career (Sharma, 2014)

3.4.1. Potential Successors

Are those people interested in joining their family business because of their own inclination as well as due to the pressure from the parents and other family members because they have a clear sense of pride and feeling of competence in their ability to contribute to the family business. (Matthew Lindquist, 2016). These people do not have a high self-respect, low risk-taking ability which maybe because they do not wish to venture into unknown areas and plan to protect the lifestyle that they have been enjoying which means that they did not group to form a distinct identity for themselves but are rather happy to join family business as a partner and in this way render their contribution. (Sanjay Rastogi, 2017)

3.4.2. *Potential Entrepreneurs*

They are not interested in joining their family business and there was also no pressure on them to join in on part of their parents as they want to make their own destiny and will not compromise with the stature, aim, and income. (Family background, 2020). This corresponds to the theory of personality functioning and change which states that personal goals are of much greater motivational significance than non-personal goals, and accomplishing personal goals, provide a considerable source of self-respect and of a 'feel-good' factor. (Nguyen, 2018). These respondents are found to possess unique leadership qualities and high risk-taking attitude. There is no pressure from parents to go for the family business. Children have enough space to think and ensure their sustainable growth. (Muhammad Farrukh, 2017)

4.0 METHODOLOGY

Three independent variables were chosen: Entrepreneurial Environment, Entrepreneurial Education and Family Business Background affecting student's Entrepreneurial Intention. Three hypothetical statements had been established in order to prove the above relationships. These hypotheses are as follows:

1. H_0 : Entrepreneurial Environment has no significant influence on student's entrepreneurial intention.
 H_1 : Entrepreneurial Environment has significant influence on Student's Entrepreneurial Intention.
2. H_0 : Entrepreneurial Education has no significant influence on Student's Entrepreneurial Intention.
 H_1 : Entrepreneurial Education has significant influence on Student's Entrepreneurial Intention.
3. H_0 : Family Business Background has no significant influence on Student's Entrepreneurial Intention.
 H_1 : Family Business Background has significant influence on Student's Entrepreneurial Intention.

Table2: Research Sample Profile

No.	Description	Results
1	Questionnaires	200
2	Questionnaires reverted	196
3	Viable questionnaires	196
4	Response rate	98.00%
5	Questionnaires used for analysis	196

200 questionnaires were distributed students in order to collect data, out of which only 196 sets reverted back, indicating response rate of 98.00% in the survey.

5.0 DATA INTERPRETATION**Table 3 Demographic characteristics and computation**

Variables	Categories	Frequency	Percentage (%)	Cumulative Percentage
Gender	Male	118	60.2	60.2
	Female	78	39.8	100
Total		196	100	
Age Group	18 – 24	91	46.4	46.4
	24 – 30	105	53.6	100
Total		196	100	
Course Perusing	BBA in Tour and Travel Management	46	23.5	23.5
	BBA in Banking and Finance	32	16.3	39.8
	BBA in Business Analytics	37	18.9	58.7
	BBA in International Business	42	21.4	80.1
	BBA in Artificial Intelligence	39	19.9	100
Total		196	100	
Year of Study	First	26	13.3	13.3
	Second	72	36.7	50
	Third	98	50	100
Total		196	100	
University	Guru Govind Singh Indraprastha University (GGSIPU), New Delhi	50	25.5	25.5
	Amity University, Noida	50	25.5	51
	Amity University, Gurugram	50	25.5	76.5
	SRM University, Sonipat	46	23.5	100
Total		196	100	
Family background (Businessman)	Yes	72	36.7	36.7
	No	124	63.3	100
Total		196	100	

Maximum respondents were male (118, 60.2%) and remaining were Female (78, 39.8%). Considering age group, (92, 46.9%) respondents belonged to 18 - 24 years of age, and (105, 53.6%) belonged to 24 - 30 years of age. On Courses pursued, the majority came from BBA in Tour and Travel Management (with 46 respondents or 23.5%), BBA in Banking and Finance (16.3%), BBA in Business Analytics (18.9 %), BBA in International Business (21.4%), BBA in Artificial Intelligence (19.9 %).

Total 98 respondents (50%) were from the third year of BBA, 72 respondents (36.7%) were from the second year, and 26 respondents (13.3%) were from the first year of BBA. Out of 196 respondents, 50 respondents (25.5%) were from the Guru Govind Singh Indraprastha University (GGSIPU), Amity University (Noida), Amity University (Gurugram) with the remaining 46(23.5%) were from the SRM University (Sonipat). 72 respondents (36.7%) of the total 196 had family business background while the maximum respondents (124, 63.3%) had no family business.

Table 4: Descriptive Analysis

	Students are interested to become entrepreneurs.			Entrepreneurial environment is necessary for encouraging students to choose entrepreneurship career			Entrepreneurial education is necessary for providing and encouraging students to choose entrepreneurship career			Students having a family Business background have more inclination towards entrepreneurship.		
	No.	%	Cum. %	No.	%	Cum. %	No.	%	Cum. %	No.	%	Cum. %
Strongly Agree	99	50.5	50.5	88	44.9	44.9	78	39.8	39.8	84	42.9	42.9
Agree	81	41.3	91.3	100	51	95.9	104	53.1	92.9	107	54.6	97.5
Neutral	16	8.2	100	8	4.1	100	14	7.1	100	5	2.5	100
Disagree	0	0		0	0		0	0		0	0	
Strongly Disagree	0	0		0	0		0	0		0		
Total	196	100		196	100		196	100		196	100	
Mean	1.576	0.57 0.32		1.586	0.603 0.36		1.673			1.591		
Standard Deviation	0.639						0.542					
Sample Variance	0.41						0.29					

Note: Mean, Standard Deviation and Sample Variance computed on the basis of responses collected by the students not according to the data entered in the above table.

Table 4 represents the descriptive analysis of the four variables namely student's entrepreneurial intention, entrepreneurial environment, entrepreneurial education, and family business background.

For the question do students are interested to become entrepreneurs, 99 (50.5%) of the total respondents strongly agreed, 81(41.3%) of the total respondents agreed and 16(8.2%) respondents were neutral on this statement. This explains students are very much interested to become entrepreneurs. They just require a slight push in the right direction.

For the question do entrepreneurial environment is necessary for encouraging the student to choose entrepreneurship career, 88 (44.9%) of the total respondents strongly agreed, 100(51%) of the total respondents agreed and 8 (4.1%) respondents were neutral on this statement. This explains the entrepreneurial environment in the college is very important for encouraging students to work on their idea and mold students to become entrepreneurs.

For the question do entrepreneurial education is necessary for providing and encouraging students to choose entrepreneurship career, 78 (39.8%) of the total respondents strongly agreed, 104 (53.1%) of the total respondents agreed and 14 (7.1%) respondents were neutral on this statement. This explains entrepreneurial education for the students and is very much necessary for nurturing and providing details information about the entrepreneurship concept and various schemes and programs run by the government of India.

For the question do students having family Business background have more inclination towards entrepreneurship, 84 (42.9%) of the total respondents strongly agreed, 107 (54.6%) of the total respondents agreed and 5 (2.5%) respondents were neutral on this statement. This explains students belong to the business class family are more motivated towards starting their own business or generate various ideas for expanding their family business.

The mean ranged in between 1.576 to 1.673. Student entrepreneurial intention has the lowest mean and entrepreneurial education has the highest, whereas, the standard deviations for these variables ranged from the lowest of 0.542 for family business background to the highest of 0.639 for student entrepreneur intention which means students having family business background gave more similar responses which means their views are significantly similar on the idea to become entrepreneurs and rest of the students have varied opinion on their intention to become entrepreneurs.

**Table 5: Results of two-tailed Z test on Student's Entrepreneurial Intention
(Z critical = 1.960, $\alpha = 0.05$).**

	Entrepreneurial Environment	Student's Entrepreneurial Intention	Entrepreneurial Education	Student's Entrepreneurial Intention	Family Business Background	Student's Entrepreneurial Intention
Mean	1.59	1.58	1.67	1.58	1.59	1.58
Known Variance	0.33	0.41	0.36	0.41	0.29	0.41
Observations	196.00	196.00	196.00	196.00	196.00	196.00
Hypothesized Mean Difference	0.00		0.00		0.00	
Z	0.17		1.54		0.26	
P(Z<=z) two-tail	0.87		0.12		0.80	
z Critical two-tail	1.96		1.96		1.96	

The two-tailed Z test of two variables student's entrepreneurial intention & entrepreneurial environment in the college showed a Z value of 0.17 which is less than the critical value of 0.96 which means student entrepreneur intention is directly influenced by the entrepreneurial environment inside the college. Also, the P-value which is 0.868 is more than alpha 0.05. This also states that entrepreneurial environment influences the students' entrepreneurial intention in the college. Hence, the first alternate hypothesis, H1, which stated that entrepreneurial environment has significant influence on student's entrepreneurial intention, is acceptable.

The analysis also indicated that the entrepreneurial education also has significant influence on student's entrepreneurial intention, with a Z value of 1.542 which is less than critical value (1.960) and also the P value (0.123) is more than alpha (0.05). This also strongly prove that student's entrepreneur intention strongly influences by the entrepreneurial education. Thus, the second alternate hypothesis H1, which examined any influence of entrepreneurial of education on student's intention to become entrepreneur met the Z-test and thus is accepted.

The third hypothesis deals with students having family business background and student's entrepreneurial intention. It was discovered that there is very positive influence of family business background on student's entrepreneurial intention by conducting Z-test, having Z value 0.255 which is less than Z critical value (1.960) and P value (0.798) which is more than alpha (0.05). Which explains students having family business got strong motivation and support from their families which has positively impacted their entrepreneurial intentions. Hence, third alternate hypothesis also accepted.

Table 6: Hypothesis Results

Hypothesis	Statement of Hypothesis	Results
Alternative Hypothesis (H1)	Entrepreneurial Environment has significant influence on student's entrepreneurial intention.	Accepted
Alternative Hypothesis (H1)	Entrepreneurial Education has significant influence on Student's Entrepreneurial Intention.	Accepted
Alternative Hypothesis (H1)	Family Business Background has significant influence on Student's Entrepreneurial Intention.	Accepted

6.0 LIMITATIONS AND SCOPE FOR FUTURE RESEARCH

1. Convenience sampling technique could be a limitation as its non-probability in nature. In order to further validate the results probability sampling design can be adopted.
2. As the samples are taken only from Delhi & NCR, this may limit the results to this particular area only. Future studies may be done by including other regions. Other variables can be added to further support the result.
3. The sample size of the study is only 200 students; definitely, it is a small sized sample. There are other students from different universities in this region. Following this sized sample finds it very difficult to detect the reliability of the research.
4. In this study data collected limited to students who were perusing at the first, second and third year in BBA only. Their other courses in universities of Delhi & NCR where course duration is of four and five years.
5. Further research can be conducted on other graduation and post-graduation courses pursuing students in universities of Delhi & NCR or other regions.

7.0 DISCUSSION AND CONCLUSION

Hypothesis 1 explains the relationship between entrepreneurial environment and student's entrepreneurial intention. This alternate hypothesis was accepted. Two-tailed Z-test was conducted, Z value was found to be less than Z critical and P-value was more than alpha value is taken thus showing a positive relationship between the two variables. There is a significant relationship between entrepreneurial environment and student's entrepreneurial intention. Though there are job opportunities offered by companies but students are more attracted to self-employment in Delhi NCR region. This change in thinking started after start-up India came into being. The government is running various schemes to encourage startups. The availability of financial resources, government policies, program and training to starting a new business venture are the reasons for such a positive attitude of students to opt for entrepreneurship.

Hypothesis 2 examined the relationship between entrepreneurial education and a student's entrepreneurial intention. This alternate hypothesis was accepted. Two-tailed Z-test was conducted, Z value was found to be less than Z critical and P-value was more than alpha thus showing a positive relationship between the two variables. Students who pursue entrepreneurial education are highly motivated to become an entrepreneur. Acquiring appropriate business knowledge enables students to be more confident in dealing with complex decision makings, learning how to reduce risk and minimize the barriers. Furthermore, universities should provide exposure to their students with case studies for classroom discussions in order to increase the awareness and understanding of conducting business in a real environment. Cases of successful start-ups their challenges and risk should be conveyed to the students.

Hypothesis 3 showed a positive relationship between the Family business background and student's entrepreneurial intention. This alternate hypothesis was accepted. Two-tailed Z-test was conducted, Z value was found to be less than Z critical and P-value was more than alpha thus showing a positive relationship between the two variables. Students with family business will have more powerful motives towards startups because they've more financial and mental support from their families. Previous experiences of business families will build their self-confidence. The skills students acquired from real-life entrepreneurial business experience help them in taking their decisions.

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The Concept of Entrepreneurship in Hospitality Industry: A Survey Among Aspiring Students

Samiksha Kokondawar*, Vishnu P. Chitrakumar,** & Dr. Lomte D M***

ABSTRACT

The thirst for variety, something new and different, has always been the driving factor for human evolution. People travel from place to place in search of something new and this tradition grew into the tourism sector. This in turn led to the growing need for hospitality. In the initial stages, hospitality was only confined to lodgings and food and beverage, but as people craved for new experiences, the demand for varieties increased. The people, who recognized these demands and were successful in delivering a solution, are now at the top of the game.

Now the hospitality industry has expanded to event planning, theme parks, cruise line, airline, railway and additional fields. But this is still insufficient. And that is where entrepreneurship comes in. The best way to define an entrepreneur is as a person who creates a job instead of seeking it. This can be accomplished only if the person has a new concept that will be sure to flourish in the future and he/she is willing to take the risks accompanying it.

The hospitality industry is so vast that it even has students learning more about the industry at undergraduate as well as postgraduate levels hoping to become a part of it. Thus, without a doubt we can say that the future of hospitality industry is its students. If the ideas and concepts of the students from various IHM's, SIHM's, or other hotel management and culinary institutes are analyzed and studied, then there will definitely be new innovations in the hospitality sector.

A survey conducted among the students of hospitality studies to find out the entrepreneurship ambition among the students. Also, paper has done analysis on, whether gender has relation on having this kind of ambition. The Survey was conducted online with the help of Google forms and graphs, table were drawn with the help of SPSS 25.0. The correlation R calculated to test null hypothesis. Null hypothesis got accepted and alternative hypothesis got rejected.

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- * Undergraduate Student, Organisation: Indian Culinary Institute, Tirupati. (An Autonomous Body under Ministry of Tourism, Government of India)
 - ** Undergraduate Student, Organisation: Indian Culinary Institute, Tirupati. (An Autonomous Body under Ministry of Tourism, Government of India)
 - ** Faculty Member, Indian Culinary Institute, Tirupati, (An Autonomous Body under Ministry of Tourism, Government of India)

It statistically proved that gender does not have relationship with having entrepreneurship ambition. This result may be because of the smaller number of female respondents in the survey. Along with this several other associated variables were analyzed in detail.

Keywords: Entrepreneurship, Hospitality, Tourism, Young Aspirants etc.

1.0 INTRODUCTION

Entrepreneurship is the art of science of innovation and risk taking for profit in business. The hospitality industry particularly lends itself to entrepreneurship. Every property, whether it's a restaurant or a hotel, has its own specific market characteristics which are determined by its location and by the services on offer. Understanding the local market is the key to success and requires an entrepreneurial mind set in order to succeed. The industry consists of a patchwork of hotels, restaurants and resorts, the great majority of which are operated by individuals or families, or maybe a small group of investors. For instance, McDonalds, the biggest restaurant chain in the world, was actually developed by Ray Kroc, a milkshake machine salesman. While the McDonalds brothers launched the first drive-in restaurant, it was Kroc, who, after observing the long queues in the brothers' establishment, saw the potential for leveraging the format into a massive worldwide network through offering franchises. In fact, his first franchisees were his golfing buddies.

2.0 REVIEW OF LITERATURE

J.S. Saini and B.S. Rathore (Saini, 2001) in their book titled Entrepreneurship: Theory and Practice, deal with entrepreneurial philosophy, where the success of entrepreneurs has been discussed. According to the authors, success of an entrepreneur depends on the entrepreneur's willingness to hold responsibility for his own work. Though the risk of failure is always present, he takes risks by assuming responsibility for his actions. Learning from past experiences will help channel his actions to obtain better results and persistent efforts will yield success for sure.

Bholanath Dutta (Dutta, 2009) in his book, Entrepreneurship Management: Texts & Cases, deals in detail on the factors influencing entrepreneurship, viz., education, legality, infrastructure, finance, procedures, IT and communication, rapid changes, size of the firm, R & D and technology, stakeholders and globalization. The author has elucidated the characteristics of a successful entrepreneur at length. According to him, there are many critical factors contributing success such as skills, innovative mind, providing completeness to the factors of production, decision making, creative personality, plan making, dynamic leadership, creator of wealth, self-confidence and ambitiousness, risk bearing, and adventurous mind.

S.S.Khanka (Khanka, 2020) in his book Entrepreneurship Development illustrates the personal characteristics of successful entrepreneurs as hard work, desire for high achievement, high optimism, independence, foresight, good organizing capacity, and innovativeness. According to the author, success of a small enterprise is, to a great extent, attributed to the success of the entrepreneur himself.

David H. Holt (Holt, 2020) in his book Entrepreneurship: New Venture Creation has dealt in detail about the success factors for entrepreneurs. Holt says at the top of the success factor list is the "Entrepreneurial Team" comprising of partners, associates or extensive network of advisors.

2.1 Entrepreneurship In Hospitality

Small- and medium-sized enterprises (SMEs) dominate the hospitality industry globally (Getz, Family business in tourism, 2020). In contrast to international hotel chains, which operate where profit margins are maximized, Small and Medium Enterprises are deeply rooted to the local and regional economy as they attract capital from the region and usually employ family members and local people (Peters, 2020). They usually operate differently to larger entities that primarily aim to grow. Hospitality organizations are primarily responsible for co-creating tourism experiences with guests, through the delivery of accommodation, food and drink as well as cultural and entertainment experiences (Buhalis, 2000). Understanding the prime motivations of hospitality entrepreneurs and their business objectives is critical for the competitiveness of tourism destinations. It is the taking advantage of intelligent networks of like-minded entrepreneurs at the regional network that can maximize destination competitiveness and sustainability (Neuhofer, 2015). Entrepreneurs target to balance their quality of life (QoL) and the management of their business (Morrison, 2020). In industries dominated by SMEs such as the hospitality and tourism industry, with a high degree of owner-managers, understanding their priorities and motivations is of paramount importance for competitiveness (Getz, Characteristics and goals of family and owner-operated businesses in the rural tourism and hospitality sectors, 2020).

3.0 RESEARCH METHOD

3.1 Questionnaire Design

The design used for conducting the survey was a self-designed questionnaire which was circulated online to the Undergraduate, Post-Graduate and working people in Hospitality industry which asked respondents questions about their idea of entrepreneurship in hospitality industry.

3.2 Objective

1. To promoting entrepreneurship in hospitality industry among the youth.
2. To review the concept of entrepreneurship among the students studying Hospitality courses.
3. Gender is correlated to the having entrepreneurship ambition during hospitality studies.

3.3 Hypothesis

H_0 : The having entrepreneurship ambition does not have relation with gender

$$R \leq 0$$

H_A : The having entrepreneurship ambition have relationship with gender

$$R > 0$$

3.4 Scale

Dichotomous and 5-point Likert scale was used to collect responses from the respondents. 5-point Likert scale is used to understand their preference in job and entrepreneurship; where

1= Least likeliness for entrepreneurship

2= Less likeliness

3= Neutral

4= More likeliness

5= Most likeliness for entrepreneurship

3.5 Sampling

A questionnaire was self - designed and circulated online using Google forms, thus the responses were taken online from friends related to industry. Convenience sampling is used as the respondents were readily available for collecting response. We sent the online link to people out of which 34 people have responded which shows that good number of people were interested in our topic. Researchers have used their own resources for conducting the study. The results of the study brought forward some important and astonishing facts.

4.0 DATA AND STATISTICAL ANALYSIS

Data collected was analyzed using SPSS version 23.0 and graphs were generated using Microsoft excel version 2007. *Correlation* was performed and *an R value of > 0* was considered significant.

DESCRIPTIVE STATISTICS

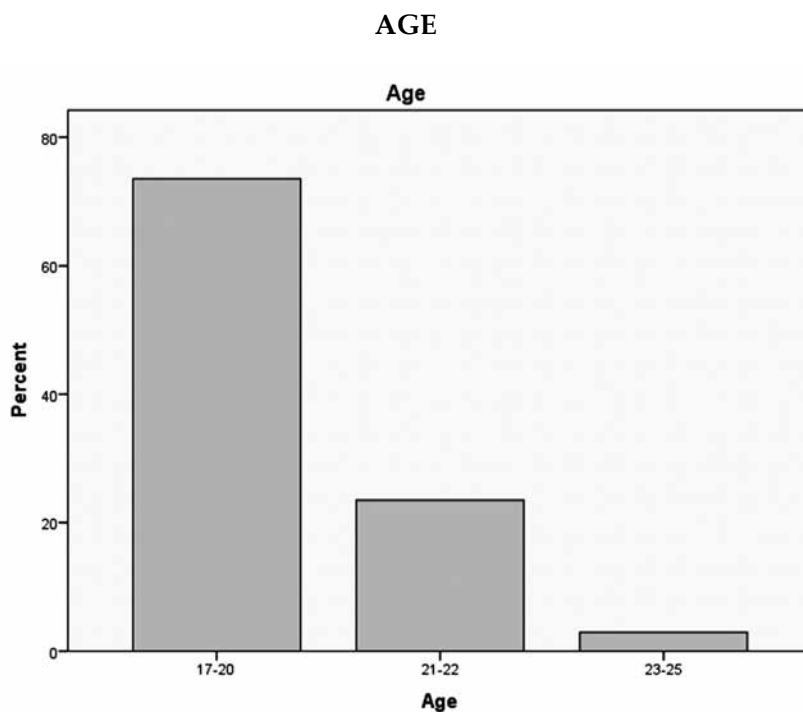


Fig 1

As we can note from the pie chart that out of 34 respondents all have replied on age. We can also note that out of entire 34 respondents we have 1 respondent (which forms 2.9% of the total respondents) who is in age group of 23-25 years, 25 respondents (which forms 73.5% of the total respondents) are between the age of 17-20 years, which shows majority of respondents are youngsters, and 8 respondents (which form 23.5% of the total respondents) are between the age of 23-25 years; therefore we can say that we have a good sample size which covers teenagers to youngsters as well as people in working age.

GENDER

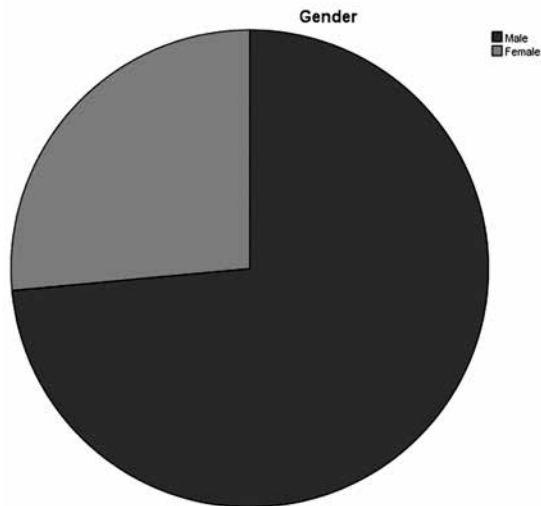


Fig 2

Maximum respondents were male comprising 73.5% and female are 26.5%. This goes to show that in the hospitality industry the dominant gender is male while females face several constraints due to which they are not planning to actively get into entrepreneurship.



Fig 3

Out of all the respondents 5.9% were from the working class while the rest were all students, 2.9% from the postgraduate level 11.8% from the food craft course while the majority of 79.4% were from undergraduate level.

What is your plan of starting new business in Hospitality Industry?

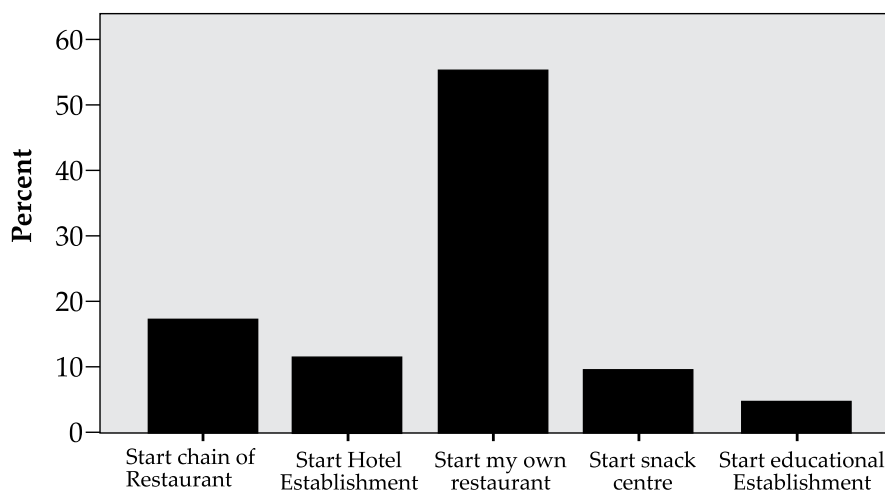


Fig 4

The above bar chart shows the business plan of the respondents and it can be observed that 52.9% of the respondents plan to start their own restaurant, 17.6% plan to start their own chain of restaurants, 14.7% plan to start their own hotel establishment and 11.8% plan to start their own snack center while only 2.9% plan on starting their own educational establishment. This goes to show the rising popularity of restaurants, fast foods and snack centers in the hospitality sector. People wish to start a variety of themed restaurants which are setting a trend these days.

What are you potentials to start your own business?

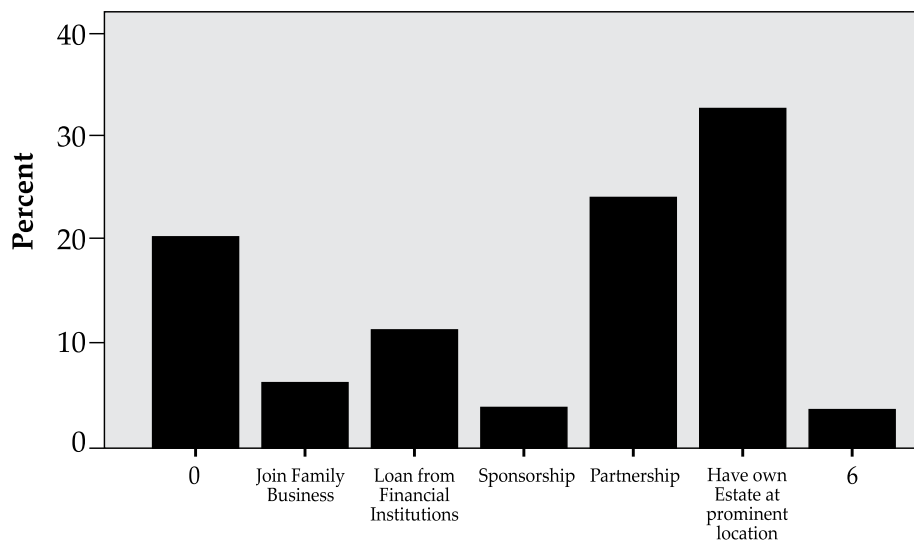


Fig 5

The above graph shows the respondents potential to start their business. Maximum (97%) respondent have their own estate at prominent location. 64% respondent is planning about the partnership. 41% of the respondent are thinking about the sponsorship, 38% of the respondent wants to take loan from financial institutions and 26 % of the respondent wants to join the family business.

What is the appropriate stage to start your own business?

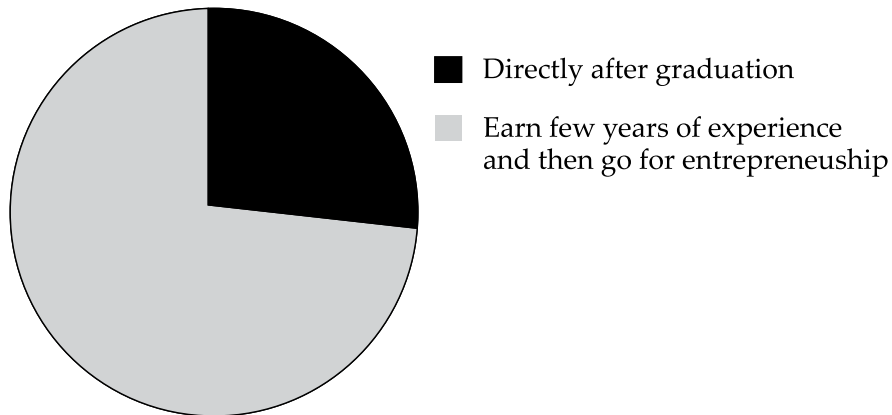


Fig 6

Out of the total respondents 73.5% are willing to start their own business only after gaining a few years of experience in the hospitality industry while the rest 23.5% plan on taking up a business directly after completing graduation. This goes to show that majority of students are willing to understand the ups and downs of the industry in order to create an improvised and improved business. Among these respondents some are trying to make money that they can invest in the business. Some of the respondents plan to directly approach the business either because they have a well-designed business plan or any means to fund it

Rate your opinion on starting business is better career option then job ?

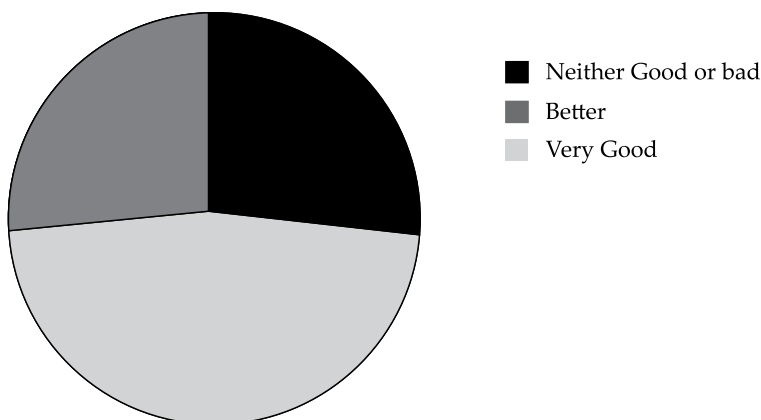


Fig 7

The above pie chart shows that 47.1% of the respondents feel like business is better than job while 26.5% consider that business is neither good nor bad than having a job. The rest 26.5% feel that it is a very good idea to start a business. Thus, showing the growing popularity of entrepreneurship.

The below demonstrated table shows the cross tabulation among gender on the concept of starting a business or pursuing a job.

Table - 1

Gender * Rate your opinion on starting business is better career option than job Cross tabulation						
Neither Good nor bad Better			Rate your opinion on starting business is better career option than job			Total
			Very Good			
Gender	Male	Count	5	11	9	25
		% within Gender	20.0%	44.0%	36.0%	100.0%
		% within Rate your opinion on starting business is better career option than job	55.6%	68.8%	100.0%	73.5%
		% of Total	14.7%	32.4%	26.5%	73.5%
	Female	Count	4	5	0	9
		% within Gender	44.4%	55.6%	0.0%	100.0%
		% within Rate your opinion on starting business is better career option than job	44.4%	31.3%	0.0%	26.5%
		% of Total	11.8%	14.7%	0.0%	26.5%
Total % within Gender % within Rate your opinion on starting business is better career option than job % of Total		Count	9	16	9	34
		26.5%	47.1%	26.5%	100.0%	
		100.0%	100.0%	100.0%	100.0%	
		26.5%	47.1%	26.5%	100.0%	

The above table shows cross tabulation between gender and their opinion on starting business is better career option than job. We can observe that between male and female, male prefers idea of entrepreneurship better than job but female are not clear about the opinion on better idea amongst entrepreneurship and job probably because of the different constraints they face which have to be addressed in order to make them realize that entrepreneurship is not just a male dominated concept and females can flourish in it too.

Table - 2

Directly after graduation Earn few years of experience and then go for entrepreneurship			What is the appropriate stage of career to start your own business?		Total
Age	17-20	Count	8	17	25
		% within Age	32.0%	68.0%	100.0%
		% within What is the appropriate stage of career to start your own business?	88.9%	68.0%	73.5%
		% of Total	23.5%	50.0%	73.5%
	21-22	Count	1	7	8
		% within Age	12.5%	87.5%	100.0%
		% within What is the appropriate stage of career to start your own business?	11.1%	28.0%	23.5%
		% of Total	2.9%	20.6%	23.5%
	23-25	Count	0	1	1
		% within Age	0.0%	100.0%	100.0%
		% within What is the appropriate stage of career to start your own business?	0.0%	4.0%	2.9%
		% of Total	0.0%	2.9%	2.9%
Total % within Age % within What is the appropriate stage of career to start your own business? % of Total		Count	9	25	34
		26.5%	73.5%	100.0%	
		100.0%	100.0%	100.0%	
		26.5%	73.5%	100.0%	

The above table shows a cross tabulation among different age groups on what they perceive is the right stage for starting a business. We can observe that more people are willing to step into business only after gaining experience. But among the people who wish to directly approach business without experience; most of them are youngsters under the age group of 17-20. This shows that the youth are having immature notions on starting a business. They only have ideas and not the experience that is necessary to realize the pros and cons. Thus, it is mandatory to bring to their knowledge the concept of entrepreneurship and how to approach it.

4.1 HYPOTHESIS TESTING

Table - 3

Gender * Rate your opinion on starting business is better career option than job Cross tabulation					
Count					
Neither Good nor bad		Rate your opinion on starting business is better career option than job			Total
		Better	Very Good		
Gender	Male	5	11	9	25
	Female	4	5	0	9
Total		9	16	9	34

Symmetric Measures

Table - 4

		Value	Asymptotic Standardized Error ^a	Approximate T ^b	Approximate Significance
Interval by Interval	Pearson's R	-.366	.127	-2.228	.033 ^c
Ordinal by Ordinal	Spearman Correlation	-.366	.129	-2.228	.033 ^c
N of Valid Cases		34			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

Therefore, $R = -0.366$
 $R < 0$

Hence, null hypothesis got accepted and alternative hypothesis got rejected. So, gender does not have relationship with having entrepreneurship ambition in hospitality industry.

5.0 CONCLUSION

The study has helped the researchers to reach the conclusion that many of the aspiring students in hospitality industry take up the idea of entrepreneurship seriously and are ready to contribute in innovative ways. They might have distinguished thoughts and preferences according to the age group and gender. The study showcases that respondents are very much vocal and clear about their plans. They are aware about their potentials and are willing to take the risks associated with their business plans. Though our hypothesis has statistically proved that gender does not have relationship with having entrepreneurship ambition; may be because female respondents were less in survey than male respondent. Lastly, based on these findings, both theoretical and practical implications were derived. In particular, practical recommendations should be provided to the stakeholders on how to effectively support and provide opportunities to the upcoming entrepreneurs.

6.0 LIMITATIONS

- 1) Limited time was available as the researchers are undergraduate students and were undergoing semester end examinations, but researchers have made best use of available time.
- 2) Best possible care has been taken to not to hurt any individual's sentiments.
- 3) Best use of other resources has been made as well.
- 4) Due to less female candidates in hospitality industry female opinion was not clear.
- 5) No external financial aid was available to conduct the study; researchers have used their own resources.
- 6) Researchers have not come across much literature.
- 7) The responses were taken from friends and students related to hospitality industry.

7.0 SCOPE FOR FUTURE RESEARCH

The study has been done on undergraduate level, a thorough study can be conducted with a large sample size and the question paper can be improved upon.

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SECTION-4

The Future of Hospitality Entrepreneurship

Inductive Evaluation of Entrepreneurial Intention (EI): An Empirical Exploration

Parimala R.* & Dr. Eugene. J**

ABSTRACT

Entrepreneurial Intention (EI) is the galloping gateway to the ever-growing field of entrepreneurial science. EI is rapidly gaining immense traction and is a much sought after area of academic research by scholars worldwide in the field of entrepreneurship. Although entrepreneurship awareness is steadily increasing, a subject's goal is to determine whether to opt for entrepreneurship or not. Learning the EI levels is therefore vitally important to promote the cycle. This paper uses "Ajzen's Theory of Planned Behaviour (TPB)" to provide main variables that will be checked on the respondents namely the approach to entrepreneurial behaviour, assumed social customs and characteristics of observed behaviour. The respondents suggested are final year applicants completing a Hospitality and Hotel Management degree program. A widely validated instrument, namely the Entrepreneurial Intention Questionnaire (EIQ), is used to determine the intention. The derived data was evaluated using statistical tools such as correlation, Z test, U test etc. The expected result would classify the most influential factor in the selected samples which will exacerbate the EI. This result is essential for the initiation and implementation among Hospitality students of the necessary entrepreneurship education.

Keywords: Entrepreneurial Intention, Entrepreneurship, Hospitality, Theory of Planned Behaviour

1.0 INTRODUCTION

Entrepreneurship is a scheduled, ongoing cycle of exploring the possibility of establishing a company (Shane and Venkataraman, 2000). This strenuous process requires readiness to discover or establish an outlet or a self-run firm (Cooper and Park, 2008). Academia has recognized in recent years that entrepreneurship is an important area to concentrate on, emphasizing enough to be regarded as a gainful, exciting and exciting career option.

* Head of the Department, Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai, Tamil Nadu.

** Lecturer, Institute of Hotel Management Catering Technology & Applied Nutrition, Chennai, Tamil Nadu.

Universally, the trend towards entrepreneurship was traveling in a steady pace, sequencing young entrepreneurs right after graduation, particularly in the hospitality sector. Most of the young entrepreneurs were successful in their attempts and even though some did not make it to a respectable stage. With several reasons attributing to success and lapsing in the activity of a self-owned company as the first step, the young minds' purpose about entrepreneurship should be examined before directly entering firm formation. Diverse trends of entrepreneurial attitude can be identified through research. Once the objectives are mapped, the aspirants can be properly oriented and directed to create a company.

1.1 OBSERVATIONAL OBJECTIVES

This research aims to achieve the following goals while bearing in mind that the entire process and result are impartial and non-stereotyped;

- ✦ Applying the TPH model of Azjen as part of the validated instrument
- ✦ Using selected variables as part of the identification of entrepreneurial intentions
- ✦ Empirically exploring the data obtained from the instrument
- ✦ Identifying the most relevant or important factor leading to the highest intention to choose entrepreneurship

2.0 REVIEW OF RENOWNED RESEARCHES

In an impressively growing economy, entrepreneurship is required to drive a country's economic growth (European Commission, 2003). Countries, states, cities, and regions with high indices of entrepreneurial intent excel in addressing the pressing unemployment problem (Audretsch, 2002). This has contributed to rigorous academic work around the globe to confirm the underlying theory and factors that decide entrepreneurial preference. The initial investigations concluded that the variables driving an entity called motive vary and cannot be generalized. Even now, the analytical methods (Baron, 2004) and personality traits (Rauch & Frese, 2007) are seen as important factors for entrepreneurial intentions but under debate among the researchers. Therefore, it is important to examine the intentions of capturing the correct factor which dominates its decision. As such, expectations are established only after recognizing that one has an entrepreneurial opportunity to pursue them over a period of time (Douglas, 2020).

This research paper makes careful use of Ajzen's Theory of Planned Behaviour (TPB) to recognize influences that could potentially influence the purpose of entrepreneurship. TPB implies that the intention and principles based on perception can be learned in an aspirant over a period of time and need not automatically be an inborn attribute to be an entrepreneur (Ajzen, 1991). Turker & Sonmez (2009) analysed some of the related factors ' impacts on entrepreneurial intent and concluded that factors such as scholastic and organizational help influence scholars ' attempts at entrepreneurship. This research is also supposed to suggest important variables in the exploration of entrepreneurial ambitions that are intricately knit.

