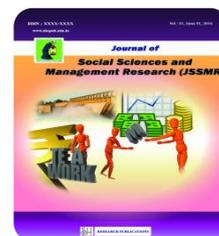




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**A Study on Identification of Start -up opportunities & Survey for
Travel and Tourism in Courtallam, Tenkasi District**

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Abstract

A start-up, as such, represents a newly emerged business venture that has the intention of developing a feasible business model in order to meet the needs of a society by creating a virtuous cycle that derives constant improvement through innovative solutions. Creating an ecosystem of innovation to provide solutions to meet the needs and demands of individuals will foster a start-up culture that is inclusive, efficient and valuable for everyone. This study focuses on increasing the start-ups in Courtallam, is a small Town on the Western ghats in Tenkasi District, Tamil Nadu. The purpose of the study is to know the scope of start-ups in Tourism. To identify the opportunity of start-ups, the spending behaviour, Mode of accommodation as well as mode of transport are analysed. Therefore, through this study analyse about the entrepreneurship environment existing in Courtallam in order to understand the challenges that start-ups, incubators and entrepreneurs face when trying to assess innovative technological advancements in order to build a prosperous society. By the same token, while trying to analyse the current pace of change that start-ups and entrepreneurs bring on different sectors, it is equally important to spot the waves of opportunities and developments these start-ups and entrepreneurs can bring, considering that countries with the greatest needs provide the greatest opportunities. From the perspective of entrepreneurship, tourism provides a specific operation context, perceived differently by other sectors. The way in which opportunities are identified and the process of their transformation into touristic products and services for consumer is very diverse in comparison with other areas of economic activity. The paper explores various Start-ups Opportunities and Survey for Travel and Tourism in Courtallam, Tenkasi District.

Keywords: Start-ups, Travel & Tourism, Government schemes.

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Introduction:

Tourism entrepreneurship can be defined as the process of creating idea associated with tourism and thus using expert skill and competencies to expand a new business or to broaden an existing business to generate employment, wealth and social goodwill. Tourism entrepreneurship provides helps in overall economic development and a boost for local resources and utilizing the local resources to the fullest. Tourism Enterprises refers to the business projects related to the tourism which work on the certain business principles. Sinclair and Stabler (1997) have defined the tourism enterprise as “a mixture of products comprising of accommodation, natural resources, catering, transport, entertainment and other amenities and services, such as tour operators, shops and banks.” A person or a group of persons who are producing and managing tourism products are called as tourism entrepreneurs. A start-up fits best in developing economies whose main objective is to reduce poverty and generate sustainable wealth through innovative solutions that are able to solve industry-wide problems. Considering the way social, political, commercial and legal aspects shape a country’s economy, start-ups create models designed to enhance the wellness and performance of the country based specifically on those aspects as the critical determinants to drive change.

Startup means an entity, which is registered in India not over five years and the annual turnover not exceeding Rs.25 crore in any financial year. It is an entity which works towards innovation, development, deployment or commercialization of new

products and services driven by technology or intellectual property.

Startups are important drivers of the economy. The start-up space in India in the last few years is impressive. India has become the third largest start-up ecosystem in the world next to US and Israel. The number of start-ups launching in India in an average daily basis has increased to four at present. India and various state government initiatives to promote startup ventures have started to boost entrepreneurs. Several venture capital firms have been actively looking at Indian start-up sector for investment and partnerships. Among the start-ups set up in the recent years, especially after the launch of start-up programme of Government of India, the representation from travel and tourism sector has been quite slower. Such an emerging scenario provides tremendous business opportunities for new entrepreneurs who have innovative ideas in Indian travel and tourism sector. Making use of these opportunities, innovative start-ups should be encouraged in this sector. Enhanced access to a start-up ecosystem and finance for students and entrepreneurs will result in a successful outcome in terms of income generation and employment creation.

Importance of Tourism start-ups:

- **Employment opportunities:** It helps in providing employment opportunities to large population covering from skilled to unskilled, as it is a labor-intensive industry
- **Foreign Exchange:** It helps in Generating foreign exchange for the country and is third largest earner of foreign exchange to India.

- **Income Generation:** As it has a wide potential and helps in attracting large number of tourists, therefore it increasing income.

- **Increase in Gross National Product:** As income increases, therefore. It adds to the gross national product and thus helps in increasing GNP.

- **Infrastructure development:** It helps in building of roads railways etc, thus encourages infrastructural development

- **Diversification of the economy:** Tourism Entrepreneurs can be linked with local products and resources and thus helps in diversifying the economy

- **Government Revenues:** It helps in increasing governmental revenues by generating profits.

