

Entrepreneurial Opportunities for the Sustainable Development of Madurai Tourism

S. Rajamohan, A. Sathish

Abstract: *The tourism industry has tremendous capacity to generate direct, indirect and induced entrepreneurial opportunity. The tourism industry can be divided into five career areas such as accommodation, food and beverage services, recreation and entertainment, transportation and travel services. All of these areas involve providing business opportunity at different levels of socio economic people. Hotels, restaurants, tour operators and travel agency have been providing direct business opportunity to people at different level of local community. Hence the study made an attempt to discuss the entrepreneurial opportunity existed Madurai district, Madurai is the one of the important tourist place in India especially in Tamilnadu where we able to find many kind of tourism like heritage, cultural, religious and recreation places.*

Keywords: *Entrepreneurship, tourism entrepreneurship, pilgrims of Madurai, Factor analysis.*

I. INTRODUCTION

Tourism industry is a powerful economic development tool and creates unique business opportunities by providing job opportunities for people from the range of skilled to unskilled and strengthens the local economies by it providing better infrastructure development like road, airports, telecommunications, water, power and transportation which is creates more opportunities for individual and corporate entrepreneurs.

It is one of the largest flourishing foreign exchange making industries in the world. It provides a plenty of entrepreneurial opportunities directly and indirectly to millions of people. It is the only industry that deals with the government departments, travel agencies, tour operators, hotels, restaurants and many associated service industries. It is the fastest growing industry which generates income from tourists' spending on goods and services at various stages of traveling; therefore it is very important for the economic well being of many countries. At the beginning of this century, tourism was turning into a business. Service requirements of the tourists have created business in tourism such as lodging, transport, foods and beverages, information, recreation, entertainment and so on. It has led to the creation of new habits and different behaviour and life styles as well as a different conception of time. Tourism brings people into close contact with each other.

Tourism considered as a service industry, it increases wealth and employment opportunities in local area. According to the various reports published by the Ministry of tourism the travel and tourism industry directly contributes

about 3.6 per cent of the world's Gross Domestic Product (GDP) and indirectly contributes about 10.3 per cent to it. Being one of the biggest contributors to the global GDP, this tourism industry directly employs nearly 77 million of people worldwide, which comprises about 3 per cent of the world's total employment. The travel and tourism industry also contributes to indirect employment generation to the tune of 234 million which is 8.7 per cent of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12 per cent of the total world exports. Hence, the study made an attempt to identify the entrepreneurial opportunity existed in tourism industry of Madurai district.

Madurai district which prominently known as a capital of the earlier Pandiyan Kingdom in South Indian history. It is situated in southern part of Tamilnadu and south-eastern part of India. The economy of the district is predominantly relying on three sector constructs. The major sector is agrarian and the other two sectors namely textiles and tourism.

Madurai is the one of the city where we can find the multi level of tourism like cultural, religious, agritourism. The incredible sightseeing places in Madurai are Meenakshi temple, Alagar Kovil, Palamudhirsolai, Tiruparangundram Murugan temple, Koodal Alagar temple, St.Mary's Cathedral Church, Kazimar Big Mosque, Goripalayam Dargah Tirumalai Nayak Palace, Gandhi Museum, Vaigai Dam, Athisayam Amusement Park, Kutladampatti falls, and so on. The District has a very few reputed organizations in the private sector like T.V.Sundaram Iyengar and Sons, Madura Coats, Fenner (I) Ltd., George Oaks Ltd. etc. which are engaged in the production of variety of goods like tyres and tubes, machineries, textile, conveyor belts etc. and also provided employment opportunities. The District offers ample scope for the field of textiles, readymade garments, bakery units, and floriculture, dairy and cold storage units, Agro and Herbal products, Granite stones, Blue metal jelly, Chamber bricks, Rubber and plastic based industries. Though Madurai district has many entrepreneurial opportunities for the entrepreneurs from individual to corporate the tourism industry enhances the all the business activities of Madurai. Apart from the face of Pilgrim and Education center, Madurai is a modern Commercial and industrial city. It is also famous for its trade mark Chungudi cotton sarees, color dyeing, motifs, Handicrafts.