3.0 METHODOLOGY

A structured, standard and verified questionnaire called Entrepreneurial Intention Questionnaire (EIQ) was used as a method to gather the required data. This questionnaire consists of three segments namely Attitude towards Entrepreneurial Behaviour (11 items, 3

groups), ascertained Social Norms (10 items, 3 groups) and adjudged Self-efficacy (16 items, 4 groups). The online platform was used to administer the questionnaire to 106 respondents who are the Final Year graduates of the Institute of Hotel Management, Chennai. The population was $N = 140$. The students who attended the one day workshop on Entrepreneurship alone were taken as the population. Arrival at the required size of the sample was designed using the "Table for determining sample size from a given population" devised by Krejcie and Morgan (1970) and the formula they used to determine the sample size was

$$s = \frac{X^2 NP(1-P)}{d^2(N-1) + X^2 P(1-P)}$$

Where

s - Stands for size of the sample

X^2 - Slab value of Chi-Square intended for 1-degree freedom at the required confidence level (3.841)

N - Population's size

P - Population's proportion (generally presumed as .50)

d - Degree of exactness articulated as a fraction (.05)

3.1 HYPOTHESIS

A hypothesis synchronizes the synthesized work scientifically, and provides a possible solution to the research problem. The aim would be to test the hypothesis and not to solve a problem and to unravel an answer to a research question (Singh and Bhajpai, 2008). So this work suggests the following null hypothesis and either the null hypothesis is accepted or rejected on the basis of the empirical study.

H_01 = There is no significant effect of behavioural norms on entrepreneurial intentions

H_02 = There is no significant effect of social norms on entrepreneurial intentions

H_03 = There is no significant effect on entrepreneurial intentions of ability (self-efficacy)

4.0 ANALYSIS

The following section analyses the data gathered through the questionnaire using mean and standard deviation. Through mean the totality of the responses can be extracted. Standard deviation suggests the deviation from the mean.

Table 1 Mean Scores and Standard Deviation of the Responses

Statement	Mean	Standard Deviation	Result
PERCEIVED BEHAVIOURAL CONTROL			
<i>Choice after graduation</i> 1 - Minimum preference, 2 - Weak preference, 3 - Slight preference, 4 - neutral, 5 - Moderate Preference, 6 - Strong preference, 7 - Maximum preference			
Working as an employee	4.622641509	2.117738372	Moderate preference
Starting up a firm	3.820754717	2.176922991	Neutral
Follow on training and preparation	4.452830189	1.957316314	Neutral

Level of attraction 1 - Minimum attraction, 2 - Weak attraction, 3 - Slight attraction, 4 - Neutral, 5 - Moderate attraction, 6 - Strong attraction, 7 - Maximum attraction			
Salaried work	4.481132075	1.811240733	Neutral
Liberal profession	4.311320755	1.774760655	Neutral
Entrepreneur	4.981132075	2.225313812	Moderate attraction
Level of agreement 1 - Total disagreement, 2 - Disagreement, 3 - Somewhat disagree, 4 - Neutral, 5 - Somewhat agree, 6 - Strongly agree 7 - Total agreement			
To be an entrepreneur has advantages than disadvantages	4.849056604	1.906342561	Somewhat agree
An occupation as entrepreneur is striking for me	5.094339623	2.063415116	Somewhat agree
In case I get the chance and assets, I'd prefer to commence a firm	5.339622642	2.060452065	Somewhat agree
I get maximum satisfaction by being an entrepreneur	5.08490566	1.991017565	Somewhat agree
Amid numerous choices, I'd better be an entrepreneur	4.70754717	2.133483541	Somewhat agree
PERCEIVED SOCIAL NORMS			
What value does this carry as compared to other professions? 1 - Much below others, 2 - Below others, 3 - Slightly below others, 4 - Neutral, 5 - Above others, 6 - Strongly above others, 7 - Much above others			
Value in relatives and family circle	4.490566038	1.972406232	Neutral
Value in friends circle	5.160377358	1.836854415	Above others
Value in colleagues and mates circle	5.160377358	1.768167157	Above others
If at all you choose to establish your own firm in hospitality sector, will your decision be approved? 1 - Total disapproval, 2 - Disapproval, 3 - Slight disapproval, 4 - Neutral, 5 - Moderate approval, 6 - Strong approval, 7 - Total approval			
Approval in Family circle	5.08490566	2.024224364	Moderate approval
Approval in Friends circle	5.41509434	1.825052769	Moderate approval
Approval from Colleagues and mates circle	5.367924528	1.868666302	Moderate approval
Specify the altitude of conformity with the subsequent sentences 1 - Total disagreement, 2 - Disagreement, 3 - Somewhat disagree, 4 - Neutral, 5 - Somewhat agree, 6 - Strongly agree 7 - Total agreement			

Entrepreneurial action does not agree with the way of life in my culture	3.188679245	2.221596198	Somewhat disagree
An Entrepreneur receives less recognition in society	3.896226415	2.142225124	Neutral
Many barely accept to be an entrepreneur	4.349056604	1.96174098	Neutral
Entrepreneurial commotion is excessively risky to be an attraction	4.801886792	1.944074324	Somewhat agree
POTENTIAL CAPACITIES			
<i>To what degree do you settle with the ensuing avowals about your entrepreneurial capacity? 1 - Total disagreement, 2 - Disagreement, 3 -Somewhat disagree, 4 - Neutral, 5 - Somewhat agree, 6 - Strongly agree 7 - Total agreement</i>			
To open an outlet and run it is easy for me	4.254716981	1.990746789	Neutral
I am equipped to run a workable firm/outlet	4.169811321	2.072365559	Neutral
I can control the creation process of the new firm	4.745283019	2.033347326	Somewhat agree
I know the way to grow an entrepreneurial project	4.481132075	2.02004777	Somewhat agree
I am sure I will succeed as an entrepreneur	5.132075472	2.070543852	Somewhat agree
<i>Are you satisfied with the level of potential in order to proceed as an entrepreneur? 1- No capacity at all, 2 - Weak capacity, 3 - Less capacity, 4 - Neutral, 5 - Good capacity, 6 - High capacity, 7 - Very high capacity</i>			
Opportunity recognition	5.037735849	1.814883065	Good capacity
Creativity	5.443396226	1.701988689	Good capacity
Problem Solving Capacity	5.490566038	1.651811606	Good capacity
Leadership and Communication skills	5.518867925	1.697230978	High capacity
Creation of novel goods and amenities	5.301886792	1.691265017	Good capacity
Interacting and building professional acquaintances	5.160377358	1.778907061	Good capacity
<i>Level of agreement 1 - Total disagreement, 2 - Disagreement, 3 -Somewhat disagree, 4 - Neutral, 5 - Somewhat agree, 6 - Strongly agree 7 - Total agreement</i>			
I am geared up to do no matter what to be an entrepreneur	4.594339623	2.198606926	Somewhat agree

My career aim is to develop myself as an entrepreneur	4.924528302	2.172109412	Somewhat agree
I will try all possible efforts to open and operate my own firm	5.254716981	2.115976959	Somewhat agree
I am valiant to actualize an enterprise in the coming times	5.339622642	2.137585609	Somewhat agree

Mann-Whitney U test is used as a vital statistical tool to determine the p values of the variables having .05 as the significance level. It is effectively applied to find the statistical significance of groups having nonparametric data (Mac Farland and Yates, 2016). This test is a successful substitute for a t -test (Milenovic, 2011). It also generates the Z-score which reveals how far a data point is from the mean. The following statistics were generated after applying the Mann-Whitney U test to the available data;

Table 2 Mann Whitney U Test for the Selected Variables

Mann Whitney U Test					
Factors	U score	Inference on the distribution	Z Score	p value	Observation
<i>Behavioural norms</i>					
Choice after graduation - Employee Vs Start up firm	4440.5	Distribution is approximately normal	-2.43	0.00755	The result is significant at $p < .05$.
Level of attraction - Liberal Profession Vs Entrepreneur	4368	Distribution is approximately normal	-2.79	0.00512	The result is significant at $p < .05$.
Level of agreement - Advantages Vs Attractiveness	5061.5	Distribution is approximately normal	-1.245	0.2113	The result is not significant at $p < .05$.
Level of agreement - Great satisfaction Vs Rather be an entrepreneur	5082	Distribution is approximately normal	1.1991	0.23014	The result is not significant at $p < .05$.
<i>Social norms</i>					
Value of entrepreneurship - Relatives Vs Friends	4501.5	Distribution is approximately normal	-2.499	0.01242	The result is significant at $p < .05$.
Approval of decision - Family Vs Friends	5210.5	Distribution is approximately normal	-0.9114	0.36282	The result is <i>not</i> significant at $p < .05$.

Level of agreement - Clash with culture Vs recognition in society	4567	Distribution is approximately normal	-2.3523	0.01878	The result is significant at $p < .05$.
Level of agreement - acceptance Vs feeling too risky	4847	Distribution is approximately normal	-1.7253	0.08364	The result is <i>not</i> significant at $p < .05$.
<i>Self-efficacy</i>					
Level of agreement - Easiness in entrepreneurship Vs preparedness	5498.5	Distribution is approximately normal	0.26647	0.78716	The result does <i>not</i> show any significance at $p < .05$.
Level of agreement - Control creation of a process Vs Develop an entrepreneurial project	5166.5	Distribution is approximately normal	1.00988	0.3125	The result does <i>not</i> show any significance at $p < .05$.
Capacity to become an entrepreneur - Opportunity recognition Vs Creativity	4833	Distribution is approximately normal	-1.7567	0.0784	The result does <i>not</i> show any significance at $p < .05$.
Problem Solving Vs Leadership and Communication	5467	Distribution is approximately normal	-0.337	.72786	The result does <i>not</i> show any significance at $p < .05$.
Developing New products Vs Networking	5399	Distribution is approximately normal	0.48927	.62414.	The result does <i>not</i> show any significance at $p < .05$.
Ready to make anything to be an entrepreneur Vs Career goal to be an entrepreneur	5123	Distribution is approximately normal	-1.1073	.267	The result does <i>not</i> show any significance at $p < .05$.
Possible efforts Vs Determined to be one in future	5435.5	Distribution is approximately normal	-0.4075	0.6818	The result does <i>not</i> show any significance at $p < .05$.

The following section produces results based on the correlation applied to the selected variables. Correlations are calculated to make it clear whether the variables are related to each other. Coefficients for correlation are usually positive or negative. The optimal correlation values should range anything from -1.00 to $+1.00$. The relationship between variables can be defined as 'solid' when the computed values are closer to either -1 or $+1$. Nevertheless, it is usually very difficult to obtain a perfect correlation in social science research (Urdan, 2005).

Table 3 Correlation of Variables Under the Factor – Behavioural Norms

	Choosing to start as a staff	Choosing to operate an outlet	Choosing to get trained and further prepare	Attraction towards Salaried Work	Attraction towards liberal profession	Attraction towards Entrepreneur	To be an entrepreneur has advantages than disadvantages	An occupation as entrepreneur is striking for me	In case I get the chance and assets, I'd prefer to commence a firm	I get maximum satisfaction by being an entrepreneur	Amid numerous choices, I'd better be an entrepreneur
Choosing to start as a staff	1										
Choosing to operate an outlet	-0.128432	1									
Choosing to get trained and further prepare	0.213938	0.139928	1								
Attraction towards Salaried Work	0.541884	-0.038304	0.22271922	1							
Attraction towards liberal profession	0.264678	0.325178	0.18932811	0.130724	1						
Attraction towards being an Entrepreneur	0.162168	0.543868	0.32340238	0.047169	0.4693243	1					
To be an entrepreneur has advantages than disadvantages	0.146172	0.459286	0.32478086	0.02675	0.2729966	0.634660403	1				
An occupation as entrepreneur is striking for me	0.093223	0.508412	0.28644298	0.018319	0.3663993	0.823814992	0.751792431	1			
In case I get the chance and assets, I'd prefer to commence a firm	0.092946	0.457464	0.21182171	-0.00592	0.351054	0.659850825	0.711471683	0.832418	1		
I get maximum satisfaction by being an entrepreneur	0.073174	0.546281	0.29307759	0.00441	0.3859518	0.806440315	0.703474531	0.871989	0.830974	1	
Amid numerous choices, I'd better be an entrepreneur	-0.024658	0.554567	0.34902692	-0.08647	0.3261049	0.763111294	0.65172751	0.808944	0.72042	0.842187	1

Table 4 Correlation of Variables Under the Factor – Social Norms

	Value In your relatives and family circle	Value In your friends circle	Value in your colleagues and mates circle	Approval in family circle	Approval in Friends circle	Approval from Colleagues and mates circle	Entrepreneurial action does not agree with the way of life in my culture	An Entrepreneur receives less recognition in society	Many barely accept to be an entrepreneur	Entrepreneurial commotion is excessively risky to be an attraction
Value In your relatives and family circle	1									
Value In your friends circle	0.509073	1								
Value in your colleagues and mates circle	0.460578	0.74561	1							
Approval in Family circle	0.449844	0.385635	0.355380914	1						
Approval in Friends circle	0.453511	0.695867	0.557626845	0.732822374	1					
Approval from Colleagues and mates circle	0.379498	0.482077	0.590159677	0.611040248	0.795354548	1				
Entrepreneurial action does not agree with the way of life in my culture	0.087347	-0.012153	0.091627817	0.002757148	0.034524845	0.07717725	1			
An Entrepreneur receives less recognition in society	-0.012630	0.224517	0.140209476	0.045976762	0.184075851	0.10955111	0.274309102	1		
Many barely accept to be an entrepreneur	-0.042214	0.068892	0.013909584	0.114780837	0.217172403	0.125708347	0.316904513	0.403025436	1	
Entrepreneurial commotion is excessively risky to be an attraction	0.110033	0.267681	0.206044098	0.256008948	0.332086885	0.216875397	0.209403422	0.408931581	0.535228854	1

Table 5 Correlation of Variables Under the Factor Self-Efficacy

	To open an outlet and run it is easy for me	I am equipped to run a workable firm/outlet	I can control the creation process of the new firm	I know the way to grow an entrepreneurial project	I am sure I will succeed as an entrepreneur	Opportunity recognition	Creativity
To open an outlet and run it is easy for me	1						
I am equipped to run a workable firm/outlet	0.575772667	1					
I can control the creation process of the new firm	0.53379471	0.706481459	1				
I know the way to grow an entrepreneurial project	0.51630737	0.630949522	0.767455332	1			
I am sure I will succeed as an entrepreneur	0.527801861	0.591775429	0.700274009	0.724690138	1		
Opportunity recognition	0.276730661	0.431283913	0.516204099	0.543129633	0.690556183	1	
Creativity	0.314894997	0.342969818	0.544810627	0.535696985	0.610209578	0.694423977	1

5.0 SIGNIFICANT COROLLARIES AND FINDINGS

This study has tried thoroughly to ascertain the variables and factors which induce the level of intention to trigger the process of thinking towards entrepreneurship. The findings are presented as given below

- ✪ The mean scores and the standard deviation in Table 1, indicates the error-free distribution of the responses
- ✪ Variables showing moderately strong affinity to student behaviour patterns are attractive to entrepreneurship and an acceptable level of agreement to be an entrepreneur, although equal interest in employment after graduation has been expressed.
- ✪ Variables that reflect a positive score under perceived social norms are better valued for being an entrepreneur by friends and colleagues, much approved by family, friends and mates and also equally good scores have been recorded for treating entrepreneurship to be too risky
- ✪ Compared to the other factors, variables under capacity have shown better levels like the capacity to control the firm creation process, better knowledge on developing an entrepreneurial project, confidence in bagging success, and especially high scores are recorded for Leadership and Communication skills
- ✪ Mann Whitney U test in Table 2, concludes that the variables under choice after graduation namely preference for employment and start-up firms are statistically significant. Liberal profession and entrepreneurship are found to be statistically significant.

- ✪ From Table 2, based on the U test, the level of acceptance of entrepreneurship as valued by relatives, families and friends under Social norms are statistically significant. Clash with culture for being an entrepreneur an acceptable level of recognition in society are found to be statistically significant as $p < .05$.
- ✪ The remaining variables in Table 2 are not statistically significant
- ✪ H_01 rejected as $p < .05$. Thus, there is a significant effect of behavioural factors towards the entrepreneurial intentions
- ✪ H_02 rejected as $p < .05$. Thus, there is a significant effect of social factors towards the entrepreneurial intentions
- ✪ H_03 accepted as $p > .05$. Thus, there is no significant effect of self-efficacy towards the entrepreneurial intention
- ✪ Tables 3,4 and 5 presents the values of correlation coefficients in the range of -1 to +1. This proves that there is a strong significance within the variables.
- ✪ Out of 106 responses, 30 have opted not to be an entrepreneur and 76 have opted to go for entrepreneurship.

6.0 CONCLUSION

This research paper has presented the empirical study of variables that influence graduates of the final year in selecting entrepreneurship guided by various intentions. The four variables which are successful or similar to the points of intention are entrepreneurship as an option after graduation, degree of attraction towards entrepreneurship, interest provided to entrepreneurship by friends and relatives and level of recognition in society. This paper also used important tools for deriving U values, Z scores and p values, such as Correlation estimation and Mann Whitney U test.

7.0 SUGGESTIONS

This research reveals the need to focus more on helping students select entrepreneurship as their promising career as 71.7 percent of respondents preferred after graduation for entrepreneurship. However, to achieve the goal, behavioural and social attributes should be reinforced. It involves teaching the students to develop solid, persuasive skills when approaching family, relatives and friends with their concern in choosing entrepreneurship. Enough encouragement should be given for crossing cultural barriers. Sufficient success stories should be revealed as this would reassure budding talents that a positive approach to a career as an entrepreneur in society exists. Interestingly, the individual capacities scored optimum levels of leadership and communication skills in particular. That ability can therefore be further sharpened and used carefully to foster interest in entrepreneurship. As well as that, maximum respondents thought there was a high level of risk in entrepreneurship. This can be further explained by providing the right advice and offering alternatives to different situations.

8.0 FURTHER RESEARCH/SCOPE

This research study is based on the students from the final year. Similar research may be performed for early intervention with first and second year students. After adding a few more variables, it is possible to perform an extended analysis with the students of the last 3 years batches passed out. Another aspect that can be looked at is conducting this research to understand the intention in different dimensions only for girl candidates.

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Homestays in the Hill State of Uttarakhand: Further Scope and Challenges for the Entrepreneurs

Jitendra Das* & Ajay Joshi**

ABSTRACT

"All our dreams can come true, if we have the courage to pursue them."

— Walt Disney

India is a unique travel destination that's growing in popularity as a desirable destination for tourists in quest of a variety of enriching cultural experiences. The state of Uttarakhand is located in the Northern part of India is nestled in the lap of the Himalayas and enthalls everyone with its scenic landscapes, spectacular hill stations, quaint villages, holy rivers, world renowned conservation parks like 'Jim Corbett Tiger National Park', world heritage sites like 'Valley of Flowers' and 'Nanda Devi Biosphere Reserve', waterfalls and serene lakes, attracts a large number of domestic and international tourists each year. In other words, Uttarakhand is a beautiful land with breathtaking landscapes and quite a diverse terrain.

The recent global, social and cultural changes have resulted in greater interest and appreciation in cultural heritage, lifestyles and environmental concerns. This change has resulted in creating new avenues for entrepreneurial opportunities in alternative accommodation. With such extensive tourism opportunities, one needs proper accommodation options, and with this, in mind, quite a lot of homestays in Uttarakhand have sprouted up. Homestays in Uttarakhand, especially in the rural regions have gained credibility over the last decade as valuable tools in the empowerment of both individuals and communities. It has been found to be an important source of income, increases the financial stability of families and communities, contribute to employment, and create a space for the increased cultural exposure. Popularizing homestays would directly benefit the folks in the hills, while the development of homestays-based tourism will generate employment for local youth. Entrepreneurs and service providers will be greatly benefitted out of this, as tourism development in any region encourages both employment opportunities and entrepreneurial practices. This research paper is aimed at understanding the scope and challenges for entrepreneurs running Homestays in the hill state of Uttarakhand. The paper will be based on both the primary and secondary sources.

Keywords: Entrepreneurship, Homestay, Strategy, Tourism, Uttarakhand

* Lecturer, Institute of Hotel Management, Chennai, Tamil Nadu.

** Former Faculty, Institute of Hotel Management, Chennai, Tamil Nadu.

1.0 INTRODUCTION

"It is always the same with mountains. Once you have lived with them for any length of time, you belong to them, there is no escape."

— Ruskin Bond

The Himalayas have for centuries been a gateway to a subliminal and transcendental universe and in the present era, in the Homestays of Uttarakhand, this subliminal nature of Himalayan experience is alive. Tourism has boundless scope in Uttarakhand, owing to its magnificent natural beauty and resources, but this potential must be utilized entirely. Popularizing Homestays would directly benefit the families in the hills, while generating employment opportunities for locals. Entrepreneurs and service providers will also be benefitted.

Homestays are economically feasible for both tourists and the homeowners. Homestays enable locals to emerge as micro-entrepreneurs by capitalizing on rooms that already exist. This permits the local homeowners to find entrepreneurial opportunities in rural pockets with minimal investment. It also performs an essential task in nurturing local communities and in making them financially independent. For tourists, Homestays offer not only value for money and offbeat accommodation but also a unique opportunity to gain invaluable insight into the local culture by staying with a local family.

Homestay may be defined as a form of tourism that allows visitors to stay at the houses of local families. A Homestay is staying in someone's home as a paying guest for short time period where the guests are provided with budget friendly accommodation and services by individual family and the local community. It gives an opportunity to the tourists to experience the rural lifestyle, culture and cuisine of host community. In the recent years, Homestays has come up as a means of alternate livelihood in Uttarakhand and the segments requires support from the state and central government in terms of standardization, incentives and capacity building support to the communities. Homestay in Uttarakhand can play a very vital role in addressing the room shortages for tourists in hilly and far flung destinations, simultaneously providing additional alternate income to the rural communities and entrepreneurial opportunities.

1.1 Objectives

The aim of this research paper is to study the Homestays movement in Uttarakhand, with the following objectives-

- ✧ To analyse the scope for entrepreneurs operating Homestays in the hill state of Uttarakhand.
- ✧ To evaluate the challenges for entrepreneurs running Homestays in Uttarakhand.
- ✧ To propose valuable recommendations in an attempt to make the Homestay tourism more feasible.

2.0 METHODOLOGY

This is a qualitative paper based on both the primary and secondary sources.

2.1 Primary Data

Primary data for the study has been collected through interviews and government reports.

Tool used to collect the data is structured questionnaire for the entrepreneurs running Homestays in the hill state of Uttarakhand

Samples are drawn from Homestays operators.

2.2 Secondary Data

Manuals, Journals, Newspaper and Research articles were referred as secondary sources for this study.

3.0 REVIEW OF LITERATURE

Frederick (2003) also defined the homestay as a stay by a tourist or a visiting foreign student who is hosted by a local family. Homestay can occur in any destination worldwide; residents of homestay countries encourage homestays in order to develop their tourism industry. Also, homestays as a concept, brings people from varied backgrounds under a single roof, quite literally, and offers an ideal platform for long lasting friendships. In homestay tourism, both the environment and culture are commoditized; market value is created with the demand of visitors. This provides financial reward to the local indigenous community for conservation of the environment and their culture (Laurie et al, 2005). Under this approach tourism is considered to be a component of development, giving emphasis to explore ways of expanding positive impacts and reducing negative impacts (Ashley, 2000). Home stay tourism is a major player when it comes to the reduction of rural poverty. It integrates all activities of tourism such as trekking, cultural tourism, agro-tourism, health tourism, and ecotourism (Devkota, 2010). In a descriptive study examining the introduction and implementation of the Malaysian Homestay program in 2008, homestay tourism was recognized by the Malaysian government as “a catalyst for rural community development, particularly from a socioeconomic perspective” (Razzaq et al, 2011). Advocating for homestays in rural areas has been found to benefit both individual homestay owners and the communities in which they reside. The external economic benefits of rural homestays are evident in a study completed by Anand et.al (2012) on the Indian Himalayan community of Ladakh. In the state of Uttarakhand, the major homestays were in the *Nanda Devi Valley* and Valley of Flower housed famous homestay sites (Macek, 2012).

Homestays are found to be an important source of income, increase the financial stability of families and communities, contribute to social upliftment, and create a space for increased cultural exposure (Acharya & Halpenny, 2013).

4.0 DATA ANALYSIS AND FINDINGS

As a part of the study, the researchers undertook survey of Homestays in Uttarakhand. The growing trend of “Homestays” in the Himalayan state attracted the researchers to conduct a deep study aiming to understand the scope and challenges for entrepreneurs running Homestays in the hill state of Uttarakhand. In Uttarakhand Homestays movement started off as ecotourism, community-based tourism and village-based tourism. With the passage

of time it was realized that Homestay tourism is a low impact accommodation and a good way of providing sustainable incomes to the villagers and aspiring entrepreneurs. The state Government has a well-defined Tourism policy and extending a wide range of benefits in terms of tax exemptions, interest incentives, financial assistance, subsidies and concessions to the Homestays operators and aspiring entrepreneurs. These initiatives of the state government have to an extent resolved the livelihood concerns of many villagers. They have tackled poverty, migration of youth towards cities, ecology and cultural conservation. With the surge in Homestays, the villagers have got an opportunity to additional income generation avenues like guides, porters, cooks, taxi drivers, crafting handicrafts, souvenirs etc. Most of the villagers in village gets involvement of some kind of tourism e.g. if one family opens a Homestay, the other can provide food, and the next one can make handicrafts, and therefore creates local and seasonal employment.

Classification of Homestays in Uttarakhand

In the state of Uttarakhand, the Homestays are classified into these three classes:

1. Class A (Gold House)
2. Class B (Silver House)
3. Class C (Bronze House)

Table 1: District Wise Details of Registered Units Under Home Stay Scheme in Uttarakhand

S. No.	Name of District	Category	Urban Area			Rural Area		
			No. of Registered units	No. of Rooms	No. of Beds	No. of Registered Units	No. of Rooms	No. of Beds
1	Nainital	Gold	23	81	154	70	254	492
		Silver	16	55	106	31	92	176
		Bronze	0	0	0	9	20	40
	Total		39	136	260	110	366	708
2	Uttarkashi	Gold	0	0	0	1	6	12
		Silver	2	7	14	21	93	186
		Bronze	4	15	30	32	117	234
	Total		6	22	44	54	216	432
3	Bageshwar	Gold	0	0	0	0	0	0
		Silver	1	5	10	3	15	30
		Bronze	0	0	0	25	88	150
	Total		1	5	10	28	103	180
4	Tehri Garhwal	Gold	0	0	0	21	92	196
		Silver	2	8	16	81	365	851
		Bronze	0	0	0	1	4	8
	Total		2	8	16	103	461	1055

5	Pauri Garhwal	Gold	0	0	0	5	17	34
		Silver	0	0	0	8	22	44
		Bronze	0	0	0	8	30	60
	Total		0	0	0	21	69	138
6	Dehradun	Gold	42	212	461	6	25	50
		Silver	56	293	606	20	94	188
		Bronze	84	419	857	3	8	16
	Total		182	924	1924	29	127	254
7	Haridwar	Gold	0	0	0	0	0	0
		Silver	7	33	66	1	3	6
		Bronze	5	26	52	0	0	0
	Total		12	59	118	1	3	6
8	Rudraprayag	Gold	0	0	0	6	27	44
		Silver	3	10	20	25	49	108
		Bronze	0	0	0	23	72	142
	Total		3	10	20	54	148	294
9	Udham singh Nagar	Gold	2	10	20	0	0	0
		Silver	0	0	0	0	0	0
		Bronze	0	0	0	0	0	0
	Total		2	10	20	0	0	0
10	Almora	Gold	0	0	0	20	71	146
		Silver	3	10	18	72	268	536
		Bronze	0	0	0	8	17	34
	Total		3	10	18	100	356	716
11	Pithoragarh	Gold	0	0	0	2	3	6
		Silver	0	0	0	15	41	82
		Bronze	0	0	0	124	327	685
	Total		0	0	0	141	371	773
12	Chamoli Garhwal	Gold	2	7	20	4	18	36
		Silver	9	44	92	12	44	103
		Bronze	4	14	28	95	288	602
	Total		15	65	140	111	350	741

13	Champawat	Gold	2	4	8	1	6	12
		Silver	0	0	0	0	0	0
		Bronze	0	0	0	2	4	8
	Total		2	4	8	3	10	20
	Grand Total		267	1253	2578	755	2580	5317

Source: Uttarakhand Tourism Development Board

4.1 Scope for Entrepreneurs Operating Homestays in Uttarakhand

- ✧ Uttarakhand is a tourism friendly state, with every district in the state having something exclusive and magnificent to present to domestic as well as international tourists. There are several luxurious and star classified resorts and hotels catering to tourists; however, the fascination of a homestay is unique and memorable. The popularity and demand of Homestays is growing and therefore unleashing new avenues and scope for entrepreneurs
- ✧ The Uttarakhand Tourism Development Board (UTDB) has a specific Homestay Policy '*Deen Dayal Upadhyaya Griha Awaas Homestay regulations*' which aims at encouraging the locals to become entrepreneurs. The state Government has also relaxed the rules for people seeking to convert their houses into certified homestays. The validity of these home stays is for two years. The owner along with his family shall be residing in the unit. The unit shall have a minimum of one room and a maximum of six rooms with not more than four beds per room with toilet facilities. Uttarakhand Tourism Development Board (UTDB) shall assist in marketing and sales of the units.
- ✧ Incentives and Subsidies to develop homestays:
 - (i) Cash Subsidy towards infrastructure development – The Uttarakhand Tourism Development Board (UTDB) gives Rs. 50,000/per room per household (for maximum of 2 rooms per family) and Rs. 25,000/- additional towards attached bathroom development (2 max.)
 - (ii) Town & Country Planning Dept. does not charge change of land use fees from the registered Home Stay units
- ✧ Homestays have ushered in a new comprehensive cultural exchange between local communities and tourists. In the beginning, homestays were started by those people who were already in tourism business and were running a guest house/hotel. The other local folks were apprehensive due to concerns about familial safety as well as few cultural norms. However, it is reassuring to see the involvement of a greater number of villagers particularly in far flung areas of Uttarakhand.
- ✧ A homestay is a great opportunity to gain knowledge of the local customs, enjoy the local cuisine, and to get to know local people, and exchange cultural experiences. In modern days, people are looking for innovative travel experiences, and want to avoid commercial and conventional accommodation options. Living with a family in a Homestay is an opportunity to experience life as it is lived. Travelers also get to know about the little things like the best place to get a cup of tea, the best place to buy traditional costumes, spices or handicrafts and explore the hidden treasures in a particular place.

- ✧ Uttarakhand Tourism Development Board (UTDB) also appoints an acclaimed consultant/NGO to operationalize the homestays for the initial few years. This consultant/NGO works in close co-ordination with Uttarakhand Tourism Development Board (UTDB) and forms small village level clusters of homestays. They also work on creating the standard operating procedures (S.O.P.s) and guidelines towards standardization of homestays.
- ✧ E-visa policies of the central government are likely to enhance the inflow of foreign tourists into the country, opening new avenues for boost in international tourist bookings of Homestays.
- ✧ Non-commercial charges are being applied for electricity and water bills, as well as property tax, to Homestay operators. This is giving them more scope to save and upgrade their services.
- ✧ Tax exemptions are being extended to the Homestay operators. When the existing Homestays will save through tax exemptions, the owners will be able to invest more in enhancing their properties, and add more services to offer to the tourists.
- ✧ The state of Uttarakhand also enjoys location advantage. The state is close to the national capital region (NCR) of Delhi, a leading market of the country. It also has excellent Air, Rail and Road connectivity with the neighbouring states.

4.2 Challenges Faced by Homestays Operators in Uttarakhand

- ✧ Human resources play a very crucial role in success of any enterprise. Lack of skilled human resources such as entrepreneurs, hospitality professionals, guides is another area of concern. It is due to dearth of education and training institutes in far flung areas.
- ✧ Insufficient knowledge of proper legal regulations for example registration of Homestay, setting of Homestay, getting clearances, NOCs and other relevant policies.
- ✧ The promotion and marketing of Homestay tourism is also in its nascent stage in the state. Though there have been commendable efforts made by Uttarakhand Government in the last decade to promote Homestays, a lot more needs to be done.
- ✧ According to the owner of the Ambabari Homestay of *Ambabari Homestay*, Village Garhwali, Post Kathpudiya Dist. Almora, Uttarakhand, Keshav Dutt Bhatt, (Personnel Communication on February 3, 2020) getting bookings round the year is an uphill task. A comprehensive dedicated website for bookings of homestays should be launched by the State and Central government to bring the operators and tourists on a single platform
- ✧ Lack of coordination among the stakeholders such as government, tourism players, tourism intermediaries and other non-government bodies associated with Homestay tourism.
- ✧ Inappropriate management of resources at the destination is also a big challenge in extension of Homestay feasibility. Less consciousness concerning conservation of natural as well as cultural resources among locals and lack of ecotourism practices is also a major challenge in successful development of Homestay in Uttarakhand.
- ✧ At times it is difficult to receive any financial assistance and other benefits from State Government, although it is reflected in the policy of the state government says Deep Chandra Upreti, (Personnel Communication, February 1, 2020)

- ✧ There is a stiff competition in this business as several homestays have mushroomed in past few years (Utpal Misra, Personnel communication, January 21, 2020)
- ✧ Owner of *Pindari Homestay.*, Village- *Pethi*, Post- *Loharkhet*, Dist. *Bageshwar* *Kundan Singh*, (Personnel communication, January 31, 2020) revealed that Income is meager as compared to the efforts put into setup and run a homestay business. Lack of connectivity, transport and bad condition of roads pose as challenge (Mr. Seasonal nature of the tourist arrival affects the consistent inflow of income Marketing & Promotion of homestay in far flung areas is a challenge (Babita Mahara, Interview on 11 January, 2020)

5.0 CONCLUSION

Home Stay tourism is rapidly emerging as an alternative and cost-effective accommodation and tourists are now preferring Homestays mainly in rural and far flung tourism destinations. Since the formation of Uttarakhand, Homestays are gaining popularity in the state owing to geographical suitability and Government initiatives. Since Uttarakhand attracts a large number of domestic as well as international tourists each year, the opportunity for homestay business is high in the region.

Homestays are not only providing employment opportunities to the local folks but also stimulating the local economy by providing seasonal employment for support services like transport, tourist guides, handicrafts, souvenirs, food stalls, adventure sport operators, local/ village sightseeing organisers etc.

The tourism potential in Uttarakhand is still untapped and has boundless offerings and products. All the stakeholders have to come together to utilize and garner the accrued benefits. Home-Stay is a micro tourism entrepreneurship and this model is proving to gain accomplishment in the state. The state government has a well-defined Tourism policy and extending a wide range of benefits in terms of tax exemptions, interest incentives, financial assistance, subsidies and concessions to the Homestays operators and budding entrepreneurs.

However, as the scope for improvement is always there, on the basis of this study, more awareness needs to be created among the local community and government should ensure that all the promises made in the tourism policies for boosting the homestays are actually passed on to the concerned operators without any hassle.

6.0 RECOMMENDATIONS

The research suggests some recommendations for future development of Homestay tourism in Uttarakhand. This includes:

- ✧ Training must be provided to the Homestay operators and locals focusing on leadership, trade practices, hospitality along with food and beverage (promoting local cuisine)
- ✧ A dedicated website should be developed to market and promote Homestays and create awareness about the home stay facilities. This will create trustworthiness in the minds of international and domestic tourists while selecting and booking Homestay. A Homestay tourism database must also be compiled.
- ✧ Easy and simplified loans, subsidy and other incentives should be provided to the budding entrepreneurs for foraying into Homestay business and Homestay operators for upgrading their existing facilities like bedrooms, bathrooms, interior decor etc.

- ❖ Central and State Government can encourage Govt employees to stay in Homestays by providing Leave Travel Concession (LTC) for Homestay tourism and therefore giving a boost to the sector.
- ❖ The Capacity Building for Service Providers (CBSP) programmes can be organised for Homestay operators and family members with focus on developing basic soft skills and technical skills required to run their business successfully.
- ❖ Women must be encouraged and assisted to become entrepreneurs by converting their homes into Homestays. NGOs, Self-help groups, Mahila Mangal Dals etc can play a significant role in this direction.
- ❖ State-level awards shall be constituted and given to encourage Homestay operators.

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Entrepreneurial Concepts: An Assortment of Current Trends and Futuristic Scope in the World of Hospitality

Sangheetha P.* & J. Sruthisree Deepak Kumar**

ABSTRACT

One of the most conspicuous developments in recent times is the emergence of entrepreneurs in the hospitality and tourism industry in various forms. Competitive pressures, fluctuating guest preferences and consumption patterns, technological advancement, price discounting, and new distribution channels, changes in the business landscape, exploring new experiences are all the factors that keep the industry open to innovations and creative ideas. Innovation & technology advancement has been championed as a way to cope with the above-mentioned changes in the industry. An Entrepreneur is the one who has the ability to find and act upon opportunities to translate inventions or technologies into products and services. The next-gen of hospitality entrepreneurship is all associated with new pioneering ideas of planning, strategy management, facilities management, space management, etc. This research paper provides an insight to discover distinct entrepreneurial concepts, their scope, strategies, and challenges associated with it.

Society is constantly changing and the hospitality sector is beside with it. New concepts can take over and disrupt markets in a very short period of time. This Research aims to propose a conceptual framework that illustrates various angles of hospitality entrepreneurship with its reasons for successful operations in the industry & practical limitations. For example, OYO is an example of a lease chain hotel property with new innovative concepts like townhouse, Silverkey, Flagship, homestays, Spot properties, etc. which is spread all over the country and each one represents different level of facilities like a luxury, the business class, etc. Another concept is franchising which is popular in the restaurant industry, with the greatest number of franchised concepts executed in the fast-food industry. One more concept is the intervention of Hospitality services into the IT Industry in the name of Facility & Space management. Guest comfort and satisfaction can be coined a new definition as 'to Provide an appealing visual environment, ambiance, experience and comfort of the guest. In the case of the IT industry, the guests are employees and their facilities scope is covered as 'Soft services' which starts from transport, travel, Food, medical assist, Employee care centre, HSE (Health Safety & Environment) etc. In a nutshell, the opportunities of

* Facility Management Executive, JLL Chennai, Tamil Nadu.

** Facility Management Executive, JLL Chennai, Tamil Nadu.

entrepreneurship in the hospitality industry are Restaurant, Patisserie, Event management, soft services, food franchise, E-travel agency, Rental /lease hotel chains, Space management, Facilities management, food delivery chains etc. Thus, this paper analyses the current trend in entrepreneurship, the future scope and different angles in which entrepreneurship can develop in the Hospitality industry. The above-mentioned examples are few entrepreneurial concepts in the current market and the paper aims to explore all possible outcomes of entrepreneurship in detail.

Keywords: Facilities, Innovation, E-travel Agency, Food Delivery Chain, Technology.

1.0 INTRODUCTION

Hospitality sector & Tourism has now become a global platform for many people to run businesses in the recent decades. Entrepreneurship with its wings spread across the globe, has started to mark its footprints in the hospitality industry with a variety of options. Each concept of entrepreneurship has its own scope in terms of demand, trend, and customers. "Service" is the term that is becoming popular in recent times irrespective of any sector in the market and this has created a positive impact on many vendors by generating an ideal career opportunity. This leads to the development of both employer and employee in the hospitality industry. Digitization of facilities has enabled product delivery and customer satisfaction more simple. Recently with the influence of automation concepts like the chat-bot, industry has become even classier than what it used to be. Creative ideas, technology development, changing customer interests and upcoming trends are coming up to attract the guests with the rise of competition in the industry.

Innovation in many fields can be interesting and exciting, but in tourism services and hospitality industry, mulling over the cultural variety and customer's needs and expectations, is necessary to determinant worthy decisions and methods

2.0 OBJECTIVE

The main objective of the study is to analyse the various entrepreneurial concepts that are embryonic in the industry and to analyse their scope and demands.

- ★ To recognize the budding concepts of entrepreneurship in the hospitality sector
- ★ To study the impact of the technology in entrepreneurship
- ★ To analyze the evolution of facilities in the service sector
- ★ To explore the opportunities of entrepreneurship in the market
- ★ To nurture some of the concepts based on customer needs & interests

3.0 RESEARCH METHODOLOGY

The study analyses the concepts in different outlooks to spot the scope as well as challenges. This is a research paper with a mixed methodology. This research involves the analysis of the concepts and its description based on the data collected. This paper is done based on both primary and secondary data collected from various sources.

