

WORLDWIDE TOURISM ENTREPRENEURSHIP, A GLOBAL PERSPECTIVE

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Abstract: *Tourism creates opportunities for entrepreneurship and is a dynamic factor stimulating economic and social life worldwide. Entrepreneurs' relations with local businesses will have a major important development of the region in terms of tourism and could become even crucial over time.*

Key words: *tourism, entrepreneurship culture, globalization*

INTRODUCTION

The tourism sector in the modern global competitive world, is exposed to challenges to be addressed through a series of measures taken both by the public and by individual enterprises.

Foreign entrepreneurs setting up their business in other areas often come bringing their own economies and international market connections. They also can have a more innovative approach to business. Their links with local businesses will have a major role in the development of the tourism in the area. [Rusu, 2014]

Fully supporting local communities, small businesses, and individual entrepreneurs will be key to converting openness to foreign visitors into developing touristic services that collectively make a destination distinctive [Ringbeck, Timm, 2013]

MATERIALS AND METHODS

An interesting example comes from *New Zealand* where on the island of Wairarapa, Jovo Ateljevic [Ateljevic, Page, 2009] studied tourism development and its implications for community and local entrepreneurs. His study shows how a growing number of national, regional and local factors, both in the public and private sectors, interact within the regional tourism development.

Wairarapa was at first a traditional rural area and then it evolved into a dynamic region, not only because of its geography, which is part of the "new tourism", but also because of economic necessity, which pushed local communities to make the most of their entrepreneurial capabilities. The decline of the agricultural sector made possible the launch of the tourism sector and entrepreneurship, introducing the whole area in the global circuit.

Ateljevic & Page also analyzed tourism entrepreneurship in *sub-Saharan Africa*, noting the extremely difficult battle between local traditional rural society, and those who seek to change attitudes, providing opportunities for ecological development through conservation of the natural environment, including natural parks, fauna and flora.

The authors presented at first a brief history of the black continent in terms of hunting and poaching exotic animals, which over decades took place without any hindrance, thus leading to the brink of extinction fauna.

In *Kenya* there are several farms that offer tourists safari trips, even by helicopter, while others are involved with the Masai tribal traditions showing tourists the real life of these true bushmen. [Ateljevic, Page, 2009]

In *Uganda* tourists are offered trips into the dense jungle of Bwimbi and Mgahinga national parks to track gorillas or chimpanzees and watch their daily life, but the number of tourists is strictly restricted.

The war in *Mozambique* has led the country to the brink of collapse, but in 1992 the new government attempted recovery of the economy and infrastructure. The rich countries

around, like South Africa, have realized that there is potential for investment in this country, helping to rebuild the infrastructure in rural areas by building new roads and railways. [Saranga, N/A]

The tourism industry has attracted more foreign investment than any other industry in Mozambique's economy. Tourism development is done by building relationships with the region's national parks like Kruger Park in South Africa and Gonarezhou in Zimbabwe. Government regulations help create entrepreneurial opportunities, to be run by both foreign investors and natives.

A report on the situation of world tourism, involving 28 nations, placed *Canada* on seventh place for scores received by it in entrepreneurship opportunities for adventure tourism. The report is based on detailed figures obtained from the private sector, and government agencies worldwide. The report was issued by Xola Consulting, Adventure Travel Trade Association and George Washington University. [www.canadaupdates.com]

Tourism is the third largest sector in the economy of British Columbia in Canada, right after the forestry and energy sectors. Tourism revenues are higher than those in mining, agriculture and fisheries combined. Provincial revenues from tourism were \$ 9.8 billion in 2005 and are projected to double by 2015. The tourism enterprises are often launched by entrepreneurs who choose this field for reasons closely related to lifestyle or to have a second career.

Lack of entrepreneurial culture in tourism is responsible for developing the tourism sector in *Nepal*. "There are so many potential destinations waiting to be exploited" declared Sharat Singh Bhandari, the Minister of Tourism and Civil Aviation. [www.thehimalayantimes.com]

Sending a message to the international community to show that Nepal has returned as a tourist destination is crucial. Nepalese Tourism Board was established in 1998 with the partnership between government and private tourism industries.

