Review Article

Tourism Industry: Standard definitions of Small & Medium Sized Business

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Abstract

Small & Medium Tourism Entrepreneurship or in short SMTEs focuses on maintenance and fine tuning of the scope of the service system (e.g. website updates and online booking system or facility redesign). In the past, competitiveness was the problem of securing future problems through innovation. According to the literature, a large number of SMTE owners have been working for very long periods during high season, which is usually only used for service meetings and maintenance of existing service systems. If you want to propose a way to be more innovative and true entrepreneurship than SMTE, tomorrow’s competitiveness is needed.

Keywords: Tourism Industry, SMTEs, E-Business, Entrepreneurship, Economy.

Introduction

The definition of tourism innovation (e.g. product, service and technological innovation) is not clear except on the Internet. New technologies can make an essential contribution to tourism development. For tour companies, the Internet offers the possibility to provide information and booking facilities that are available to a large number of tourists at a relatively low cost.

It also provides communication tools between tourism suppliers, brokers and end users. The introduction of online e-commerce provides an important opportunity for companies to expand their customer base, introduce new markets, and streamline their businesses. The WTO (2001) also points out that e-business offers small businesses the opportunity to perform their activities in a new, cost-effective way. According to the WTO, the Internet is spreading tourist information and making revolutionary sales.

As more and more Internet users purchase online and tourism, the online commerce market will grow in size. The Internet is definitely a significant source of tourism information. However, SMTE has more stringent barriers to new information.
technologies, particularly e-business adoption. Part of the problem is related to the size and economics of information technology as well as its implementation capabilities within a rapidly growing and changing organization. The new solution, designed for large, stable international corporations, does not fit well with small, dynamic and region-based tourism companies(2).

**Objective of study**
This article seeks to discover innovation in the small and medium tourism industry in India. The following goals were pursued for this study.

1. Investigate the concept of entrepreneurship using the tourism industry, one of the most relevant industries, to demonstrate relevance.
2. Create a global image that is favorable to the destination of the tourist destination.
3. To provide new entrepreneurial opportunities for both skilled and untrained employees, the tourism industry must be a labor-intensive industry.
4. Provision of gradual steps for knowledge formation of small and medium tourism companies' business activities(3).

**Small & Medium sized tourism industry**
Many tourism companies meet the standard definition of SMEs because they are small in terms of both the number of employees (usually less than 20) and market share. Many tourism companies even receive the 'micro business (ie business or business) that show' Bolin and Greenwood (2003). The lack of tourism innovation is often called as a result of the type of business that comprises the industry (LE. Small micro, small business). Loannidis and Peterson (2003) and Shaw Williams (1998) argue that the study on tourism entrepreneurship is sculpted, but the argument is that SMEs are more innovative than large tourism companies, ie a series of work entrepreneurship and SMTE experience Research. Horrison et al. (1999) found that many SMTE's passive entrepreneurs', for example(4).

The tourism industry also proved a fertile environment for family and life-oriented businesses. Horstson et al. (1999) argue that two Stallinbrass (1980) are managed by operating lifestyle firms in a way of life through self-employment, not by many SMTEs but by economic motivation. Mc Daniel (2000) argues that most SMTEs operate in the same manner as competitors. This study is supported by Lonnides and Peterson (2008), which claims that many SMTEs are primarily qualified as additional income sources, motivating the dominant lifestyle in the summer season, and most SMTEs are family businesses(5).

For these various studies, a handful of SMTEs are key to having innovative features of SMTE that operate to take advantage of the opportunity to grow the tissue. Only a small part of the same SMTE, independent of the lifestyle of most oriented SMTEs, seems innovative and enterprising. Marketing innovations change
communication with customers and service providers are built and maintained. SMTE's communicate with customers in a different way than large companies because managers or owners often communicate directly with both their guests during their visits.

Therefore, the manager of customer relations and micro tourism owner means something other than a big company that can be solved to maintain a relationship with customers, mass communication, loyalty program or branding campaign.

Tourism entrepreneurs are supposed to begin with limited business skills and innovation(6). However, if we want to be an innovative tourism industry, we must try to prevent it or try to understand what the facility is going to be SMTE-soothing initiatives, SMTEs innovation can be realized by following:

1. Customer Focus:
The role of service innovation, customer, and interaction with customers (especially in service processes or work experience) can therefore provide valuable information in the innovation process.

2. Collaboration, partnership, or network:
This has also been seen as an important means of innovation within the tourism industry. The SMTE has a direct relationship between the manager and the customer, providing more collaboration opportunities.