3.1 Primary Data

- ★ Direct data collection from various industry experts through group discussions and questionnaire

3.2 Secondary Data

- ✧ Data collection from various articles, magazines and online journals

3.3 Tools Used

- ✧ Structured Questionnaire was prepared and the survey was taken
- ✧ Group discussion on the topics and expert opinions were taken into consideration

3.4 Sample Unit

Responses and samples are taken from various people working in different subdivisions of hospitality like star hotels, Facilities, Entrepreneurs and retail companies. Apart from this, responses were also collected from students to extract their ideas about industry and their interests of becoming entrepreneurs in the near future.

4.5 Sample Size: 51

5.0 REVIEW OF LITERATURE

Presently, entrepreneurship, business advancement and innovation through small and Mid-size enterprises are important key for success in the tourism and hospitality industry, major sources of jobs. Worldwide dynamism and rapid evolution in this industry, call for a new entrepreneurial approach, both in new business development and existing businesses. A study by the Research Institute for SMEs Guardian Life, New York, quoted by Portfolio shows that “Entrepreneurs oriented towards success, owners of small businesses, represent a special category of individuals, inquisitive, highly motivated and who care about what happens around them. They manage to keep personal and professional goals in balance, learn from others and are constantly trying to learn from other companies’ good practices”.

According to a study by the Guardian Life Small Business Research Institute, quoted by Business Insider, all businessmen have six personality traits common of which: teamwork, interest in new enabling them to improve their business, create new products, passion being a priority over experience.

With time, some researchers explained entrepreneurial spirit through the relationship with national culture (Shane, 1995; McGrath, MacMillan and Scheinberg, 1992 and Mueller and Thomas 2001), while others focused on the entrepreneurial environment (Meredith, Nelson 1982 Zimmerer and Scarborough 2005). In defining entrepreneurship, the following can be included: innovation, recognizing opportunities, risk management, action, resource use, added value. However, Davidsson and Wiklund (2001) suggest that regional variations in the level of entrepreneurial activity are influenced by cultural values. They argue that “the determining factors are the cultural and economic”.

The reasons for this development are diverse: the corporate environment is becoming less attractive to this generation, who cherish independence and creativeness as key aspects in the workplace, while barriers to entrepreneurship are lower. Technology and the co-owning spirit of the sharing economy have heavily contributed as well: Young entrepreneurs are inspired by the success of companies such as Airbnb and Uber, which have raised an impressive 1.5 and 2.1 billion US\$ in 2015 alone, and they see themselves following this trend and creating new fast-growing businesses. (Reeves, 2016)

“Globalisation has brought about economic changes in general, but also particular changes in the tourism industry. The focus of the tourism industry has shifted from air travel, overnight

meals and so on to total experiences or fantasy worlds associated with specific destinations (Keller and Koch, 1995).

Burrus says that **“the ultra-intelligent agent is coming to us fast is the screen-less smartphone”** (CarikeLoretz, 2017).

Scientists say that “The intelligent Web” will exist between the years 2020 and 2030 and some believe it will be as intelligent as the human brain (Digital evolution, 2018).

6.0 THE DRIVERS OF CHANGE IN HOSPITALITY ENTREPRENEURSHIP

To figure out the trending development with respect to Indian hospitality services, Entrepreneur India has composed a list of start-ups that could drive the next-gen ideas and innovations in the Indian hospitality scene. More of aggregator concepts and providing a common platform in the market to book the services available is the basic idea in all of the entrepreneurial concepts today. Given below are some entrepreneurial start-ups in recent times

6.1 Zomato

Leading Indian restaurant aggregator and food delivery start up to door concept which was designed according to the customer demand to meet their expectations. This concept was based on the digitisation of online bookings of food and also the acquisition of many industrial food courts in big industries i.e. Zomato acquires an industrial food court and acts as an intermediate on digitisation of booking and delivery between the restaurant and the customer. Similar concepts are also done by Hungerbox, Purpule, etc.

6.2 Zolo

Another new hospitality concept that offers co-living spaces, rental homes, and apartments. The enterprise aims to deliver a quality experience at budget prices with fully furnished, serviced rooms and co-living spaces that are completely managed for long-term affordable stays. This is also an aggregator concept that offers fully-furnished serviced apartments in a gated community at affordable prices.

This concept was a successful one as it offers a wide range of products which includes own houses for sale, rental apartments with full furnishing and also bachelor accommodations with all services. This covers customers of all ranges who are looking for a place to stay.

- ✧ A working men/women bachelor who is looking for a room
- ✧ A family which requires rental homes (Furnished/non-furnished)
- ✧ A family who wants to buy an own house

Also, the facilities are customized based on the user's requirement.

6.3 OYO

This new hotel chain spreads out its services throughout India and has more than 8500 hotels. USP of OYO has been its ability to generate a list of hotels, which do not cost much and offers a variety of hotels to choose for accommodation. This start up offers all types of hotels right from budget up till presidential suites thus offering customers a range of options to choose on based on their travel type.

6.4 Room on Call

Room on Call lets business traveller's book hotels online. These bookings are technology-driven, and generally associated with deals & discounts, and are spread out across most

Indian cities. The start-up also works with hotels by offering expertise on infrastructure & budget management.

6.5 Trilyo

This is a start-up which uses AI-driven voice (chatbot) and chat to assist customers with a variety of queries concerning hospitality in India and the base location is Bengaluru. Trilyo's is a concept of an artificial intelligence which takes care of all initial processes to book a hotel and check-in including front desk management, and feedback monitoring; both of which are enough to handle customers and their engagement and retention. This approach is aimed promoting sales of hotel rooms and at the same time managing customer preferences with the similar level of priority.

6.6 Zostel

Zostel is all about backpacker hostels in India that is operating in 25 Indian cities, and also in Nepal. These are ideal for bachelors who are travelling for adventures and fun. This venture allows travellers stay in hotels at attractive locations to explore the places at a cheaper rate. USP is its service model that offers realistic local experiences to its target customers at reasonable costs.

6.7 McDonald's

This is a fast food chain concept which is a mix of company-owned and franchise outlets across the world. It is all about the brand name it has got in the market and the right to use the brand name in the name of franchise and get profit through the percentage of sales achieved in the outlets. So here the company designs the product with the marketing strategies for promotion and profit is achieved by the franchisees. Other examples of such fast food outlets are KFC, Subway, Famoso, Pizza hut, dominos etc.

6.8 Star Category Hotels

Star category hotels are always known for its luxury features, amenities, ambiance and the standard level of personalised service offered to the guests. It basically emphasises on guest satisfaction, safety, High profile clients, and the magnificent facilities offered to the guest are best in the industry. The hotel star-rating classification by the ministry of tourism in itself is a robust, agile, and all-embracing classy approach to the hotel industry.

6.9 360 Degrees

360 degrees is an event management establishment which organises and manages MICE for corporate companies. The concept is analysing the marketing and business objectives of companies and turning them into creative and professional events that will strengthen the key messages and enhance their reputation. This new initiative is a successful one as it has proper planning and delivery of large scale public festivals, exhibitions and functions as well as corporate events including building openings, product launches, awards dinners and conferences. This is done by the use of structured project management techniques, ensuring timely provision of service within budget.

6.10 Facilities

This is another development which has been acquiring the role of service industry in many offices, IT industries, etc. It is a structural operation that incorporates people, place and process within the particular environment with the motive of improving the quality of life of people

who are linked with productivity of the core business. The most popular companies that are involved in this are Compass Group, Sodexo, CBRE Group, Cushman&Wakefield, and JLL & ISS Facilities Services with their clients like Infosys, cognizant, Amazon, Renault Nissan, BMW, TCS, Wipro, Ascendas, etc.

6.11 Ola/Uber

Ola/uber is fundamentally an On-Demand Taxi Service using which people with smartphones can book a cab anytime anywhere that is driven by owners or helps of the owners of the cars. This concept is popular in all metropolitan cities and fast growing in developing cities also with the variety of transport options like Auto, Taxi, and Bike with the options of carpooling, outstation rides and rental options. Ola and Uber, both are following the strategy for expanding their business in all ways of transport operations and gain customer base in India.

7.0 QUESTIONNAIRE AND DISCUSSION

To explore various entrepreneurial opportunities the samples were questioned in such a way that it brings out their convenient mode of process in terms of travel, tourism, service, facilities etc. There by the responses collected were interpreted in such a way that it serves these two questions:

Factors that make a concept successful (i.e.) expectations of people & the actual product were analysed

To analyse the scope of budding concepts in the industry and its interpretations based on past similar theories.

7.1 Educational Background

Most of the respondents are from the field of hospitality and tourism or the people who are dragged into to the industry through various open opportunities. Now a days, it is also prevalent that most of the entrepreneurs and successful industry persons in the field don't actually belong to the field by education. As the food, tourism & service related industry is an evergreen one, many people pitch in to the industry by a preliminary trade idea and the industry itself has the capability of encouraging such initiatives.

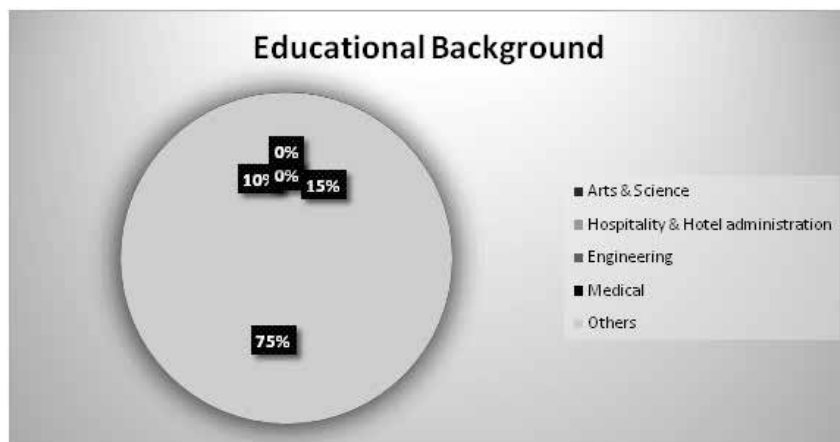


Figure 1 Educational background of the people who are employed with the industry

Department	Educational Background
Arts & Science	15%
Hospitality & Hotel administration	75%
Engineering	10%
Medical	0
Others	0

7.2 Which Mode is Preferred for Booking While You Plan a Travel?

This question was put forward to the respondents to recognize the opinion of people when it comes to choosing a product. A product/service offered will be successful only if there is a demand of it among the people and if it is convenient for the process

The three primary things which make a product successful are:

- ✧ User-friendly to service
- ✧ Discounts and price
- ✧ Necessity & trend

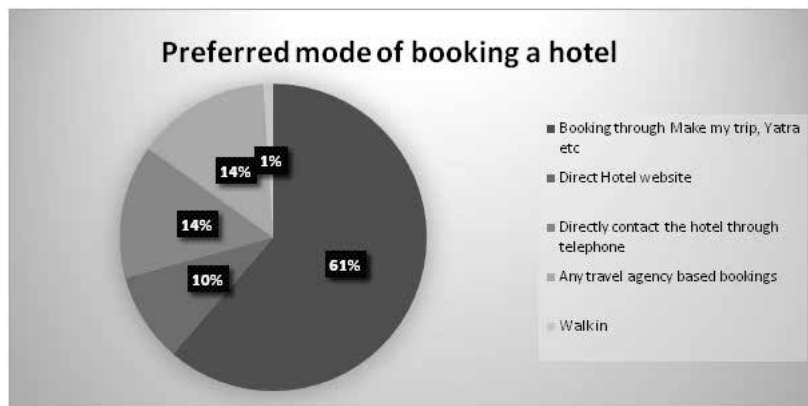


Figure 2 Preferred method of approach to book a hotel

Description	Preferred mode of booking a hotel
Booking through Make my trip, Yatra etc	61%
Direct Hotel website	10%
Directly contact the hotel through telephone	14%
Any travel agency based bookings	14%
Walk in	1%

7.3 While You Plan a Stay at a Hotel, How do You Choose One Among the Wide Range of Options Available? Mark Your Selection Criteria

The options given for these questions are wide ranges of entrepreneurial concepts which are popular in the hotel industry. Each idea has its own pros and cons. Also each one is unique

and designed differently for a single group of target customers (i.e.) travellers/tourists. Thus the selection criteria and factors considered while booking a stay is analysed so that it gives an idea to the entrepreneurs to design a product that will be adored by the target group of customers

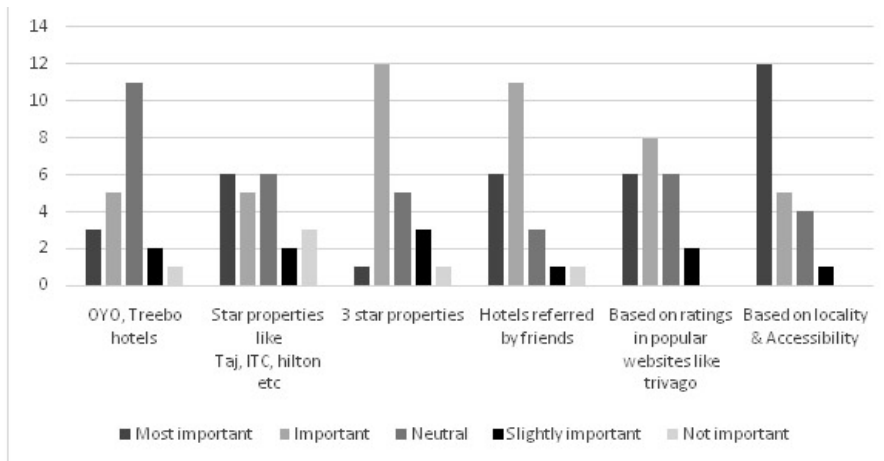


Figure 3 Selection criteria of people amongst many options available in the industry

7.4 Choose the Appropriate Decision Based on Your Opinions

Questions

1. An automated restaurant with robots and eye appealing ambience has been opened in your locality and the food taste is moderate. Would you dine in to the restaurant the second or third time to feel the ambience?

YES: 18

NO: 17

2. A restaurant serving a variety of dishes with extraordinary taste is located in the outskirts of the city. Would you still go all the way there to have food?

YES: 32

NO: 3

3. Consider a situation, a high profile client asks you to take him to a branded restaurant in the city whereas you know the taste is not that good. Will you still choose that place for the sake of BRAND?

YES: 7

NO: 28

All three questions are about the priorities of people to consume a service such as Location, brand, quality, technology and eye appealing ambience. The most preferred one is quality and people are ready to spend time and money to feel the best of services. Thus a successful business will require Quality, service, Eye appealing ambience, and then comes the location and the brand.

7.5 What is the Preferred Mode of Your Outstation Travel? Opinions Were Collected Based on Past Experiences and General Beliefs

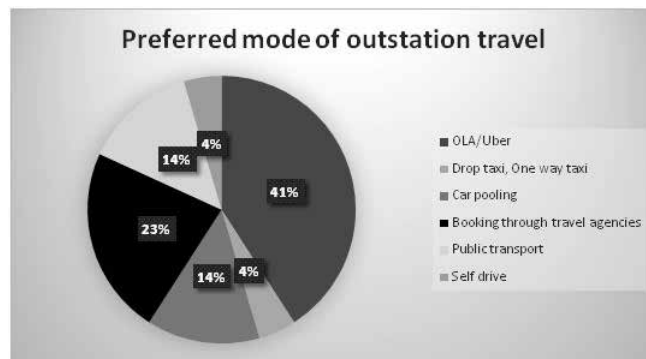


Figure 4 Convenient mode of travel for outstation

Description	Preferred mode of outstation travel
OLA/Uber	41%
Drop taxi, One way taxi	4%
Car pooling	14%
Booking through travel agencies	23%
Public transport	14%
Self-drive	4%

Here the responses are distributed between all of the possible outcomes. However, *Ola* and *Uber* option are the most chosen one as it is cost effective, personalised and readily available anytime when a person is in need of it. Before a few years, it was only public transport for the middle class customers and car was used only by upper class, this decade has made car the most convenient one for transport most of the population in cities with the concept of OLA, Uber and Drop taxi offering rides at cheaper rate.

7.6 While You Plan for a Tour, Which One do You Find the Cheap and Best?



Figure 5 Preferred mode of booking a tour/vacation

Description	Preferred mode of booking a tour
Tour package offers	52%
Separate booking of stay, travel and sightseeing by self	43%
Plan your own booking	5%

Most of the options chosen are tour package offers given by various travel agencies as this takes less time for planning a travel and all the services are customised based on the needs of the customers. But also there is not much difference between the separate booking and tour package percentage. Thus, a proper customisation of bookings at a cheaper price and value-added services will promote tour booking through travel agencies and tour packages offered by Make my trip, Yatra, Goibibo etc.

7.7 Interest of Tourists When it Comes to Choosing a Tour on a Holiday

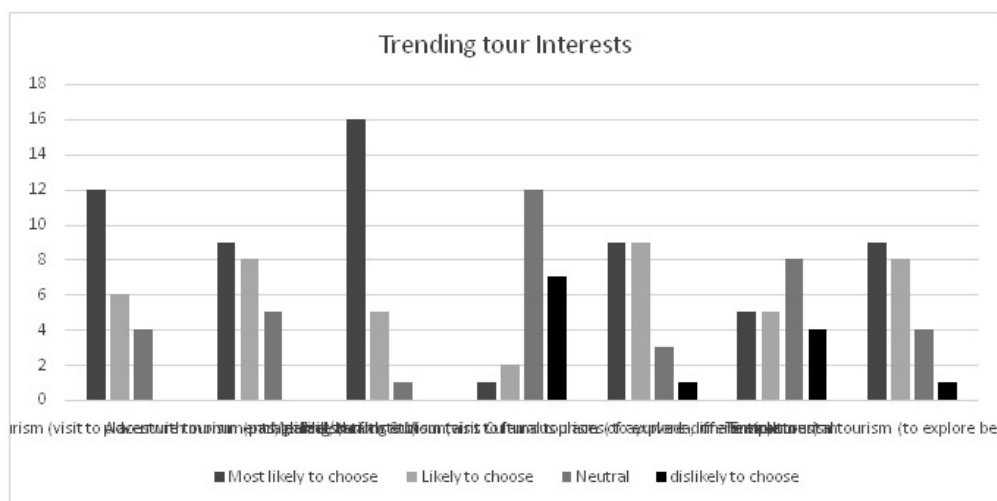


Figure 6 Trending tourism concepts and interests of people

Here the most chosen one is the Hill stations, Adventure tourism and historical tourism which is commonly planned by all age groups of customers when it comes to a leisure tourism as everyone wants to relax and feel the nature. Other tourism concepts like temple tourism, Medical tourism, cultural tourism depend on own interest of the individual, necessity, age and beliefs of the people. Thus more promotion should be done for the popular tourist destinations and the other concepts like cultural, temple and medical can be incorporated in any of the popular tour with some creative ideas. For example, Srilanka is known best for adventure and natural places. But it is also famous for herbal gardens and its unique natural medicines. A tour package having a combo of all of these will promote this scenario.

7.8 If You are Given a Chance to be an Entrepreneur in the Hospitality Service Industry Which One of the Following Will be Your Choice? Rate These Examples of Entrepreneurial Concepts in Hospitality Based on Your Views

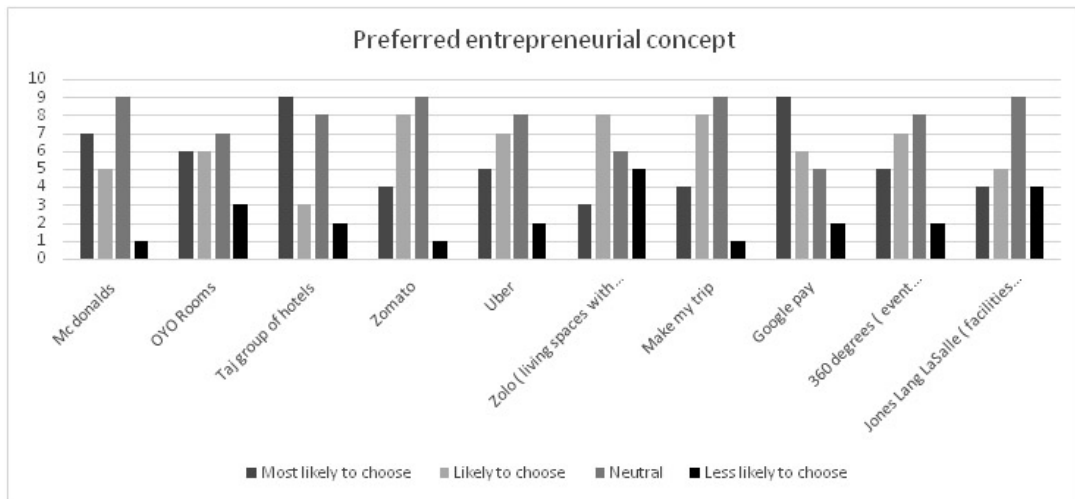


Figure 7 Selection of a concept as an entrepreneur to start a business

Any business concept can be successful if it succeeds in creating a trend and stand unique among the competitors. Thus this chart of survey shows the successful concept and the one which will have scope in future. This is because any entrepreneur will choose a concept only if it has future scope of growth and profit. Considering this, star hotels, Franchise and Money transfer concepts like google pay are considered to have more scope in future. As the world is becoming faster than we expect these ideas will grab the future in its hands. Hotel, food and transport are the three major necessities of people irrespective of location, age, gender and any business concept which will make these three fast and innovative will be a success in the future.

7.9 Describe in Short About Your Entrepreneurial Ideas. Below Mentioned are the Summary of the Ideas Given by Samples

- ★ Food related businesses as it is an evergreen one
- ★ Distinguished cuisine concept in a popular locality
- ★ To open a chain of Bars and Pubs across the city of Chennai
- ★ It's the appetite to take risks with certain known uncertainties and the ability to cope with unknown uncertainties
- ★ Variety of starters and dessert and juices guest to be feel relaxed with their ambiance and service with minimal costing in crowded area
- ★ Starting food truck and catering services.
- ★ Automation in ordering and despatching similar to Swiggy cloud kitchen.
- ★ Upgradation of knowledge and technology and implementing it in the tourism industry
- ★ Innovative concepts like Capsule hotels which creates an interest to explore it
- ★ Use of automation in food and beverage industry such as the robotic restaurant in Chennai

8.0 SWOT ANALYSIS OF ENTREPRENEURSHIP IN THE HOSPITALITY INDUSTRY

Based on the primary and secondary data collected SWOT Analysis is prepared for various innovations and concepts in the field of hospitality.

Strength <ul style="list-style-type: none"> ✧ Technology advancement ✧ Increased profit ✧ Consumer market is vast 	Weakness <ul style="list-style-type: none"> ✧ Initial investment ✧ Initiating a new trend might be difficult ✧ Licenses and government policy
Opportunities <ul style="list-style-type: none"> ✧ Increased spending power of people ✧ Market is always open to new ideas ✧ Digitization of processes 	Threats <ul style="list-style-type: none"> ✧ Increase of Competitors ✧ It is hard to satisfy all the target customers in the service industry as each one has an unique expectations ✧ Customization might not be feasible in all services

9.0 CONCLUSION

This generation is more career oriented and they don't have time to spare for most of the daily activities like food, travel etc. This is the point where Swiggy, Zomato, OLA and uber made a change in the market. Also due to commitments in work in their daily routine, everyone is ready to spend for their leisure, tour and travel to explore and feel the adventures of the world and this is the reason for the bloom of the tourism industry. The emergence of facilities was also similar to the reasons listed above i.e. to make working people comfortable in their offices during their working hours so that the productivity is good. Thus these are the reasons for the bloom of the industry which led to more of entrepreneurial start-ups in the recent times.

Innovation and entrepreneurship are two important tools in increasing tourism activity field's to stimulate the retail enterprises. Combination of these two factors is the key of successfulness and sustainability of retail businesses those work in tourism. They can fill the gaps in stages of journey, make customers satisfied, make new needs or habits, and start their business with fewer capitals. But the entrepreneurs should predict and know customers' needs, behaviours, motivations, and desires. They should plan series of services to gain the customers confidence. In the other hand, governments should also encourage the entrepreneurs with financing and facilitate the regulations

This research paper has projected the interests of the people and the trend in the market which has these beneficial outcomes

- ✧ Customer interests can help the existing entrepreneurs to design new products
- ✧ Also, this can facilitate the future entrepreneurs with a base idea for them to know the market trend for a startup business
- ✧ Existing entrepreneurs will have a platform to know about the other opportunities in the field and the upgradation of their products with technology and advancements in real time.

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Entrepreneurship in Hotel Sector: A Boom for Employment or Curse to Ecology, An Analytical Study

Dr. Masood Aslam* & Mohd. Meezan Sheikh**

ABSTRACT

Hospitality trends are giving way to lot of new entrepreneurs among young millennials. Company basically hotel software such as Oyo, Zomato, Clear trip, Swiggy, and Trivago etc. raised impressive earning by which people got motivation to create new fast-growing business. The result is daily opening of new restaurants and hotels and is now a common phenomenon in the business world. Since hotels are considered as labour oriented industry where multi skilled, semi-skilled and non-skilled human resource from professional managers and highly skilled chef to non-skilled labour are always in demand. The other dark side is that this sector is totally dependent on natural resources i.e. water, energy, ground space etc. and overutilization of resources would compromising with earth ecology system due to emission of gases leading to greenhouse effects, large yield of waste and poor disposable system, extraction of groundwater and minimum efforts on recycling of rain water harvesting. The current study would uncover the pace of new startup and effects on employment and ecology of earth.

Keypoints: Ecology, Entrepreneurs, Labour Oriented Industry, Natural Resource

1.0 INTRODUCTION

Hospitality trends are giving way to lot of new entrepreneurs among young millennials. Company basically hotel software such as Oyo, Zomato, Clear trip, Swiggy, and Trivago etc. raised impressive earning by which people got motivation to create new fast-growing business. The result is daily opening of new restaurants and hotels that is now common phenomenon in the food business world. Government of India initiated many entrepreneurial initiatives such as skill India, make in India and startup India to attract people of all age group for setting up small business venture in any field of business. So that instead of seeking job by young generation and millennials after graduating from universities may become job creators. Hotels are labeled as labour oriented industry where multi skill, semi skill and non-skilled human resource from professional managers and chefs to unskilled labour are always in demand. The current scenario of employment in India has to accelerate its pace where GDP of country has

* Senior Lecturer, Food Craft Institute, University Polytechnic Campus, Aligarh Muslim University, Aligarh, U.P.

** Student, Food Craft Institute, University Polytechnic Campus, Aligarh Muslim University, Aligarh, U.P.

dipped to all time below 5% and shrank further in Q3; FY20 and industrial growth downed to around 4.5%: Motilal Oswal, Business Today. while the unemployment rate has grown above all time high 7.7% in last December 2019, Center for Monitoring Indian Economy (CMIE).

Unemployment Rate in India

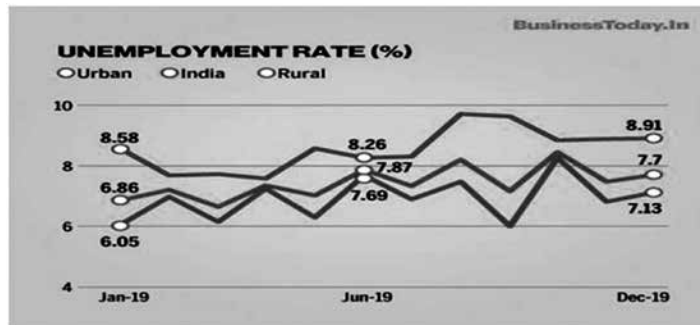


Figure 1 Unemployment Rate (%) 'Center for Monitoring Indian Economy' (CMIE) www.businessstoday.in

Under such frustrating business environment boom in hotel sectors have shown a ray of light to the country's economy as well as to employment market. In 2018, the hotel industry achieved the crown as an industry of maximum employment generator. In recent past India has seen many successful startups in food and Beverage industry. According to data surveyed by the **Times of India** in past four years, 77 percent (8761 of 11388 students) who passed out of hotel management and catering colleges approved by All India Council for Technical Education (AICTE) got jobs, while only 40 percent of engineers and technology graduates (20.7 lakh of 51.4 lakh) managed to find placement.

The advent of technology gave strength to redefine hotel service systems. More customized hotel software replaced decade old operating system. There have been new innovations in hotel sectors especially by introduction of artificial intelligence to attract customers by introducing novel ideas in the market. Global hospitality companies are investing in India on one hand and indigenous Food chains also showed their power to boost India's economy. Due to this, large numbers of skilled manpower have been absorbed in a steady manner.

The other side of boom in hotels and food industry is adverse effects on earth ecology. As the hotel sectors utilize large quantity of potable water, high consumption of energy to provide luxury, acquiring agriculture land and in reverse releasing huge quantity of CO₂ gases resulting greenhouse effects, solid and liquid waste. These three elements are disturbing and damaging environment and putting the future generation a great threat of human survival. The more hotels startup the more utilization of natural resources and more contribution to environmental threat.

The other side of good efforts are that people have started realizing and becoming themselves accountable to save our earth and government strict rules have compelled to follow green practices in food service organization. Therefore, introducing technology to save green belt of earth can be made possible by reducing lessor use of paper and digitalizing service sectors, committing no use of plastic, use of more and more organic food and biodegradable materials, using non-conventional energy i.e. solar energy and introducing effective solid

waste management of garbage disposal generated from kitchen and other outlets, conserving water and energy through modern implement, use of chemical free natural cleaning agents in laundry and housekeeping department, reinventing new practices to encourage guest not to press staff to change linen and towels daily, recycling treated hotel's waste water for horticulture purpose are few green practices adopted by new entrepreneurs.

2.0 REVIEW OF LITERATURE

Entrepreneur is those who creates a new business and are able to take risk of known and unknown factors but he also enjoys the profit earned and reputation. The main features of an entrepreneur are generating innovative ideas, capable to take calculated risk and persistent in his approach. He is assumed as driver of economic growth by employing manpower resource and contributing taxes on products and services. Hence an entrepreneur influences entrepreneurial ecosystem through government sponsored assistance program.

Eva Westphal (2018) feels that hospitality industry is undergoing some of the most drastic changes in its history. Entrepreneurship is going to be a deciding factor in the growth of future of hotel sector. As the influence of other field such as architectural design, new concept in interiors of building, introduction of new kinds of building materials, use of software technology and artificial intelligence are some of the current factors which has changed the concept of hotel industry. More and more companies such as Airbnb, Treebo etc. have been changing tract on the base of marketing tools. The startup companies are also pumping money on brand building. VivaioLab, a newly startup company lab estimated that food industry is growing at the pace of 17 percent with value capital of 13.56 billion dollar. They provide the entrepreneur both financial as well as operational support. The change in working environment is boosting dine out habit of Indian especially working professionals whose long hours duties invited them to order food outside instead of home cooking. At the other side on weekends these groups desire to relax to some outside places. This new trends motivated some entrepreneur to take startups into Indian market with enhancing brand image like 'P Rajagopal: Hotel Saravana Bhavan Group, Ashish Kapur: Yo China, VG Siddhartha: Cafe Coffee Day, and Riyaz Amlani: Mocha & Smoke House Deli's' etc.

Srinath Achar pin points opportunities of entrepreneurship in food and beverage sector as restaurant, bakery, event management, food franchise, travel agency, and contract catering.

Owning a restaurant requires a systemic planning. In previous practice, an entrepreneur has to take risk of fulfilling all the requirements of suitable shop area either self-purchased or on rental basis, full investment and indulge in operations including menu merchandising, setting of infrastructures and hiring of staff. But current trends have divided the risk into three components such as investor, brand owner and mediator. Franchise India is now playing as mediator role to bring together investor with brand company on a common platform to negotiate the forthcoming startups. Under such situations, the investor satisfactorily manages all investment resources with little fear. The brand provides technical knowhow, helps in infra-structural development, selection of equipment, and menu merchandise and provide trained manpower for smooth operations. On the other hand, Franchise India also provides the branding companies more business with single registration fee for the period of one year.

Bakery on the other hand has different set up. one has basically two option, either startup with small unit to large Pastry house. Again, it depends upon financial strength as well as market acceptability.

Event management is gaining popularity day by day. There is vast choice of startup. As multinational companies including hotels prefer to perform regular job and rest of events wish to transfer to event management companies. There is large choice to hire national and international events, big parties, theme parties, exhibition, product launching, film awards, road show and beauty pageant etc.

Travel Agency is another choice of entrepreneur. This field is becoming popular because of movement of tourist both national and international. Now a days, travel packages are ready made travel plan which people like most because of economy, safety, easy transportation and lodging.

Similarly Contract Catering is another choice. Most of the food service establishment especially mass feeding is done on contract basis. Schools, colleges canteens, residential institutions, universities, industrial canteens have great opportunities to try for contract service.

There is always room for new players. Society is constantly changing and so hospitality industry due to demand in the market. The demand of new concept in hotel sectors have boost up hoteliers to customized their services. Everything is planned and customers also like to go with tailor made services with clear ideas and satisfaction in terms of economies. These changes encourage new entrepreneurs to try by new ideas. Such are the results of Airbnb, Oyo Rooms, Treebo, trivago, swiggy, Zomato etc. came in and captured the marked due to reach of customers and made easy access for them.

Top Hotel Brands (No. of rooms in 2000s)

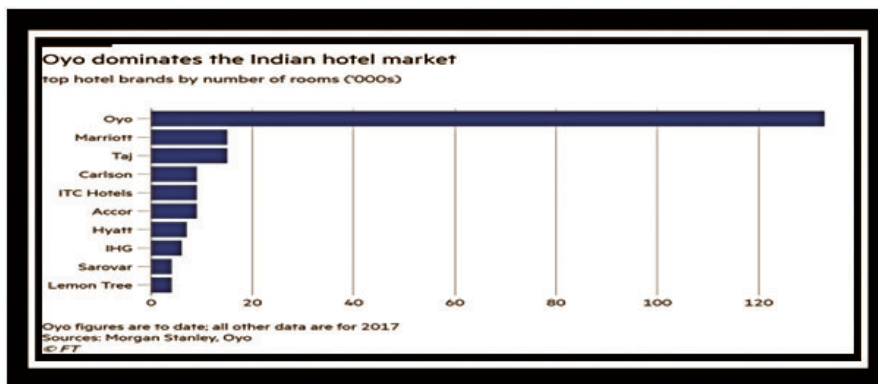


Figure 2 Oyo Dominates the Indian Hotel Market. Reprinted from 'Figures are to Date; All Other Data are for 2017' Morgan Stanly. Oyo

The old players such as Mc. Donald's, KFC, Pizza Hut, etc. started their family business but development of ideas, use of technology and sharp business strategies made them global leaders.

Hoteliers must be all-rounders and persistent. Before enter into food industry, one should have clear concept of all segments of business. Becoming good chef and authority over guest service is not sufficient. One has to become jack of all trade little bit in the trades. As the new entrepreneur has to manage architectural design, interior decoration knowledge, handling of legal, regulatory authority, IT knowledge and financial handling etc. He must be strong enough ready to accept failure and be persistence and determination.

The great chains owe their existence to entrepreneurs. The hotel industry is dominated by the big chains, like Marriott Hilton and AccorHotels, and it seems that there is no more room for the entrepreneurial spirit. It is quite clear that the origin of tree comes from plant sapling. As the same way these great hotel companies traced their origins to entrepreneurs.

Jennifer C. states green practice in food service establishment. According to recent surveys consumers are willing to pay more for green dining, with seven out of 10 consumers noting that they are very interested in restaurants that try to protect the environment. Even better, 65% of consumers will pay up to 10% more to dine at a green restaurant versus a restaurant that simply serves organic food. As per Jennifer observation, if the following practices are adopted, the earth ecology would disturb little.

- ✧ Green food offering
- ✧ Practice water efficiency and water conservation
- ✧ Reduce waste
- ✧ Strict recycling policies
- ✧ Introduce clean green
- ✧ Ditch disposable for takeout
- ✧ Reduce pollution
- ✧ Use energy efficiency
- ✧ Consider sustainable interior décor
- ✧ Resources and certification
- ✧ Tell customers about green practice

Objective of Study

1. To study impact of hotel business over employability and earth ecology
2. To study steps taken by young entrepreneurs in hotel business to overcome adverse effects on environment

Research Methodology

To study current topic, survey-based research was liberally used. The active respondents were hoteliers. The empirical survey was based on opinion. Thus, adequate steps were taken to minimize bias opinion to improve reliable information. The criteria for respondent selection was purposive that responded to gather information from management directly.

The tool of collect data was questionnaire, formulated mostly on MCQ nature to streamline the outcome uniformly. Hundred hotels of Lucknow & Aligarh regions were included in survey to give correct figures with minimum error.

The principal component factor was analysis which was used scientifically by the instruments of statistical methods to validate the inputs into desirable results. Similarly, univariate analysis was used to analyze some descriptive statistics of both macro and micro variables. Carl's Pearson coefficient of correlation was used to validate effectiveness of study as well as result. The conclusion part derived exclusively from the analysis of survey and suggestions made by the hoteliers and the reports published in the print media.

Analysis of Data

(i) Distribution of Hospitality Establishment

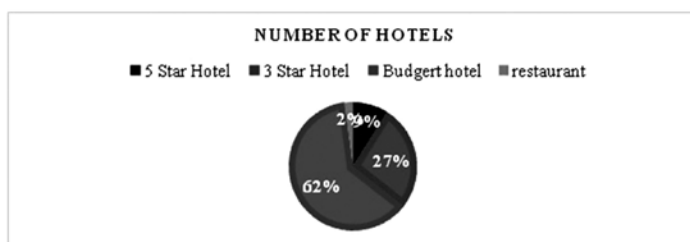


Figure 3

Hundred hotels and restaurants responded out of 210. These catering establishments were handed over questionnaires. Only 2 percent five-star hotels, 9 percent 3-star hotels, 27 percent budget hotels and 62 percent restaurants responded.

(ii) Sources of Electricity and Use of Cleaning Agents

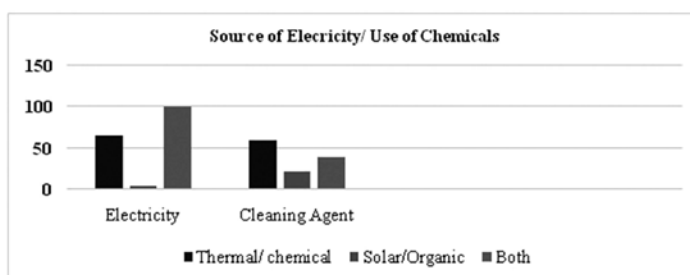


Figure 4

Question was asked whether their hotels have solar energy infrastructure. Out of them only 5 percent respondents said yes while 66 percent were totally dependent on thermal electricity supplied by electricity department. Similarly, only 22% hotels use organic cleaning agents.

(iii) Organic Raw Materials/Plastic Free Hotels/Natural Light

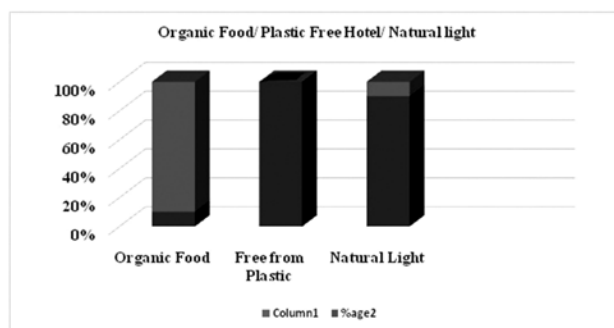


Figure 5

Hoteliers were asked whether they use ecofriendly materials. Only 10 percent said in affirmative that they use only organic food materials and rest were unaware about it. All hotels declared plastic free zone. Similarly, 90 percent hoteliers preferred use of natural sun light in the rooms because of deliberately chosen good architectural design.

