



## INNOVATIVE TOURISM ENTREPRENEURSHIP TO PROMOTE INDIAN ECONOMY

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### **Abstract**

*Tourism industry in India has played an important role in economic development in the past few years and tourism, hospitality and leisure industries originally are in the first place based on entrepreneurship. Entrepreneurship and both central to the continued success and development of the industry, both globally and regionally. Tourism business has been panacea for many social and economic problems of India. India is blessed with rich cultural heritage boundless, natural beauty, unbelievable range of flora and fauna and an amalgamation of all major religious of the world. Innovative entrepreneurship is a key for further development to promote economy. This study examines possibility of Ayurveda and yoga based entrepreneurship in India to increase Indian economy.*

**Key Words:** *Economic growth, Ayurveda and Yoga entrepreneurship, eco Organic Torism entrepreneurship.*

### **Tourism entrepreneurship**

Entrepreneurship concept was used in the 17<sup>th</sup> century for the first time and has been evolving and has become a subject of many discussions now. Many define entrepreneurship as starting a new business but many of economist believe this concept is more than that.

Entrepreneurship and innovation are critical factors in tourism and are both central to the continued success and development of the industry, both globally and regionally (Parra Lopez, Buhalis&Fyall, 2009). Finally, tourism entrepreneurship is controlled by entrepreneurs who wish to extract a certain social lifestyle, and economic incentives play a secondary role (Skokic& Morrison, 2010).

Tourism entrepreneurship requires people of different educational backgrounds, gender, age group belonging to a wide range of social background, thus providing huge scope of business activities.

### **Methodology and data base**

This paper is based on secondary data and field observation of the researcher. Information about yoga and Ayurveda and eco organic farming in India are collected from the publication sources such as publication of National Programme of Organic Production (NPOP), The Council for Scientific and Industrial Research (CSIR), APEDA (Agriculture Processed Food Product & Export Development Authority), International Competence Centre for Organic Agricultural (ICCOA), National Centre of Organic Farming (NCOF), database, various reports, journals, periodicals and newspapers etc.

### **Objectives**

To find out the current scenario of Ayurveda and Yoga tourism entrepreneurship and eco – organic tourism entrepreneurship in India.

To enumerate how these two innovative tourism entrepreneurship is important for the overall development of Indian economy.

### **Role of Yoga and Ayurveda in Indian tourism**

People from across the world now come to India for Ayurveda, Yoga and Meditation in Rishikesh, Uttaranchal, Kerala, Tamilnadu and other states that is practiced since centuries. In fact, India fast emerged as a health tourism destination because of these. Since time immemorial, India has been known for its spirituality, religious and Yoga tolerance and its secular character. India is called the “Yoga-bhoomi” and the gateway to the heaven. India is internationally renowned for its ancient healing practices and alternative therapies. For more than thousands of years now, we have followed our own indigenous healing system and medical practice such as Ayurveda, naturopathy and pranic healing to name just few. It is no wonder then, that people from all over the world are turning to the Indian subcontinent for guidance towards a more spiritually satisfying way of life.



### **Ayurveda and Yoga tourism entrepreneurship**

As for Ayurveda, a medical science that originated 5000 years ago, the natural cosmetic industry in India is big business, 18% of all cosmetics in India are “ Ayurvedic ” but affordable preventative medicine through Ayurveda still has untapped potential. In the West, entrepreneurs, athletes and media have built an empire around yoga. The 2008 “Yoga in America” study, released by Yoga Journal, a magazine devoted to the practice, showed that yoga is a US\$ 5.7 billion a year industry. So, why don't we see more enterprise activity in this area? Part of the barrier is that these assets are so integral to the Indian life as aspects of personal spirituality and/or community heritage that professionalizing them is not seen as an opportunity. It's something that India never thought to do until now. The Council for Scientific and Industrial Research has prepared patent formats for nearly 900 yoga asanasto prevent European and American companies from claiming them as their own according to an article in the Hindustan Times.