Innovation in the tourism industry

Therefore, there is strong petition that tourism innovation should be solved by various methodologies and methodological approaches(5). At a more detailed level, many specific and central areas of innovation have so far fallen out of scope:

Innovation Process
There is an incomplete understanding of how innovation processes occur in tourism companies and organizations, including the ability and the types of incentives they attract. It is recognized that many innovations are gradual and adaptable, but management awareness and strategy may still be needed(7). The inclusion of consumers in the innovation-driven innovation process is a topical issue, where interactions between consumer producers are much closer to the many different types of businesses that are worthy of interest in a very useful service field in tourism.

A floating power
Innovation is often a response to important developments in foreign development. Current climate change and the economic crisis are generally said to be major obstacles to the continued growth of the industry(8). Although these trends can be seen as destruction soon, they can also include incentives for product and process innovation and institutional change, which are crucial to restoring the competitiveness of a new cycle of economic prosperity(9). In this way, eliminating the economic and political turmoil is a perfect laboratory for the study of new innovations in the race.

Barriers to Tourism Innovation
As mentioned above, there is already evidence that major structures and behavioral factors of tourism innovation are hindered and that SMEs may tend to run away and be adopted safely(10). Overcoming obstacles requires new knowledge of, for example, intellectual property rights and imitation and diffusion patterns. There is also a plea for a more balanced focus on the pros and cons of regulation, such as obstacles to innovation or incentives.

**Innovation and economic performance**
Part of this study presents a positive correlation between the tendency to innovate hands and commercial success. However, the impact assessment is not thorough(11). What kind of innovation creates the kind of results and which business categories? You can ask the same questions for advice or countries that have more answers to these questions.

**Technological innovation**
ICT is now an important driving force in tourism innovation, and research on emerging products and delivery methods is almost complete. However, this technology occurs in various forms and affects different production conditions(12). Services are recognized as opposed to commodities, and in interrelation, these interactions are highly relevant to the analysis of tourism, but have not yet grown to some extent.

**Proliferation of Innovation**
Tourism innovation is becoming more and more global. They travel well, are easy to imitate, systematize and export. Therefore, diffusion channels are very important and can better study spatial and social impacts. In other words, which regions and nations are victorious and losing in this process of diffusion? What is the impact on social equality, employment and welfare?

**Role of Entrepreneurship**
The traditional Schumpeterian approach to innovation emphasizes the role of a dreamer entrepreneur. It is difficult to apply this approach to the tourism industry; given the fact that SMEs are widespread and fast access (and closure) is so fast(13). What motivates entrepreneur innovators, what strategies are used to bring in knowledge and achieve ambition? Promoting the entrepreneurial spirit of the tourism innovation system is another neglected approach to the research agenda.

**Policy Research and Evaluation**
The problem of innovation policy was not given priority in tourism research. The nature of public tourism services innovation, such as object management and governance, cultural institutions, belongs to the list of items. Policy evaluation studies have the potential to culminate in information on the effectiveness and effectiveness of various specific interventions(14). It is necessary to address the type of innovation policy that focuses on the category of the company that the policy maker wants to target (for example, SMEs). A spatial approach is also important, such as how policies successfully influence the dynamics of clusters and dynamics systems.

**Academic and Innovation**
This study indicates that lack of technology is an obstacle to tourism innovation. Pay attention to issues related to the production and dissemination of academic knowledge in business and the role of education as a means to accomplish this. Universities need to redefine their roles in the process of acquiring knowledge in the enterprise and the region.

They can successfully act as intermediaries and catalysts in the innovation process, and this interaction is really a research topic. New media can change the nature of this interaction, and active universities will gain advanced insights into the spread of new forms of research.

Development of Tourism Innovation Theory
The above topics and areas are crucial, but especially empirical and applicable. It is strongly recommended to recommend and deploy tourism innovation in existing theoretical frameworks(15). The details of tourism - such as spatial links to specific destinations - are considered unique characteristics of the world’s leading innovation researchers, compared with other sectors of the economy that have received the attention of tourism to provide a platform for the construction of new empirically oriented theory.

Conclusion:
This article is an attempt to provide knowledge of business activities related to the tourism industry, especially in small and medium sized tourism sector. If we are to produce a normative theory that suggests how new Innovation can be an increase in SMTE, then it is necessary for their attitude toward the growth of innovative and entrepreneurial SMTEs and the generation of detailed knowledge about the organization and operation of knowledge.

The main contribution of this paper to provide knowledge on tourism innovation and entrepreneurship SMTE and entrepreneurship are not the same. On the contrary, Wick-Anne (2004) argues that the size of the company is whether it is an enterprise; therefore it's not necessarily SMTE-Enterprise or a poor guide. This means that we must be very careful before we emphasize the entrepreneurship of SMEs and we extend the branch of knowledge of tourism innovation and entrepreneurship if we are actually facing businesses that are businesses and all small tourism businesses.

Reference


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