(iv) Practice Adopted by Hotels

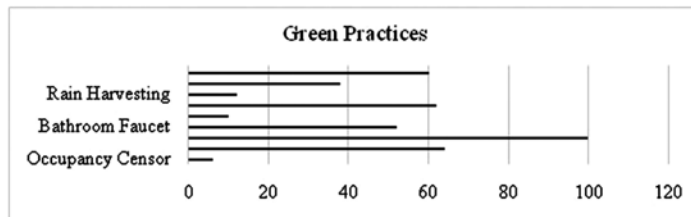


Figure 6

Questions were asked from new property hotels about green practice adopted by their hotels. Among such practices, 6 percent installed occupancy sensor, 64 percent black out curtains, reuse of same linen next day for the same guest 100 percent, and use of bathroom faucet 52 percent. Installation of Mini/Full flush toilet knobs were 52 percent, AC control panels 64 percent, roof top rain water harvesting 12 percent, use of recycle water 38 percent, and control of food wastage 60 percent.

(v) Ranking of Facilities

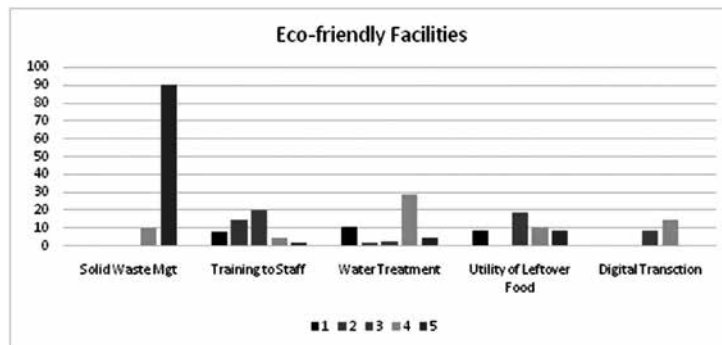


Figure 7

Questions were asked to rank the facilities adopted by hotels to maintain ecology friendly. In which questions were put on Rickert scale to rank from 1 to 5 where 1 was defined as least, 2 for seldom, 3 for satisfactory, 4 for more and 5 for most. Ninety per cent respondents selected 6 for solid waste management, training to staff for ecofriendly practices were 15 percent and 20 percent for 2 and 3 respectively. For water treatment of used water 11 percent to 1 grade and 29 percent to 4 grades. Similarly, proper utilization of leftover food 19 percent gave 3 grades and 11 percent 4 grades. Digital transactions were ranked 9 percent for 3, 15 percent for 4 and 20 percent for 5grades.

Table 1 Carl's Pearson correlation factors

Input			X	Y
Power	66	5		
Cleaning agent	60	22		
Organic food	90	10		
Plastic free	0	100		
Natural Light	10	90		
Occupancy scanner	94	6		
Blackout Curtain	36	64		
Bath Faucet	48	52		
AC Control	36	64		
Water Harvesting	88	12		
Recycle of Water	62	38		
Food Wastage	40	60		

	Column 1	Column 2
X	1	
Y	-0.9595	1

Where X = Variable not supporting ecology and Y = Variable supporting ecology

The correlation between two variables opposite to each other on the same scale shows negative impact of value (-0.9595). Hence it is justified that both variables have no correlation and hence are independent to each other.

Results and Conclusion

- (i) According to secondary data obtained from survey by the Times of India in 2018 that hotel industry has achieved the crown of maximum employment generated in recent past.
- (ii) Small hotels have not taken interest in the setting of solar energy units to cooperate lowering consumption of natural and conventional energy resource. On the contrary such kinds of hotels are still using chemical based cleaning agents which are directly harming ecology balance.
- (iii) Most of the sample hotels are still dependent on the easily available food stuffs against organic food by giving arguments of high cost but these hotels have taken to make operation plastic free and digital transactions for payment.
- (iv) There have been little efforts in introduction of eco-friendly guest facilities like installation occupancy sensor, blackout curtain etc. to maintain low emission of CO₂ gases and reduce greenhouse effect.
- (v) Solid waste management have been improved but little efforts should require to train staff in ecological saving techniques like treatment of waste water. In case of left-over food, hotels have taken steps to hand it over to the needy persons.
- (vi) The Carl's Pearson coefficient of correlation reveals a negative relation between two variables such as ecofriendly practice and normal harmful conventional practice

Limitations

1. The current study was based on only few 5 -star hotels, 53 hotels and rest budget hotels and restaurants. The inclusion of more star hotels could give more clear results.
2. If only upcoming projects could be included, the findings might be skewed centric results related with the problem raised in the study.

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Gaurav Gomase*, Ritik Gautam** & Akansha Sengar***

ABSTRACT

Purpose

This paper aim to establish the link between entrepreneurship in India with the Hospitality & Tourism sector. In today's scenario, both developed countries and the developing countries like India the prime concerns are the individual intelligent and creativeness of the entrepreneurship venture. The practice of entrepreneurship would reduce the unemployment rate within the country, among the young millennials. In hospitality and tourism sector there are lot of opportunities for the educated millennials for starting their own ventures. Entrepreneurship successfully introduces an element of dynamism in an economic system. The Institute of Hotel Management(IHM)/s play an important role to develop and encourage students, that act as a catalyst for increasing hospitality based entrepreneurs in our country. Therefore, this study attempts to explain about entrepreneurs in India and entrepreneurial opportunities for the IHM graduates and further connects it with the Hospitality Industry.

Design/Methodology/Approach

This research is an exploratory type. The data will be analyzed using qualitative techniques. The data has been collected from various sources i.e., Primary source from the senior level executives and various eminent entrepreneur of the hotel industry & Tourism sector (such as marketing managers, General Managers, Ministry of tourism etc.) & Secondary sources (like reputed online journals, e-magazines, blogs, reference books, websites, various hospitality entrepreneur magazines, text books etc.).

Findings

The pilot study reveals that Entrepreneurship in hospitality and tourism also help in developing the new system and model for the emerging entrepreneurs from hospitality industry. There are lots of opportunities recognized for the IHM graduates in Hospitality industry specially X-Y- & Z generations.

* Student, M.Sc. Hospitality Administration, NCHM-IH, Noida, U.P.

** Student, M.Sc. Hospitality Administration, NCHM-IH, Noida, U.P.

*** Student, M.Sc. Hospitality Administration, NCHM-IH, Noida, U.P.

Implications

Entrepreneurs and entrepreneurship motivate business innovation in Hospitality - Tourism and economic growth of the state and nation. The entrepreneurs do possess the potential for becoming a game changer in hospitality industry of India and this study would help the future entrepreneurs especially from different IHM's and catering institutes in becoming an employment generator and acting as a significant source of foreign exchange generator in our country.

Keywords: Entrepreneurship, Economic Development, Hospitality Industry, Tourism sector, IHM/s.

1.0 INTRODUCTION

Entrepreneurship successfully introduces an element of dynamism in an economic system. Moreover, the story of Entrepreneurship in India is filled with paradox. Earlier entrepreneurs were considered as a dealer-money lender merchants obligated by cast affiliations and religions. However, now the importance of Entrepreneurship has become crystal clear. However, the history of Entrepreneurship started right from the Indus valley civilization. Around the third decade of the 19th-century factors such as lack of effective communication and political, social stabilities left a negative impact over Entrepreneurship in India. To encourage indigenous entrepreneurship in India after Independence, several economic development programs were launched. Talking about the current scenario, with the professional technology network also came to India by the support of Foreign Countries. Since from the past few years, an ecosystem similar to that of the foreign countries is being developed in India by the people with new and innovative perspectives. Research from Global Entrepreneurship Monitor(GEM) stated that it is not just the multi-spectrum firms which contribute towards the economy but the small enterprises; the family business holds an equal position, if not the greater one. The contribution in GDP by hospitality and tourism sector is Rs 15,24,000 Crores (US\$ 234.03 billion) in the year 2017 and it's predicted to go near Rs. 32,05,000 Crores (US\$ 492.21 billion) in year 2028. According to WTTC, out of 185 countries India stands 3rd in term of contribution in GDP by tourism and hospitality industry. The Govt. of India also opens a route for foreign investors, as 100 % FDI is allowed in the hospitality and tourism sector, as in this way Govt. also taking lot of initiative to boast this sector. From April 2000 to June 2019, the hospitality and tourism sector had received the inflow of FDI of US \$ 12.96 billion. (IBEF,2019)

1.1 Research Objective

The research objectives of this study are as follows :

- ✳ To ascertain the entrepreneur opportunities in Tourism and Hospitality Industry.
- ✳ To study the entrepreneurial opportunities for the IHM Graduates
- ✳ To measure the issues faced by entrepreneurs within the Hospitality Industry.

1.2 Research Methodology

This paper is exploratory and qualitative in nature. The secondary source of data has been mainly collected from the published information from the Internet and various e- journals and magazines.

1.3 Scope of the Study

The entrepreneurship is booming in the country and many new ventures are opening in the hospitality industry. This will help the young students of IHMs to promote this entrepreneurial movement and think about starting new enterprise and become a renowned entrepreneur of their chosen field. This research paper primarily focused about Entrepreneurs in India and further connects it with the Hospitality Industry.

2.0 LITERATURE REVIEW

2.1 Entrepreneurship

- ❖ As per (Pahuja, 2015), The idea of entrepreneurship was first coined in 1700s
- ❖ As per (Fernandes, 2016), Entrepreneurship is all about opening of a new venture, along with many creative idea to boost the idea into the reality within that environment.
- ❖ As per (Nako, Dejan, Tatjana, & Oliver, 2011), Entrepreneurship is the leading tools which generally helps to reform the economic growth of the country. Entrepreneurship is about opening a new venture or a business and enhancing one's own risk taking abilities and opportunity mining. Entrepreneur also plays a vital role in the economic growth of any nation.

2.2 Entrepreneurial Qualification

- ❖ As per (Jones, 2007), Entrepreneurial qualification or education help the individuals to develop the entrepreneurial skills, knowledge and the ability to face the challenges.
- ❖ As per (Hill, 2011), The entrepreneurial teaching generally comprises of providing vital knowledge to the individual in opening a new venture, enhancement of the abilities to chase new opportunities and providing potential knowledge of branding their offerings
- ❖ The need of education in the entrepreneurs are varied. The entrepreneurs are generally well trained and have varied knowledge and qualification in their chosen field. In hospitality education system entrepreneurs must adopt the good skills and knowledge by the course curriculum so that they can open their new venture in the hospitality and tourism sector. While some one is from non-hotel management background or passed out from any B-school does not have the good knowledge about cooking, may not be interminable to handle a good restaurant.

3.0 TOURISM ENTREPRENEURSHIP

Arunmozhi & Panneerselvam (2013) expressed that tourism is the short term association of individuals outside the domicile wherever they usually live and work to a destination that expressly meets their necessities. The sorts of tourism are vibrant in time. Tureac & Anca (2008) justified that generally Tourism sector is distinguished types established on diverse standards.

1. Relaxing Tourism sector
2. Health care Tourism sector
3. Sustainable Tourism sector
4. Transit Tourism sector
5. Competent Tourism sector

India is the nation in the world which provides “*Unity in diversity*”, as it has all the resources which are generally necessary for the Entrepreneurs. The resources which are present in India like the hill stations, forests, rivers, beaches, ayurvedic treatment centers, mountains, etc. Tourism and hospitality venture can relate with the various field of the service industry such as business operations of hotels, tour and travel agency, restaurants, accommodation sector and many more.

3.1 Functional Characteristics of Entrepreneur in Tourism Sector

- ✱ Creativity: As an entrepreneur must think differently on the theme of creating something unique and new and which are far beyond the imagination of others.
- ✱ Patience for Uncertainty: Entrepreneurs must have the direction for engrossing the future. As an entrepreneur you must be patience for any kind of uncertainty occurs during the operation and to keep their vision high.
- ✱ Forecasting the Future: The entrepreneur have the ability to forecast the future prospective in order to achieve the targets and be set their goals within a smart way.
- ✱ Energetics: Entrepreneurs are generally more energetics that the ordinary human beings. The energy plays a prime role while opening or working on the new venture in the political and social environment in the market. Pro-activeness and hard work leads the entrepreneur successful.
- ✱ Autonomy: The entrepreneur’s plays like a self-ruler in the market in order to achieve its objectives and goals, from that the vision of his business organization can be fulfilled.
- ✱ Anticipation: As an entrepreneur the problems mostly emerges out during operations of the business, in that scenario the entrepreneur must be confident or optimistic enough to face that problems or issues effectively.
- ✱ Rigidity: The failure or obstacles cannot stop the entrepreneur to chase his vision. The entrepreneur must showcase the ability of rigid or firmness towards the failure.
- ✱ Skill Building: The opening a new entrepreneurial venture leads to the bring the right and efficient individual to do the right tasks. As an entrepreneur you must take care of this and act as a motivator and the leader for them to enhances their skills.

3.2 Future of Entrepreneurship

Entrepreneurship acts an growth buster for any economy. With industrialization across the world, technology has become a significant part of an entrepreneurial venture because it offers them an opportunity to go with strategy or with central designing of their business concern. With the internet, these days everything appears to require form. Way forward for entrepreneurs involves good operating strategy and not simply the hard-working plans. It might inevitably involve high-performing entrepreneurs. The commercialization of a thought has currently become quite straightforward attribute as a helpful tools like the internet and social media. (GEM, 2019)

4.0 INDIA- A NATION ON THE THRESHOLD OF ECONOMIC DEVELOPMENT

The Economic Development of a Nation Depends on its industrial development. Moreover, Industrial Development is predicated on Entrepreneurial competencies of the people. The

conception of building Entrepreneurship is that the want of the hour. The increase of India as an emerging Economic power is progressively within the international headlines.

The Indian Economy has had a formidable performance between 2015 and 2018. In the past 3 years, it's accumulated slightly over 8 % . However, India remains a poor developing country. Its share of world value is merely 2 %. India is a rising economic power, but one that has not yet integrated much with the global economy. It's abundant strength however at constant time faces varied challenges. The planet Economic Forum has created 3 bifurcations of all the nations within the world supported their state of development specifically issue driven, efficiency-driven and innovation-driven economies. Efficiency-driven economies are those who mend out advantages by manufacturing extremely efficient and advanced product. Possess a healthy business surroundings and powerful governing institutions. The innovation-driven economies are those that capture the lead in making the foremost advanced and technically innovative product. And, last ones, that is, the issue Driven Economies are those that are addicted to natural resources for survival. India being a developing economy is assessed as an element driven economy, primarily that specialize in sustainability whereas the rest of the nations may be anesthetize the category of efficiency-driven Economies. However, with scientific and technical advancements India is currently heading its approach towards the efficiency-driven economies.

4.1 Getting Acquainted with the Entrepreneurial Education

Entrepreneurial education could be a method of imparting entrepreneurial information and teaching skills to potential entrepreneurs who can in future look for opportunities and directly or indirectly facilitate to contribute to the economy of the country. Entrepreneurial information and skills are essential to be transferred to youngsters particularly within the 21st century. In a strict selection between a white collar and building a business, the latter is that the least choice. During a study by Nchu (2015), it's ascertained that tiny business owners stipulated that aspects like creative thinking, self-innovation, and problem resolution talent ought to be incorporated within the course of study of entrepreneurship education.

In a study on the entrepreneurial skills amongst the scholars in Chennai by Rengamani and Ramachandran, entrepreneurs aren't deemed to emerge on their own. Instead, the academic institute could be a good place in motivating learners to venture self-employment instead of being employed. Entrepreneurs not solely play an important role within the development of the industrial sector however even within the agriculture and service sector. A balanced approach to nurturing entrepreneurship can lead to a positive impact on the economy. India encompasses a high rate of youth share. As per the United Nations reports, the world's biggest youth public is in India. And also the rate of unemployment is higher among them. Therefore, in such scenarios, there's a solid demand of Entrepreneurship in India. Our country wants additional work produces instead of work seekers. Entrepreneurial education is important to decrease the speed of unemployment. It causes a nation to finally end up in fiscal matters and technologically freelance. One entrepreneurial firm impacts a major variety of lives directly or indirectly, and foreign cash flows into the economy through fares. Entrepreneurial information is important to be educated because it would facilitate to eradicate the social and economic issues of a nation. During a nutshell, teaching this ability to students helps in motivating students to make jobs and to persuade them to shift their perspective from seeking jobs to creating them.

5.0 HOSPITALITY INDUSTRY IN INDIA

When we connect Entrepreneurship and Hospitality Industry, it is usually found in the Food and beverage sector and the Tourism sector, and it is said to be renowned sector in India which brings maximum amount of foreign direct investment (FDI). When we connect the Hospitality industry with technology, a few years back, it meant to introduce new products or improvising the services. However, in this 21st century, India has witnessed a massive growth in this dimension, the consumer technology development or the food tech startups (IBEF, 2019). The credit for this development can be solely given to Digitalization. For instance, companies such as Swiggy, Uber, food panda are the best examples of the same.

E-commerce has re-molded this field of Hospitality Industry. Recently, the Cloud Kitchens are in trend, where the chefs can directly serve their customers. All these things are slowly gaining pace and opening many doors of opportunities for the Food and Beverage Industry.

5.1 Entrepreneurial Opportunities For Institute Hotel Management (IHMs) Graduates

Developing hospitality trends is giving way to a lot of new entrepreneurs in the country. Entrepreneurship is a trend among young millennials. The young entrepreneurs of this industry are inspired by the success of companies such as OYO Rooms, Cleartrip, Zomato, Swiggy etc. as well as some internationally successful companies which have lifted impressive earnings and they see themselves following this pattern and creating new fast-growing businesses. In spite of international uncertainty and the security issues, the global Travel and Tourism sector continues to grow at the massive rate.

The IHMs have the unique model of education which blend along with practical hospitality courses added with internship, well manage lectures as well as the project work, So that the students can obtain the good hands-on experience and also put their learning to work. The students can perceive a broad understanding of the entrepreneurship in the hospitality industry and gain practical knowledge of all the basic functions of the hospitality business. All the time during their studies, students can develop necessary knowledge and skills to triumph in today's dynamic and the competitive environment of business. The IHMs curriculum also focus on the soft skills and development of the leadership qualities in their student, which is one of the major factor requires in the budding entrepreneur for the hospitality industry.

The following are a number of the Entrepreneurial Opportunities for the IHMs Students as:

1. **Event Management:** Event Management has appeared as a most profitable entrepreneurial opportunities. The amount of event management companies/individuals is organizing and hosting events has been growing rapidly. It varies from large-scale international events to little time private events. Event managers organize events like product launching, theme parties, birthday parties, wedding celebrations, exhibitions, workshops, company seminars, company conferences, musical concerts, road shows, celebrity promotions, film awards, fashion, celebrity shows etc. for their dignitaries and guest.
2. **Restaurants:** The opening a restaurant may be one amongst the foremost exciting and therefore the regardful experience to everybody. It assist you produce a direction for achievement, at IHMs it's assist you gain the required skills and information to create positive that the students have all the ingredients have to be compelled to open the restaurant confidently.
3. **Bakery/Patisserie:** The scholars will begin a bakeshop business from home or rent premises. This is often a decent way to see however possible and profitable it's before payment a

great deal of money on equipment and signing leases for premises. It's an honest business selection as there'll forever be a requirement for bread and desserts.

4. **Food Franchise:** A straightforward way to open a restaurant is to buy the franchise rights to international brands. A bonus of transferal in a well-known franchise is that the branding work is already taken care by the MNC and that they have set processes in situ that a replacement franchisee only needs to follow.
5. **Travel Agency:** A travel agency business offers incredible flexibility, freedom and therefore the ability to urge paid to "get away". Starting a business within the travel and Tourism sector offers enormous charm.
6. **Contract catering:** Contract Catering may be a catering company that's employed by an organization or organisation to supply catering services each day or on an awfully regular basis. The range is too large. A lot of enormous businesses can use a contract caterer to produce food to their workers. Colleges and universities use them for his or her students. Attractions like museums, galleries and sports venues have a contract caterer to run their restaurant or cafe.

5.2 Issues Faced by Entrepreneurs in the Hospitality Industry

The expertise of hospitality sector of the many areas of the world has demonstrated that, on a long-run basis, the planned approach to developing this service sector will bring out edges without vital issues, and maintain satisfaction level of the respective market. Still, the hospitality industry of India goes through challenges in three areas, specifically the financial space, developmental issues and technological issues. This study, therefore, aims to review each of those areas.

• ISSUES RELATED TO FINANCE

Managers of the hotel corporations usually encounter a scenario wherever available cash resources don't seem to be enough to finance investment in productive assets. Investment within the hotel business need a comparatively giant initial cash expenditure. The money come back on the investment, however, tends to be unfolded over a few years within the future. The number of cash required within the variety of capital investment depends on the scale of the business organization. Variety of investments have to be compelled to be looked out. Sometimes problems associated with funds or capital arise largely once the business is being expanded or the budget exceeds. With the exception of these a high quality level must be maintained so as to continue its customary as a luxury chain. When talking about India, the Funding organizations and formalities are very complex as compared to advanced economies and there is a shorter loan term amount and better interest rates. All this force the owner to invest a lot to pay back the debts instead paying them from the revenue of the hotel. Whereas robust post-recession gains seem to be cooling off, the hotel sector was projected to sustain strong 5-6% growth throughout 2018, putting in the industry to hit a record breaking \$170 Billion in gross bookings. Whereas positive signs continue, some native markets continued to face hurdles in 2018. It's been diagnosed that the hotel deals together with mergers and acquisitions picked up in 2018 as several premium hotel properties were sold-out. In 2017 there have been huge investments in terms of private equity.

• ISSUES ARISING DUE TO DEVELOPMENT

New ideas have evolved into the market with time resulting in innovation. It's standard reality among the native and international investors that India could be a tough country

to begin a business due to the problems associated with licensing. The present restrictive environment within the country makes hotel development a tough parcel of land for owners. When talking about the land acquisition, the archaic laws take issue from state to state. India could be a fast-growing country in terms of the tourism sector and therefore the infrastructural development in the hospitality industry shares a relationship with variety of sectors together with transportation, entertainment, etc. and so, this industry will become a significant contributor. It even needs an outsized quantity of support from the governmental establishments. Governmental support within the reduction of taxation and incentivization is admittedly needed to encourage growth within the industry. Hospitality industry in India could be a high-taxed industry, and this can be moving the expansion of the industry. The provision of land is that the overall demand for the development of the hotel industry.

With the industry's contribution directly have an effect on the GDP and therefore the government still thinks that the hospitality industry doesn't affect the Socio-economic development of the society.

• ISSUES RELATED TO THE TECHNOLOGY & CHANGING TRENDS

Hospitality industry is rising with the growth of technology with in the global market. The food aggregator or cloud kitchens is become the game changers in this industry. Today there are various food applications in the market that generally fulfills the need or satisfy the craving and food temptations of the people, which ultimately giving a strong competition to hospitality entrepreneurs and hoteliers. The hospitality industry generally faces a significant challenge in defeating online ordering food at the convenience of people's home against their any F&B outlet and to make the profit for the hospitality venture. To open any kind of hospitality venture there are many licenses which are basically required to obtain prior the opening of any hospitality venture such as FSSAI food license, tax registration, liquor license etc. Obtaining such kind of licenses is the main constraints for the entrepreneurs. The food quality is also changing day by day with the preference of the people, as there are vast range of variety and quality of food is served by the hospitality ventures. As an entrepreneur must look after the quality of food as well as the presentation and portion size of the food while operating any venture as an entrepreneur to retain their clientele.

5.3 Findings and Suggestions

On the basis of the review of literature some of the findings can be noted as;

- ✧ The Entrepreneurship is beneficial to the Tourism & Hospitality sector.
- ✧ There are lot of opportunities for the IHM graduates to start their new entrepreneurial venture in the Hospitality and Tourism sector.
- ✧ Entrepreneurship helps in developing new startups and innovation in tourism & hospitality industry.
- ✧ Entrepreneurial educations generate proper skills, mindset and also enhance the knowledge of the entrepreneur in terms of leading their business.
- ✧ It also provides the employment to the youth and helps in country's economic growth.
- ✧ Enhancing the power of the domestic industry based products over the foreign competitors.
- ✧ Banks and other financial institution must assist the entrepreneur in order to fulfill their capital needs with the help of various Govt. initiatives.

- ❖ IHMs and other higher educational authorities must setup the Entrepreneurial Cell and start the entrepreneurship skill development programmes into their curriculum.

5.4 Limitation of the Study

Data collected for this study will be applicable for a short period of time as there are lot of changes and update upcoming in entrepreneurship programme and hospitality industry in the country. Lack of prior research studies on the topic was also a problem faced as the number of studies which is focusing on this topic is not easily available. Only the online source of literature review can be done in the paper. The further research can be done on the Govt. initiatives as a budding entrepreneur in the hospitality and tourism sector.

6.0 CONCLUSION

Entrepreneurs and entrepreneurship encourage business innovation in tourism-hospitality and leads to the growth of economy of the country. Entrepreneurship helps in dropping the rate of unemployment within the area and also boosts the young millennials to become an entrepreneur. The hospitality and tourism sector is flourishing day by day due to increase in number of foreign tourist arrivals in India and also the use of innovative technology and development with the region. So that there are tremendous opportunities for the young millennials specially the IHMs graduates in this sector to open a new startup under various Govt. initiatives. The tourism ministry also promote the various programmes under Incredible India for the entrepreneurship development in both the domestics and international markets. And it may also promote setting up more entrepreneurial education centers, training, research centers and the incubation centers for the budding entrepreneurs.

The foremost drawback featured by the entrepreneur within the hospitality industry are issues mainly associated with finance, development and the changing trends and technology upgradation in this sector. By overcoming this issues the entrepreneur can lead in this industry and do the welfare of the society as well as the nation by generating the employment for others.

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SECTION-5

Technology and Changing Paradigms in Hospitality Entrepreneurship

An Exploratory Study to Determine the Impact of Technical Education in Developing Entrepreneurial Skills

Dilraj Singh* & Harmanpreet Bhatia**

ABSTRACT

Entrepreneurship is said to be parallel to Self-employment and is certainly one of the main reasons of economic growth. Entrepreneurship has become an influential instrument for creating jobs and improving economic power in any industry and economy as a whole. Besides, with the arrival of the technological revolution, a variety of competencies such as creativity, innovation, and abilities are required for new business/startups.

The progression of Entrepreneurship begins with the development of aim to setting up a new business. Entrepreneurship related education is essentially required to provide students with the knowledge, skills and traits to encourage entrepreneurial progress in a various type of business. Variety in entrepreneurship education are offered at various levels of schooling from primary to secondary schools and through university graduate programs. To foster our entrepreneurs, institutes must aim to create cultures of nurturing progressive ideas, innovations, and equip students with the practical knowledge and skills.

This Study will aim at determining the impact of teaching methods and techniques used in technical education which is provided in professional institutes in developing entrepreneurial skills in students and impact of various considerate factors in developing entrepreneurial skills. To achieve this purpose primary data will be obtained using survey questionnaire through students of different institutes in Gurdaspur and Pathankot region of Punjab. The study attempts to help policy makers of institutes providing technical education to incorporate the various skills-oriented education system at their institutes.

Keywords: *Entrepreneurial Process, Entrepreneurial Skills, Entrepreneurship Education, Teaching Methods & Techniques, Influencing Factors.*

* Sr. lecturer, Institute of Hotel Management, Gurdaspur, Punjab.

** Lecturer, Institute of Hotel Management, Gurdaspur, Punjab.

1.0 INTRODUCTION

'Entrepreneurship' is the skill to take up opportunity and be able to plan and organize the business into profitable venture.

Entrepreneurship in a clear sense can be considered as a series of action undertaken by a person to establish his project. It is an inspired and modern reaction to the surroundings.

Entrepreneurship can be described as a resourceful and original response to the environment. These types of responses happen to transform various fields such as agriculture, social work and education etc.

Entrepreneurship becomes more significant in the case of hospitality industry, because of its very nature i.e. being a service industry. At most of the destinations members of the local population strive to set up their own small business or enterprise for providing services to the tourists. In such cases the capital investment are low and infrastructural requirements are less. Yet, the entrepreneurial spirit is quite high and direct linkages are established with the local economy. However, the success, growth and sustainability of the enterprise will depend on the:

1. Managerial qualities
2. Application of management skills
3. Service orientation

You must remember that in your own enterprise the functions of an owner as well as that of a manager are performed by you only. There is hardly any gap between decision making and action. How completely you integrate and exercise these dual functions determines the pace of your success or failure..... (H.A Rogers & J.A Slinn 1993, 103)

1.1 Objectives

The objectives specifically can be underlined as follows:

- (i) To establish the impact of considerate factors in developing entrepreneurial skills among students.
- (ii) To determining the impact of teaching methods and techniques used in developing entrepreneurial skills among students.

2.0 REVIEW OF LITERATURE

• Role of Entrepreneurs

According to Peter Drucker, "The entrepreneur always searches for change, responds to it and exploits it as an opportunity". The entrepreneur has been typically known as the person who opens a new business; he is supposed to have good motivation and skill level and should have natural traits and qualities of eagerness optimism, sense of purpose and self-determination of thought and achievement. However not all of these qualities are present in all entrepreneurs nor are these found uniformly. An entrepreneur may also display these traits in different measures at diverse stages of life. Opposite to the generally accepted view of entrepreneurship entrepreneurs are not to be found only in small business or new ventures. They are also present in established and large businesses, in service institution, and also in the organization and administration.

As per their nature entrepreneurs play a down to business role in planned management. As beginners they provide a sense of bearing to the organization and set objective and devise

strategies to achieve them. They are major motivators and evaluators of strategies. The strategic management process adopted by entrepreneur is generally not based on a formal system and usually they play all strategic roles all together. Strategic decision making is quick and the entrepreneurs generate a sense of purpose among their staff.

• Entrepreneurial Structure & Process

The Entrepreneurial Structure is the most elementary form of structure and is appropriate for an organization that is owned and managed by one person. A small-scale industrial unit a small proprietary concern or a mini service outlet may exhibit the characteristics of organization which are based in an entrepreneurial structure. Typically, these organizations are single businesses, product, or service firms that serve local market. The owner manager looks after all decision, whether they are day to day operational matters or strategic in nature. In the entrepreneurial process both the individual as well as the environment are equally important. If the conditions are wrong or the context inappropriate, the possibilities will remain largely underdeveloped. Hence the four components under the four C's theory of entrepreneurship process include:

1. Characteristics i.e. psychological traits.
2. Competencies i.e. skills
3. Conditions i.e. in family, firm or community
4. Context i.e. environmental factors

It is not just these components are present but it is their simultaneous interaction also that needs to be looked into, to gauge the levels of entrepreneurial activity..... (Azhar Kazmi, 2005)

Entrepreneurial skills

Keeping yourself appraised of the marketing environment that created your business and of subsequent developments in this environment is of primary importance for you as leader of the business. All the businesses operate within definite economic cycle, often of around five to seven years duration, requiring responsive business strategies of alternate growth and retrenchment. Monitoring such cycles and being prepared to alter course is a sign of strength and comes from a thorough reading of economic signals. Entrepreneurial success depends on the management of your own self. For this you require certain traits, qualities or behavioral competencies like:

1. **Risk taking:** Not all have the capacity to do this but an entrepreneur seeks it not widely but in a calculated way.
2. **Self-starting, creativity and innovativeness:** As an entrepreneur you start a venture under your own authority using your ideas and energy as justification. The new ideas that you pick are to be quickly operationalized.
3. **Initiative:** you take the initiative to operationalize them independently without waiting for orders or instructions.
4. **Information seeking:** As an entrepreneur you have to update your knowledge. For this you have to seek information from a variety of sources.
5. **Problem solving:** You must start with the assumption that there will be problem. At the same time, you must have the confidence that you can solve them.
6. **Quality assurance and monitoring:** the success of the entrepreneur will depend on the quality of the product or service.....(Colin Barrow & Liz Clarke, 2006)

Education in technical institutes specifically for young students who want to be an entrepreneur should involve industrial growth as a main goal. The students should be part of self-development programs and observe small business closely. Various factors regarding entrepreneur traits should be incorporated within educational system so as to enable students to develop entrepreneur talents such as decision making, risk taking etc. Educations in technical institutes is important for students as it is a fact that owning the business gives significant boost to economy in all respects. The growth of the output of any business is the significant factor for any entrepreneur to take up new venture for his future. For an immature entrepreneur to start with in his new business, small business would give a good beginning. Small business is the nation's leading employer and forms the spine of the economy. Small business is always in demand by the economist to develop concept of entrepreneurship. Combination of internal and external factors such as education, occupational experience, family background, the desire to do something independently together which together make the personality of an entrepreneur should be part of institute curriculum so that students end up in developing skills and traits for entrepreneurship.

Entrepreneurship education gives its part to growth of smaller business. Ventures employing the entrepreneur graduates do much better than the business which employs the non-entrepreneur graduates. It is seen that new and emerging business has better prospects for profits and growth which are run by entrepreneur graduates. This makes the new graduates with skill of entrepreneurship more desirable in business which is already established and is doing well in market.

The word entrepreneur has been used by many to include the people who are into generating their own income through some kind of business. One of the misconceptions about entrepreneurship is that it is only for few people, who are financially sound or have some kind of technological background. While there is some evidence to support that men outnumber women as entrepreneurs, that statistic is changing very fast. Therefore, the entrepreneurship is for all who can convert the needs and opportunities of society into profitable business venture.

We also argue that entrepreneurs and successful entrepreneurs have a different mindset and attitudes (Brännback and Carsrud 2009). Research has found differences in the cognitive styles of entrepreneurs and that successful entrepreneurs have different entrepreneurial leadership styles. Some of these skills can be taught, so entrepreneurial education is not all bad. Some characteristics are attitudes that can be influenced through education..... (Malin Brännback Alan Carsrud, 2016)

Innovation is the specific tool of entrepreneurs, the means by which they exploit change as an opportunity for a different business or a different service. It is a capable of being presented as a discipline, capable of being learned, capable of being practiced. Entrepreneurs need to search purposefully for the sources of innovation, the changes and their symptoms that indicate opportunities for successful innovation. And they need to know and to apply the principles of successful innovation.... (Patrick Dixon, 2006)

3.0 RESEARCH METHODOLOGY

The study was conducted in three professional institutes of Gurdaspur and Pathankot city. The study was conducted in the month of January 2020. The study was based on two sources of data.

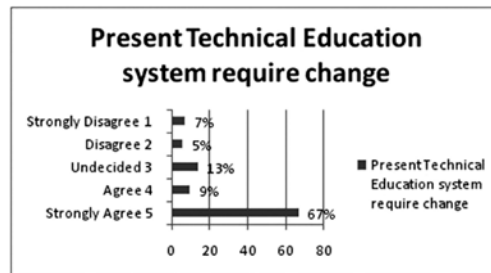
1. Primary sources: The questionnaire was designed comprising of 04 questions pertained to various factors and teaching methods being used in technical institutes in Pathankot and Gurdaspur cities of Punjab. The questionnaires were filled by students of the technical institutes. Only the fully filled questionnaires were accepted for data analysis. In all 230 questionnaires were used for data analyzing.
2. Secondary sources: various books, research journal and website were used to collect secondary data for the research.

4.0 DATA ANALYSIS

Q1 Do you agree that Present technical Education System require substantial change to develop entrepreneurial qualities?

Strongly Agree 5	Agree 4	Undecided 3	Disagree 2	Strongly Disagree 1
67%	95	13%	5%	7%

Table 1



Graph 1

- ✧ To determining the impact of teaching methods and techniques used in developing entrepreneurial skills among students.

For the purpose of data analysis, simple regression analysis was applied through SPSS (Statistical Tool for Social Sciences). Regression is a statistical measurement that attempts to determine the strength of the relationship between one dependent variable (usually denoted by Y) and a series of other changing variables (known as independent variables). Linear regression attempts to model the relationship between two variables by fitting a linear equation to observed data. One variable is considered to be an explanatory variable, and the other is considered to be a dependent variable. A linear regression line has an equation of the form $Y = a + bX$, where X is the explanatory variable and Y is the dependent variable. The slope of the line is b , and a is the intercept (the value of y when $x = 0$). The study involved one dependent factor being 'Entrepreneurial Skills' and one independent factor namely, 'Teaching Techniques and Methods'.

To have an overview of the data set which included 230 respondents in total, descriptive statistics were calculated which provided us a mean of 4.435 for the Entrepreneurial skills and 3.373 for Teaching Techniques & Methods and a corresponding standard deviation of 0.6208 and 2.2074 respectively.

Table 2 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.812a	.659	.658	.36307	.659	441.599	1	228	.000
(a) Predictors: (Constant), Teaching Methods & Techniques									

To achieve the second objective of determining the impact of teaching methods and techniques used in developing entrepreneurial skills among students, simple regression is applied. The above table shows the R square value to be 0.659 i.e.; there is 65.9% variance shown by the dependent variable. This means that the Entrepreneurial skills are affected 65.9% due to the Teaching Methods & Techniques

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.211	1	58.211	441.599	.000b
	Residual	30.054	228	.132		
	Total	88.265	229			
a. Dependent Variable: Entrepreneurial Skills						
b. Predictors: (Constant), Teaching Methods& Techniques Table:3						

The ANOVA table above provides us with the F-value and the significance value, which are 441.599 and 0.000 respectively. These values indicate that there is significant impact of Teaching Methods & Techniques on the Entrepreneurial Skills.

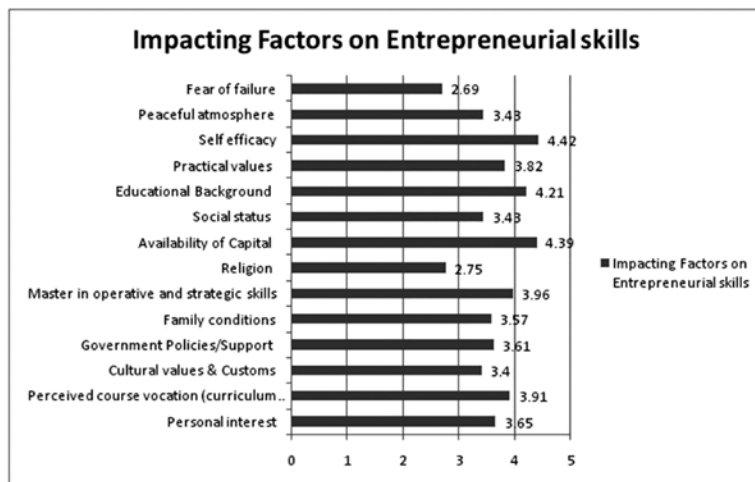
Coefficients						
Model B		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		Std. Error	Beta			
1	(Constant)	1.290	.223		5.792	.000
	Teaching Methods& Techniques	.228	.011	.812	21.014	.000
Dependent Variable: Entrepreneurial Skills Table:4						

The coefficients table reflects the measurement of how much the independent variable impacts the dependent variable. Teaching Methods & Techniques being the independent variable impacts the dependent variable (Entrepreneurial Skills) is shown by the above two tables (Model summary and ANOVA table), but its measurement is shown by the coefficient table. The above table provide us with the t-value of 21.014 and the significance value of 0.000. The p-value being less than 0.05 indicates that Teaching Methods & Techniques plays a significant role in impacting the Entrepreneurial Skills.

- ★ To establish the impact of considerate factors in developing entrepreneurial skills among students.

Table 5

	Impacting Factors	Average
1	Personal interest	3.65
2	Perceived course vocation (curriculum support)	3.91
3	Cultural values & Customs	3.4
4	Government Policies/Support	3.61
5	Family conditions	3.57
6	Master in operative and strategic skills	3.96
7	Religion	2.75
8	Availability of Capital	4.39
9	Social status	3.43
10	Educational Background	4.21
11	Practical values	3.82
12	Self-efficacy	4.42
13	Peaceful atmosphere	3.43
14	Fear of failure	2.69



Graph 2

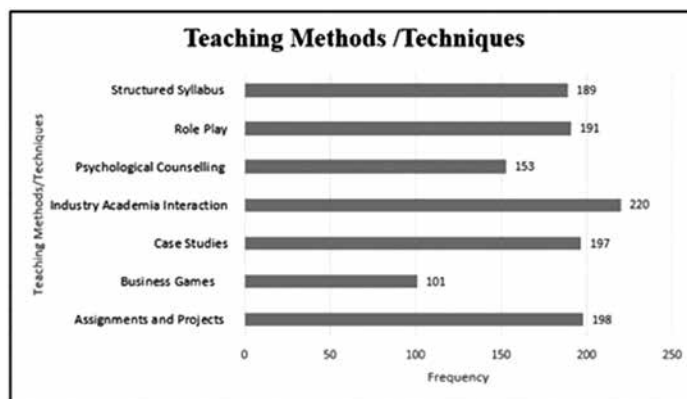
The graph shows that major factors which impact the entrepreneurial skills are Self efficacy, educational background and Availability of Capital, apart from asked responses many

respondents gave considerable factors such as communication skills and being innovative crucial for developing and impacting the entrepreneurial skills.