### **Roles of Indian Government to promote yoga tourism entrepreneurship.**

The Ministry of Tourism is drawing out a roadmap to use yoga as a product in a bid to attract more travellers to the country. The 2015 draft policy of tourism, awaiting cabinet clearance, also stressed on the need to promote yoga to boost tourism. “ As a science that seeks to keep the body, mind and soul in concert, yoga is India's gift to the world which holds the promise of self – realization,” the 2015 draft policy on tourism states.

According to sources, the ministry will first identify yoga centres across the country and then link them to tour operators. “We plan to improve the skills in these centres in a bid to attract foreign tourists. For this, we are going to prepare a module and also request the concerned state governments for assistance,” said source in the ministry.

The ministry is also planning to tap the overseas market to help promote yoga among tourists. Social media and public platforms will be used aggressively to sell yoga.

“Properly marketed, Yoga has the potential to draw in a significant number of travellers. It is, however, necessary to (create an) inventory of the institutions imparting Yoga and connect them to the tourism market by adapting them suitably in terms of language orientation, physical infrastructure and ability to handle visitors,” the draft policy adds.

Subhas Goyal, president, Indian Association of tour operators, told HT: “This is a good start. Yoga is popular across the world and demand for yoga tours is increasing. It is a good thing that the government has taken an initiative in this regard”.

### **Benefits of Ayurveda and yoga tourism entrepreneurship.**

For an entrepreneur, there must be a way to provide more value to communities, bringing a social return, while also making a financial return by injecting more energy, clinical R&D, and capital into assets. If an entrepreneur took on the job spreading yoga in a way that retained allegiance to the philosophy and enabled practitioners to enjoy its health benefits, perhaps we'd see fewer patients end up in hospitals in the long run.

Social entrepreneurs are starting to see the potential. Swas Healthcare, a chain of naturopathy clinics and hospitals is expanding in cities across Gujarat. The company provide treatments for chronic diseases and at an all-inclusive price as low as 300 rupees per day, making it affordable to many. Last year, Aavishkaar Micro Venture Fund invested in it. Another affordable hospital focused on providing access to preventative healthcare to rural market is the hospital network Vaatsalya. SEED Fund and Avishkaar are both investors.

### **Opportunity For Entrepreneurs To Promote Ayurveda And Yoga Tourism In India.**

Kerala and Tamil Nadu being the prime ones, there are other places too which are perfect for such tours such as Chennai, Mahabalipuram, Thanjavur, Swamimalai, Trichy, Madurai, Rameshwaram and Kovalam. The centers here offer a wide range of holistic and spiritual therapies and treatments.

The capital city of India, Delhi in Northern part of India has a number of Yoga and meditation centres. While in Delhi, you can also pay a visit to other tourist attractions such as Red Fort, QutubMinar, Humayun's Tomb, Jama Masjid, Lotus temple. Raj Ghat and Akshardham temple and many more.

Rishikesh is another destination perfect for such Yoga and meditation tours. It boasts of a number of ashrams and centres where you can take pleasure in a variety of therapies and relax yourself. This place also offers great opportunities of adventure activities and you can also witness the evening aarti on the banks of Ganges. After this, you can also visit Haridwar and visit numerous temples and clam your tired soul. Along with this, Bihar, Patna and Bodhgaya too are an important centre for yoga and meditation. Places like Bodhgaya and Patna are well known centres of various yoga and holistic therapies.



### **Eco-organic Tourism Entrepreneurship**

When agro – ecotourism evolves around an organic farm, it is referred to as eco –organic tourism. This is one of the potential tourism entrepreneurship in the world. The valorization of specific elements of the agro – ecosystem landscape offers an additional economic resource for environmental protection. Conversion to organic management in agricultural area and development of connected activities such as tourism are increasing. When farms are organically – managed they increase the motivation for tourist visits. New tourist expectation have enhanced the quality of the supply such as diversified farm landscape, environmentally – sound farm – house architecture and local/typical gastronomy.