Revised Manuscript Received on January 15, 2020

* Correspondence Author

Dr. S. Rajamohan*, Professor and Director i/c, Alagappa Institute of Management, Karaikudi. Email:srajamohan1988@gmail.com

A. Sathish, Ph. D Scholar, Alagappa Institute of Management, Karaikudi Email:astsphd@gmail.com

II. METHODOLOGY

A. Objectives

1. To analyze the tourism entrepreneurial opportunities of the Madurai tourism
2. To identify the reasons behind to start the business in Madurai
3. To examine the motivational factors to start the business ventures in Madurai
4. To analyze the scope for tourism entrepreneurship and allied businesses in Madurai.

B. Hypothesis

1. There is no significant difference among the responses of the entrepreneurs on the motivation to start the business venture.
2. There is no significant difference among the ranks provided by the entrepreneurs for the reasons behind starting business in Madurai.

C. Methodology

The present study is based on both the primary and secondary data. The primary data have been collected from the sample respondents of the study area. A structured interview schedule has been used to assess the opinion of the tourism entrepreneurs. Travel agents, tour operators, hotel owners, restaurant owners, handlooms and handicrafts makers and retailers of tourist places are brought under tourism entrepreneurs for the study. The secondary data are collected from Madurai tourist office records, Ministry of tourism website, Tamil Nadu Tourism Development Corporation website, various books, journals, magazines, reports, records and so on.

D. Sample Size

The population of the study is finite and so, the researcher has collected data from 206 tourism entrepreneurs. For data collection, cluster sampling method has been used for tourism entrepreneurs. It becomes a probabilistic sampling and paves the way for using both univariate and multivariate statistical techniques of both parametric and non-parametric tests.

E. Sample Design

The number of tourism entrepreneur's details has been collected from Madurai tourist office. From the record, it is understood that there are 439 registered tourism entrepreneurs were found in Madurai. Based on it, the sample size is fixed by the researcher. According to the Rao's soft online sample size calculator at 5 per cent significance level of the proposed size, sample has been derived as 206 entrepreneurs from the population of 439 respectively.

F. Pre test and reliability test

The A pre-test was conducted before finalizing the interview schedule. An interview schedule was issued to 50 respondents of registered entrepreneurs. Both formal and informal discussions were conducted to fine tune the content of the interview schedule. Besides, the Cronbach's Alpha test was also administered on the collected samples to find out the reliability of the schedule. The schedule was pre test. The reliability of the interview schedule is given in the Table 1.

The Cronbach's Alpha value indicates that the variance with the perception of the respondents is significant at the 5 percent level. This implies that Cronbach's alpha value is

greater than the benchmark value of 0.75. Therefore, it can be concluded that all the block of variables in likert's scale is highly significant and fit to conduct the research.

III. REVIEW CRITERIA

Plenty of research studies have been carried out by a number of research scholars, eminent professors and educational institution into the different aspect of tourism and entrepreneurship. Entrepreneurship and tourism are playing a significant role in revamping the society and economy of a country. Therefore, a large number of research articles and books have been published on it. In this chapter, an effort has been made to provide an overview of various aspects and studies related to the present research work. Reviews of selected studies are given below.

Rajamohan.S and Shyam Sundar S (2013)¹ opine that, tourism plays an important role in the development of Indian economy. It is a service-oriented sector which not only generates foreign exchange earnings for the government, but also creates substantial job opportunities and income for millions of Indians. The Indian tourism industry involves a plethora of service providers in both organized and un-organized sectors which include travel agents, tour operators, guides, hotels, guest houses, inns, restaurants and other allied services. Fiscal year 2013 was a profitable one for the Indian tourism industry owing to the increasing numbers of tourist arrivals and receipts. The main purpose of this work is to explore the unlimited business opportunities of entrepreneurship in tourism industry and information guide for entrepreneurs entering into tourism business.

Rajamohan.S and Shyam Sundar S (2013)² in their study insist that, Tourism is not only a growth engine but also an employment generator. According to the Economic Survey 2011-12, the sector has the capacity to create large scale employment chances both direct and indirect, for diverse sections in society, from the most specialized to unskilled workforce. It provides 6.7 percent of the world's total jobs directly and millions indirectly. Tourism sector jobs require only basic and highly transferable skills. In this way, tourism industry produces variety of job opportunities (hospitality, food and beverages, tour operators or travel agencies) in creating decent employment. Tourism has become an instrument for sustainable human development including poverty elimination, environmental regeneration and job creation.