✪ Responses for Methods/Techniques for Creating entrepreneurial Qualities

Table 6

Methods/Techniques for Creating entrepreneurial Qualities	Frequency
Assignments and Projects	198
Business Games	101
Case Studies	197
Industry Academia Interaction	220
Psychological Counselling	153
Role Play	191
Structured Syllabus	189



Graph 3

5.0 CONCLUSION

Education for developing entrepreneurial skills should be easy to understand specially for the students and should continue to train and motivate the students for their future projects. The students studying in technical institutions need special approach from authorities of institute to inculcate the entrepreneurial skills and traits among them. To choose the best teaching methods and using them for imparting knowledge and developing skills among students gives better edge to such institutions. Various skills such as decision making, risk taking capacity, creativity, communication skills and ability to prepare business plan can be developed in students through teaching methods such as role play, business games and case studies etc. They feel motivated to start their own business because of factors like owning the business, availability of cash, personal interest, and self-efficiency are the most impacting factors.

Being an entrepreneur requires taking on important decisions and significant challenges. Entrepreneurship is a state of mind, an attitude; it is taking a meticulous approach to doing things. The methods used in technical institutes for teaching the students are diverse and can incorporate the potential for financial reward, the pursuit of personal values and interests, and the interest in social change. This study was conducted to determine the impact of teaching methods and techniques used in technical education and impact of various considerate factors in developing entrepreneurial skills. The results clearly state that the present technical education strongly impact the development of entrepreneurial skills among students, at the same time to impart the skill in students the technical education is to be more student oriented and should have customized approach.

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Ashok Kumar* & Deborah Rose Shylla Passah**

ABSTRACT

Sustainability signifies a condition based on the principles of sustainable development, taking full account of its current and future economic, social and environmental impacts (UNEP & WTO, 2005) taking the stakeholders' needs, benefits and interests into consideration. The Government of India, of late, has realized what rural India can offer to the world. The Tenth Five Year Plan has identified tourism as one of the major sources for generating employment and promoting sustainable livelihoods. The concept of sustainable rural livelihood is the enhancement of multiple opportunities so that the local community can avail of the scope for income and employment generation through sustainable tourism practices. Meghalaya is a state blessed with a variety of agrobiodiversity and vivid climatic conditions which favours the cultivation of different types of horticultural products like fruits, vegetables, flowers, etc. Meghalaya also has so many indigenous species of fruit plants that may not be found anywhere else in the country. The horticultural wealth of the state in terms of fruits includes Peach, Plum, Pear, Pineapple, Banana, Jackfruit, Sohpieh, Sohiong (Black cherry), Sohshang, Sohphoh, Sohlang, Sohbrap (Passion fruit), Sohmon, etc. Fruit wines in Meghalaya will have a niche market at its best, where the excess quantity of fruit abundant in the areas can be processed. The production of indigenous beverages such as local fruit wine may serve as a good source of income for the rural livelihood of the ethnic groups and a source of revenue to the state. Since both, the food and wine promote a destination by motivating a tourist to visit a particular tourist destination. Hence, the production may be encouraged at the level of cottage and small scale industry to promote rural tourism and rural livelihood. As winemaking gains popularity, fruit farmers will have a better market for their harvest. The Shillong wine festival organized by Meghalaya Winemakers Association and another indigenous fruit festival will preserve, promote and also help create awareness not only on the art of winemaking but also its commercial potential as the tourism industry. The winemaking may be promoted by the state government as a cottage industry

* Research Scholar, Department of Tourism & Hotel Management, North-Eastern Hill University, Shillong, Meghalaya.

** Lecturer, Institute of Hotel Management Catering Technology and Applied, Nutrition, Shillong, Meghalaya.

by providing suitable standard benchmarking facilities such as the Food Safety and Standard Authority of India (FSSAI). The wine festival of Shillong attracts Wine Connoisseurs and wine tasters from across the world. The neighboring North Eastern states are promoting wine and indigenous beverages as a tourism product or Special Interest Tourism (SIT). The Government of Meghalaya should also promote fruit winemaking from the perspective of a job opportunity to encourage entrepreneurship among the youth and also in promoting tourism. This study aims to highlight the relationship between local fruit wine and sustainable rural livelihood in Meghalaya.

Keywords: Sustainability, Rural Livelihood, Wine Tourism, Meghalaya.

1.0 INTRODUCTION

The conventional socio-economic growth and development have resulted in many unsustainable practices around the world. Even though the tourism industry is relatively new, but is it not an exception to that. The traditional form of tourism or mass tourism has many adverse socio-economic and cultural impacts on ecology and various stakeholders. Hence, the opinion and practices recommended by environmental economists and environmentalists are incorporated to resist adverse consequences of so-called traditional development. In the current scenario, environment and ecology, along with socio-economic and cultural issues are increasingly addressed to ensure development with dignity. The Tourism sector in the 21st century will not only be the world's biggest industry, but it will also be the largest by far that the world has ever seen (Page and Dowling, 2001). The growing tourism industry will need to embrace greater responsibility for its impacts, which may be economic, social or environmental. The World Tourism Organization (WTO) indicates that the tourists of the 21st century will be traveling further afield on their holidays. China will be the world's most popular destination by the year 2020, and it will also become the fourth most important generating market. Agriculture, the primary means of livelihood for millions of people in India still is in very bad shape. Though billions of rupees are spent on various mega projects for alleviating poverty, it continues to be very acute. The growth of the Indian population is unsustainable along with its agricultural and industrial practices. The broadest estimate using NSS data vis-à-vis the calorie intake prescribed by the ICMR (Indian Council of Medical Research) has shown that around 70 percent of the Indian population is living below the poverty line. Many such other problems are social and gender inequalities, malnutrition, illiteracy, improper and inadequate health facilities, unplanned urbanization, environmental degradation, etc. But, from the Himalayas in Kashmir to the seacoasts of Kanyakumari and from the Kutch in Gujarat to the humid forests of the northeast, India displays her wealth of diversity in cultures, religious fairs, and festivals. Indeed, India follows unity in diversity. The country extends up to 3200 km from south to north and 3000 km from east to west covering 32,87,263 sq.km. In the global scenario, India has a prime position in the field of tourism among the world's Top 50 (Fifty) tourist destination countries. In India, the tourism sector is the second largest net foreign exchange earner. This is a country with the second-largest human resources of the world. The country has a large treasure of natural beauty, archaeological and architectural monuments. All the hill stations, beaches, mountains, lakes, river basins, etc. comprise separate bio-geographic regions that are ecologically fragile and socio-culturally vulnerable. Almost hundreds of these regions need immediate attention for awareness, management, and sustainable development. Considering the attraction features, ecotourism varies from one destination region to another.

Wine Tourism: Wine tourism was first defined by Hall (1996) as “*visitation to vineyards, wineries, wine festivals, and wine shows, for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors*”. Wine tourism is a complex phenomenon as it calls for the integration of two very different industries namely the wine industry and the tourism industry. The wine industry, mainly a primary industry, involves the cultivation of grapes and other fruits as raw material for wines and liquors, the making of the wine or liquor and the actual selling of the beverage products. On the other hand, the tourism industry is a tertiary industry oriented toward providing services related to travel for recreation, leisure or business. These services could be accommodation, transportation, food & beverage, entertainment, and other travel-related services. Thus, wine tourism is more complex than traveling to a destination based on the desire or purpose to visit wineries/vineyards, wine events or to taste wine. Wine tourism requires the involvement of wine producers (the wine industry), tourism agencies (the destination) and consumers. Wine tourism is both a concept and a strategy that can develop the tourism appeal of a destination. It has the potential to be a strategy that allows for better marketing opportunities for wineries, for wine regions and, ultimately, for the country. It allows the wineries and other actors involved to reap financial benefits through leveraging tourism opportunities.

About Meghalaya: ‘Meghalaya’ derived from Sanskrit word, meaning ‘Abode of the Clouds’ was declared the state of the Indian Union on January 2nd, 1972. Meghalaya is a land-locked territory lying between latitudes 25° 47’ N and 26° 00’ N and longitudes 92° 45’ E and 93° 04’ E. The geographical area of the state is spread throughout 22,429 sq km. with a border area of 443 km with Bangladesh and has many rivers such as *Daring, Sanda, Umkhri, Digaru* in different regions. The state has rich deposits of valuable minerals like coal, limestone, uranium, and sillimanite and is home to many rare species of birds, flora, and fauna. It is bounded on the North by *Goalpara, Kamrup, Nagaon and Karbi Anglong* districts of Assam state, and on the east by the districts of *Cachar and North Cachar Hills*, also part of Assam. The state of Meghalaya is well defined in its three different regions - the *Khasi Hills* in the Central part of Meghalaya, *Jaintia Hills* in the eastern part of Meghalaya and *Garo Hills* which form the western part of Meghalaya. The *Jaintia Hills* and *Khasi Hills* which form the central and eastern part of Meghalaya is an impressive plateau with rolling grassland, hills and river valleys. The northern section of the plateau has an undulating topography with a series of hills rising to almost the same height, extending northwards to slope gradually, merging with the plain of Assam. The summit of these hills varies from 70 m to 820m. The southern face of the plateau is marked by deep gorges and abrupt slopes. The height of the central plateau of the *Khasi Hills* hovers around 500 m with the Shillong peak (965m), the highest point in the plateau, overlooking Shillong Town. The *Garo Hills* which form the western part of Meghalaya are lower in elevation. The greater parts of the *Garo Hills* range in height from 450m to 600m and drop steeply to the Brahmaputra valley on the north and the plains of Bangladesh on the south. Nokrek (42m) east of *Tura town* is the highest peak in western Meghalaya.

2.0 REVIEW OF LITERATURE

2.1 Sustainability and Rural Livelihood

Origin & Sustainable Development: It can be said that the first definition given to sustainable tourism was declared by the United Nation World Tourism Organization in (1996): it says

“tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies”. Also, regarding the main concept of sustainable development, UNWTO (1996) stated that sustainable tourism can be described also as a process that “takes into account the needs of present tourists and traveler needs of the future generations as well” (Fennel, D.2003). Sustainable tourism views tourism within destination areas as a relationship between their communities and peoples, tourists, and the tourism industry. Earlier, the tourism industry has dominated this relationship. Sustainable tourism use to reconcile the conflicting interests between these three partners. It minimizes environmental and cultural damage, optimizes visitor satisfaction, maximizes long-term economic growth, and balances tourism growth potential and the conservation needs of the environment (Bhadauria, A. & Rastogi, H.2012).

Thus, culinary tourism (food and wine) besides being a form of tourism in its own right overlaps with rural tourism. One way to comprehend and interpret this overlap is that culinary tourism is linked to rural tourism when it takes place in a rural setting. How can rural tourism contribute to rural development? Many agree that tourism can act as a catalyst of socio-economic development in rural areas and produce the following benefits (Sharpley, 2002; OECD, 1994; Saxena & Ilbery, 2008): Alleviation of poverty and unemployment• Local employment: job retention, job creation• & job diversity Agricultural support• Growth in income• Increase in local participation• More control of local resources• Nature conservation• Preservation of local traditions, art, culture, and heritage• Women empowerment• Improvement in environment.

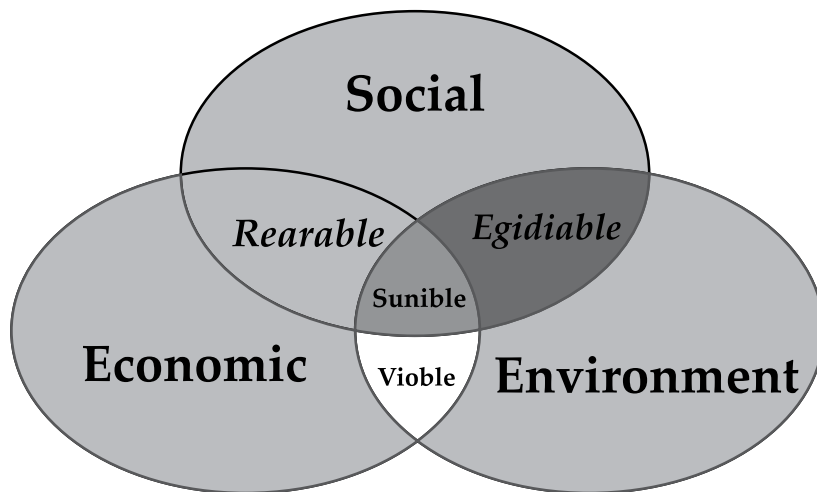


Figure 1 Venn Diagram of Sustainable Development.

Source: The World Summit on Social Development (2005).

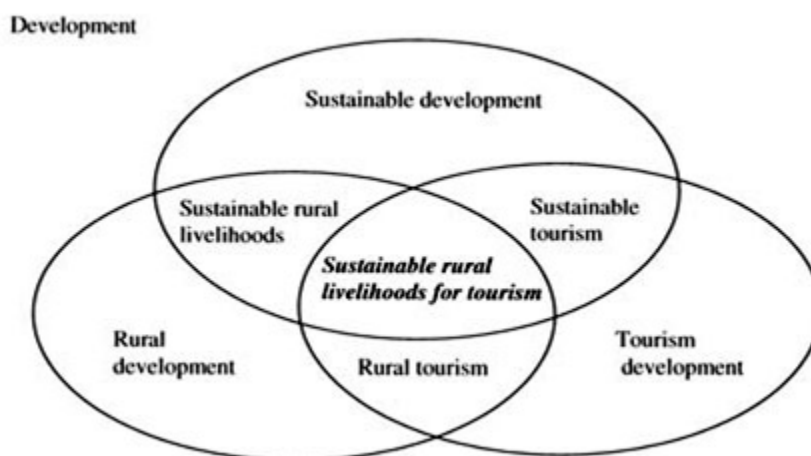


Figure 2 Relationship Between Sustainable Development, Rural Development and Tourism

Therefore, proper management of it could help in the efforts to alleviate poverty. The launching of the ST-EP program by UNWTO in 2006, marked the beginning of the new approach of using tourism as a tool for reducing poverty in most of the least developed and developing countries. Recently there is an emergence of Pro-Poor Tourism (PPT) as an approach to tourism development which aims at increasing the net benefits for the poor and is guided by one common principle of improving the linkage between tourism business and the poor by expanding the benefits to the poor taking anti-poverty as its primary goal (Shen, 2009). He further concluded that both ST-EP and PPT share the same theme of unlocking opportunities for the poor focusing on poverty alleviation no matter what definition is given to the two concepts.

2.2 Traditional Knowledge for Sustainable Community and Livelihood Development

Community development means working at the grassroots level, rather than merely focusing on the policy level (Daskon C. & Binns T.,2009). In early approaches to community development from the 1950s to the early 1979s, priorities, and actions to particular communities tended to be defined by outsiders rather than by local people(Daskon C. & Binns T.,2009). Increased concern for local knowledge, participatory learning, and empowerment of communities has brought the approaches to focus on grassroots (Chambers, R.2009). Such approaches have collectively developed with local people for changing their situation for the better(Potter R., Binns T., Elliott J.,2008). Since the 1990s, an effort has promoted to better understand rural livelihoods and to bring rural development strategies more in line with the priorities of rural communities. A livelihood comprises the capabilities, assets, and activities required for a means of living: a livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets (Chambers R., Conway G.,1991). The neglect of Traditional Knowledge and cultural factors in the contexts of achieving sustainable livelihoods is a serious shortcoming as seen in the Noto Peninsula, Japan. The results of group discussions and interviews in the Peninsula showed that the local people have inherited TK on many

aspects of their surroundings and their daily lives, and TK has constituted a valuable resource for rural development. It has covered a wide range of subjects such as species (e.g. wild edible plants and mushrooms), land use (e.g. traditional paddy farming), and management of the *satoyama* ecosystems. Within this context, we particularly explored the role of TK-based upon wild edible plants and mushrooms in terms of sustainable rural development livelihoods. The results of the surveys revealed that the local people still harvest the indicated species for a variety of reasons (e.g. traditional diet system) in the Peninsula.

2.3 Wine Tourism as Special Interest Tourism (SIT)

Wine tourism is growing as a form of special interest in tourism (Charters & Ali-Knight, 2002; Getz & Brown, 2006). Further, the tourism literature positions wine tourism as an industry in itself, however, it is inextricably linked to other forms and parts of tourism (Getz, 1998; Szivas, 1999 and Sharples, 2002). Getz (1998) associated wine tourism with cultural tourism, rural tourism, festivals, events and more. According to O'Neill & Palmer (2004), wine tourism generates economic activity, creates full/part-time jobs, earns foreign exchange if international visitors are attracted, and creates substantial long-term wealth. According to Sharples (2002), wine and food may be one of the main motives for visiting specific areas and countries around the world and that the activities based on wine and food can be an important part of the tourist experience. The wine industry allows creating a relationship with the tourism industry since wine is associated with relaxation, communication, nutrition, hospitality, and others, which tourists seek to satisfy during their holiday (Dodd, 1995). The emergence of special interest tourism (SIT) is viewed as evidence of the increasing diversity of holiday interests of the early twenty-first-century leisure society (Douglas and Derret, 2001). Wine tourism, as special interest tourism (SIT), encompasses a wide range of experiences built around tourist visitation to wine outlets, wineries and wine regions (Getz, 2002). One of the most widely used definitions of wine tourism is from the visitor's perspective. Wine tourism is now acknowledged as an emerging area of special interest tourism throughout the world, and it is an increasingly important tourism component for many wine-producing countries. The wine sector has shown significant growth in the last five years in India and tourism-related activity has also increased, particularly in Maharashtra (Raut and Bhakay, 2012). Wine tourism has been growing because of tourists' interest and government assistance to wine producers. The Resource Guide for a start-up suggests that government officials have become aware of the wine industry's potential to create economic opportunities in rural communities (Raut and Bhakay, 2012).

2.4 Wine Tourism Centric Rural Livelihood

It is not only that international tourism makes a key contribution to the income of tourist destination areas, but it also provides employment opportunities, supports a large and diverse range of industries, helps to expand local economies, and supports both in existing infrastructure and development of new infrastructure (Shone, 2008). The process of Tourism also helps to balance out regional inequalities (Jackson, 2006). Thus, the tourism sector has become a fundamental part of the developmental policy and economic approach in many countries (Sharpley, 1999). The economic impacts of tourism includes the generation of income through the multiplier effect as tourist expenditures are recycled through the local economy, the generation of employment, the encouragement of entrepreneurial activity, the stimulation of regional economies, and the alleviation of regional economic imbalances (Sharpley, 2002; Vanhove, 2005; Wall & Mathieson, 2006). With the course of development, a cycle of snowballing

growth is set in motion providing opportunities for increased investment as well as a network of backward integration to other sectors of the tourist destination's economy (Telfer and Wall, 1996).

3.0 RESEARCH QUESTIONS

Qs-1 What is the ideal livelihood model for wine tourism in Meghalaya?

Qs-2 What are the involvement and participation of multi-stakeholders in wine tourism centric rural livelihood?

Qs-3 What are the major challenges to wine tourism-related rural livelihood in Meghalaya?

4.0 OBJECTIVES OF THE STUDY

The objectives of the study are:-

- ✧ To explore the opportunities and challenges of wine tourism-related to rural livelihood in Meghalaya.
- ✧ To evaluate the involvement and participation of multi-stakeholders in wine tourism centric rural livelihood.

5.0 RESEARCH METHODOLOGY

The present study has been carried out in the state of Meghalaya. This paper is based on qualitative research techniques where an exploratory research approach has been applied. In this regard, personal visits and surveys have been done to observe the potential and challenges of wine tourism and its role in sustainable rural livelihood. A focus group interview has been conducted of various tourism stakeholders, local entrepreneurs, Department of Tourism, Headmen of Villages, local communities especially people involved in winemaking practices. Secondary data has been collected from reputed journals of tourism research, books, travel magazines, national and local newspapers, annual reports of Ministry of Tourism, Government of India, Meghalaya Tourism, Meghalaya Basin Development Authority (MBDA) and some useful websites.

6.0 POTENTIAL OF WINE TOURISM IN MEGHALAYA

The state of Meghalaya has an old tradition of winemaking but there are very few players who come forefront in the wine tourism sector. Wine tourism has not flourished because of many impeding factors like legalization issues, cost, and product knowledge and lack of awareness of promoting wine tours as the holiday vacation. Meghalaya is a state blessed with a variety of agrobiodiversity and vivid climatic conditions which favours the cultivation of different types of horticultural products like fruits, vegetables, flowers, etc. Meghalaya also has so many indigenous species of fruit plants that may not be found anywhere else in the country. The horticultural wealth of the state in terms of fruits and vegetables includes so many exotic fruits. These horticultural products are highly perishable and they should be processed in the form of jams, jellies, squash, juices, and wines to avoid their wastages. If fruit production, especially the indigenous fruits are encouraged, they will provide winemakers with a larger selection. As winemaking gains popularity, fruit farmers will have a better market for their harvest. The Shillong wine festival and another indigenous fruit festival will preserve, promote and also help create awareness not only on the art of winemaking but also its commercial potential as the tourism industry. Wine is one of the fermented beverages that have many health benefits. Traditionally, wine is produced by the fermentation of fruit juices using yeast which involves

the conversion of sugar to alcohol. Using fruits and vegetables having medicinal and nutritional value as a substrate for wine production, the health benefits of them can be improved widely. Wine can act as a nutrient supplement for seasonal fruits and vegetables throughout the year. The vegetable and fruits like Ginger and Indian gooseberry, which are known for its high medicinal and nutritional value are used as the substrate here. Fermentation is carried out with *Saccharomyces cerevisiae* commonly known as baker's yeast. Winemaking is an enjoyable, educational and satisfying hobby of the communities in Meghalaya. The traditional wine base ingredient is the grape because it naturally contains the correct mix of sugar, moisture, tannin, and nutrients required for fermentation and preservation, and it even carries its natural yeast present on the bloom. But in reality, wine can be made from almost any non-toxic plant or plant part if additional ingredients are supplied in the correct amount. So the process of making wines from various types of fruits, vegetables, and spices is no more complicated than making wine from grapes and it is a good preservation method. Fermentation can extract valuable components from the raw materials used for production. The alcohol content of home-made wines is only about 7-8% which makes it consumable for persons of any age group.

Table 1 List of Wine Manufacturers/Entrepreneurs of Meghalaya

S. No.	Wine Entrepreneurs	Range of Wines Produced
1	ACE's Archie's premium wines	Sohiong, Pear, Pineapple, Ginger, Jackfruit
2	<i>Bari's Wine</i>	Cashew Nut, Pear, Plum, Strawberry
3	Breezing wine	Sohiong, Pear, Plum, Strawberry
4	<i>B. Kharshandi</i>	Ginger, Cherry, Plum, Orange
5	Daa-Mee Variety wine	Strawberry, Sohiong, Pear, Plum, Orange
6	Daly's Wine	Orange, Sohiong, Pineapple, Plum, Pear, Banana, Ginger, Peach
7	Damad food processing	Peach, Plum, Orange, Sohiong, Ginger
8	<i>Donbok Kharkongor</i>	Peach, Strawberry, Plum, Jackfruit, Ginger
9	Dr. Lode	Strawberry, Sohiong, Pear, Plum, Orange
10	Forever young club	Peach, Strawberry, Plum, Jackfruit, Ginger
11	Green Dale wine	Sohiong, Peach, Orange, Plum, Cashewnut
12	<i>Mawphlang Distillery</i>	Peach, Strawberry, Plum, Jackfruit, Ginger
13	Merry Dew	Strawberry, Sohiong, Pear, Plum, Orange
14	Mummy's wine	Sohiong, Peach, Orange, Plum, Cashewnut
15	<i>Ninlun Chongloi</i>	Sohiong, Peach, Orange, Plum, Cashewnut
16	Old red wines	Strawberry, Sohiong, Pear, Plum, Orange
17	Pinnacle wines	Sohiong, Peach, Orange, Plum, Cashewnut
18	Three grace wine	Plum, Jackfruit, Cherry, Peach, Sohiong
19	<i>Nongsiej Food Processing Unit</i>	Peach, Strawberry, Orange, Banana
20	WISE	Sohiong, Peach, Orange, Plum, Cashewnut

Source: Author's Compilation

6.1 Sustainable Wine Tourism vis-a-vis Community Participation

Poitras and Getz(2006) studied an important dimension of wine tourism, which is the sustainability of wine tourism in the host community and tourist destination. The authors mention that sustainable wine tourism depends on social, environmental and economic sustainability and, specifically, on the “identification and management of unique issues about the resources used (i.e. the land and water, labour), specific forms of wine tourism development, and the specific impacts caused by wine-related tourism”. Some of the main issues identified were the activity’s seasonality, competition, environmental impacts and the participation of all stakeholders and community involvement in the development of the region. According to Alonso and Liu(2011), to have sustainable wine tourism, the participation of all relevant stakeholders is essential, as well as government support, and there must be coordination among them; but they recommend that more studies must exist to understand wine tourism in other regions.

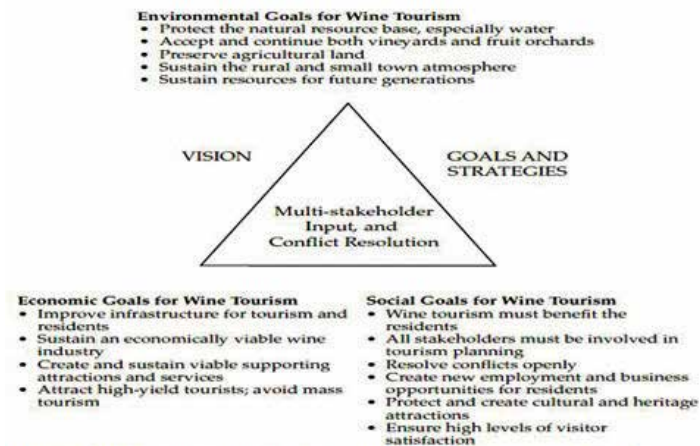


Figure 3 A framework for sustainable wine tourism at the community level

Figure 3 Framework for Sustainable Wine Tourism at Community Level

Source: Poitras, Lisa, and Donald Getz. 2006. “Sustainable Wine Tourism: The Host Community Perspective.” *Journal of Sustainable Tourism* 14, no.5: 425-448.

Challenges of wine tourism in Meghalaya

The challenges in terms of quality of wine compared to the other states like Maharashtra, Karnataka, Himachal Pradesh, and Mizoram and Arunachal Pradesh is also a major setback. The other major hurdles of the wine tourism sector include the amount of initial investment required, lack of technical expertise, professional knowledge & skills, and various marketing and distribution channels. The lack of proper understanding regarding the wine tourists, their needs and expectations, buying behaviour, etc. also plays a major role in the promotion of wine tourism. The government support is important for wine tourism development. Wine tourism cannot function successfully without a partnership within the community. Strong cooperation with restaurants and hotels, excise and police, health agencies, employment services, and environmental groups are widely needed to support the growth of the wine tourism industry. Finally, it is crucial to take good care of the environment and preserve the rural beauty of the fruit orchards so the region can keep its status as a wine destination.

7.0 CONCLUSIONS

The wine tourism in Meghalaya is still at a nascent stage and needs a proper tourism development plan. Conscious collaborative efforts are required from the wine and tourism industries to come together and form a wine tourism development board. Such a board or body should own the overall wine tourism road map and will remain committed to finance and support its implementation. A long term development program needs to be undertaken which includes the development of overall road infrastructure for better accessibility, affordable accommodation and restaurants, accessibility to airports, uninterrupted access to basic amenities like water and electricity, tourism information center for tourist guidance, enthusiastic wine clubs and tasting centers. The wine tourism board also needs to undertake measures which include integrating wine tourism marketing with other state and national level tourism marketing drives. Wine tourism marketing should be taken to the next level of using international tourism channels like Incredible India, Agro-tourism and Indian tourism. The indigenous beverages and wines may be promoted as a tourism product/ attractiveness for the tourists visiting the state of Meghalaya. There are so many tourist destinations in India, better known for their local beverages and its attraction for the tourists. Every year the fruit wines are showcased in the wine festivals, where several manufacturers participate to create awareness about their indigenous products. The indigenous beverages should be launched in food and wine festivals where free tasting sessions should be organized for wine lovers. Hotels and restaurants should promote these local beverages. The wine festival is aimed at creating awareness not only on the art of winemaking but also to show its potential as an industry. Fruit wines of Meghalaya will have a niche market at best, where the excess quantity of fruit abundant in the areas can be harnessed. Meghalaya has plenty of pineapple, Banana, Strawberry, passion fruit and so on that would make decent wines once the proper focus and commercial exploitation are feasible. All this is possible only if and when the government of Meghalaya takes some positive steps to allow the harnessing of the fermentation capability of its abundant fresh fruits. The production of indigenous beverages may serve as a good source of income for the livelihood of the ethnic groups and a source of revenue for the state. The production may be encouraged at the level of the cottage industry.

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ABSTRACT

Hospitality industry especially Hotel Industry consumes natural resources like water & energy and produces waste. We have very limited resources of energy on earth because of which energy conservation has become a vital part of each and every industry and hospitality industry is not left behind. To conserve the energy, industry have started using green practices such as linen reuse program, adjustable temperature control, occupancy sensors, recycling programmes and many more. Popularity of environmental concerns continues to increase because of increased awareness about environmental issues. India is one of the most popular tourist destinations around the world. It is home to the best hotels of the world, resorts, camps and palaces. An eco-hotel or a green hotel, is an environmentally sustainable hotel that has made important environmental improvements to its structure in order to minimize its impact on the natural environment. Over the past five years, five-star chains such as Hilton, Hyatt, Renaissance, Taj, Clarks and Accor etc have opened their hotels in the city Lucknow and planning more launches in Gorakhpur, Jhansi, Bareilly, Prayag, Mathura, Aligarh and other places of Uttar Pradesh. These chains are focussing on green hotel practices in their infrastructural development as well as in their operations and spreading awareness about the same among the industry stakeholders. This study is constructed to explore the sustainable & green practices implemented in star hotels of Lucknow and also aims to create a snapshot of the best practices used in hotels which contribute to environment conservation. The study focuses on the challenges faced by the hotel industry in implementing the Green Practices while following the standard operating procedures.

Keywords: Hospitality Industry, Eco- Hotels, Green Practices, Sustainable, Natural Resources.

1.0 INTRODUCTION

An eco-hotel or a green hotel, is an environmentally sustainable hotel or accommodation that has made important environmental improvements to its structure in order to minimize its impact on the natural environment. The hotel that uses the resources wisely; reduces the

* Senior Lecturer, I.H.M, Lucknow, U.P.

** Lecturer, I.H.M, Lucknow, U.P.

consumption of water and energy; produces minimum waste and recycles the waste; and has less impact on the environment is termed as a Green Hotel. As there is increased demand of energy supply, increased burden on natural resources, factors like air, water and other forms of pollution and waste products are the factors in hotel industry which are creating negative impact on environment. All these factors are making it necessary for hotels to follow sustainable and green practices. The need of green hotels emerged at the end of 20th century in the wake of growing awareness of environmental issues such as accelerating depletion of natural resources and deterioration of environmental quality. However even today, green practices are still far from being universally embraced and applied by hotel industry around the world as green practices are perceived as an extra burden and the other reason being related to the national specifics in terms of cultural, political and economic differences.

There is a statement by Robert Swan (an environmentalist) "The greatest threat to our planet is the belief that someone else will save it". Currently the universe is facing environmental issues which includes ozone depletion, climate change, air and water pollution, plastic garbage and high consumption of natural resources. Therefore, there has to be a growing concern for sustainable green practices, as at present scenario customers appreciate and mentor those hotels which adapts environment friendly practices. There are many ways for a hotel to turn green and protect the environment by using low flush toilets, shower heads, recycling grey water, LED lighting fixtures, installing energy star rated equipment, using locally grown produce to support local farmers etc.

2.0 LITERATURE REVIEW

There are studies which state the necessity and importance of sustainable eco-friendly practices in hospitality industry. The World Tourism Organization (2002) asserted that the hospitality industry has its own reasons to conserve the environment; because it is one of the industries which consumes natural resources and produces waste. Most hotels indulge in numerous environmental practices that cannot be checked by any one particular agency. Hence hotel industry should follow routine environmental audits and must go for eco-certification.

Brebbia and Pineda (2004) emphasised that a hotel must carry out environment-friendly practices because of the monetary benefits that the hotel gets after their implementation. There are myths that states green operations are more expensive and hotel guests are uninterested in sustainable practices. In fact, according to Cornell University Centre for Hospitality Research (2005), the reverse is true for both as it improves the monetary health of the hotel in the long run.

Lockyer (2005) found that the pricing was the most dominant factor in the customers hotel selection. Travellers appear to be more concerned with hotels following eco-friendly practices in their daily operations. George et. al, (2007) stated that owners of hotels must have concern to the ecosystems around the hotels so that they realize the effect of their daily operations on these ecosystems. Lee et. al, (2010) discussed that the most commonly practiced eco-friendly operations include waste management systems, recycling practices, energy management systems along with Green certification such as LEED (Leadership in energy and environmental design), Green leaf and Green Globe certification.

According to Barber (2012), if a hotel has a sound green image, then the hotel can secure a top market position. He further explained that a successful green image can be achieved through cost reduction in the use of energy and water, which will appeal to investors, attract and retain highly motivated employees and develop guest loyalty.

American Hotel and Lodging Association (2015) in their 6th issue mentioned that hospitality industry spends \$ 3.7 billion on energy and estimates that reducing energy consumption by 10% would save \$285 million in hotel industry in a year.

Federation of Hotels and Restaurant Association of India (2018), in their magazine stated that the hospitality sector has been putting best efforts to successfully implement eco-friendly practices into operations and is finding channels to maintain focus on careful utilisation of resources as well as attention on the people who use and work in the industry.

3.0 OBJECTIVE OF THE STUDY

After a comprehensive review of literature, following objectives have been formulated:

1. To study the sustainable green practices followed in star category hotels of Lucknow.
2. To analyse and compare the eco-friendly practices exercised in different star category hotels of Lucknow.
3. To understand the challenges faced by the hotels in Lucknow while implementing green practices.

4.0 RESEARCH METHODOLOGY

The research work for this research title has been conducted in various five star and three star classified category of hotels of Lucknow region. The research tools and techniques are discussed below for data collection.

The universe of the study shall be Lucknow. A comprehensive study of hotels will be conducted to achieve the stated objectives of the study based on the research instruments; questionnaire to achieve the desired result. Collection of data is most important step of research design. The success of any research depends on how much has been achieved by the researcher for collection of real and dependable information and facts related to the research.

The present study will be based on primary data as well as secondary data. Sources of primary data will be specially designed structured questionnaire, personal interviews and detailed discussions with the managerial, technical and executives of the hotels. Secondary sources shall be published research work, reference books, national and international journals and annual reports of FHRAI, ministry of Tourism.

Population and Sample

For the purpose of this study sample size of 10 numbers of star category hotels in Lucknow region was selected.

The first section of the survey consists of questions to accumulate respondents' demographic characteristics. These questions include name, gender, age, hotel name, department, designation etc. The second section of the survey includes eco-friendly practices exercised in daily operations of the hotels and challenges faced by hotels in implementation of the same.

5.0 RESULT

Table 1 shows information on sustainable eco-friendly practices being followed in the daily operations of star category Hotels of Lucknow. After a comprehensive hotel survey and meetings with General managers, department heads and chief engineers of different star category hotels of Lucknow, it has been found that all-star category hotels make noticeable efforts to exercise green practices in their operations.

Note: All figures mentioned below are expressed in percentage.

Table 1

Practices	Not Followed	Very Few	Practices easy to implement	Followed
Green practices followed	0	0	0	100

Table 2 indicates the various parameters related to green practices which includes written policies, staff training, hotels investments and cost, improvement in productivity level, guest involvement, and green certification and awards related to green and sustainable practices.

Table 2

Sr. No.	Practices	Yes	No
1.	Does hotel have a written policy document on Green practices	83	17
2.	Is the staff given training on implementation of green practices	100	0
3.	Has the hotel made any initial investment at the time hotel construction for following environment-friendly norms	100	0
4.	Does the hotel incur expenditure annually for implementation of these practices?	100	0
5.	Overall improvement in productivity level and reduction in operating cost after following the green practices	83	17
6.	Financial support from the State/Central government	0	100
7.	Are the guests involved in this sustainable green initiative?	83	17
8.	Does the hotel carry out initiatives to popularize environment-friendly ways in the community as part of Corporate Social Responsibility activities?	83	17
9.	Does the hotel follow air pollution control practices in Kitchen, laundry and guestrooms	100	0
10.	Hotel awarded with any green certification program	33	67

Table 3 indicates the list of various green practices under different categories exercised in hotels of Lucknow:

- ★ **Category A** states about waste management practices like vermin composting, garbage segregation, sewage treatment plant etc.
- ★ **Category B** states about water conservation practices and it includes water recycling, linen reuse program etc.
- ★ **Category C** asserts about energy conservation practices like usage of Solar panels, electronic key cards, energy efficient appliances etc.
- ★ **Category D** indicates usage of eco-friendly room supplies and cleaning agents.
- ★ **Category E** describes about practices on green banqueting like no disposable crockery, green menu and donating leftover food to NGOs.
- ★ **Category F** discusses about the challenges faced by the hotel while implementing green practices in their daily operations.

Category A: Waste Management	Vermi Composting		Garbage Segregation		Wall mounted dispensers		Recycling of paper		Sewage treatment plant		Bio gas plant	
	F	N.F.	F.	N.F.	F.	N.F.	F.	N.F.	F.	N.F.	F.	N.F.
	17	83	83	17	50	50	67	33	83	17	0	100
Category B: Water Conservation	Water recycling		Linen reuse program		No bathtubs		Water Sprinklers		Rainwater harvesting		Dual flush in bathrooms	
	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.
	83	17	83	17	33	67	67	33	83	17	100	0
Category C: Energy Conservation	Solar panels		Electronic key card		Occupancy sensors		Energy efficient lights		Energy efficient appliances		Maximum use of natural lighting	
	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.
	33	77	100	0	50	50	100	0	83	17	100	0
Category D: Eco- Friendly supplies and agents	Eco friendly cleaning agents		Eco friendly room amenities		Refillable thermos flasks		Adjustable temperature control		Recycling bins in guestrooms		Window films to lower heating in guestrooms	
	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.
	100	0	100	0	83	17	83	17	33	67	67	33
Category E-Green Banqueting	No disposable crockery		Use of recyclable products		Green menu: Organic/local produce		Leftover food to NGOs		Insulated food holding cabinets		Composting yard waste and biodegradable waste	
	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.	F	N.F.
	100	0	67	33	67	33	33	67	67	33	33	67
Category F-Challenges faced by Hotels	Lack of training		High cost		Lack of awareness		No specific guidelines by government agencies		Inadequate infrastructural support		Others	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Lack of trained vendors	
	17	83	83	17	50	50	50	50	33	67		

6.0 CONCLUSION

Based on the findings of the current research study it has been found that the star category hotels of Lucknow do follow certain level of recycling but there is a still potential for considerable improvements. It shows that initial investment cost is high for following green practices but in the long run it reduces the operating cost in their daily operations thus increasing their productivity level. It also represented that as compared to five- and four-star hotels, other category hotels need to improve and follow steps on sustainable green practices

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A Research Study: Factors Affecting Entrepreneurial Projects of Food Outlets in Kurukshetra (Haryana)

Yogesh Singh*

ABSTRACT

Entrepreneurship is a cognitive idea revamping itself with immense enthusiasm and an urge to earn respectable livelihood. Speaking fundamentally, entrepreneurship is a concept which is pillared on the basis of planning, investing, launching and running a new business set-up on a small scale and then escalating it to a bigger business with better ends of profit marginalization. The one who is doing all these efforts and endeavors to earn profit by running the business is referred as entrepreneurs.

