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TOURISM ENTREPRENEURSHIP- A STUDY IN MADURAI CITY

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ABSTRACT

The study on tourism entrepreneurship in Madurai City investigates the dynamics of entrepreneurial activities within the local tourism industry. It examines the role of innovative business ventures, cultural preservation, and sustainable practices in enhancing the tourism sector. Through in-depth analysis, this research aims to provide insights into the challenges and opportunities faced by tourism entrepreneurs in Madurai, shedding light on strategies for fostering economic growth and cultural heritage preservation in the region.

INTRODUCTION:

Tourism entrepreneurship refers to the process of identifying, creating and developing a new business venture in the tourism industry. It provides tourism related products and services that meet the need of travelers. The success of tourism entrepreneur often depends on their innovation, creative and customer focused activities. This sector includes a wide range of opportunities such as hotels, restaurants, tour companies, travel agencies, and more. Successful tourism entrepreneurs often focus on providing unique experiences, catering to specific niches, and staying update on industry trends to thrive in a competitive market. Factors like location, marketing, customer's service and sustainability also play crucial roles in tourism entrepreneurship.

PURPOSE OF THE STUDY:

The purpose of a study on tourism entrepreneurship is to examine how entrepreneurial activities within the tourism industry contribute to economic growth, innovation, and sustainability. This research aims to understand the challenges and opportunities faced by tourism entrepreneurs, assess their impact on local communities, and identify successful strategies. By exploring marketing, policy, and environmental aspects, the study seeks to provide valuable insights for policymakers, business owners, and aspiring entrepreneurs in the tourism sector. Ultimately, it aims to foster a deeper understanding of the role of entrepreneurship in shaping the future of tourism and its broader socio-economic implications.

OBJECTIVES:

1. To study the demographic profile of the respondents
2. To analyse the motive of choosing tourism entrepreneurship business
3. To identify the challenges faced by the respondents