Chapter 9
Sustainable Development and Entrepreneurship in Hotel and Resorts

Partho Pratim Seal
Manipal University, India

ABSTRACT
Sustainable tourism has been a focus of tourism worldwide. As the hospitality industry is a part of tourism which includes hotels and resorts and contributes a lot towards food and lodging, sustainability is a concern for the industry. Individuals have a perspective that hotelier’s relationship toward environmental and societal concerns is rather secluded and intangible. Considering the size and the rapid growth of the hospitality industry, it makes it clear that environmentally sustainable action is essential. For sustainability to be effective, the best way is to engage the people from local communities. The aim is to promote socio-economic development of the tourist destination and the community considering the ecology best cared for by the locals. Tourism has to be developed in a manner so that the ecosystem is conserved with diversification of the economy leading to dispersal of ownership.

INTRODUCTION
Tourism across the world is increasing due to globalization, increased income of citizens, reasonable transportation charges, and increased spending on leisure time. The estimated international arrivals for the year 2020 is forecasted to be about 1.8 billion. Tourism occupies a major role in economic growth of a country (Faraji & Aghajani, 2010). Tourism contributes about 10 per cent of world’s GDP leading to

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one out of every eleven jobs and is a key source of foreign exchange earnings by
countries (Senthil & Seal 2017). The travel and tourism in India has been ranked
7th in the world for its contribution to country’s GDP (WTTC)Tourism in countries
like India with its diversity leads to high potential growth which results in the
development of infrastructure of the tourism destinations. The travel and tourism
sector is estimated to create 78 jobs per million rupees of investment in India as
compared to 45 jobs created by the manufacturing sector with same investment.
(Incredible India).

The main tourism activity is focused in mass market tourists which means mainly
recreation tourism and a small percentage of the whole tourism economic transactions,
which is estimated to be less than 10% is coming from alternative forms of tourism
(Lickorish & Jenkins, 2004) such eco-tourism, educational tourism, religious tourism,
third age, health tourism, wine tourism, sport tourism or professional tourism etc.

TOURISM AND ENTREPRENEURSHIP

Tourism could help and assist the entrepreneurs to invest which will lead to
employment, economic and market growth of a country. Tourism as it provides
a huge employment opportunity can assist the entrepreneurs to invest leading to
rapid economic and market growth. Many tourism business are been initiated by the
entrepreneurs who have a major role in providing leisure and recreational activity.
Various tourism and hospitality business consisting mostly of small and medium sized
enterprise which include homestays, farms and family style restaurants and cafes have
been added which caters to the diversity of people (Chang, 2011). (UNWTO, 2002)

Entrepreneurship

Entrepreneurship is derived from the French term entrepreneur who partakes
accountability, pursue prospects, monetary needs and wants by innovating and
operating a commercial business (Burch, 1986). Entrepreneurship has a vital role
in transforming the supply of leisure and entertaining opportunities (Chang, 2011)

For a country as well as across the world entrepreneurship is considered as a
critical factor for tourism development. (Khanka, 1999) defines ‘tourism entrepreneur’
as a person or a group of persons who are either creating and or managing tourism
products. Tourism entrepreneurship helps in providing a planned support for business
development particularly in the rural area (Koh & Haltten, 2014) acknowledged the
importance of entrepreneurs in tourism development and claimed tourism business
is born not by an act of nature but by the deeds of the tourism entrepreneur. The
importance of tourism in entrepreneurship leads to increase in revenue which cushions
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