In today's scenario of unemployment, the idea of entrepreneurship has emerged as a ray of hope with sheer brilliance for society. It has been a great tool in the life of unemployed individual facilitating them by allowing them to earn livelihood. In spite of this merit, entrepreneurs are surrounded by heavy challenges to make it a benchmark in society. It is no easy task for entrepreneurs to start a business and take it to a height of success. Many entrepreneurs have taken it to a great success story but the other aspect of it is that few have also witnessed debacles as well.

In Hospitality sector, entrepreneurs have tremendous potential to set-up their startup and earn profitability. Hospitality segment is so vivid in its character that the entrepreneurial efforts in this segment also get versatile. Kurukshetra, a city in Haryana; is an upcoming city with huge potentials for entrepreneurs and this fact has attracted many individuals to start a business in Hospitality sector. This research study would help us identify the realism of actuality of entrepreneurs in Kurukshetra in Hospitality sector. Research study would be based on more than 15 food outlets resulted as means of entrepreneurial efforts. Focusing on the challenges and problems, along with the supporting aspects of new set-up business, this research paper would be an eye-opener; depicting both the aspects - pros and cons of running a business project in Kurukshetra in Hospitality sector.

Keywords: Food-outlets, Entrepreneurs, Restaurants

* Senior Lecturer, Institute of Hotel Management, Kurukshetra, Harayana

1.0 INTRODUCTION

Entrepreneurship is the latest term which has been emphasized by the current government on a very vivid scale. Entrepreneurs can be defined as any person who organizes a business taking on greater than normal financial risks in order to do so. Entrepreneurship can be explained as conceptualising a business (mostly small projects) from designing, planning, organizing, then launching and earning a livelihood from the profits earned out of it. Entrepreneurship involves some kind of risk and it has to be dealt with extreme sense of responsibility; otherwise it won't take time to transform expected profits into losses and shut down of project in later stage. It is not that only careful running of business would be the reason for the success of entrepreneurial set-up but there are certain external and internal factors that affect the entrepreneurial projects. Few people usually relate success and loss in business with close association to luck and fortune; but luck has nothing to do with entrepreneurial success but it is guided and monitored by hardcore planning, hard-work, impeccable execution and working upon the genuine feedbacks; all factors shielded with flawless financial implications. Thus, Entrepreneurship is a cognitive idea revamping itself with immense enthusiasm and an urge to earn respectable livelihood. Speaking fundamentally, entrepreneurship is a concept which is pillared on the basis of planning, investing, launching and running a new business set-up on a small scale and then escalating it to a bigger business with better ends of profit marginalization. The one who is doing all these efforts and endeavors to earn profit by running the business is referred as entrepreneurs.

2.0 RESEARCH OBJECTIVE:

- ✧ The purpose of the research paper is to understand and demystify the factors that affect the entrepreneurial aspects of Food Outlet in Kurukshetra.
- ✧ To explore the difficulties faced by an Entrepreneurs operating Food Outlets in Kurukshetra.
- ✧ To highlight the awareness of Entrepreneurs regarding their food outlets about the finer aspects of their business operations.

3.0 REVIEW OF LITERATURE

3.1 Challenges of Entrepreneurship in Hospitality Sector (Food Outlet Segment) in Kurukshetra

The current years or existing period has witnessed the cruel bitter truth of unemployment and this has compelled many unemployed youths to start something of their own to earn their bread and butter; and here finds its existence – the concept of entrepreneurship. The acceptable goodies of earning bread and butter have been bundled with many challenges. Many entrepreneurs have taken it to a great success story but the other aspect of it is that few have also witnessed debacles as well. These challenges which lead to the debacles also have to be researched and highlighted here.

In India, there are certain formalities that need to be carried out before opening and running a food outlet business, without any complication and complexity. *Maggo, Niharika (2019)* stated that the food outlet owner should obtain these licences from the concerned authorities so that they have legal permission to run their business under legitimacy. For few entrepreneurs, the process of obtaining such licences is a real tough process; as many government officials are to be dealt in this and have to be convinced with certain obligations and formalities.

- ✧ **FSSAI License** also referred as Food licence is the most crucial licence to be obtained in order to start a food outlet. As the name suggest, it can be obtained from organisation FSSAI (The Food Safety & Standards Authority of India). Obtaining this licence by a food outlet is a kind of certification for the customer consuming food from them that the owner of particular food outlet has maintained food standard as per the regulation of FSSAI and food affirms FSSAI standard benchmark. According to *Gupta, Shivi (2018)* once the registration is done under this norm and licensing, a 14-digit Registration number is issued to the food outlets.

As per *Datar, Hrishikesh (2018)* basically three types of FSSAI Registration are done in India:

- FSSAI Basic Registration – It is for Food Business Operators (FBOs) having annual turnover below Rs. 12 lakhs. It can be upgraded to State License, once the turnover exceeds the said limits.
 - FSSAI State License – For FBOs with an annual turnover of up to Rs. 20 crores
 - FSSAI Central License – For FBOs with large annual turnover of above 20 crores.
- ✧ **Liquor License** comes next which has to be obtained from Local Excise Commissioner. Without this license, huge penalty can be imposed on the food outlet selling liquors, leading to permanent shut down of such business outlets. But in Kurukshetra, as it is treated as holy pilgrimage city; the sale of liquor is not permitted within the declared periphery of the city. So, none of the food outlets being questioned in this paper have the right to sell liquor.
 - ✧ **Health/Trade License** sticks to the health concerns and is regulated and monitored given by the Health Department. It can be applied online or at CBS. This license is being issued by State Municipal Corporation and they have complete authority to shut down the food outlets which has not obtained this particular license.
 - ✧ **The Eating House License** is another license that has to be obtained from Licensing Police Commissioner of the city or an NOC from the State Police Licensing Unit of the city in which the business is to be started and operated.
 - ✧ **Shop and Establishment License** is another pivotal license to be applied under which the registration of the food business takes place under the Shops and Establishment Act. This formality is to be carried within 30 days of the commencement of the business. The application can be obtained from state government website.
 - ✧ **Fire Safety License** is another license which is concerned with the safety and protection of the customer; here a No-Objection Certificate (NOC) is taken from Chief Fire Officer of State Fire Department to operate a food outlet.
 - ✧ **Certificate of Environmental Clearance** brings a sense of responsibility among the business operator regarding environment conservation by operating in such a way that it is not harmful to the environment in under way. This license is issued by Ministry of Environment, Forest and Climate Change.
 - ✧ **Lift License** is a license which is taken from inspector from the electricity department and Labour Commissioner of that particular city. It is basically for those food outlets which are using lift (elevators) for their smooth operation of functioning or facilitating guest to reach easily to their food outlets.

- ✪ **Music License** allows playing music in food outlet and this is issued by Phonographic Performance Limited (PPL). A penalty may be imposed if this license is not taken and music played without it in food outlet premises.
- ✪ **Signage License** allows the food outlet with the authority to use posters, graphics and paintings to market self in the market and this is to be obtained from Municipal Corporation.

Table No. 1 Various Licenses to open a Food Outlet (Source: Limetray, 2018)

Name of License	Purpose	Issued by	Interpretation & Suggestions among Food-Outlet Owners
FSSAI License	Indicates the food served is as per the specification and regulation of FSSAI standards.	FSSAI website	Findings: The Food outlet owners found it quite hectic and troublesome to obtain so many licenses to operate a food outlet. So many formalities with government official either in offices or through website is not that appreciated by the food outlet owners. Crucial Interpretation: One valuable suggestion that came out during interviewing and communicating was that the issuing of various licences should be clubbed, in spite of so many offices and websites. Nevertheless, obtaining around 10 licences from distinct issuing authority, it can be limited to 2-3 license issuing authorities.
Liquor License	The sale of Liquor can be monitored as who all are selling it and where.	State Government Website	
Health/Trade License	Ensures that the restaurant stands perfectly with health concerns as per the Health Department	State's Municipal Corporation Website	
The Eating House License	Registration of food eating outlet at specific fixed area	State Police Licensing Unit	
Shops and Establishment License	This allows registration for moving food outlets to fixed outlets under Shops and Establishment Act	State Government Website	
Fire Safety License	Protection from Fire Hazard	Chief Fire Officer of State Fire Department	
Certificate of Environmental Clearance	Safeguarding Environmental conditions	State or City Pollution Board under Ministry of Environment, Forest and Climate Change	
Lift License	Safeguarding customers from hazards of lift operations	Inspector from Electricity Department and Labour Commissioner of that city	

Music License	Food outlet doesn't breach the Copyright (Under the Copyright Act of 1957) norms of pre-recorded music or songs are to be safeguarded and it remains the main intent.	Phonographic Performance Limited (PPL)	For Example: Fire license, lift license, music license and signage license can be clubbed to one unique body issuing license for all. This would ease the operation and no licenses would be left by any food outlet. Concluding statements: There are few outlets that have not fulfilled the desired norms of licensing but are operating illegitimately in Kurukshetra, which is undesirable.
Signage License	To ensure easy access of customers to outlet venue	Municipal Corporation	

Obtaining the various licenses to operate the business is just one part of the various aspects of any business. Apart from obtaining the above-mentioned licenses, the entrepreneurs also need to be aware, how the business can be set and how they can start their business and make it operational. It is undoubtedly, not an easy task but requires proper planning, organising, launching and then operating it to earn profit by controlling all segment of the business.

Along with obtaining licenses, the entrepreneurs need to be aware of the following factors, as the below-discussed topics are prominent factors that drive the business of food outlet to either success or failure:

3.1.1 Equipment

Equipment is just a tool facilitating the ease in performing certain task with great comfort and professionalism.

Equipment has been classified as light and heavy equipment. Heavy equipment is generally the equipment which is used to operate commercially. The equipment used in food outlet expedites comfort in operations like commercial processor helps in easy chopping, grinding, pureeing various ingredients. The knowledge about equipment can be had after visiting few food outlets or seeking help from professional consultant. Consultant charge their fees and do all the setup associated with equipment purchasing, and it's placing. Actually, the food outlet owners give their requirement to the consultant and then consultant provides service to entrepreneurs accordingly. Consultant, at times, provides the list of suppliers of the equipment manufacturers and desired specifications of equipment for the business.

3.1.2 Space Management

In today's era, let it be any city in India, space is the most prominent factor in starting any business. Space actually is the deciding factor of overhead expenses like rent, lease amount

to be paid in advance and so on in any business. Rent decides the success of any business in any city of India, be it Delhi, Mumbai or Kurukshetra. Rent depends on the space of the business location where it is located and what area it has in that specific city; plays a significant role in it. The business which has been given the onus to pay huge rent finds it quite struggling to have the fittest survival in current market competitions. So, space should be utilised appropriately and efficiently to maximize revenue yield. It also makes the business flow easy when designed with efficacy. Here, comes the space management in to existence in the operations of food outlets. The business of food outlet is divided into two parts chiefly and they are food production area and service area where food is served to the customer. Generally, food production area is ignored and importance is given to service area but due importance is given to hygiene, working conditions and smooth operations of food production staff. Hence, nowadays, equal importance is imparted to both the areas of the food outlet. Many outlets these days have food production area visible to customer and hence it should be hygienically kept and spacious, like it should be. Many entrepreneurs hire a consultant or architect for their space management.

3.1.3 Training of Manpower

Professionalism adds a new dimension to any skill carried by any one and professionalism is pillared on just two aspect i.e. effective training and positive attitude. Government has been emphasizing a lot on the skilled training in every sector and they have been doing their best in imparting skill to unemployed youth in order to make them earn their livelihood. Various skill imparting centres have been designated and skills are imparted free of cost with payment of stipend to all trainees. The trained staffs have brought huge success to business and they perform their job with enormous efficiency. The trained cook prepare food with better taste and present it properly on food platter whereas trained service staff serves the food to customer with more professionalism adding value to the business. The most important thing is that the trained staffs have better approach to their task and they understand the significance of hygiene and thereby inculcate it in their operations.

3.1.4 Finance

Finance, the most pivotal aspect, manoeuvres the business to smooth functioning and indeed leads towards the success or debacle. History has witnessed, the finance has been the factor, if controlled properly and used wisely would let the business achieve profit margins, and otherwise it would also let the business shut down after loss. Finance should be handled wisely; right from the beginning of the business, hardly matters whether it is from bank loan or from family help. In present days, the government is disbursing loan on very attractive rate of interest (ROI) and one entering the business should research the best offer available to him/her in market. Excess spending of finance should be strictly avoided to control the business. Finance comprises of loan (taken from any bank or individual), expenses (overhead expenses, rent, salary, various payment, various investment like interior cost etc.), prices (decided in business – selling price etc.). Many entrepreneurs find it quite difficult to set up their start-up, as finance at times is not available with them; and if available, not in desired amount.

3.1.5 Economy

Economy and finance goes hand in hand and is not very much distinctive from each other. Actually, here economy relates to the government policies, spending power of the customer

etc. GST decreases on restaurant taxation to 5% has been an important driving factor in attracting guest than it was earlier when GST was high. The fear of recession hitting the market is a nightmare for all business operators and entrepreneurs. The guest with high spending power is always beneficial for any business and is a welcome factor for all entrepreneurs.

3.1.6 Food Preferences

The people are very selective and choosy about the food they consume in food outlets. They mostly wish to order something which they don't find it easy to consume at their place. Eating at food outlet is a kind of experience which they want to have in their life and this aspect is prominent for their selection of food preference in food outlet. The market is flooded with fast food snacks, Indian cuisine, south Indian foods, Chinese foods, and many more in Kurukshetra. Kurukshetra been the pilgrimage city, non-vegetarian food is strictly prohibited in the circumference of Kurukshetra and hence it is no wonderland for non-vegetarian lovers. In fact, people are left with no choice but to consume food only in vegetarian segment. Kurukshetra witnessed the shutting down of food outlet brands like Subway, Moti-Mahal and Sagar Ratna etc. in past recent years. So, the entrepreneurs have to be very careful in deciding the food preferences while opening the food outlets.

3.1.7 Quality

The excellence in quality is, undoubtedly, one such factor which lays the foundation of any business's success. Customers are in pursuit of better quality and they visit the place which offers them this in their product. Specifically, in food product, customers are not in the mood to compromise at any cost when it comes to quality as it is associated with their health issues. Quality is not just about better taste but it is about better hygiene, better food presentation, better food ingredients to be used in preparing food delicacies, better food platter in which they are to be served, better service cutlery which they are to be consumed and so on. So, the prime and moral responsibility of any food entrepreneurs is to keep the benchmark of quality supposedly high. Better quality actually speaks volume about the appreciation of food outlets product.

3.1.8 Competition Existing in Market

Every business has competition in it and this keeps the spirit high of existing market. Every entrepreneur should take competitive perspective in to their kind consideration, while setting up their entrepreneurial start-up. The competition prevailing in the market is always beneficial for the customer as due to this; the food outlet owners and entrepreneurs are very conscious about their food quality; their price is mostly based on the nearby outlet and better location is also on this somehow based on this aspect as well. Market research also comes under this heading and this is used as preparatory tool for the business set up. The study about competitive existence in market makes the entrepreneurs aware regarding what the customer is wishing to have, what should be the pricing factor, what cuisine should be served and also helps in selecting the location of the food outlet. Thus, competition is also the prime factor in shaping the business policies of any food entrepreneurs.

3.1.9 Online Ordering Portal & Take Away

Recent years have witnessed one new trend and the birth of online ordering portal for various foods of varied list of food outlets. Online portals like Zomato, Swiggy, Foodpanda and Uber

eats have gripped all the citizens with its charm all across the country. Kurukshetra has also seen Zomato and Swiggy gaining utmost popularity adding convenience to customer's life. These outlets basically take online orders from the customers and they tie up with food outlets for their food and deliver it to the said address by medium of delivery boy appointed for this purpose. These have blessed the life of customer with sheer comfort at the press of few keys on their mobile. Earlier, people use to book their food orders on mobile or by means of SMS (Short Message Service), but this concept didn't gripped the country.

Take Away concept was somewhat similar but it popularised the feature that the food ordered is not consumed at the food outlet but packaged and handed over to the customer to let them consume it where ever they feel like. This concept actually prohibits the food outlet owner to have extra space for service area. It was quite popular in fast food segment.

3.1.10 Social Obligations

Social obligation is also important while considering starting a food outlet business. People who are rooted to a family having vegetarian food hardly enter into the business with non-vegetarian food. This is undeclared social obligation for the food outlet owners in general. The food outlet near temples usually don't serve non-vegetarian food is an example of social obligation. Kurukshetra being a religious city complies with this rule with great ease. Few entrepreneurs have to socially oblige their relatives, government officials associated with that city and specific businesses to have smooth functioning of the business. Friends, family members, neighbours all have to be socially obliged and this also adds to the marketing of the business on the other hand.

3.2 GST (The Goods & Service Tax) Specifically for Restaurant Taxation

The Good and Service Tax (popularly known as GST) came into force since 1st July, 2017 by the current government and it has fixed the taxation amount differently for different food services been availed by the customer.

- ✪ 5% GST is set for all Restaurants and Hotels in India. It hardly matters whether they are Air-conditioned or Non-Air-conditioned food outlets, serving or not serving liquor in its premises.
- ✪ Catering carried under food outlet premises also collects 5% GST and one doing catering Outdoor (Outside the food premises) by restaurant charges 18% GST.
- ✪ No GST is applicable on liquors but the consumer can be charged tax with VAT and other state taxes. The same is not applicable to any bill generated including food items in it.

The questionnaire was prepared and the food outlet owners in Kurukshetra city were interviewed. 20 food outlet owners were given the questionnaire and they responded with their responses, which have been compiled in the tabular format with proper interpretation. The tabular format also depicts the questions asked to them. In latter part of the format, the interaction with customers (40 numbers) have been compiled and presented in interpretations accordingly.

Table No. 2

Defining Factor	Questions	Findings & Interpretations
Questions asked to Food Outlet Entrepreneurs in Kurukshetra		
License Awareness	Name all the licenses required for food outlet	The food entrepreneurs were reluctant to respond on this particular question of questionnaire. License is one term which has brought the food outlet owners under stress, as if, we were Food License Inspector for them at start. Few entrepreneurs existing in market from few years were aware of all licenses and they had all licenses updated as per their statement. Food license is one document which everyone was well aware of. Music, signage, etc did not seem to be on their priority list.
	Do you comply with all licenses?	The response was Big "Yes". The people responded with yes whatever may be the actual reality regarding compliance with licenses.
	Do you renew license at proper time, without fail?	Everyone indicated on updating their license on time, without any delay and fail. Few stated that without updating license, they can't think of running the business. The penalty charge or obliging the officer has been the reason which has kept everyone with proper updating of their licenses.
Hazard Safety & Hygiene	Do you have proper arrangements for Fire hazard?	The prime located food outlets were equipped with Fire extinguisher whereas one with interior and inferior location were found missing in this aspect of safety features. Few had fire extinguisher with expiry dates tag. One strange finding was that in spite of fire extinguisher installation all were not aware about how to use it in hard time.
	Do you think hygienic condition has impact on attracting Guest?	Hygienic condition was reported by the food outlet as the feature which has been the reason to attract guest. Hygienic conditions in many areas were not up to the desired standard. The food outlet generally was concerned about keeping the service area neat and tidy with regular mopping on floor and tables, but the kitchen area was not at all hygienic in most of the food outlet. Equipment used in kitchen was not at all in hygienic condition. Many food outlets were clean inside the premise but did not bother to clean the just exterior and nearby premise of their food outlet.

Equipment	Do you have all the equipment required to operate your business?	<p>Every food outlet owner boasted of having all the required kitchen equipment.</p> <p>Few outlets were found missing with certain equipment and work of equipment been delegated manually to staff.</p>
	Are you still in the process of procuring equipment for your business?	Few food outlet owners said they were to procure certain equipment soon.
	Do you believe in investing in kitchen equipment?	Everyone responded positively. Every entrepreneur was aware of the importance of kitchen equipment but few could not invest due to low budget whereas one established in business has almost all the desired equipment.
Food Preferences	<p>Liking for:</p> <ul style="list-style-type: none"> • Fast food (Indian Snacks) • Pizza, burger and sandwich outlet • Indian cuisine • South Indian Cuisine • Chinese foods • Pasta serving outlet 	<p>The food outlet owners skipped this question, but when asked to fill, they selected their food outlet variety.</p> <p>This question was meaningless for the food outlet owners because they were related with just one or two segments asked and not all.</p> <p>Apologies!!</p>
Space Management	Do you think space management is an important aspect of Food Outlet Operations?	Everyone was of the opinion to have extra space to perform them more efficiently, hence more space was desired by all. Space management was indeed more crucial and everyone tried their best to manage and set up their business in available space.
	Do you think more space would be beneficial for your business?	Everyone was happy to have more area without any extra cost. But more space with heavy rent was not appreciated by entrepreneurs.
Finance	<p>Do you think Government should ease out the policies for financing food outlets? Tick any one:</p> <ul style="list-style-type: none"> • Lesser Rate of Interest (ROI) • Quick process of Loan • Less Documentation • Relaxation in penalty on delayed payment of EMI 	<p>All entrepreneurs wished to have relaxation in all the option from government to have better and smooth business. But decreased ROI was the demand and wish by all and they were of the opinion that they would face all formalities of documentation, and can also wait for loan sanction for even longer periods.</p> <p>They also said that the commercial rates on electricity and gas cylinders should also be decreased. Commercial rates put heavy burden on their business functioning for the new entrepreneurs.</p>

Training of Manpower	How many staffs you have are trained in their traits (percentage-wise)?	The head cooks were the one who were either trained or experienced; rest all the employees were fresher in their experience. The business with bigger set-up had just one or two more trained employee along with head cook. Around 15% -20% were trained staff.
	Do trained staffs actually deliver better results?	Yes, was the response; but the other aspect was that the trained staff charge more salary and don't deliver as per their salary.
	Are trained staffs easily available here?	Yes, was the response. In today's scenario of unemployment, trained people in any trait can be easily found. If trained employee working somewhere, they can be asked to join with better salary; was another finding.
Environmental Responsibility	Do you ever think of Eco-friendly practices during operation? What is more important; water, electricity, wastage disposal, pollution (installation of proper smoke exhaust fan), no usage of plastics etc.?	Awareness regarding Eco-friendly practices was up to the mark. The government policies have forced food entrepreneurs to avoid usage of plastics, either by awareness or by compulsion. Waste disposal is not up to the mark and they are somewhere disposed which is not desired. Electricity wastage puts burden on electricity bills whereas water is something almost everyone wishes to safeguard and save. These findings were among all food entrepreneurs.
Hypothetical Wish	Any one wish: <ul style="list-style-type: none"> • Lesser rent at prime location • Guest with more spending capacity • More guest visiting food outlet • Best cook with less salary 	More guests visiting food outlet was the undisputed winner in the wish list followed by lesser rent at prime location.

Source: Filled Questionnaire through Food Outlet in Kurukshetra.

Table No. 3

Questions asked to Customer at Food Outlets in Kurukshetra		
Reason for visiting the specific food outlet	What are the reasons for visiting any food outlet? <ul style="list-style-type: none"> • Better quality of food • Reasonable Pricing • Fresh food • Hygienic food • Prime location • Better dining space • Prompt service • To celebrate and enjoy 	Quality of food- 80% Reasonable Pricing- 56% Fresh food – 48% Hygienic food – 64% Prime location – 36% Better dining space – 36% Prompt service – 12% To celebrate – 14%

		Customers were bit confused in selecting the reason while filling the questionnaire. Better quality of food was the prime reason followed by reasonable pricing and hygienic food; been the reason for dining outside.
Food Preferences	Liking for: <ul style="list-style-type: none"> • Fast food (Indian Snacks) • Pizza, burger and sandwich outlet • Pasta serving outlet • Indian cuisine • South Indian Cuisine • Chinese foods 	Every food segment was liked by customer but customers were having their liking as per their preferences. Youth inclined towards preferring pizza, burger, pasta, and Chinese foods. Medium-aged people preferred Indian foods. South Indian cuisine was least preferred by all.
Hypothetical Question	If all the licenses are waived off and removed from the food outlet business, would you be interested in business then? (12 Unemployed Youths nos. were questioned)	Around 60% were of the opinion that they would try their hand in food outlet business, if relaxation is given by government on licenses and such formalities. Somewhere or the other, the license keep certain section of people away from entering the food outlet business.

Source: Filled Questionnaire through Customers in Food Outlet of Kurukshetra.

4.0 METHODOLOGY OF THE RESEARCH PAPER

The methodology adopted and carried out in this research paper is visiting the local market of Kurukshetra and interviewing the entrepreneurship of Hospitality Sector primarily one who have been operating and running a food outlet to earn their livelihood. A questionnaire was given to food outlet owners and certain data were collected from this method as well.

Customers visiting such food outlets were also being questioned and interviewed regarding their experience and their preferences; and they also contributed to the compilation of data for this paper as well.

5.0 LIMITATIONS OF THE STUDY

In spite of being a small city – Kurukshetra, there are many food outlets operating in almost every nook and corners of it. In practicality, it was not viable and almost impossible to interview all food outlet entrepreneurs regarding this research paper. So, random food outlets were chosen based on their popularity, their isolation from success, their prime location and one located in interior basically away from business location and so on. 18 such food outlets and their entrepreneurs are questioned in this regard of research data collection.

Time-sparing from the entrepreneur's behalf for this research paper was also a major limitation. The one running the business were not that keen to discuss their success and debacle of their business. Few behaved in the sense as if I was going to enter in their business competition and

compete with them soon. They did not respond well during their peak hours of business but only during their hours when they were seeing less numbers of customers.

Time limit was prohibiting me as well in collecting data from market. Limited numbers of entrepreneurs were also a limitation in this data collection process.

Customers of such food outlets who were questioned were least bothered to answer with any seriousness, as they were out to have good times with family and friends and not for being questioned in their fun times.

6.0 CONCLUSIONS

Kurukshetra is a small town of Haryana and is not that enterprising in nature like another cosmopolitan city. Refraining from the hustle and bustle of the development, Kurukshetra has its own pace and people residing here are accustomed to the lifestyle it has gifted to them. The livelihood here is either farming, or shops or just the employees of Kurukshetra University. Unemployment has spread its root deep into the population, which prefer them to work mostly under the government offices banner. The youths who have lost all their hopes of being employed in any government organization; think of starting their entrepreneurial project. So, one entering the food outlet entrepreneurial project in Kurukshetra are such lot of youths.

The today's generation are impatient and don't believe in procrastination of any kind when it comes to documentation and paper work. Hence, the food outlet owners don't find it appropriate to fulfil all documentation of licenses with their wish but instead they do it by means of compulsion implemented by government policies. Relaxation in paper work and no delay in obtaining various licenses without obliging any one would attract more people entering into the food outlet business.

The training imparted by any organization has been able to change the mindset of the youth with respect to hygiene, safety and hazards. People are aware of firefighting system and tool with which they should be equipped with in order to combat fire hazard. Sheer importance has been imposed on hygienic condition of almost all in our country by government policies; and when it comes to food related matters it becomes the priority in the business. Hygienic condition is the talk of the town as far as food outlet is concerned. The entrepreneurs have been doing their research regarding which kind of food outlet to open and also with respect to their location. Research makes them aware about which cuisine they should prefer and in which locality.

Finance is also a very crucial factor which acts a motivation to set up the entrepreneurial projects. Few are supported by their families in this aspect whereas the rest are left with no choice but to seek loan from bank with least rate of interest. People with incomplete documents are also getting loan sanctions from financing institution with higher rate of interest.

There is no Kitchen equipment fabricator or equipment manufacturer in Kurukshetra and this has certain disadvantages like people here are not having good exposure towards it and people are bit reluctant to purchase it from neighbouring district but they are left with no choice instead. Equipment maintenance hence is a problem and minute things don't get repaired by one manufacturer or supplier, but by local mechanic. People don't have the option to directly purchase equipment by impulse buying. The upkeep of equipment is indeed a problem here in Kurukshetra.

The food entrepreneurs have also taken environmental conditions in their consideration like no wastage of water and electricity, least usage of plastics and proper disposal of waste is also on priority.

Thus, the research paper can be concluded in sentence like the entrepreneurs in Kurukshetra have a deep sense of knowledge loaded with enormous sense of entrepreneurial responsibility towards society. They would be more delighted if there is relaxation in government policies as far as finance, issuing of licenses are concerned. Training of staff, importance of hygiene and prime location, pricing aspect in their business, competitive perspective are all paid due significance to set up the entrepreneurial project in Kurukshetra. The unemployed youths are ready to encash the opportunities available to them in market like Kurukshetra and set-up an Entrepreneurial project.

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Abhishek Chowdhury* & Chandrokala Biswas**

ABSTRACT

In this paper the researchers have discussed five key factors with potential to cause paradigm shift in hospitality industry with a focus on increasing effects of existing and new technologies, new inventions, alternative accommodation and the present hospitality ecosystem. In short, to build a guideline for the hospitality entrepreneurs who are looking for new business opportunities or trying to sustain in new age realities.

As the first factor the researchers have explored a range of digital Hotel services promoted by Android Phones (such as messaging platforms, smartphone enabled room services, robotic concierge, etc.). These services are opening new business opportunities in the sector of reservation, marketing, promotion and guest feedbacks. At the same time, digital Hotel services are improving customer service, increasing efficiency and guest satisfaction levels in existing hotels.

Sharing accommodation business is our second factor to be discussed. Airbnb revolution has turned 'n' number of apartment and house owners into new age entrepreneurs providing alternative accommodation to travelers. Diversification in the options of alternative accommodations has made it more attractive to different segments of travelers such as backpackers, high budget- luxury service seeking travelers etc.

The third factor of the discussion will be local experience creation. We will shed some light on the "The local philosophy". Implementation of this philosophy is done by identifying the local specialty which can be used to attract more customers and by packaging it in such a way that it will integrate the local community in the system and will keep the traditional sense of hospitality and guest satisfaction intact.

Fourth factor in this list will be short term rental businesses emphasizing on the effectiveness of it outside the boundaries of accommodation industry. A large number of people's preference is renting over owning. As a result the technology friendly customer segment is ready to rent everything. With this a vendor ecosystem is also growing to meet the need of these businesses.

* Lecturer, IHM Mumbai, SVS Rd, Mumbai, Maharashtra.

** Assistant Lecturer, IHM Mumbai, SVS Rd, Mumbai, Maharashtra.

As the fifth factor, we will re-establish the relationship of gastronomy and hospitality business. Previously the restaurants on a hotel premises were dependent on the hotels in-house guests for most of its customers. But now Gastronomy has become the main reason of travel. Breweries and wineries are opening accommodation facilities. Food festivals and harvest ceremonies are becoming the 'in thing'.

Keywords: Digital Hotel Services, Alternative Accommodations, Local Philosophy, Short Term Rental Services, Symbiosis of Gastronomy and Hospitality

1.0 INTRODUCTION

Change being the only constant in the world has introduced numerous obstacles in present business structure of hospitality industry as well as has opened endless new avenues of opportunities. Both technology and changing consumer habits (i.e. spending patterns, investment ideas, lifestyle etc.) are affecting the existing business and also creating new businesses to focus. The business models are changing every day making certain business practices obsolete. Even the need of the hospitality business is shifting quickly. Inspire of the significance of human touch, AI and robotics is making their space in hospitality in an indomitable speed. It's time to discuss five prospective game changing factors that is defining the new hospitality market.

2.0 LITERATURE REVIEW

2.1 Digital Hotel Services Promoted by Smartphones

• *Messaging Platforms*

In the year 2015, 4 biggest messaging Apps had surpassed the four biggest social networking apps in terms of the number of users, by acquiring over 3 billion subscribers. This change is an opportunity for all including Hotel Executive and entrepreneurs.

- I. Increased the sale of add-on services, customer service efficiency and customer satisfaction.
- II. Hotel focus messaging platforms such as checkmate, *Synergy MMS* and *Knowcross* is connecting hotel staff through digital communication to ensure effective property maintenance to guest interactions.
- III. Automatic chat-bots have redesigned the customer service and complain management system of organizations like *KLM Airlines*, *Zomato* food delivery app and travel agencies like *Expedia*.
- IV. For hotel owners the importance of messaging platforms is versatile. Many organizations such as *Starwood W Hotel* is using third party messaging app i.e. *WhatsApp* and *BlackBerry Messenger* to stay connected with the guests. On the other hand *Virgin hotels*, *OYO Hotels* and *Marriott* are using their own brand app for the same.

• *Smartphone Enabled In-room Services*

As forecast published by Arne Holst, Jul 5, 2019 2020, the number of mobile users worldwide will grow up to 6.95 billion worldwide(Ref Table No.1). To respond to the skyrocketing numbers of miniature computers in every guest's pocket Hotel businesses has turn the smartphones into a virtual remote control. This trend was first introduced by *Starwood's* "SPG Keyless" program in 2014. Since then *Hilton*, *Marriott* has followed the trend. In India *ITC* and *Trident* hotels have been the pioneer for the same. *ITC Grand Chola, Chennai* was the first to

introduced an iPad in every guestroom that could have controlled all the features of the guest room; ranging from controlling the room temperature, changing the TV channel to settling online bills and ordering food on in-room dining.

- ***Internet of Things (IoT)***

The idea of “internet of things” revolves around the concept that every physical object of a guest room should be monitored and controlled remotely. IoT connected devices installed worldwide in the year 2019 is 26.66 billion (Ref Table No.2). For example the introduction of voice powered features such as *Apple’s Siri assistant, Google assistance or Alexa* in a room can alter the guest experience unbelievably. Taking a step forward, Marriott’s M Bita Hotel concept has introduced physical like button (like Facebook) to gather direct feedback about the guest amenities.

- ***Robotic Concierge***

Robots can reduce the work pressure of human staff and help provide a much more personalized guest service. As a matter of fact, use of robotics in hospitality is almost limitless — only limiting factor being imagination and cost. In 2014, Aloft Hotels became the first hotel brand to use robotic by introducing a robotic butler in Cupertino to make deliveries all around the hotel.

The Crown Plaza, San Jose Silicon Valley uses a robot, called Dash for delivering room dining foods and other amenities by using a Wi-Fi connection.

- ***Sharing Accommodation Business***

A survey released by Airbnb in July 2018 stated it’s the direct economic impact on India being around \$150 Million (INR 1,035 Cr). The total estimated guest spend in India for the year stood at \$120 Million, with guests spending about \$61 per day (INR 4,168) of their stay on average. Around 42% of guest spending, has occurred in the area where the guests were staying. Hosts at Airbnb India welcomed a total of 800,000 guests in 2018, and earned around \$120 Million (INR 190 Cr). Airbnb’s direct economic impact globally was a cumulative \$100 Billion across 30 countries.

This revolution in accommodation sharing market has been introduced by Airbnb. Started in 2008, this San Francisco based tech-hospitality platform has turned into one of the world’s largest platforms for accommodation with 4.5 million properties across 81,000 cities serving over 300 million guests in only 10 years.

- ***Short Term Rental Businesses***

Short term rental business is a concept in the hospitality market that has grown rapidly in the past few years beyond Airbnb. It is a new viable alternative to the traditional hotels. In the beginning short term rental business was mostly accommodation-centric and was catering bag-packers and low budget travelers. But in recent years the growth of short term rental services has been multi folded. CBRE study has reported, “Airbnb accommodations now account for 9% of the total lodging units in the 10 largest US markets and appear to be adding units at a substantially faster rate than the traditional US hotel industry”.

- ***Local Experience Creation***

With the home stay and Airbnb Revolution ‘*living like a local*’ is now an actual thing. Even the traditional Hotel accommodations are also emphasizing on the ‘*local factor*’. This do add

a competitive edge when the '*local factor*' is properly blended with the high level of guest satisfaction and consistent service.

In hospitality business "local" is less of a marketing mantra and more of a new way of doing business that integrates the local businesses and people; ensuring the all-round development of the society of the business environment.

Hotels are also building customized local guides for effective concierge services. *Hyatt's Andaz* hotels have teamed up with discovery service *Jauntful*, to create customized maps that can be accessed by the in-house guests. The local photographers are being encouraged to submit their best photographs of neighborhood attractions on Instagram. Then the hotel is printing physical cards featuring the attractions to give out to guests a piece of memory while promoting the local attractions.

• *Relationship of Gastronomy and Hospitality Business*

Food used to be a feature for many hotel businesses. Though signature restaurants and bars were always a bright jewel in hotel's crown, it was a strong believe that the former is dependent on the hotel for most of its business and popularity. But in recent years more travelers are planning their trip around where to eat or drink. This is a dimension shift for the traditional hospitality industry. Some of the best resort concepts of today's world are initiating as vineyards, craft beer breweries and farms first, hotels second concepts. The mantra to make a mark in food business is to do something unexpected. Good old fashion sandwich and beer is not enough to make a pub memorable. To sustain in the hospitality business every food and beverage joint needs to create an experience.

3.0 RESEARCH METHODOLOGY

3.1 Objectives

Objective of this study is to verify the significance of the five leading global trends hospitality industry in Indian context from the point of view of Indian entrepreneurs and frequent travellers.

3.2 Research Design

A qualitative study is conducted to examine five overwhelming hospitality trend such as digital hotel services, alternative accommodations, local philosophy, short term rental services, symbiosis of gastronomy and hospitality.

3.3 Methods of Data Collection

In order to gain more insight in the modern hospitality trains semi structured interviews where conducted with six Mumbai based hospitality entrepreneurs and four frequent travelers. These sample size represents people who are directly getting affected by the changing hospitality ecosystem and also contributing to the same. The interview was conducted both face to face and over telephone. Each interview length was around 15 to 20 minutes. The answers were noted for further analysis.

3.4 Data Analysis Method

The interviews were transcribed and the thematic analysis was conducted. These involved coding of all the data based on the interviewees responses regarding the five major trends

they are coming across in the modern day hospitality industry. These five themes were further examined on the basis of existing data published and available about the same.

4.0 DATA ANALYSIS

• Digital Hotel Services Promoted by Smartphones

According to the frequent travellers, the way the conversation unfolds via chat medium feels more human than an automated call answering machine. For startup owners and hoteliers keeping a track over the guest, handling their request and complaints during stay or resolving their doubts before check-in, all of it can be done with at most ease with the help of online messaging platforms.

Using “IoT” is not only enhancing the guest experience by empowering them with more control but also giving a clear picture of what is working and what’s not to the hotel owners. In travellers opinion it’s exciting when they come across to anything new. So, being greeted by Google mini is exciting regardless of the fact that it’s at home or at the hotel room.

Creation of a positive memory and generating favorable feedback from the guest is the goal of every hotel owner and hospitality entrepreneur. The hotel robots provide the same with a competitive edge. This gives the customer a story to share with his friends. Showing interest towards automation among the new age travelers has made robotic concierge an interesting option to look forward to new age hotel owners. This one time investment decreases labor cost and increases the efficiency of the workforce. This is also opening new opportunities in the field of artificial intelligence and related service providers.

• Sharing Accommodation Business

India’s travel market is projected to grow at a rate of 11-11.5% and be worth \$ 48 billion by 2020. Though it’s still in its early stages, accommodation sharing and home-stay segments are gradually gaining popularity in the Indian hospitality market and would be worth \$ 3 billion by 2020. According to all the entrepreneur we interview, this is an opportunity to invest.

The Airbnb revolution has opened the door opportunities to numerous number of entrepreneurs are also called as Airbnb hosts. This is also give an opportunity to the millennial that prefer experiential travel options. Home-stays and alternative accommodations powered by Airbnb or standalone owners give the traveler an opportunity to live the culture and experience the incredible diversity of the land.

If we take a closer look at the business models of the standalone alternative accommodations i.e. Home-stay, accommodation sharing businesses; the biggest barrier will be the absence of appropriate pricing and revenue management tools. It needs years of experience in hospitality business to understand the demand and supply and how it may get affected by season, city events, holiday times etc.

