

A CASE STUDY OF YOUNG ENTREPRENEUR FROM TOURISM INDUSTRY

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ABSTRACT

An Entrepreneur always starts a business with the thought to provide solutions to problems in society. An entrepreneur with a larger vision does not stop on achieving small monetary targets However; their focus is to create brand value. In this study, the effort of the researcher was to understand the process of becoming an entrepreneur from a normal people also to study the different & important steps that a successful entrepreneur takes from start-up to a brand name. He also wants to study the reason to choose the tourism industry by a young entrepreneur in the current scenario. The researcher used the 360-degree analysis o for the performance evaluation of the entrepreneur..

Keywords: Entrepreneur, Tourism Industry, Society.

INTRODUCTION

It is entrepreneurs who create many job opportunities which contribute to pro-poor development in the country. We can say an entrepreneur is also a social worker in many context. There are too much challenges in UP, Bihar for entrepreneur because here the parents usually believe to make their child as a doctor or engineer, initially they do not support their child if their child are planning to start a business or want to become an entrepreneur due to its uncertain nature.

“Failure makes successful entrepreneurs. failure are the teacher , not evils” said by Mr. Abhishek Sankrit. He had previously entered into stock broking business with six figure capital however failed to continue for more than six months. Here he learned from difficulties and challenges which came during his period of operation & he was prepared for those challenges in advance while starting new enterprise. So , one failure taught him some lesson which helped him further and next successful enterprise (Tour company) started with just four figure capital.

LITERATURE REVIEW

In 2008, Potter concluded in his research paper that It is basically stated that education and training programmers doesn't do enough things to nurture entrepreneurial attitudes and skills, but rather to prepare students for paid employment. In 2005, Muller emphasized that the experience of previous self-employment and work is more important than formal education for the likelihood of being a rising entrepreneur. Particularly, *“an entrepreneurial attitude is related to work in a small firm with managerial responsibilities”*. The growth opportunity is available in each and every industry, it is just a matter of ratio that the percentage of growth in some industry are less and other industry are high, and there are different other factors. Tourism industry provide maximum job in minimum investment that's one thing , so this itself proves that by less investment the companies are starting , giving more job and doing good business. So tourism

industry is a place where a normal citizen, a people with less fund can enter into business only requirement is knowledge, skill and specialty. If specialize people with good skills and knowledge comes to tourism industry , this industry welcome them always because it's very broad industry which have a multiple option and different segment are connected like hospitality, river cruising , adventure, tour operation, event (MICE) & ticketing are the part of tourism industry. Here required starting investment is less that's how four digit capital grown to eight digit balance sheet (high ration of growth). So, entrepreneur can look for multifold growth here in short span.

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