- **Standard of living:** Tourism Entrepreneurship helps in improving the quality of the life because of the higher level of income and thus leads to improved standards of living

- **Preservation of Heritage & Tradition:** Tourism helps in reinforcing preservation of heritage and tradition so that large number of the tourists can be attracted.

- **Enhancement of cultural heritage:** Visitor's interest in local culture offer employment for artists, musicians, and other performing artists, thus helps in enhancing the cultural heritage

- **Enhancement of local facilities:** Tourism entrepreneur provides tourists the basic amenities and recreational facilities that may be used by a local population

- **Favourable image:** Tourism helps in breaking down language barriers, socio cultural barriers, class barriers, racial barriers, political barriers, and religious barriers and thus creates a favourable worldwide image for a destination.

- **International peace & cooperation:** It promotes a global community by supporting international understanding and peace all over the world.

Courtallam Tourism

Courtallam is famous for its waterfalls on the Western Ghats.

Courtallam is a small Town on the Western ghats in Tenkasi District, Tamilnadu with a population of 3026. The Hillocks disappear into the blue mist of **Agasthiar Malai**, named after the Tamil Saint who is believed to have lived here. Numerous waterfalls, cascades, countless health resorts in the **Courtallam** have earned the title **Spa of South India**. The season begins in June and carries on till September. It is when the area experiences substantial rainfall and it is a treat to watch and enjoy. With captivating panoramic vistas, the township is popularly renowned as 'Spa of South'. It has nine waterfalls in the region that add a charm to its exotic beauty. This study reveals the start -up opportunity and survey of courtallam Destination. This Survey is important to develop more entrepreneurs in the field of Travel and Tourism of Courtallam.

Objectives of the study:

- To know about the scope of start-ups in Travel and Tourism.
- To know the socio-demographic profile of the Tourist in courtallam
- To Study the Distribution of the respondents according to their Opinion on categories of amount spend in the Courtallam Destination for analyzing the spending behavior of the tourist.
- To study the Distribution of the respondents according to their Opinion on Mode of Transport for analyzing the preference of travel.

To study the Distribution of the respondents according to their Opinion on Mode of Accommodation for analyzing the choice of staying.

Scope of Start – ups in Travel & Tourism

Start-up India is a flagship initiative of the Government of India, intended to build a strong eco-system to encourage new ideas and Start-ups in the country that will lead to economic growth and generate large scale employment opportunities.

The travels and hospitality industry is a major source of income for most countries of the world that industry provide jobs directly or indirectly to countless numbers of entrepreneurs all over the globe.

- Start a Travel Agency
- Online Hotel Booking Sites
- Tourist Guide
- Restaurant and Bar
- Hotel and Lodge
- Limousine Service
- Car Rental Services
- Tourism Consulting Business
- Taxi / Cab Services
- Airport Bus Shuttle Services
- Ticketing and Reservation Services
- Taxi and Bus Shuttle Business
- Vehicle Rental Business
- Photography Business
- Souvenir Shop
- Luggage Delivery Services
- Welcoming Service

RESEARCH METHODOLOGY

A survey was conducted among the domestic inbound tourists at Courtallam, Tamilnadu. For data collection, 900 respondents which included domestic as tourists were surveyed and complete responses were obtained from 784 respondents who fulfilled the inclusion criteria. The survey was a self-administered one and respondents who were just finishing their visit were interviewed. Data were collected by employing a convenient sampling survey. The convenient sample consisted of non-resident to the region that were visiting for leisure, religion, culture, history, outdoor activities, and to have relaxed time with families. Only one person of a family was interviewed. Randomization was incorporated into the times of the day and days of the week to avoid bias in data collection. A structured questionnaire was developed after an extensive review of the relevant literature. The data were collected by distributing a self-administered structured questionnaire. The instrument was used to collect specific data on trips characteristics such as Socio demographic profile of the Tourist, Opinion on categories of amount spend in the Courtallam Destination, Frequency analysis was done to know the opinion of amount spend in Travel and Tourism. Frequency analysis was conducted to know the opinion of the mode of Transport and mode of Accomodation.

This analysis conducted to collect the Opinion of the tourist and this survey provide more opportunity for start-ups in Courtallam Destination.