This issue has given birth to a new section of vendors for the hospitality business. Organizations like *‘Beyond pricing’*, *‘Everbooked’* and *‘Smart Host’* are providing solutions to several standalone accommodations. However for Airbnb hosts this process relatively easier to understand with the help of integrated revenue management services that focus on demand and supply on daily basis.

In short, accommodation sharing business has opened the horizon of new business opportunities to both the small accommodation owners (hosts) and revenue management service providers.

• Short Term Rental Businesses

In this new age starting from furniture to kitchen utensils, car to clothes, rental companies are encouraging people to short term renting over owning.

As a result even traditional hotel chain such as *Accor Group* has acquired '*Onefinestay*', a luxury serviced home rental service. '*OYO hotel*' is also renting town houses in major cities. Accommodation sharing company, '*Getaway*' is helping the traveler to rent '*tiny houses*' in natural set ups.

These developments has fortified the growth opportunities to a lot of start-up services providing traditional services i.e. housekeeping, concierge, insurance etc. and new age service i.e. revenue management, online marketing, dynamic pricing etc. In short a close look at short term rental business is an emerging new eco-system in the hospitality industry.

The halo effect created by Airbnb's success has encouraged other investors and majorly introduced to clear trends in the short term rental business i.e. Diversification and Creating vendor ecosystem.

Diversification in short term rental services has presented an accommodation option to every set of clients to cater their diversified needs. It has introduced luxury accommodation services such as *Onefinestay*, *OYO Weddingz.in* for wedding venues and services, *OYO Townhouse* for the midscale, millennial traveller aspiring premium economy accommodations, *SilverKey* for catering to the needs of the corporate travellers undertaking business trips, outdoor lovers has got an option like *Getaway*, and *OYO LIFE*, targeting young professionals looking for fully managed homes on relatively long-term rentals. The list is endless as the customer needs in hospitality is endless too.

Vendor ecosystem on the other hand includes services like distribution (*Booking.com*, *BookingPal*, *Trivago*), property management system (*LiveRez*, *kigo*, *escapiA*), Tech-Enabled vacation Rental Management (*voyajoy*, *Pillow*, *TurnKey*, *HostWise*), pricing (*Beyond pricing*, *Everbooked*, *wheelhouse*), vacation rental insurance (*Safely Stay*), and many more. Tech-savvy entrepreneurs are part of a Vendor eco-system that is also crowded with new age business opportunities such as channel management. They handle the work of setting up, managing of the short-term rental's profile on different distribution channels including responding to guest enquiries on different channels, managing booking and partial job of marketing the individual rental units in different platforms.

• Local Experience Creation

The Central and State Government of India is participating to build a bond between the travelers and the local businesses in many different ways since the beginning. Telangana tourism included folk dance performances in their day long travel itinerary ensuring promotion of local art and culture to every guest who buys a the city tour package. '*Delhi hut*' was built with the purpose of promoting local handicrafts to the travelers.

Even the palace hotels in India have been a great promoter of the 'local factor' for a long time. They have promoted folk cultures, local cuisine, and handicraft to the visiting guests and meanwhile created a certain number of job opportunities for the local people. Now, even the Modern Contemporary hotels are trying to incorporate 'local' by using more and more of local vendors, locally grown raw materials etc. This is a unique way of building relationship with the local merchants and ensuring the growth of hospitality will impart maximum positive effect to the local economy.

Hotels partnered with local communities acting more like a Cultural Centre. For example, Fogo Island Inn situated at the remote and isolated island on Canada's Atlantica coast has build supportive relationship with the islanders who give the guests a unique opportunity to meet the like-minded local residents and to learn the local techniques of fishing or building boats.

• Relationship of Gastronomy and Hospitality Business

Sula vineyard at Nasik was started as the beverage production unit and latter evolved into a beverage focused resort, creating lasting experience of wine tasting and living in a Tuscany style Villas. To the craft beer loving travelers of India Bengaluru is a must visit city. Stone Brewing, San Diego is on its way to build world's 'Brewery Hotel'. The synergy of food and beverage and hospitality business is the way to create the perfect memory in the mind of a traveler. The concepts of traditional village based dining experiences are also dependent on the excellence of authentic food and the alternative accommodations automatically grow around the same.

However, to craft a surprise element in every dining experience, the industry needs to invest a fair share in research and development. Concept Labs, molecular gastronomy and mixology, the cooking studios are the in-trends of today's world. Successful and tactful introduction of the above in accommodation business is necessary for food and hospitality symbiotic.

5.0 CONCLUSION & DISCUSSION

"When there's a gold rush, it's a good time to be in the pick and shovel business."

— Mark Twain

If you are a new age entrepreneur in hospitality market looking for start up opportunities the options are endless as a host, local tourism liaison, tech service provider, channel manager, pricing specialist, online business promoter or gastronomy or beverage expert etc. One only needs to have the capabilities to look beyond the traditional hotel and restaurant business. Newest business opportunities in hospitality may often arrive from third party vendors. Adopting with the changes is the only way to stay relevant and grow.

Digital tools i.e. smart phone, robotic and virtual assistant AI revolution is the evident present and future. Using the same for more automated services is the key to improved service and guest satisfaction.

Demand can't be the only consideration in this market. With correct anticipation of the future expectation and trend, it's time to build new type of products and services to be the first one to start a certain kind of business.

Concept of 'Local' is trending in attracting guests just like sustainability. It's a time to build the reputation of the new business not only their quality, but also with their integrated corporate social responsibility related activities. Successful inclusion of sustainable local businesses, artists and organizations in the business is the key to match the trend-driven hospitality industry.

The role of food and beverage in hospitality enterprise is bigger than before. In today's food-obsessed travel environment, symbiosis of hospitality and gastronomy is becoming the future trend.

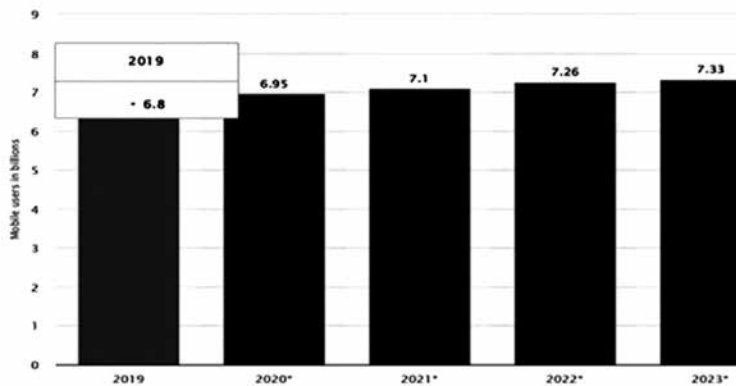


Table 1 Forecast number of mobile users worldwide from 2019-2023 (in billions)

Source: Holst, A. (2019, July 5). Forecast number of mobile users worldwide 2019-2023.

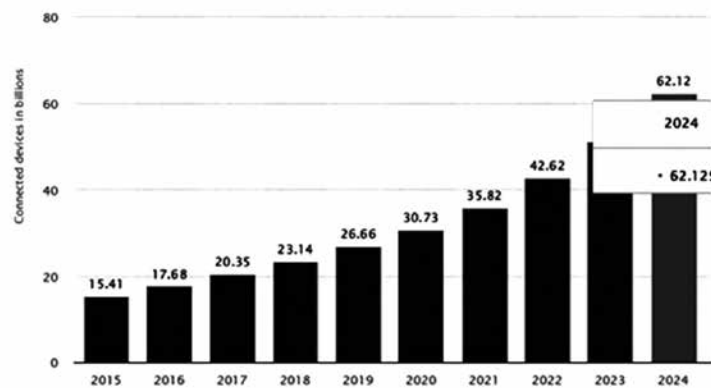


Table 2 Internet of Things (IoT) connected devices installed base worldwide from 2015-2024 (in billions)

Source: Holst, A. (2019, July 5). Forecast number of mobile users worldwide 2019-2023.

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Review of Food Quality Factors Affecting Customer Satisfaction in a Restaurant Business

Ravi Dandotiya*, Vinayak Koul Babu** & Sabin Thomas***

ABSTRACT

Customer satisfaction is a very crucial attribute in restaurant business. This paper reviews literature on food and beverage quality, price, hygiene, and customer satisfaction, which has been published in journals and books from the period 2014- 2019. The quality in Food and beverage offerings is a very important attribute, which is responsible for overall satisfaction of customer in a restaurant. From a systematic review process, it was observed that various attributes of food quality, price, and hygiene significantly affects customer satisfaction. The finding of this review can be used by restaurants to serve customers in more effective manner. Researchers can also work on these attributes individually, so that their effectiveness can be evaluated.

Keywords: Food Quality, Customer Satisfaction, Restaurant Business, Price, Hygiene, Presentation, Taste

1.0 INTRODUCTION

In the competitive environment of the restaurant business, it is imperative to say that the customers get satisfied through diverse factors. In a restaurant business, it becomes difficult to find trigger points of satisfaction. For the same reason, it is important to understand various factors that affect the satisfaction of the customer in a restaurant business. Anderson & Hyldig (2015) suggest that the restaurant industry has understood the importance of food quality. Satisfaction can be classified as a multidimensional construct, which can be used in food quality related studies. Customer satisfaction represents the possibility of attracting a customer in future (Dube et al., 1994). Spreng & Mackoy (1996) explains that the marketing theory emphasizes on the two important variables as the quality of service and satisfaction of the customer. The restaurant business in India is booming, in 2013 it stood at Rs. 750 billion, and it shows a growth of 7% annually. The growth is not only in a specific sector but all categories of restaurants that may be a full-service restaurant, fast food, or general dining

* Research Scholar, Chitkara Business School, Chitkara University, Rajpura, Punjab.

** Student, Chitkara School of Hospitality, Chitkara University, Rajpura, Punjab.

*** Student, Chitkara School of Hospitality, Chitkara University, Rajpura, Punjab.

outlets. Both organized and unorganized sectors of the Indian restaurant business were expected to reach 22,000 Crores by 2017 (Smergers.com). In a study on American customers, an outlandish encounter isn't sufficient to pull in customers to an ethnic eatery. Clients are never again ready to exchange off substandard assistance or atmosphere for a chance to attempt new flavors. They lean toward a brilliant generally speaking eating experience (Liu & Jang, 2009). Canny (2014) while studying customer satisfaction in casual dining outlets reveals that food quality is the center of attraction in a restaurant; the restaurant should keep working on providing good quality food. The consumers of restaurants look for restaurants that meet their quality standards. The restaurant that does not meet the standard of quality is prone to customer decline. A tool to measure the restaurant performance on the standards of assurance, empathy, reliability, responsiveness, and tangibles was developed and called DINESERV (Stevens, Knutson, & Patton, 1995). In a restaurant, the quality of food is ranked on the top in variables that decide the repeat patronage (Qu, 1997; Pettijohn, Pettijohn, & Luke, 1997).

Food quality is a major variable in a restaurant's operation and based on it, it is a prime variable, which affects the satisfaction of the customer and also their loyalty towards the restaurant (Namkung & Jang, 2007). There are various studies about food quality and there is a consensus among researchers that food quality is a significant factor in creating loyalty in customers and developing brand image. Hanaysha (2016) revealed that the quality of food is a key variable, which can be used to satisfy customers and further can be utilized to bring customers back for more visits. The nutritional aspect of the food is also a very important variable in deciding an outlet, the consumers always look for an outlet that serves nutritious food (Sulek & Hensley, 2004). Quality of food is always the first thing that consumers look for at a restaurant (Vangvanitchyakorn, 2000). Peri (2006) investigated that the quality of food is a center of attraction for the consumers in a restaurant. It also influences the satisfaction of consumers to a greater extent. Previous studies on food quality suggest that it is a variable that consists of nutrition, taste, freshness, and temperature.

Food quality is not just a single attribute; it comprises other variables such as Presentation, taste, temperature, flavor, freshness, healthfulness, and others. It is also found that appearance is the most influencing factor in achieving or exceeding the satisfaction of the customer and deciding whether they will return or not (Jaja & Iroegbu, 2019). Various authors at various times have come up with the importance of individual attributes of food quality like freshness (Lennernas et al., 1997; Cardello & Schutz, 2003), temperature (Jaja & Iroegbu, 2019), taste (Velasco & Obrist, 2018), presentation (Zainol, Ariffin, & Rozali, 2018), healthfulness (Chiciudean, 2019), and other attributes.

2.0 RESEARCH METHODOLOGY

The current study is a review of literature that focuses mainly on attributes pertaining to food quality like presentation, taste, temperature, flavor, freshness, nutritive value, healthfulness and how these factors impact customer satisfaction in a restaurant atmosphere. To achieve the objective of the study, the author studied literature published during 2014-2019 on food quality and customer satisfaction. The keyword used for finding literature was food quality, freshness, temperature, flavor, satisfaction, etc.

3.0 RESULT AND DISCUSSION

3.1 Overall Food Quality

At a quick-service restaurant, it is investigated that the quality of food significantly affects the satisfaction of customers and thus customer loyalty (Swimberghe & Wooldridge, 2014). Rozekhi (2016) investigated that the customers while choosing a fine dining restaurant in Malaysia look most importantly for the food quality of the restaurant than any other factor. Bufquin, DiPietro, & Partlow (2017) using DinEX in a casual dining restaurant of USA found out that out of five constructs in DinEX, the quality of food is the number one influential variable in deciding satisfaction of consumers. However, Boo (2017) during his study on youngsters in Malaysia in fine dining outlets reveals that the quality of food is less significant as compared to the environment and service. Overall food quality partially affects the relationship quality in a restaurant atmosphere (Prayag et al., 2019; Yan, Wang, & Chau, 2015). Al-Tit (2015) also emphasizes, the quality of food as one strong variable in consumer satisfaction and this is supported by Han & Hyun, (2017). Kumar & Bhatnagar (2017) believe that perception of food quality is higher in Chandigarh and Punjab region than the service quality, and if it is not met the consumers feel dissatisfied. Food quality has a higher degree of influence on the quality of service. It is revealed that the influence of the quality of food on satisfaction is 61%.

3.2 Taste

It is investigated that the taste of food is a primary objective in achieving overall satisfaction at a fast food outlet (Mathe-Soulek, Slevitch, & Dallinger, 2015; Canny, 2014). Min & Lee (2014) during their study in Korean restaurants in Australia revealed that the taste of food is the most influential variable in the quality of food, which affects the selection of a restaurant by customers. Yin et al., (2017) in an experimental study investigated that the drink which contains aroma and taste suppresses hunger for a longer period. The taste of food has a moderating effect among the environment of the restaurant and the satisfaction of guest's and it significantly affects the guests' satisfaction (Zhang, Zhang, & Law, 2014). Min (2016) investigated that taste is the second crucial factor in choosing an ethnic restaurant. Rozekhi (2016) also supports the fact that taste signifies the quality of food. The sensory evaluation of food now a day is very important when the consumers looking for details in food. The taste of food found to be the most important predictor of satisfaction and consumer retention in a fast food outlet (Ifenychukwu & Peter, 2018; Lee & Whaley, 2019). The students while dining in a limited-service restaurant in Jordan look for delicious food (Al-Tit, 2015).

3.3 Temperature

In a study, the temperature of food and beverage ranked second out of all food quality variables (Mathe-Soulek et al., 2015). The role of temperature is also expressed by Josiam et al., (2017). Rozekhi (2016) reveals that the taste and overall quality of food in a full-service restaurant very much depend on the temperature at which the food is served; guests feel much satisfied if the proper temperature is maintained. Temperature alone may not impact significantly but during a study in the casual dining restaurant of Jakarta, it is found that temperature affects the overall taste of food very much (Canny, 2014).

3.4 Presentation

The findings in a student-run restaurant USA suggest that the way food is presented significantly affects the satisfaction of students in a university (Josiam et al., 2017). Chiciudean

(2019) investigated that if the presentation of the dishes is combined with the rapid preparation of the dishes, it is a very important factor in the satisfaction of customers. It is found that the presentation on its own affects a customer in the selection of a restaurant. However, the presentation of food is considered a secondary attribute as compared to taste, because it affects the satisfaction of customer indirectly (Rozekhi, 2016). Zainol, Ariffin, & Rozali, (2018) found that how the food is presented significantly affects the satisfaction of the consumer. It is also revealed that the consumers do not want simple vegetable cuts instead, the consumer likes fancy and decorative meat and vegetable cuts. The way food looks on the plate develops an emotional bond with the consumers and retains them for a longer time (Ifeanyichukwu & Peter, 2018). The presentation of food and beverages plays a very important role in overall food quality (Canny, 2014). Nam, Shim, & Jeong, (2017) while their study on Chinese tourists in a Korean restaurant at Jeju international airport found that presentation of the food and beverages plays a very important role in increasing food quality.

3.5 Portion Size

The amount of food served per portion is a very important factor in achieving customer satisfaction (Josiam et al., 2017; Min & Lee, 2014). Min (2016) during a study in Australia in Korean ethnic restaurant reveals that the portion size of food is a very important factor in the selection of a restaurant by Korean visitors. A study on four-star hotels of Chandigarh and Punjab revealed that the portion size of food is a crucial factor in overall food quality and it significantly affects the satisfaction of the customers (Kumar & Bhatnagar, 2017; Arcana, Wiratnaya, & Budiani, 2018). Hussin et al., (2017) during their study on the feasibility of a Middle Eastern restaurant in Penag revealed that the portion amount of the food served plays a pivotal role in achieving guest satisfaction.

3.6 Healthfulness

Chiciudean (2019) investigated that in a Romanian restaurant, one of the crucial factors in the selection of a restaurant is made based on how much healthy meal a restaurant provides, and this can be observed across all ages. Rozekhi (2016) during the study of Malaysia tourists found that apart from taste, freshness, and presentation, it is the healthy food that matters most in the selection of a fine dining restaurant. The healthfulness of food in a casual dining restaurant came out to be the most influential factor in restaurant decision making, it also affects repeat patronage (Bufquin, DiPietro, & Partlow, 2017; Andersen & Hyldig, 2015). Nutritious food is a synonym of healthy food, students look for the food which is healthy and wholesome (Al-Tit, 2015). Nam, Shim, & Jeong, (2017) studies nutrition of the food as one of the variables of food quality and reveals that Chinese tourists' preferences for the healthy food are high, and it significantly affects perceived value as well as the satisfaction of tourists. But nutrition with overall food quality has an indirect effect on revisit intentions.

3.7 Freshness

The Romanian customers made the selection of a restaurant based on how fresh the food is prepared (Chiciudean, 2019; Rozekhi, 2016; Canny, 2014). The freshness of the prepared food is crucial in the selection of the restaurant (Min & Lee, 2014). customers in an ethnic restaurant worries more about the fresh food as well as the use of fresh ingredients than any other food quality factor (Min, 2016). Al-Tit (2015) while studying a limited-service restaurant of Jordan, using SERVQUAL an instrument of service quality revealed that students focus most on the freshness of the food. The freshness ranked higher than the other food quality

variable. The tourists prefer the use of fresh ingredients in the cooking of dishes in a Middle Eastern restaurant (Hussin et al., 2017)

4.0 CONCLUSION

This study reviewed the literature on the various factors of food quality which influences the guest's satisfaction in the restaurant business. The systematic review process reveals some very important information such as the overall food and beverage quality in a restaurant atmosphere is a critical factor, which the restaurant managers can not overlook. It is not only the overall food and beverage quality but other variables also play a significant role in achieving the satisfaction of guests. The other variables are taste, presentation, temperature, freshness, healthfulness, portion size. A study by Dandotiya, Aggarwal, & Gopal (2020) on food and beverage quality and passenger satisfaction in Indian railways reveals that factors like taste, presentation temperature, and freshness significantly affects the satisfaction of passengers.

The literature also suggests that one food quality variable affects the other food quality variable. For example, if the food is not served at the right temperature it will impact the overall taste of food. Similarly, if the food is not served hot or at the right temperature, it will lead to flavorless food or low taste food. Researchers have focused on restaurant atmosphere, environment, service quality, and other aspects of the restaurant business. However, authors also believe that there is a dearth of studies, which focus solely on food quality attributes. Since food is the only product of the restaurant, which is going to interact directly with the guest. Restaurant managers should focus on improving food quality. Food researchers can also explore other variables concerning the restaurant business. Table 1 shows food quality variables and researchers between 2014 and 2019.

Table 1 Summary of food quality attributes from 2014 – 2019

Food Quality Attributes	Author (s)
Overall food quality	Swimberghe & Wooldridge(2014), Rozekhi (2016), Bufquin, DiPietro, & Partlow (2017), Boo (2017), Prayag et al., (2019) Yan, Wang, & Chau, (2015), Al-Tit (2015), Han & Hyun, (2017), Kumar & Bhatnagar (2017)
Taste	Mathe-Soulek, Slevitch, & Dallinger (2015), Canny, (2014), Min & Lee (2014), Yin et al., (2017), Zhang, Zhang, & Law (2014), Min (2016), Rozekhi (2016), Ifeanyichukwu & Peter (2018), Lee & Whaley (2019), (Al-Tit (2015)
Temperature	Mathe-Soulek et al., (2105), Josiam et al., (2017), Rozekhi (2016), Canny (2014)
Presentation	Josiam et al., (2017), Chiciudean (2019), Rozekhi, 2016), Zainol, Ariffin, & Rozali, (2018), Ifeanyichukwu & Peter, (2018), Canny (2014), Nam, Shim, & Jeong, (2017)
Portion size	Josiam et al., (2017), Min & Lee (2014), Min (2016), Kumar & Bhatnagar (2017), Arcana, Wiratnaya, & Budiani (2018), Hussin et al., (2017)
Healthfulness	Chiciudean (2019), Rozekhi (2016), Bufquin, DiPietro, & Partlow, (2017), Andersen & Hyldig (2015), Al-Tit (2015) Nam, Shim, & Jeong (2017)
Freshness	(Chiciudean(2019), Rozekhi (2016), Canny (2014), Min & Lee (2014), Min (2016), Al-Tit (2015), Hussin et al., (2017)

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Exploring New Aspects of Food Tourism in India's Capital and Recognizing Changing Prospects for Entrepreneurs

Dr. Rekha Maitra* & Jasleen Rana**

ABSTRACT

India is a country of unity in diversity and is endorsed by people of vast culture and creed. People visiting India prefer to travel to its national capital, New Delhi due to ease of accessibility offered by the Indira Gandhi International Airport. New Delhi, is the capital of India. It houses the central government, the President, the Parliaments, the Supreme Court, foreign embassies and other international organizations, etc. Delhi is popularly known as Dilwalon ki Dilli. Be it the merchandise, retail sector, food sector or tourism, sector Delhi folks are willing to go extravaganza to find the best product in town. Delhiite has a unique tendency of being a money spender rather than being a spendthrift. Their love of the food remains inimitable, as they cannot compromise with their taste buds. Although Delhi is better recognized as a MICE sector for hosting the commercial and political gatherings, of late Delhi has emerged as a hub of gastronomy tourism with multiple business opportunities.

In India, the role of the State Tourism Development Corporation is to promote the unique culture and cuisines of a particular state in Tourism fairs. Delhi is a capital host of political events also boasts of having Chandni Chowk, a vibrant bazaar that has an array of items commencing from textiles, jewelry, food carts, sweet shops, and spice stalls. Different variety of detectable street food is widely available in every nook and corner of the city.

Food is no longer just a basic part of survival but is an important part of fulfilling happiness in the millennial generation. The scope and new trends of food tourism have given multiple options to budding entrepreneurs. The food business is a lucrative opportunity majorly utilized by entrepreneurs to develop and thrive in food production and delivery business in cities like Delhi.

1.0 RESEARCH METHODOLOGY

A content analysis of food festivals in Delhi was made out. Information was collected from secondary sources ie., Newspapers, online articles, journals, survey reports, food festival

* Hospitality Training Professional, Faridabad, Haryana.

** Research Scholar, FMS, MRIIRS, Faridabad, Haryana.

websites, etc. The researchers in this study aimed to explore the various food festivals in Delhi and understand the current scenario with this regard.

2.0 OBJECTIVES OF THE RESEARCH PAPER:

- ✧ The research paper aims to have exploratory dimensions of food festivals taking place in the National capital Region.
- ✧ To review the scope and new horizons of Food tourism in the capital.
- ✧ To analyze the role of State Bhawans in promoting Food tourism
- ✧ To investigate the New trends of Food Marketing in New Delhi.

3.0 KEY WORDS

Gourmet, Food festivals, Culture gully, food tourist, staple food, food festivals.

4.0 INTRODUCTION

Food festivals of India are a vibrant representation of the countless tastes of the country, complete with the high-class delicacies and food-items belonging to the Indian states. Such festive events offer lip-smacking and delicious food including snacks, main course items, desserts and various kinds of food preparations with fruits along with a host of several other offerings for its visitors. Some of the widely celebrated food festivals in India are International Mango Festival in Delhi, Sea Food Festival in West Bengal, Gujarati Food Festival, etc., which are flooded by innumerable food enthusiasts and tourists travel from all across the country. "The food festivals of the country reflect the diverse cultures and traditions prevalent in the nation, which find expression through its large variety of regional cuisines of the nation. Unique flavors of local cuisines of India creep its way into these impressive and extremely tempting food festivals, compelling its visitors to indulge in some of the most delectable food dishes.(Banerjee, 2015)"

The Way to a man's heart is through his stomach; this witty quote also applies to people of all age groups with no bar of gender. The craving for good food can take you to places. Good Food being the weakness of food admirer attracts them to a specialized form of tourism i.e. crop growing to its harvest. They appreciate all stages of food from production to its processing.

Ministry of Tourism compiles data on domestic and foreign tourist visits in the States/ UTs based on the information received from the States/ UTs Government. The data gathered from

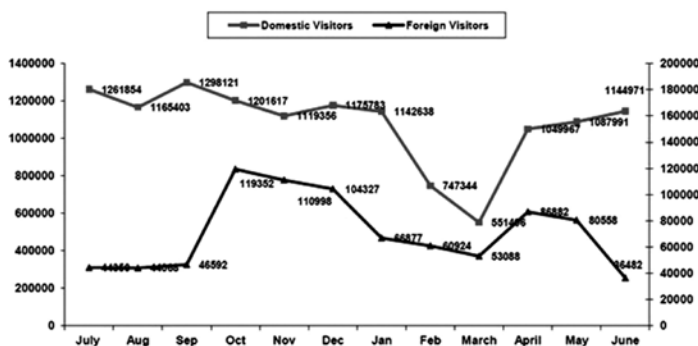


Chart-1 (Ministry of Tourism, (Satish, 2020)

the Ministry of Tourism, Government of India reflects the footfall of domestic and foreign tourists along with its purpose and preferred stay.

The chart obtained from the Ministry of tourism represents the total number of domestic and foreign visitors traveling to Delhi (Satish, 2020). New Delhi, is the host of different embassies and State Bhawans i.e offer an unending variety of food found in the city. (Satish, 2020)

5.0 THE RATIONALE OF CHOOSING DELHI AS AN AREA OF STUDY:

Delhi has a fair share of food eateries, which offers authentic regional food. All types of cuisine, Indian or International, reigns the taste buds of Delhi and this city can never disappoint food lovers. If food tourists are given a choice of different cuisines, they can be easily exploited by the unlimited options of mouth-watering food availability in New Delhi and its Capital regions. Popular street food of Chandani Chowk, Lajpat Nagar, Jama Masjid, etc. At shorter durations, food changes color and taste, and leaves the food explorer with the thought of 'Ye Dil Mange More'.

6.0 ENTREPRENEURIAL OPPORTUNITIES IN CULINARY/FOOD/ GASTRONOMY TOURISM

Another important aspect in the food and gastronomy sector is the "cloud kitchen"

A cloud kitchen is primarily a restaurant kitchen that accepts incoming orders only through online ordering systems and offers no dine-in facility. They have a base kitchen that delivers food to the customers' doorstep. This is a new form of small capital investment businesses growing gradually in Delhi and parts of neighbouring cities like Noida, Ghaziabad, Faridabad etc. Apart from the usual delivery food tech businesses, the cloud kitchen also gives a humungous chance to budding entrepreneurs in the field of the food industry.

Cloud kitchens can have their online ordering website and online ordering app, or they can accept orders through the various food delivery platform. Since the primary source of revenue for these internet restaurants is through the various food ordering platforms, such as Swiggy, FoodPanda, Zomato, etc., it is essential to have a Point of Sales software that accepts orders from multiple sources. This would save you the hassle of manually adding and calculating orders from different ordering services at the end of each day. Yumist, Spoonjoy, Box8, ITiffin, Biryani by Kilo, FreshMenu, Eatlo, Hello Curry, etc. are some of the popular examples of Cloud Kitchens

Average Restaurant Rentals vs Cloud Kitchen Rentals		
Cities	Avg. Monthly Rentals in Restaurant (INR/sq. ft.)	Avg. Monthly Rentals in Restaurant (INR/sq. ft.)
Bengaluru	50-125	<75
Pune	45-120	<70
Gurgaon	70-150	<70
Noida	50-110	<60
Delhi	60-200	<80
Mumbai	100-250	<120
Source: ANAROCK Research		

Chart 2: Anarock Research (hardware, 2019)

According to Anarock Research (hardware, 2019), real estate rentals have grown substantially in major cities on the back of the increasing shortage of quality supply. This alone leads to thousands of restaurants and small food joints across Indian metros shutting shop each year. Rentals in some prime locations in highly dense cities (population-wise) like Mumbai can 'consume' 25-30% of a restaurateur's total monthly revenue.

Cloud kitchens, therefore, offer a considerable cost advantage over traditional restaurants - they require much less physical space and only basic interiors and setups, and can operate out of low-visibility and crowded areas. Given this model's inherent benefits, many F&B brands have seen their revenues soar over the years, while losses and cash burns have dipped significantly. (HospitalityBizIndia.com, 2019)

7.0 LITERATURE REVIEW

According to Sims, R. Food, 2019 "The sustainability of rural development, both economic and environmental, has been more and more linked to local food". Ontario culinary Tourism Alliance (OCTA) examined that "Any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques is known as food tourism". Of late the culinary tourism has also become a form of destination marketing, as the climate and the soil of certain places give better yield to the crop and make the product worthwhile, i.e. soil and climate of Maharashtra state are considered to be good for the grape production. (Minolta, 2016)" describes Food Tourist as a discoverer who likes to analyze the never-ending aspects of food, i.e. Growing, processing, marketing, distributing, eating as well as enjoying every aspect of food and beverage products. Be it the aroma or the taste buds they believe in enjoying the experience".

"Gastronomy tourism has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities for gastronomy tourism are being developed by budding entrepreneurs. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism". (Umkt Somraj, 2016)

According to the World Tourism Organization UNWTO (2012) Secretary-General TabilRifai "Food, tourism has gained increasing attention over the past years. With food so deeply connected to its origin, this focus allows destinations to market themselves as truly unique, appealing to those travelers who look to feel part of their destination through flavors". These destinations popularize the product as well as yields the name of the product be it the Sula wine or the classical champagne wine gets their name accredited to their regions.

"Grape is grown under a variety of soil and climatic conditions in different climatic zones. Approximately one million tonnes of grapes are harvested annually in India all-year-round". (Shikhamany, 2016)

Culinary tourism or food tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience. !dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" importance to tourists. (Dash, 2015)

According to USA Today (27 Feb 2007), "27million Americans have made culinary activities

part of their travels in the last three years. In the UK, food tourism is estimated to be worth nearly \$8 billion each year’.

According to UNWTO AM Report Vol. 4 “Global Report on Food Tourism (2012) “Many of the world’s billions of tourists, returning to familiar destinations to enjoy tried and tested recipes or traveling further afield in search of new and special cuisine, gastronomy has become a central part of the tourism experience”.

8.0 MEETING THE OBJECTIVES OF THE STUDY:

Four objectives were identified and for each objective, an exploratory study was carried out by the researcher.

8.1 Objective 1: An Exploratory Dimension of Food Festivals Taking Place in the National Capital Region

Delhi has a fair share of food eateries, which offers authentic regional food. All types of cuisine, Indian or International, reigns the taste buds of Delhi and this city can never disappoint food lovers. If food tourists are given a choice of different cuisines, they can be easily exploited by the unlimited options of mouth-watering food availability in New Delhi and its Capital regions. Popular street food of Chandani Chowk, Lajpat Nagar, Jama Masjid, etc. At shorter durations, food changes color and taste, and leaves the food explorer with the thought of ‘*Ye Dil Mange More*’.

A recent article published in the Economic Times(2015) claims that the refashioned food mela’s epicenter is Delhi-NCR for now. Half a dozen of these festivals here have kept “foodies” busy on almost all weekends since November beginning, with the New Delhi Palate Fest, arguably the most high-profile of these events, bringing up the crescendo last weekend. The tide hasn’t faded with Grub fests, zomato land, horn ok please, etc. The creativity of such festivals is the innovative ways of displaying the food stalls other than the usual for example the food trucks which are put up at the Jawahar Lal Nehru stadium.

8.1.1 Dimensions of food tourism in New Delhi

Delhi and Delhi-ites are known as much for their insatiable appetites as they rigorously follow the current and upcoming food festivals scheduled in town. The impact of the food industry is such that every vendor can sell the food either at break-even or they can generate good profit. Delhi being the capital of India receives its share of domestic and international tourists from all over the world. People visiting Delhi mark their calendar for attending the best food festivals scheduled in town because Delhi offers the best street food, Asian cuisine, North Indian Platter as well as an unending variety of delicacies via these amazing food festivals.

8.1.2 Food festivals organized in New Delhi have been listed below

Sl.	Name of the Festival	Popular Food/Delicacy	Date
1.	ELP Food & Music Fest - Eat Love Party	Café and finger foods	1st Feb 2020
2.	Punjabi Food Festival at Bemisaal Reloaded	Punjabi Cuisine, CholeBhature, Chicken Tikkas	10th Jan, 2020
3.	AAHAR - International Food & Hospitality Fair	Fresh Produce & Dairy Products	3rd – 7th March 2020

4.	Japan's Calling! The Namaste Japan Fest Is Back In Town	Sushi	9th Feb 2020
5.	99 Food Expo	B2B packaging and wrapping of foods	29th-31st Aug 2020
6.	Horn ok please food truck festival	Waffle lane, burger mania	Yet to be declared
7.	ZomatoLand	Multiple cuisines and finger foods	Yet to be declared
8.	International Mango Festival Delhi 2020	Mangoes	9th July-10th July 2020
9.	GobuzzingaMomo Festival, Delhi	Momos	6th-7th October 2019
10.	The Grub Fest	Beer	1st-3rd Nov 2020
11.	NASVI Street Food Festival	Homemade snacks	Dec 2020

Table 1 Different Food Festivals organized in Delhi

8.1.3 Delhi: An Epicenter of Food festivals and Food Tourism

- ✪ Apart from its scenic beauty, beautiful monuments, gala affairs, Delhi also take pride in hosting the range of food festivals, which are organized on a short interval of week/ fortnight/month. The Internet is trending with the news of major food festivals held for the past few years. Delhi has been hosting an array of food festivals to tantalize the taste buds of food tourists. Popular food Fest is highlighted to understand the thriving food tourism market in Delhi and National Capital Region.
- ✪ Grub Fest: A popular website (MP, 2018) claims that the Grub fest is the most awaited culinary fest of Delhi and India's most renowned culinary affair. According to the Millenium website, Grub Fest has observed the remarkable footfall of 30,000 visitors and 100 exhibitors in 2015 to 75000 visitors and 150 exhibitors in their latest edition. To date, the Grub fest has experienced the incredible journey of prominent chefs and performances of the top artist in the country.
- ✪ NASVI: A three-day food festival on street food was organized by the National Association of Street Vendors of India which, observed the display of over 150 food stalls along with multiple lip-smacking cuisines.(Mathur A. , 2019) Food delicacies from all across the country together with fun-filled activities as well as musical performances were held with foot-tapping numbers.

In Delhi, Food festivals are organized every fortnight/month/ quarterly/annually depending upon the season to match the pace of foodies. In NCR, Surajkund International Craft Mela was organized from 01st to 17th February. Himachal Pradesh was the theme of Surajkund Mela. Traditional meals of Himachal Pradesh was promoted.AAHAR - International Food & Hospitality Fair will be organized from 3rd to 7th March 2020.

8.2 Objective 2: Scope and New Horizons of Food Tourism in the Capital

Food tourism in Delhi is scaling new heights due to the abundance of food choices offered under one roof i.e. Horn ok please food truck festival. Budding food entrepreneur is willing to go the extra mile to serve the customized meals to their guest i.e Mini meal, super deluxe thali, etc. Food has become a major source of celebration due to the extensive usage of Electronic Media. Home delivery is made accessible by food marketers and accessibility of food apps offered by the popular companies i.e Zomato, Uber eats, Food Panda, Swiggy, etc. The cloud kitchen is coming up with vibrant options. Just like co-working space, Cloud /Virtual kitchen requires minimal space to operate and they cater to the needs of authentic food lovers.

Food enthusiasts, food bloggers, content writers, connoisseurs all these professionals opt for Delhi as the innovation center of experimental cuisine. Food tourism in the capital signifies the regional functions of all the Indian states and cooks the food as per tradition. During Navratri, food is served without onion and garlic. Be it Holi, Diwali, Teej, Navratra, Dusshera, Ramjan, Eid, Christmas or any other festival. Delhi believes in celebrating all types of functions with glory. Food choice ranges from street food to exclusive gourmet platters. These festivals include the delicacies and exorbitant menu from Asian cuisine, North Indian, South Indian, East as well as West India cuisines. Indian cuisine encapsulates a wide range of flavors, curries, pickles, chutney' sand cooking methodology. The more discerning of foodies have also started appreciating the nuances of learning the standard recipe of authentic masala's and dishes.

Jashn-E-Lucknow (Lucknowi street food), Grand Trunk Road Culinary Trail (Showcased the unique diversity of India's and Afghanistan's food culture, traditional Lucknow street food, from West Bengal to Kabul from Amritsar to Delhi and Awadh), The Grub Fest (multiple restaurants participate and offers a gourmet culinary experience.), ELP Food & Music Fest (lot of lip-smacking dishes from the best of restaurants and signature dishes from across the city), Jashn-E-Rekhta (involves a plethora of events and experiences such as Qawaali nights, Sufi music, calligraphy workshops, celebrity interaction, Rekhta food festival and much more), Pet Fed India, The Lil Flea(over 50 delicious food brands, artisanal bakers, a festival bar with amazing microbreweries), Kebab-e-Bahaar Food Festival(aroma of kebabs from different regions of India like Lucknow, Punjab, Rajasthan, and others), Boho Bazaar, etc. these food festivals are praiseworthy, as they offer wide variety of authentic food to their patrons.. (Mathur A. , 2020)

8.3 Objective 3: Role of State Bhawans in promoting Food tourism

The different state Bhawan in Delhi also offers the tantalizing meals at a very reasonable price to its patrons. Favorite State Bhawans For Homely Regional Food are true representatives of their respective state's local food and hospitality and also hosts the diverse and delicious food of their states. Some of them have been highlighted below for understanding the fervor of food.

Gujarat Bhawan offers Special Thali with unlimited portions of Rice, Gujarati Dal, Kathod, two Sabzis, Chapatti/Thepla, Farsaan of the day, Khichri, Dessert, and Chaas.

Karnataka Food Centre This quintessential South Indian restaurant serves the best sambar, Tiffin Thali, and Mysore Masala Dosa.

Bijoli Grill: The Kosha Mangsho and Luchi (Mutton curry and Maidapuris), Typical fish delicacies such as Pabda, Ilish and Chittal are also available in a variety of options. Aloo Posto and Aloo Dum for the vegetarians and Mishti doi is served as Dessert

Samridhi, Kerala House: Brown rice, Sambar, Cabbage Thoren, Beans Sabzi, Papad, Pickle, and delicious Rasam and Buttermilk are served in vegetarian thali. They serve Malabar Parottas for dinner and Appams for breakfast.

Andhra Bhavan: the Prawn curry and the Chicken fry separately for a meaty kick, as well as an option of Hyderabad biryani for weekend lunches, are offered.

