

MANGALORE UNIVERSITY
Department of Business Administration
MBA (TOURISM ADMINISTRATION)

**TA 553 ENTREPRENEURSHIP FOR TOURISM AND HOSPITALITY
BUSINESS**

Objectives

60HOURS

1. To empower students to become an entrepreneur in tourism sector
2. To familiarize the modalities for starting a tourism business

Unit I Entrepreneur, Entrepreneurship – Definition-concepts - characteristics-functions. Distinction between entrepreneur and manager, Types of entrepreneurs on various aspects like, objectives, behaviour, business technology, motivation, growth, stages of development, scale of operations. Role of entrepreneur in economic development- factors affecting entrepreneurial growth. Tourism as an industry, basic needs of a tourism entrepreneur. Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality.

Unit II Entrepreneurial Competencies- Small Scale Enterprises, Characteristics & Relevance of Small Scale Enterprises, Role of Entrepreneurship in SSE and Economic Development. Women entrepreneur-Needs -scope-problems. Tourism and women entrepreneurs-emerging challenges, women empowerment and entrepreneurship.

Unit III Indian Context-Role of Entrepreneur in Indian economy with reference to self-employment development – Employment Pattern of the educated in India – Entrepreneurial Culture Importance of nursing Entrepreneurial culture in developing economies – Entrepreneurial values – Entrepreneurial Discipline and Social Responsibility

Unit IV Institutional Interface and Set up; Government Policy; tourism Enterprises, assistance under MoT scheme. Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices, Resource Mobilization

Unit V Site Selection & Financial Planning - Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report, Technology in Tourism Business, Formalities to start tourism organisations in India.

Unit VI Ownership Structures & Organizational Framework - Corporate Entities Issues, H R Issues, Strategies for Growth & Stability. Management Issues in Tourism & Hospitality Industry; Entrepreneurial case studies of major Travel Agencies/Airlines/Hotels.

REFERENCEs:

1. Vasant Desai, Entrepreneurship & Small Business Management
2. S.S. Khan, S. Chanda & Co, Entrepreneurial Development.
3. Peter Drucker Innovation & Entrepreneurship.
4. C B Gupta, N P Srinivasan, Entrepreneurial Development.
5. D N Mishra Entrepreneur and Entrepreneur Development & Planning in India.