Indonesia has its own problems regarding tourism entrepreneurship. The country suffers because of ignorant government tourism policies, unaware small businesses and because the lack of training of entrepreneurs. [Cole, 2007]

Entrepreneurs here do not trust that they will be helped by the state through coherent policies, and thus the confidence in their future activity is impaired. Despite these shortcomings there are tourism entrepreneurs in the Ngadha region who have developed businesses, being sustained by cultural values promoted even on social networking or travel internet sites.

The government of *Malaysia* has started to become seriously involved in tourism since 1972. Since then, the travel industry has contributed significantly to the country's revenue. Small and medium enterprises were considered as key factors in the development of the tourism industry. [Jaafar, Aishah, Mohd, 2010]

The proportion of small and medium hotels (3 star hotels with 50 rooms) in this industry is considered to be about 70% of the total number of hotels in Malaysia. And they will have to remain at the same level of development because of limited resources, however they could be helped by Malay government, if in turn, it promotes local and regional attractions.

In the *Bahamas* a partnership exists between policy makers and entrepreneurs underlying renewal and economic prosperity. While the commercial banking system is open to creditors, the difficulty in obtaining loans with high interest rates, the high fees charged by these institutions and the lack of technical support, have left many future entrepreneurs in a dull fight to find a adequate funding. [www.tourismtoday.com]

More than just a tourism magnet that attracts 5 million-plus visitors every year, *Brazil* is South America's largest economy, with gears turning busily in numerous sectors.

Alex Nascimento, founder of 7BrazilConsulting in Santa Monica, has taken dozens of individual investors on exploratory trips to his native country. "The next five years will be the hottest years for Brazil," he says. "We're going to have significant investment from the government as well as new foreign direct investment. If new tax legislation gets passed, that will give a boost to Brazil's stocks and publicly traded companies. In the coming years, I see Brazil becoming the best it can be." [Schmidt, 2013]

In *Argentina* the rapid growth of tourism industry has opened up new opportunities for Argentine entrepreneurs in all areas related to tourism and hospitality. Some of Argentina's entrepreneurs have been able not only to take advantage of existing opportunities, but also to bypass the existing challenges. [Pradilla, 2012]

Table 1. The Travel & Tourism Competitiveness Index 2013

Economy	Rank	Score
Argentina	61	4.17
Brazil	51	4.37
Canada	8	5.28
Kenya	96	3.66
Indonesia	70	4.03
Malaysia	34	4.70
Mozambique	125	3.17
Nepal	112	3.42
New Zealand	12	5.17
Uganda	116	3.39

Source: [Blanke, Chiesa, 2013]

RESEARCH RESULTS

Eric Laws [1991] believes that the impact of tourism on the deepest traditional values lies in social relations that are made in the economic sphere: goods and services which were until recently part of the daily life of the community are now marketed and offered as a commodity.

One of the major components of sustainable tourism development is the articulation of entrepreneurial business environment. Tourism, interacting and connecting with the environment, with positive conditions for economic growth and the need for social cooperation, desperately needs entrepreneurs as key players. [Ateljevic, 2011]

Entrepreneurship has gained increasing importance in tourism. Tourism has been influenced by the evolution of ideas according to which small businesses have an important role to play in the tourism industry. [Lordkipanidze, 2002]

A growing number of tour operators put pressure on local governments to recognize the full potential of tourism and constructive approach to its development. While the government considers tourism industry as one of the main drivers of regional and national economic development, the "real" support remains many times, as perceived by small business owners, just a political rhetoric. [Ateljevic, Page, 2009]

Morrison, Rimmington and Williams [1999] describe entrepreneurial strategy that they consider relevant to hospitality, tourism and leisure as being "a dynamic managerial

process which operates within the realities of the market. It s about achieving strategic fit between the components of the entrepreneur/intrapreneur, organization and environment, to bring about sustained business success."

CONCLUSIONS

On the dynamic global markets where the tourism industry works, organizations and independent contractors must select the most effective strategies. Given that small businesses, unlike large companies, are acting on their own market, struggling with their own strengths, abilities and skills, they should consider all distractions that can affect their business.

They need to glance in the future, but also must not forget the harsh and unforgiving present, manifested by fierce competition in the market. Entrepreneurs all over the world need to understand that there is a recipe for success, but that through hard work and struggle can achieve desired goals and objectives.

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