Tamil Nadu House Canteen: Apart from the regular Dosa, Idli, and Vada, the Chicken Chettinad, Biryani, South Indian Thali (Sambar, Rasam, Rice, Karakalambu, Curd, Chapati, etc) tops the list.

Viva O Viva, Goa Niwas: Viva O Viva at the Goa Niwas serves some excellent Butter Garlic Prawns and some tangy delicious Pork Vindaloo.

The Potbelly Cafe, Bihar Niwas: For starters, Aam Panna and Masala Lemonade are quite refreshing. Chicken Pakoras and Fish Choka with Marua Puri (with two different Chutneys), Litti Choka and the Khada Masala Chicken.

Maharashtra Sadan: Different thalis (Parsi, Kandeshe, Marathawada, etc.) can be ordered with Chicken kohlapuri and Fish Malwani and Puran Poli.

8.4 Objective 4: Investigate the New trends of Food in New Delhi

Food halls are the latest trend of town, which offers the premium lifestyle food store for catering to the needs of foodies. It is a gastronomical delight for the people who like to experiment with food. A junction like the food hall serves an unlimited variety of food. All the variety of food is served to commence from raw to partially cooked, baked, grilled, poached, packed and convenience food, etc. Food halls are the huge spaces flanked by multiple street-food kitchens.

A well-traveled urban customer, a chef, a foodie, an explorer, delight analyst, food connoisseurs, food bloggers, and many other professionals can be benefitted from such exotic stores. These stores assist the consumers with a variety of food display over the counters. Food connoisseurs, can understand the nuance of gourmet cooking. These specialty food stores offer the discovery of the finest and exotic variety of ingredients. These food stores are designed aesthetically to store all types of food items ranging from fresh, pure, organic, preserved, processed, ready to cook meals and many more. These specialty stores offer unlimited and unbeatable choices of food to their consumers.

Food trends site claims that the color, taste, and flavor of the food will change very soon. A new ingredient and changing customer tastes are reshaping the way of interaction. Food is customized as per the rising and changing trends of millennials. Food is marketed in different forms i.e. superfood and therapeutic food.

Necessity is the mother of invention. Latest food inventions of 2020 are Glitter Wine, Milk Alternatives, gluten-free, dairy-free, vegetarian, vegan, and keto options for diet conscious people, Kombucha and other fermented teas, Cross-Cultural Cuisine (unique fusion food), Hyper regional cuisine, Organic Wine, Coffee based cocktails, Dessert Hummus, Butters

& Spreads Galore, Multi culture cuisine for kids menu, meat blends, experience dining, Sustainability Across the Board, Haute Cuisine, Mocktails, CBD, UBE, Souffle pancakes, Monstrous desserts, superfoods, Vegan Ice Cream, Even More Cauliflower, Nashville Hot Chicken and Alternative-Grain Spirits.

9.0 FINDINGS

In India, food is sold during Holi as well as Ramadan. During Holi Dessert is sold in the form of Ghuzia and Malpua's and during Ramzan, the dessert takes the shape of Seviyan. During Ramadan in Delhi, Special Street Food Tours are organized. Muslims fast daily from sunrise until sunset. In the evenings, the streets in traditional areas come alive with the tantalizing aroma of delicacies to feed the famished. with Iftar.

"During Ramadan, Muslims fast daily from sunrise until sunset. In the evenings, the streets in traditional areas come alive with the tantalizing aroma of delicacies to feed the famished. The meal, known as iftar, is the most important part of the day. People go all out to honor it by preparing delicious food items, which overflow into the streets. It's an all-night affair, as devotees also come out for the morning meal, sehar. One of the most famous areas for Ramadan celebrations in Delhi is around the grand mosque Jama Masjid in Old Delhi. Freshly roasted kebabs and other meat dishes are a highlight. An astonishing array of food stalls lines every street of Old Delhi. Nizamuddin is popular as a Ramadan location. Tour Agencies organize special Ramadan Street Food tours to Old Delhi from 6 p.m. to 9 p.m., departing from Connaught Place. The cost is 1,500 rupees per person, including all food. Delhi Food Walks usually lead to special Ramadan food walks through the lanes of Old Delhi. Food takes various forms and flavors according to nationality. The experimentation of food will continue with megatrends and is likely to soar the market" ..(Cook, 2020)

To know more about the Food, Wine & Nightlife different food tours are organized, i.e. Bar, Club & Pub Tours, Beer & Brewery Tours, Coffee & Tea Tours, Cooking Classes, Dining Experiences, Food Tours, High Tea, Markets, Street Food Tours as well as wine tasting and winery tours are organized. Every tour includes tastings and drinks equivalent to dinner. 4-hour street food walking tour in Old Delhi Stroll through bustling streets packed with food stands Taste goodies like sweet jalebis, yogurt-based Dahi Bhalla, and aloo chaat, Learning about Old Delhi's history and street food culture Enjoy evening views of Jama Masjid and other landmarks Visit Asia's biggest spice market and ride a cycle rickshaw Guided tastings and drinks are also included. (Viator, 2019)

10.0 CONCLUSION

Starters create an appetite, so do the mouth-watering and eye-appealing dishes. For enhancing the palatability of food, food is served authentically. Food is treated with precision to obtain the premium product, i.e. Stuffed beans, delicious and delicate baked food. Chefs in 2020 are going to have to work hard to keep up with changing tastes. Organic food and Super Food will continue to be popular in the coming phase.

Millennium chefs are fascinated by probiotic dietary fiber, inulin, 'a zero-calorie chicory extract' that can add texture and some sweetness to baking. Food symbolizes integrity and respect towards all the cultures. A shift towards healthier cuisine is has been around for nearly

two decades now. In the future, Superfoods and Organic food will rule the market. Food offers probiotic value, food can be enriched with vitamins and it can be packed with micro-nutrients. In a nutshell, the future of Food will be customized as per the taste trends of the gourmets. So, get, set ready to relish the flavors of food in the Capital of India, i.e. New Delhi.

Consumers define the market in this era of consumerism and pleasing consumers. The cloud kitchen market has consumers to thank for the quick tailwinds it has received from them. Having achieved ordering almost everything from the comfort of their homes, starting from flight tickets to medicines, consumers have turned their same high convenience focus onto food, and that is where cloud kitchens come into the play. People shop almost everything online, and now they want to get their food online too. The evolution of OTT content providers such as Netflix, Hotstar, and Amazon Prime has also created excuses for people to stay at home, instead of venturing out, leading to more demand for food at home without the effort of cooking, instead of a dine-out.

As Dharmesh Karmokar, Founder & Culinary Director of cloud kitchen Pink Panther & Masala Bae explains, "The youth have far too many options now, they want to watch Netflix and Hotstar or play on the PS4, or for that matter play indoor games. This change in pattern has helped people to seek an order from outside instead of cooking at home. Also what we have noticed is that as a country we are getting richer and people want to invite their friends over to show their beautiful homes, and this also becomes an excuse to cater. We have large orders for 20 to 30 people most of the time and because of which we have developed the concept where we sell our food for 30 people for as low as INR 5,000."

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Impact of Government Development Bodies (Programmes and Policies) on Entrepreneurs of Hospitality Industry: Findings From Baseline Study on NCR, India

Manjeet*, Md. Minhazul Karim** & Rohit Kumar***

ABSTRACT

In India, entrepreneurship can result in the most effective solution for looking at major problems like unemployment, economic crisis, and poverty. Entrepreneurship acts as a solution for the unemployment of a nation as it generates employment, contribution to national income, rural development, industrialization, etc. Hospitality, an important sector of the Indian economy, plays an important role in the growth of economy and employment in India. However, this paper literature review reveals that entrepreneurs face a number of barriers that obstruct the growth of entrepreneurship in the hospitality industry and various steps have been taken regularly by the government for entrepreneurship development in the country. Industrial Policies and Five-Year Plan mainly focus on the growth of small-scale units, setting up of Special Economic Zones (SEZs), organizing the Entrepreneurship Institutions, organizing Entrepreneurship Development Programs (EDPs) and various Government Programs and Schemes for the promotion of entrepreneurship. The policies and changes implemented by the Government of India have been instrumental in providing the necessary boost to the Indian hospitality industry. This paper develops an understanding of entrepreneurial issues in general and presents the status of such issues in the Indian hospitality industry. Therefore, an attempt has been made to study the implications and impact of the recent government policy reforms of entrepreneurship in India for hospitality industry which has made India a booming destination for start-ups.

Keywords: Hospitality Entrepreneurship Development, Government Programs, and Schemes

1.0 OBJECTIVES OF THE STUDY

- 1.1 To examine the effect of government policy between Hospitality entrepreneurship and employment development.
- 1.2 To analyses the relationship between hospitality entrepreneurship and economic development.

* Student, M.Sc. in Hospitality Administration, NCHM-IH, Noida, U.P.

** Student, M.Sc. in Hospitality Administration, NCHM-IH, Noida, U.P.

*** Assistant Professor, SRM University, Sonepat, Haryana.

2.0 INTRODUCTION

2.1 Concept of Entrepreneurship

Entrepreneur word is derived from the French word "*Entreprendre*" and the German word "*Unternehmen*", the meaning of both is "To undertake". The entrepreneur is the person who identifies the problem; convert the problem into an effective idea and idea into a profitable product. Entrepreneurship plays an important role in the economic development of a country. It is the most powerful weapon in the hands of one to fight against poverty and unemployment (Manish Kumar Jindal, 2016). Entrepreneurship acts as a tool for the economic growth of a nation as it leads to the generation of employment, contribution to national income, rural development, industrialization, technological development, export promotion, etc.

In our country, entrepreneurship development can work as a one-stop solution for major problems like unemployment and poverty. Government Programmes and Policies for the promotion of entrepreneurship like PMEGP , Credit Guarantee Scheme, and Credit Linked Capital Subsidy Scheme for Technology Up-gradation, NMCP, MSE (CDP), Technology Centre Systems Programme, RGUMY , KRDP, and Market Development Assistance Scheme, etc are some of the assistance tools.

Barriers: Many initiatives are taken by our government, but entrepreneurs are still facing some problems like lack of finance, technical knowledge, managerial skills, availability of resources and infrastructure, awareness of entrepreneurship development schemes and regulatory bodies' framework, market linkage, etc. which create problem for the growth and development of entrepreneurship in our country (Jindal & Bhardwaj, 2016)

3.0 LITERATURE REVIEW

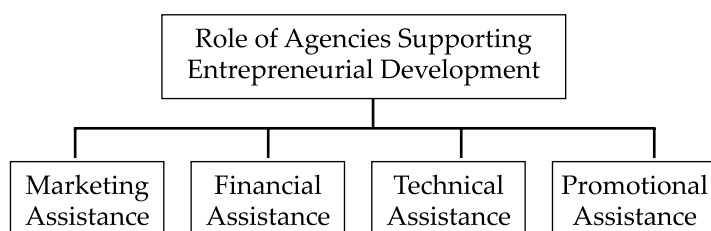
Background: India is soon becoming the effective manufacturing destination of most investors across, **Make in India** is the Indian government's step to increase this demand and boost the Indian economy. Make in India will affect the young entrepreneurs in a very effective resulted way if this program delivers than it will bring a significant change the perception of the world towards India and at the same time encourage and empower entrepreneurs to make in India schemes. Entrepreneurs shape the economic future of nations by creating wealth and employment in various fields, offering products and services and creating taxes for government because of which entrepreneurship has linked to the economic growth of our country. Entrepreneurs convert unique ideas into economic opportunities through effective innovations which are considered to be the main source of competitiveness in an increasing world economy (Kumar & Babu, 2018).

3.1 Skills of an Entrepreneur

1. Creativity and Innovativeness
2. Start-Up Motive
3. Risk-Taking

3.2 Role of Agencies Supporting Hospitality Entrepreneurial Development

Figure 1

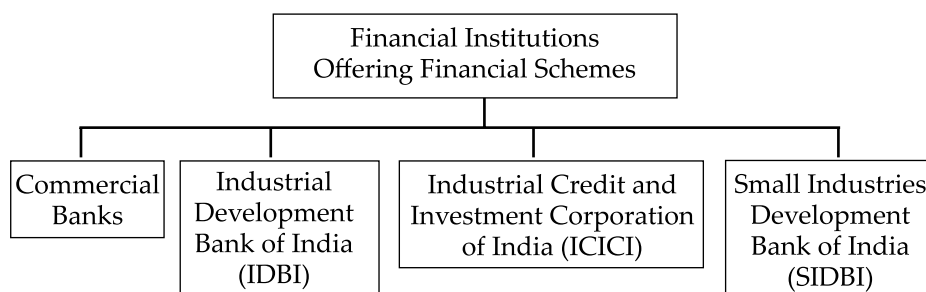


Source: Book title "Entrepreneurship Development and Project Management", By Supriya Singh, Pg.362 (SINGH, 2015)

3.2.1 Financial Assistance

Finance is the blood of any organization. Any Entrepreneurs require a sufficient amount of finance to commence an enterprise. The government solves this obstacle by providing financial assistance to entrepreneurs.

Figure 2



Source: Book title "Entrepreneurship Development and Project Management", (Singh& Singh,2015)

3.2.2 Technical Assistance

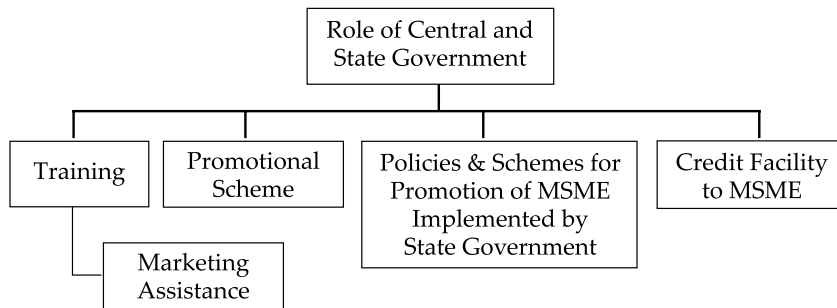
Technical training enhances the productivity and it is provided by the central as well as state government technical foundations viz. NIESBUD, NSIC, NISIET .

3.2.3 Promotional Activities

Using various promotional tools such as newspaper, radio, digital marketing (SEO, SEM, SMM, AND SMO), etc.

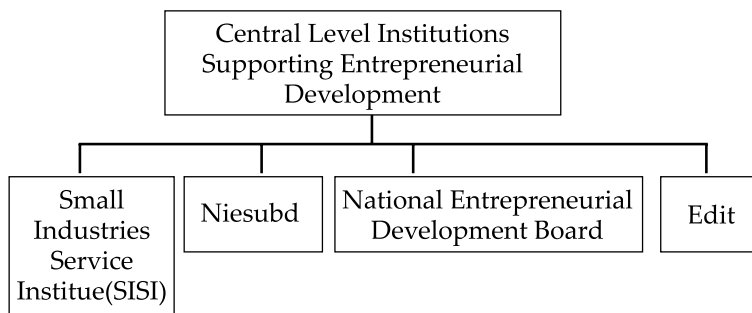
3.2.4 Marketing Assistance

It is provided by governmental and other institutions. For promoting Indian goods abroad, the government has generated a marketing development fund that gives grants; export promotion schemes with 60% of funding, etc. (Maiwal,2014) Services provided by the government to hospitality entrepreneur are:

Figure 3

Source: *Entrepreneurship Development and Project Management*, Book by Supriya Singh, Pg.340 (SINGH, 2015)

3.3 Central and State Level Institutions Supporting Hospitality Entrepreneurial Development

Figure 4

Source: *Entrepreneurship Development and Project Management* (Singh,2015)

3.3.1 Small Industries Service Institute (SISI)

Small Industries Service Institute is a national level body founded by the Central government of India. The SISI's are established in every State to provide consultation and training to potential entrepreneurs. SISI conducts EDP aiming educated jobless youth, ex-service staff, etc. for a period of weeks.

3.3.2 Entrepreneurship Development Institute of India (EDII)

The basic EDPs caring out by EDI comprise of the following step:

1. Selecting potential entrepreneurs,
2. Achievement Motivation Training (AMT),
3. Product selection and project report preparation,
4. Business management training,
5. It undertakes a model training program and sets an example to follow (India, 2020).

3.3.3 National Institute for Entrepreneurship and Small Business Development (NIESUBD)

The major assistance of the institute includes providing effective training framework, methodology, manuals, and tools; facilitating and supporting Central/State Governments and

other agencies in applying programs of entrepreneurship and small business development for the entrepreneur. These programs include - training programs on Project Management for SME, Management Development Program (MDP).

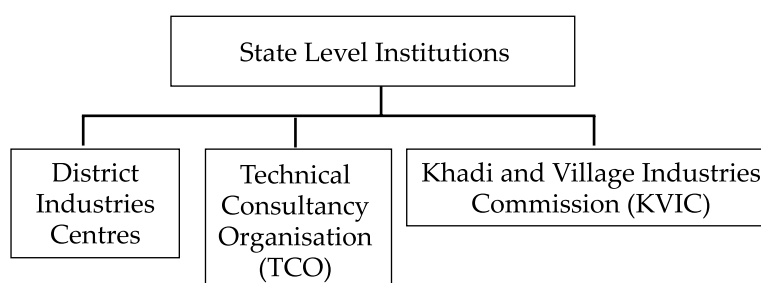
Faculty development program (FDPs): It is organized to train and develop professionals in entrepreneurship development so that they can work as effective persons in guiding and motivating young (Science & Technology) persons to take up entrepreneurship as a career developer. (NIESBUD, 2018)

3.3.4 National Entrepreneurship Development Board (NEDB):

NEDB is an apex body for entrepreneurship development in our country. (Pawan, 2010).

Main state-level institutions include:

Figure 5



Source: *Entrepreneurship Development and Project Management*, Book by Supriya Singh, Pg.375 (SINGH, 2015)

1. **District Industrial Centers (DIC):** Every district has a DIC unit. The major function of DIC is to work as a chief co-coordinator or multifunctional agency with various government departments and other entrepreneur bodies. The deserved entrepreneur would get all assistance from DIC for setting up and running an effective business unit in rural areas. (Money Matters, 2020).
2. **Technical Consultancy Organization (TCO):** The TCOs are organizations established by the State governments. The most important aim of TCO is to deliver industrial and technical consultancy to entrepreneurs. The TCO is funded by national and state-level financial institutions and banks like ICICI, IDBI, IFCI, SFC, SIDC, SSIDC, commercial banks, etc. (Organizations, 2012).
3. **Khadi and Village Industries Commission (KVIC):** It tries to 'formulate strategies, encourage, facilitate and helps in the formation and expansion of khadi and village businesses in countryside zones. Its functions consist of procuring raw materials for entrepreneurs (KVIC, 2020).

3.3.5 Small Industrial Development Bank of India (SIDBI)

The aim of SIDBI's EDP is to provide a financial backbone to entrepreneurs. SIDBI is constantly solving the problems by bringing reputed management and technical institutions close to the small scale industries and arranging specially designed programs viz. Small Industries Management Assistants Programme (SIMAP) and skill cum Technology Up-gradation Programme (STUP) (SIDBI, 2020).

3.3.6 *Department of Policy and Promotion, Ministry of Commerce and Industry, Government of India*

Department of Industrial Policy and Promotion is accountable for the design and execution of promotional actions for the growth of industrial expansion, considering countrywide primacies and socio-economic intentions. This department is responsible for industrial policy and it supervises industrial expansion. This department synchronizes with apex Business Associations such as FICCI, CII, ASSOCHAM in their activities concerning industrial support (Department for Promotion of Industry and Internal Trade, 2019).

3.3.7 *National Small Industries Corporation Limited*

NSIC established 47 Training cum- Incubator Centre (TIC). To enhance effectiveness of micro, small and medium enterprises, NSIC provides assists in the areas of Marketing, Technology, Finance, etc. (Corporation, 2019-2020)

3.3.8 *National Board of Agricultural and Rural Development (NABARD)*

NABARD was started in 1982 and work as the main institution in rural financial help and mainly meant for distributing funds related to the projects like fishery, milk dairies, etc. (Singh, 2015)

3.4 *Government's Various Policies and Schemes for Entrepreneurs*

3.4.1 *Prime Minister's Employment Generation Programme (PMEGP)*

MSME has initiated a new credit-related subsidy scheme called PMEGP by a combination of two schemes namely *Prime Minister's Rojgar Yojana (PMRY)* and Rural Employment Generation Programme (REGP) for creation of employment by launching of micro-enterprises in the countryside as well as city areas. The subsidy levels under PMEGP are as under (BAZAAR, 2020):

Table1 Subsidy levels under PMEGP government scheme

Categories of Recipients Under Pmegp	Owner's Contribution	Rate of Subsidy (of Cost of Project)	
		URBAN	RURAL
GENERAL	10%	15%	25%
SPECIAL (INCLUDING SC/STs/ OBCs/WOMEN)	5%	25%	35%

(Source: KVIC official site), the guidelines of scheme available on the website: www.pmegp.in

3.4.2 *Entrepreneurship Development Programme*

The EDP is conducted through KVIC, KVIB training centers as well as NSIC, the three national-level entrepreneurship development institutes (EDIs) i.e. NIESBUD, NIMSME and IIE, EDII, MITCON, MCED and state governments, Banks, rural development and self-employment training institutes (RUDSETI) reputed NGOs. But EDP is compulsory for all the PMEGP beneficiaries (SINHA, 2015).

3.4.3 *Other Schemes*

1. Schemes of Ministry of Micro, Small and Medium Enterprises (MSME) MSE-Cluster Development Programme (MSE-CDP)

2. Credit Guarantee Scheme
3. The National Skill Certification and Monetary Reward Scheme
4. Food processing schemes of Ministry of Food Processing, Government of India
5. Rajiv Gandhi Udyami Mitra Yojana

3.5 Data and Paradigm of Some Hospitality Entrepreneur

India's ranking in the Travel and Tourism Competitive Index (TTCI) of World Economic Forum moved from 52nd position in 2015 to 40th position in 2017. Now India has moved up by another 6 positions and ranked at 34th position in 2019. By 2028, Tourism & Hospitality is forecasted to earn \$50.9 Billion as visitor exports compared to \$28.9 Billion earned in 2018. By 2029, Hospitality & Tourism will account for nearly 53 Million jobs as compared to the 43 million jobs directly in 2018 (8.1% of total employment). (SOOD, 2020)

3.5.1 The Drivers of Change in Indian Hospitality (case studies)

- (i) **OYO:** This hospitality chain now spans PAN-India and covers more than 8500 hotels. USP of OYO has been its ability to generate a list of hotels, which do not make a hole in the pockets of customers looking at staying in the property. OYO holds all categories of hotels right from budget up till presidential suites; whilst offering good booking deals. OYO improve \$10 Million in funding from China Lodging in 2017. The startup, founded in 2013 by Ritesh Agarwal in Gurugram, has so far raised in excess of \$400 Million in the capital with nearly 20 investors having funded the venture at various stages.
- (ii) **Fabhotels:** This budget hotel aggregator was founded in 2015 by Vaibhav Aggarwal and Aadarsh Manpuria in Gurugram. Total capital raised by this early-stage startup is nearly \$35 million with investors such as Accel Partners and Goldman Sachs associated with the venture at varying funding stages. Fabhotels has also been backed by Aarin Capital that is led by Mohandas Pai (R, 2018).
- (iii) **Zomato:** Most popular food (restaurant) search and delivery app Zomato recently got a whopping \$200 Million. Zomato also doubles up as a Google for restaurants and hospitality in India. As of now, Zomato has raised more than \$400 Million capital from a range of investors including Sequoia Capital and Info Edge. The food delivery service was started by Deepinder Goyal and Pankaj Chaddah in Gurugram (R, 2018).
- (iv) **Zostel:** Zostel is a chain of backpacker hostels in India operating in 25 Indian cities, and in Nepal. This venture provides travellers to stay in hotels at picturesque locations; USP is its service model that offers authentic local experiences to explorers at reasonable costs. Zostel, founded in 2013 in Jaipur, has raised \$1 million in the capital. The last round of funding was in 2014 (R, 2018).

4.0 RESEARCH METHODOLOGY

4.1 Table 2: Research Design

The nature of study	Qualitative and Quantitative
The purpose of study	To measure the effect of government policies on hospitality entrepreneurs.
Location where the study is conducted	New Delhi (NCR)
Nature of data	Primary and Secondary Data

Time line of the study	3 months
The methods of data analysis	In form of statically (percentage, cumulative percentage, standard deviation and sample variance) with the help of Microsoft Excel, SPSS Version 26
Correlation and Multiple Regression of variables	ANOVA and regression statistics
Hypothesis testing	Chi square test

Sampling Design

- (a) Sampling Unit: EDP and FDP Participants, hospitality entrepreneurs, entrepreneur faculties
- (b) Sample Size: 84
- (c) Sampling Technique: Convenience Sampling

4.2 Data Collection

Instruments of Data Collection

- ✧ Questionnaire
- ✧ Observation method
- ✧ Interview
- ✧ Conducted class at NSIC with EDP participants

Questionnaire Interpretation Method

- ✧ Likert Scale
- ✧ Ordinal Scale

Method

Data was collected using a questionnaire. The questionnaire was designed to uplift a good response from EDP, FDP and entrepreneur faculty. The gathering of primary data will be attained through using a personal survey approach, classes in EDP and interview. The secondary sources were in the form of journals, books, newspaper (Business Standards, Times of India (Business Part), The Economic Times), thesis, reports (Ministry of Tourism annual report 2018 – 2019, MSME Annual report 2019), magazines ('Udyog Jagat' Journal of Various years, 'Management Today' magazine of various years, 'Entrepreneur Trends' magazine 2018), and relevant websites. Secondary data has been used wherever necessary to improve the understanding of the concepts of hospitality entrepreneurs.

5.0 DATA ANALYSIS AND INTERPRETATION

This chapter presents the results, analysis interpretation and discussion of the data collected.

5.1 Basic Characteristics of the Sample Entrepreneurs

Inference Analysis: Table 3 shows the basic characteristics of 84 sample entrepreneurs. Regarding their age, out of the total sample, the majority of entrepreneurs fall in the age group of 36-40 (26.2%) followed by 41-45 (22.6%) and 31-35 (21.4%). Only some entrepreneurs out

of the total 84 have technical diplomas, certificates (EDP) or degrees. The majority (84.5%) of our sample entrepreneurs are males. The minority (15.5%) of female entrepreneurs run their business in tailoring, beauty parlors, manufacturing sanitary pads (vyomini), etc. The majority of entrepreneurs are mature (Parenthood stage), youth is not involving in entrepreneurship so much.

Table 3 Source: Field survey data

Distribution of Age	Frequency	Percentage	Cumulative Percentage
15 to30	16	19.047619	19.04761905
31 to 35	18	21.4285714	40.47619048
36 to 40	22	26.1904762	66.66666667
41 to 45	19	22.6190476	89.28571429
46 to 50	7	8.33333333	97.61904762
51+	2	2.38095238	100
Total	84	100	
Sex			
Male	71	84.5238095	84.52380952
Female	13	15.4761905	100
Total	84	100	

Notes 1: Percentage = Frequency/total*100

2: Cumulative Percentage = by adding percentage till that option.

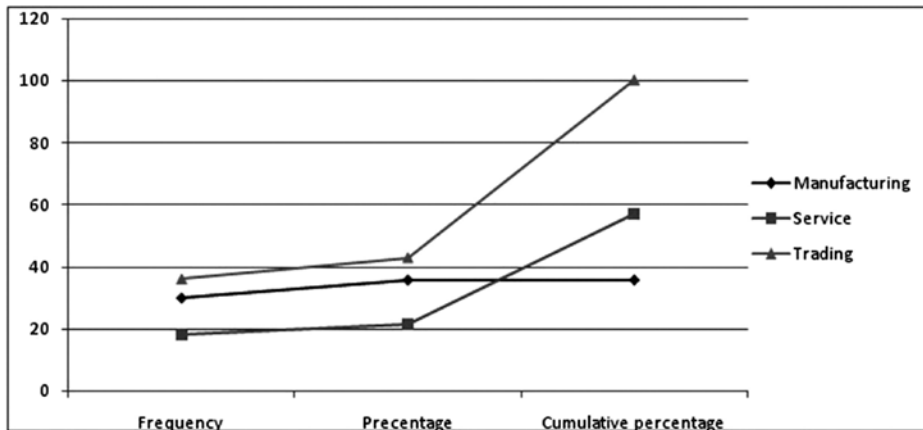
5.2 Nature of Activity (Startup)

Inference Analysis: It is found that the majority (42.8%) of entrepreneurs are running a trading business and followed by manufacturing (35.7%) in NCR. It is measured that the step toward trading business is much profitable in comparison to service. The service sector got a minimum (21.4%) scale inactivity of the entrepreneur. The line graph shows the graphical display of startup activity data that changes continuously over figures (frequency and percentage).

Table 4 Source: Field survey data

Nature of Activity in the hospitality industry(startup)			
	Frequency	Percentage	Cumulative percentage
Manufacturing	30	35.7142857	35.71428571
Service	18	21.4285714	57.14285714
Trading	36	42.8571429	100
Total	84	100	

Graph 1



5.3 Idea/Source of Inspiration for Entering into Entrepreneurship

Inference Analysis: In the survey, we get to know entrepreneur source of getting in entrepreneurship. The level of inspiration is extremely important for any entrepreneur. It is found that majority (26.2%) of entrepreneur enters in business through family business and experience. Table 5 below, shows that entrepreneurs feel that the relatives and family are trustworthy. Desire to do something creative and government programs (Training, EDP) with 21.4% are also found to be very much inspirational to the entrepreneurs. It is followed by other options (schemes, financial availability and demand of product) with less percentage.

Table 5 Source: Field Survey Data

Reason	Frequency	Percentage	Cumulative Percentage
Desire to do something creative	18	21.42857143	21.42857143
Technical/Financial availability	10	11.9047619	33.33333333
Previous family experience, motivation (knowledge, skill)	22	26.19047619	59.52380952
Government schemes are attracted	9	10.71428571	70.23809524
Through classes of EDP	18	21.42857143	91.66666667
Demand of product	5	5.952380952	97.61904762
Other	2	2.380952381	100
Total	84	100	

5.4 Registered Under the Government Schemes

Inference Analysis: The Status of ongoing entrepreneurship development schemes taken by the entrepreneurs of NCR is mentioned in Table 6. It is found that 23 numbers (27.38%) entrepreneurs are availing PMEGP schemes under Department of Industry and Commerce, Government; 4 numbers (4.7%) entrepreneurs are availing DIC scheme run by MSME, 14 numbers (16.6%) entrepreneurs availing credit guarantee scheme run by central

government of India. 18 number (21.4%) entrepreneurs are availing NSIC schemes that is run by the department of MSME, government of India. Data also show that more than entrepreneurs (10.7%) are not registered with any scheme.

Table 6 Source: Field Survey Data

Name of Scheme	Frequency	Percentage	Cumulative Percentage
PMEGP	23	27.38095238	27.38095238
MSME by DIC	4	4.761904762	32.14285714
NABARD	4	4.761904762	36.9047619
Credit Guarantee Scheme	14	16.66666667	53.57142857
Startup India	6	7.142857143	60.71428571
NSIC Schemes	18	21.42857143	82.14285714
NIESBUD Schemes	6	7.142857143	89.28571429
None	9	10.71428571	100
Total	84	100	

5.5 Entrepreneur Trust Behavior on Various Aspects of Government (Programs, Education System and Policies)

Inference Analysis: An inference can be drawn that the potentiality of doing business is grown by the government bodies and hospitality education system with their effective programs and policies. The table 7 represents the statically figures of entrepreneur perception to government program and policies.

It is measured that facilities of incentives, subsidies, schemes and grants from government are not upto the mark with disagree (38.1%) and strongly disagree (21.4%). These facilities required more improvement. It is found that there is a positive impact of government programs (EDP, FDP and training) on hospitality entrepreneurs with statically figures of strongly agree (38.1) and agree (40.5%). These programs can lead to growth in entrepreneurship in hospitality sector. It can be drawn from Table 7 that their significant effect of government bodies and hospitality education system on hospitality entrepreneur development with stats of cumulative figures (45.2%) to education system and cumulative figures till agree (40.5%) to government bodies.

Table 7 Source: Field survey data

	Do you agree that facilities of Incentives and subsidies & Grants from government are adequate			Do you agree that there is successful impact of government training, visits, EDP, FDP for entrepreneurial activities in hospitality industry			Did government bodies for entrepreneur development increase the growth rate of hospitality entrepreneur			Do you think; present hospitality education system focusses on entrepreneur development		
	No.	%	Cum. %	No.	%	Cum. %	No.	%	Cum. %	No.	%	Cum. %
Strongly Agree	16	19.04	19.04	32	38.1	38.1	12	14.3	14.3	20	23.8	23.8

Agree	12	14.3	33.3	34	40.5	78.6	22	26.2	40.5	18	21.4	45.2
Neutral	6	7.14	40.5	2	2.4	80.9	14	16.6	57.1	10	11.9	57.1
Disagree	32	38.1	78.6	12	14.3	95.2	20	23.8	80.9	26	30.9	88
Strongly Disagree	18	21.4	100	4	4.8	100	16	19	100	10	11.9	100
Total	84	100		84	100		84	100		84	100	
Mean	2.7	1.2		3.93	1.36		2.9			3.14		
Standard deviation	1.4	1.4			1.8		1.39					
Sample Variance	2.08						1.9					

Notes 1: No = Response Number, % = percentage, cum% = cumulative percentage

Likert scale: (strongly agree = 5 to strongly disagree = 1)

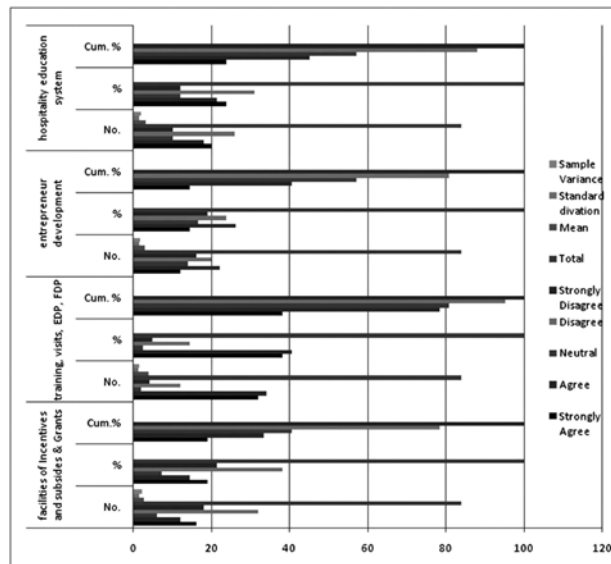
2: Mean = $\sum \text{respondent number} / \text{total}$

3: Standard Deviation = $\sqrt{\sum \frac{(xi - \mu)^2}{N}}$

N = size of the sample, Xi = each value of the population, μ = population mean

4: Sample Variance = (standard deviation)²

Graph 2



5.6 Correlation and Multiple Regression

X Variable 1: - Government programs and policies

Y Variable 2: - Entrepreneur Development

Table 8 Source: Field survey data

Government Programs and Policies	Entrepreneur Development
1 (TRAINING)	156
2 (EDP)	150
3 (FDP)	169
4 (EDUCATION)	94

Summary of Correlation and Multiple Regression

<i>Regression Statistics</i>	
Multiple R	0.650761863
R Square	0.423491003
Adjusted R Square	0.135236504
Standard Error	30.80827811
Observations	4

ANOVA						
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	1	1394.45	1394.45	1.469156614	0.349238137	
Residual	2	1898.3	949.15			
Total	3	3292.75				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	184	37.73228061	4.876461137	0.03957296	21.65109984	
X Variable 1	-16.7	13.77788082	-1.212087709	0.349238137	-75.98143653	

$(y = a + bx)$ a (intercept) = 184 b (slope) = -16.7

Probability level = 0.039 Degree of freedom = 3

Correlation = 0.65

It is measured that the calculated value of correlation is higher than the level of significance so, here we inference analysis that if government policies will develop than entrepreneurship will also develop.

5.7 Hypothesis Testing

Null Hypothesis (H_0): - There is not a good impact of government programs and policies on growth of entrepreneur development in hospitality industry.

Alternate Hypothesis (H₁): - There is significant impact of government programs and policies on growth of entrepreneur development (in form of economic and employment development) in hospitality industry.

Table 9 Source: Field survey data

Table of Observed and Expected values									
Government Program and Policies/ Growth status	Entrepreneur Training		EDP's		FDP's		Hospitality Education System		Total
	Observed	Exp.	Observed	Exp.	Observed	Exp.	Observed	Exp.	
Entrepreneurship development	67	56.2	61	54.04	46	60.9	31	33.8	205
Employment Development	42	53.5	48	51.4	66	57.9	39	32.2	195
Economy Development	47	46.3	41	44.5	57	50.2	24	27.9	169
Total	156		150		169		94		569

Degree of freedom = $(4-1)*(3-1) = 6$

Chi square X^2 tabular value = 12.59

Significance Level (α) = 0.05

Chi square (X^2) = $\sum (\text{observed value} - \text{expected value})^2 / \text{expected value}$

Chi square (X^2) calculated value = 13.85820769

Probability Level = 0.031260796

Result = Chi square X^2 tabular value < Chi square X^2 calculated value

Therefore, we reject null hypothesis (H_0) and accept alternate hypothesis (H_1).

6.0 FINDINGS OF THE STUDY

Multiple schemes have been launched by the state and central government for the development and growth of hospitality entrepreneurship in India since long time. Effective changes are observed in the life of hospitality entrepreneurs in NCR (Delhi). In spite of various entrepreneurship development programmes and initiatives, a large number of entrepreneurs are covered and registered with many government schemes till date. In this study it is also observed that hospitality entrepreneurs are booming like a sprint by taking food industry as a benchmark. The study indicates that wide spread awareness generation programme along with good monitoring of the line departments are helping the hospitality entrepreneurs. Convergence of various programs and schemes related to entrepreneurship can change the socio-economic status of hospitality entrepreneur. One way of examining the role of Government in influencing entrepreneurship in hospitality sector concludes that initiative taken by government is going in positive direction.

As a result, Government such measures minimize the risk involved in setting up hospitality enterprises, on the one hand, and encourage the prospective hospitality entrepreneurs to plunge into entrepreneurial career, on the other.

7.0 CONCLUSION

Entrepreneurial Development Programme (EDP) and Faculty Development Programme are found as a benchmark of hospitality entrepreneur development and growth of hospitality sector. It is the EDP through which the entrepreneurs learn the significant knowledge and skill for running and developing the enterprise successfully which ultimately contribute to economic growth. EDPs help solving the problem of unemployment by generating major employment opportunities through setting up of small and big hospitality and other units. EDP provides the entrepreneurs various schemes, incentives, subsidies and infrastructural facilities to set up their own enterprises in all the non-industrialized areas in rural areas. Overall Entrepreneurial Development Programmes will result in increase in per-capita income and thus helps in the improvement of standard of living of the people.

Innovation and entrepreneurship are two important tools in increasing hospitality activity fields to stimulate the enterprises. Combination of these two factors is the key of successfulness and sustainability of businesses those work in hospitality. Entrepreneurs predict customers' needs, behaviors, motivations, and desires very optimally. The recent policy reforms clearly reveal that government is leveraging on skill development for ensuring hospitality entrepreneurship development in the country.

Since hospitality entrepreneurship business benefits the economy, create employment, result in foreign exchange earnings, the government is expected to develop policies that will encourage ethical and competent hospitality entrepreneurs.

8.0 RECOMMENDATION

1. Encourage green practices research and implementation
2. Providing adequate training and skill development opportunities for employment creation as well as provision of quality services
3. Identification and development of new hospitality circuits or enhancement of existing ones.
4. Encouragement for private sector participation in form of financial incentives such as lower taxes, subsidies, easy finance options or availability of land banks.
5. The government should encourage hospitality entrepreneurship by giving soft loan, incentives and providing enabling environment to ensure that hospitality entrepreneurship thrives in the country.

9.0 LIMITATION OF THE STUDY

1. Local food vendors and restaurants are hesitating to participate in survey.
2. Lack of information about exact figures of hospitality entrepreneurs in India.
3. The entrepreneurs' answers of while responding to some of the questions are not qualitative information may have affected the final results and outcomes.

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