Table No: 1, Frequency analysis for the socio-demographic profile of the Tourist in courtallam

S.No.	Socio-Demographic Profile	No. of Respondents (n =784)	Percentage
1.	Gender		
	Male	356	45.4
	Female	428	54.6
2.	Age		
	Below 20 years	186	23.7
	21-30 Years	278	35.5
	31-40 Years	138	17.5
	41-50 years	93	11.9
	Above 50 years	89	11.4
3.	Occupation		
1.	Business	142	18.1
2.	Professionals	159	20.3
3.	Employee	132	16.8
4.	Agriculture	49	6.3
5.	Others	302	38.5

Table 1 infers the Socio-demographic profile of 784 Tourist who have visited Courtallam. While analyzing the gender distribution of the sample tourist respondents in Table 1, about 54.6 Percent of the respondents were female, whereas male were around 45.4 percent. This breakup shows female participation in tourism is more compared to the participation of male. It shows the number of women is gradually increasing in various spheres of economic activities and it is high time that tourist destination is made more women friendly.

Different places attract tourists of different age groups with different backgrounds and temperaments.

For instance, one could find vast differences in tourist mix between pilgrimage destinations and leisure tourism destinations. Viewed from this angle, as regards destination Courtallam, it reveals that bulk of the tourists (35.5%) were found in age group of 21 - 30, followed by tourists in the age group of Below 20 (nearly 23.7%), the age group 31- 10 (17.5%), the age group 41 - 50(11.9) and the age group above 50 (11.4%). Tourists in older age groups, namely, in late forties, fifties and sixties were found to be relatively less in number. It may therefore be inferred that Courtallam attracts on the whole younger tourists who are in the

productive age group with assured incomes

With respect to the Occupations of the tourist visiting Courtallam about 38.5 Percent were employed in others followed by 20.3 percent were Professionals, about 18.1 percent were Business people, about

16.8 percent were Employee and only 6.3 percent are Agriculturist. It is reveals that the data pertaining to the frequency distribution of tourist respondents across the various occupations.

Table No: 2

Distribution of the respondents according to their Opinion on categories of amount spend in the Courtallam Destination

S. No.	Opinion on categories of amount spend in the Courtallam Destination	No. of Respondents (n =784)	Percentage
1.	Shopping		
	Below Rs. 350	199	25.4
	Rs. 351-800	199	25.4
	Rs. 801-1500	193	24.6
	Rs. 01500	193	24.6
2.	Food and Lodging		
	Below Rs. 5,00	246	31.4
	Rs. 501-1,000	201	25.6
	Rs. 1,001-2,000	190	24.2
	Above Rs. 2,000	147	18.8
3.	Recreational and Entertainment		
	Below Rs. 4,00	197	25.1
	Rs. 401-1000	493	62.9
	Above Rs. 1,000	94	12.0
4.	Tourist Guide		
	Below Rs. 3,00	134	17.1
	Rs. 301-1,000	62	7.9
	Above Rs. 1,000	588	75.0
5.	Travel		
	Below Rs. 1,000	547	69.8
	Rs. 1001-3,000	181	23.1
	Rs. 3001-5,000	40	5.1
	Above Rs. 5,000	16	2.0

6.	Beverage		
	Below Rs. 300	246	31.4
	Rs. 300-500	31	4.0
	Rs. 501-1000	479	61.1
	Above Rs. 1000	28	3.5
7.	Miscellaneous		
	Below Rs. 300	141	18.0
	Rs. 300-500	26	3.3
	Rs. 501-1000	555	70.8
	Above Rs. 1000	62	7.9

Table 2 provide the distribution of the respondents to their opinion on category of amount spending in Courtallam Tourism. For Shopping 199 respondents (25.4 Percent) spent below 350, 199 respondents (25.4 Percent) spent Rs. 351 to 800, 193 respondents (24.6 Percent) spent Rs. 801 to 1500 and 193 respondents (24.6 percent) spent above Rs.1500. Majority of the respondents spending is 350 to 800 for shopping

For Food and Lodging 246 respondents (31.4 Percent) spent below 500, 201 respondents (25.6) spent Rs. 501 to 1000, 190 respondents (24.2 Percent) spent Rs. 1001 to 2000 and 147 respondents (18.8 percent) spent above 2000. Majority of the respondents spending is below Rs.500 for Food and lodging.

For Recreational and Entertainment 197 (25 percent) spent below 400, 443 respondents (62.9 percent) spent Rs.401 to 1000 and 94 respondents (12 percent) spent above 1000. Majority of the respondents spending is Rs.401 to 1000 for Recreational and Entertainment.