The total area under organic agriculture in India was 0.51 million hectares and its global rank is 15<sup>th</sup> out of 170 countries. Madhya Pradesh has highest certified area under organic cultivation i.e 37.25% followed by Himachal Pradesh 35.34%, Rajasthan 12.69%, Uttar Pradesh 2.38% and Maharashtra 1.86% in 2013-14. Around 89.5% area under organic cultivation in India is covered by these five states during same period.

### **Importance of organic agriculture in India**

Organic farming is gaining gradual momentum across the world. Growing awareness of health and environmental issues in agriculture has demanded production of organic food which is emerging as an attractive source of rural income generation. Organic agriculture has made a credible performance during the past ten years. Both, the 11<sup>th</sup> plan document on organic sector and report of the National Commission on farmers have recommended it as a tool for second green revolution in the country in the particular for agro – eco zones comprising rain fed areas, hilly areas and areas experiencing ecological backlash of green revolution. Organic agriculture can become low cost, sustainable option of farming in the country, particularly by the small farmers in rain fed areas and helps to improve their food and income security. It helps to produce supply adequate safe and nutritious food to the producers and consumers of the nation.

### **Need of eco-organic tourism entrepreneurship**

Holidays are often closely associated with food and drink and tourism has been very influential in forming our modern eating and drinking tastes. Ecological tourist farms offer a healthy living environment and organic food. The food is healthy, good and full of flavour. Eco-organic tourism is making the connection between good food, good farming practices and good holidays. Organic farming has been in India since a long time. The importance of organic farming will grow at a fast pace, especially with many foreigners preferring only organic products. Tourism entrepreneurs can focus on business opportunities in this sector there are many small – time farmers who have adopted organic farming but the demand is still unmet, offering many opportunities for those who can promote organic farming on a large scale.

Organic agricultural entrepreneurship should be developed like wine tourism. Identify certain acres of organic farms and construct a farm houses for International and domestic travellers to stay for certain days in farm houses. This kind of organic agricultural entrepreneurship will provide recreation to the travellers from their routine life and rejuvenate senior citizens by staying and consuming organic foods for duration of stay.

### **Benefits of eco – organic tourism**

Organic tourism can be used as a tool for sustainable development of a destination in minor territory and whole country. Origin of organic tourism comes from ecotourism. Ecotourism is exclusively focused on nature, culture and farms which are part of this nature and culture. When ecotourism evolves around organic product is referred to organic tourism. Organic farms offer an additional economic resource for environmental farms and their protection. Organic farms are also vital for human health because organic foods are produced without conventional pesticides, fertilizers made with synthetic ingredients or sewage sludge, bio engineering or ionizing radiation.

### **Benefits to local communities**

Eco organic tourism enterprises are planned and managed at a local level. Community members stay involved at all stages of the process, empowering them while encouraging travellers to their areas. The projects create job locally, reducing the need for young people to leave home to look for work in the cities. Almost everyone in the village can become involved by working as guides, selling crafts, providing food and accommodation, or taking part in cultural performances. Ecotourism also brings a better standard of living through improved facilities such as clinics, drinkable water source, new roads and electricity.



### **Conclusion**

Tourism sector covers all tourism activities which include dissemination of tourism information, transportation, extending travel and tourism assistance, providing accommodation and also amenities for tourists. The entrepreneurs in the sector are large in number and are engaged in different activities related to tourism and allied sectors. Innovative tourism entrepreneurship is a key factor to meet the demands of Economic growth. In India Ayurveda yoga tourism entrepreneurship and eco-organic tourism are potential service enterprises need to be addressed to the large extent to optimize our Economy. To attain success in to these two enterprises requires knowledgeable human skills, sustainable coordination with local communities and proper interaction with Indian Government policies and regulation.

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