Mary Kay Copeland (2010)³ in her article "Strategies of a Successful Entrepreneur: Nature or Nurture" has deliberated on the characteristics of a successful entrepreneur. According to the author, the behaviours and personality characteristics that leading researchers have found in effective and successful entrepreneurs are – self confidence, risk taking capacity, discerning power, inquisitiveness, tolerance of ambiguity and uncertainty, creativeness, resourcefulness, affinity for autonomy and control, opportunism, optimism, action-orientedness, intuitiveness, persuasion, adaptation, resilience, tenacity and courage.

Chivukula, Raman and Ramachandra (2009)⁴ in their article on “Influence of Socio Demographic Factors on Entrepreneurial Attributes and Success” in the South Asian Journal of Management state that entrepreneurial success has been defined as using financial and non-financial measures. Financial measures are more widely used to measure success. In a study on the influence of socio-demographic factors on entrepreneurial attributes. They used growth in total sales and growth in employment as the financial measures in their study and non-financial measures of support received by the entrepreneur, work experience of the entrepreneur and involvement of the entrepreneur in the running of business.

Ajitha.S (2004)⁵ in her study bring out the significance of tourism and deals with the evil effects of tourism too. Tourism brings out both positive and negative consequences in the third world countries, though the levels may vary according to the socio-cultural structures of the country. The cultural, social, economic and environmental factors which are affected positively or negatively are analysed. The objectives of sustainable development and international environmental pressures are also highlighted.

In his study **Remanan.K (2004)**⁶ points out the positive and negative impacts of tourism on society and developing countries. It is also suggested that the citizens of a country should try to minimize the negative factors and maximize the positive aspects. Tourism provides employment to millions and act as a reservoir of foreign exchange but at the same time causes resource drain, pollution of air and rivers, damage to bio-diversity and so on.

Nivesh Nigam (2002)⁷ opines that tourism industry is a highly labour intensive service industry and hence provides a wide range of job opportunities to start from the unskilled to the highly specialized positions. These are the positive impacts of tourism especially with regard to the employment in the under developed places in developing countries, where nature has showered its beautiful splendour.

Madan and Rawat (2000)⁸ evaluate the impact of “Tourism Environment of Mussoorie”. It reveals that a disorderly and scattered condition of tourism infrastructure due to increasing demand for lodges, hotels and other necessary amenities lead to the environmental degradation. According to them the tourism industry in Mussoorie has reached its saturation point and there is an urgent need to develop the nearby places like Dhanolti and Park Estate for the development of tourism.

Ravi Bhushan Kumar (1995)⁹ speaks about that the impact of tourism in developing countries. For this he has relied much on the secondary data supplied by the govt. and other agencies. He has employed two approaches in this study, that is, political economy approach and functional economy approach. The political approach examines the economic dependency of backward countries on the developed countries and very often the impact is found to be totally negative. As per the functional approach, he divides the tourism process into three elements, namely a dynamic phase – movement to and from destinations, static phase of stay and consequential element of considering socio economic and physical impact on environment. The study concludes that tourism can play an essential role in the economic progression of country. It provides a variety of

opportunities for the development of industries and thereby the economic development of the society.

Pangi (1975)¹⁰ in his in-depth study on the uses of tourism points out how during the last two decades tourism has emerged as the world’s largest and fastest growing industry. He argues that the importance of tourism rests on its contribution to the national income. It is known as the multiplier effect associated with the turnover of tourist expenditure. He emphatically adds that every unit of money spent on tourism circulates in the economy and creates greater and greater benefits to the general public. The economic study conducted by him on this aspect has led him to conclude that each tourist rupee spent in India tends to create transaction worth Rs. 3.5. In addition to this, the tourism industry, according to Pangi, plays a vital role in the development of tourist spots and creation of infrastructure and marketing facilities.

IV. OPPORTUNITY OF TOURISM ENTREPRENEURSHIP IN MADURAI

Madurai has significant potential to become a prominent tourist destination globally. It has rich and diverse cultural heritage, plenty of towering temples and places of worship providing numerous tourist attractions. Madurai occupies a visible global brand in world tourism map. The tourism entrepreneurs opinion about the tourism entrepreneurship is given in Table 2.