For Tourist guide 134 respondents (17.1 percent) spent below 300, 62 respondents (.9 percent) spent Rs.301 to1000 and 588

respondents (75 percent) spent above 1000. Majority of the respondents spending is above 1000 for Tourist guide.

For Travel 547 respondents (69.8 percent) spent below 1000, 181 (23.1 percent) respondents spent Rs. 1001 to 3000, 40 respondent (5.1 percent) spent Rs.3001 to 5000 and 16 respondents (2 percent) spent above 5000. Majority of the respondents spending is below 1000 for Travel.

For Beverage 246 respondents (31.4 percent) spent below 300, 31 respondents (4 percent) spent Rs. 301 to 500, 479 respondents (61.1 percent) spent Rs.501 to 1000 and 28 respondents (3.5 percent) spent above 1000. Majority of the respondents spending is Rs.501 to 1000 for Beverage.

For Miscellaneous 141 respondents (28 percent) spent below 300, 26 respondents (3.5 percent) spent Rs. 301 to 500, 555 respondents (70.5 percent) spent Rs.501 to 1000 and 62 respondents (7.9 percent) spent above 1000. Majority of the respondents spending is Rs.501 to 1000 for Miscellaneous.

Table No: 3

Distribution of the respondents according to their Opinion on Mode of Transport

S. No.	Opinion on Mood of Transport	No. of Respondents (n =784)	Percentage
1.	Two-Wheeler	115	14.7
2.	Car	208	26.5
3.	Bus	338	43.1
4.	Travels	105	13.4
5.	Train	18	2.3

Table 3 provide the distribution of the respondents to their opinion on mode of transport. Out of total tourist respondents 338 (43.1 %) visited Courtallam through Bus. Followed by 208 respondents (26.5%) choose their own travel through car as mode of transport, 115 respondents choose their own travel through Two-wheeler, 105 respondents (13.4%) as mode of transport and only 18 respondent (2.3%) choose Train as mode of transport.

Table No: 4

Distribution of the respondents according to their Opinion on Mode of Accommodation

S. No.	Opinion on Mode of Accommodation	No. of Respondents (n =784)	Percentage
1.	Hotels	201	25.6
2.	Resorts	227	29.0
3.	Lodging /Guest House	111	14.1
4.	Youth Hostel (Dormitory	57	7.3
5.	Dharmasala	69	8.8
6.	Friend/Relative's house	119	15.2

Accommodation is a key component of tourism industry and is a major constituent of tourist expenditures. Table 4.14, revealed that 29 per cent of total tourist respondents (227 out of 784) selected Resorts at Courtallam. About 25.6 per cent (201 out of 784) of total tourist respondents stayed in hotels. 14.1 per cent (111 out of 784) of tourist respondents preferred to stay in lodge/guest house. 15.2 per cent (119 out of 784) of tourist respondents stayed at their friends and relative's home. 8.8 percent (69 out of 784) of tourist respondents stayed in Dharmasala and 7.3 percent (57 out of 784) of tourist respondents stayed in youth hostel (Dormitory)

Findings & Suggestion

Findings and suggestion related to the Study on Start- ups Opportunities and survey of Travel and Tourism in Courtallam Destination, Tenkasi District.

- The study exhibits that the majority of the respondents were female
- From this demographic character, it is understood that the respondents are under the age group of 21 to 30
- Socio economic aspect indications that the Tourist who are the sample respondents for this study are almost doing different work.
- The study depicts Opinion of the respondents about category of spending in Courtallam destination. In that

majority of the respondents spending is 350 to 800 for shopping, below Rs.500 for Food and lodging, 401 to 1000 for Recreational and Entertainment. Rs.501 to 1000 for Beverage and Rs.501 to 1000 for Miscellaneous.

- The study provides the distribution of the respondents to their opinion on mode of transport, in that majority choose bus for their convenience.
- The study provides the distribution of the respondents to their opinion on mode of Accommodation, in that majority choose Resort for their convenience.

Conclusion:

A start-up in Tourism can evolve from a simple idea to complexities but still there is some area which is not identified as opportunities. The lifeblood of any economy and country is its entrepreneurial skills. Start-ups are the sources of technological innovation which bring about change to benefit society at large. This study reveals more start-ups specifically in the field of Travel, Restaurant, Snack corners, fruit stalls and some more service centres can be started in Courtallam destination. Women entrepreneurs can be given training and chance to emerge their new ideas in this destination. Government can implement more schemes in this destination for improving the start-ups in this destination so that the economy of the rural area can be developed. And also, the government can identify the unemployed of the area as the Opportunities for the young generation is more in this destination.

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