Majority of the tourism service providers are of the opinion that Madurai has a plenty of opportunities for the tourism entrepreneurs. It is interesting to note that 31.1 percent of them have expressed ‘very good’, 37.9 percent have recorded that it as good, 23.8 per cent of them are not willing to say anything about it, 5.3 per cent and 1.9 per cent of them opine that tourism business opportunities in Madurai is poor and very poor respectively. It is however inferred that majority of the respondents have felt that they have ‘good’ and ‘very good’ opportunity for the tourism entrepreneurs.

V. MOTIVATION TO START A BUSINESS VENTURE

Motivation to start a business venture rests on various aspects such as desire to achieve, surplus of money, previous experiences, more demand in the area, family business, availability of loan assistance and professionally qualified person. These are some of the notable motivational factors. In this study, a list of seven motivational factors to start a business venture is given and is asked to scale the extent to which each motivation can influence their decision to become entrepreneurs. The responses of the respondents differ from one another. So, to find out the correct motivating aspect of the responses of the respondents, the sign test has been used. The motivation to start the business venture is given in Table 3.

$$Z = \frac{\text{Number of } + \text{ sign} - \mu}{\sigma}$$
$$\mu = 0.50 n$$
$$\sqrt{\sigma} = 0.25n$$

No of ‘+’ signs = Number of respondents who said ‘Yes’ means they are motivated by this factor.

Entrepreneurial Opportunities for the Sustainable Development of Madurai Tourism

No of ‘-‘sign = Number of respondents who said ‘No’ means they are not motivated by this factor.

N = Number of responses of the respondents on ‘Yes’ or ‘No’.

The null hypothesis is rejected for all the seven motivational factors because Z value is not within the acceptable region of null hypothesis ($Z = -1.96$ to $Z = +1.96$) for all the seven motivational factors. This indicates that there is a significant difference in the responses of the respondents.

VI. REASONS FOR STARTING BUSINESS IN MADURAI - FRIEDMAN TEST

Madurai is a place known for its towers of temples and people like to visit, no matter where they come from. Its visitor-friendly traditions, varied life styles and cultural heritage and colourful fairs and festivals held enduring attractions for the tourists. Tamil Nadu is promoted as an enchanting destination for holidays in southern India and tourism is a major contributor to the state's economy. More than 25 million domestic tourists and 1.8 million foreign tourists visit the state every year. Statistics show that majority of the foreign tourists visiting Tamil Nadu used to visit Madurai. Some of the recent initiatives taken by the Government to boost tourism include grant of export house status to the tourism sector and incentives for promoting private investment in the form of income tax exemptions, interest subsidy and reduced bank loan interest. At this point, the researcher has collected the opinion of the respondents regarding the reasons behind starting business in Madurai.

In order to find out the respondents' priority on these variables, the researcher has applied the Friedman test. Based on the mean rank it is identified why the respondents have chosen Madurai for business. Here, the null hypothesis is that there is no significant difference among the ranks provided by the respondents. The reason to start the business in Madurai is given in Table 4.

Table 4 shows that the P value is less than 0.05; hence the null hypothesis is rejected at five per cent significant level. Therefore, it is concluded that there is significant difference among the mean ranks assigned by the respondents towards reasons for doing business in Madurai. Based on the mean rank, it is understood that respondents have preferred long term business scope followed by low labour cost and native place of the respondents being in third position. Likewise each variable stands in its position based on the mean rank.

VII. DETAILS OF ENTREPRENEURIAL OPPORTUNITIES AVAILABLE IN MADURAI – FACTOR ANALYSIS

There is no mantra to become a successful entrepreneur. Many may succeed and make good profits and others may sink along the way. But those who want to be successful; the right choice is tourism industry which can be called the most lucrative sector for entrepreneurs. Madurai with its diverse culture and rich heritage has a lot to offer to foreign tourists such as temples, heritage sites and rural life. Madurai has everything that the tourists look for. Any business in this sector will thrive in the long run as the demands continue to grow every year. In this scenario, there are sixteen features that are identified by the researcher and opinions of the respondents have been calculated on these factors in order to know Madurai tourism business opportunities. With a view

to classify related variables among the selected variables, the researcher has used a multivariate technique called Factor analysis.

Factor analysis is used to group the variables based on the inter connections within the variables and to identify the significance of different measures based on the opinion given by the respondents.

VIII. KAISER – MEYER – OLKIN (KMO) AND BARTLETT'S TEST

The Kaiser – Meyer – Olkin (KMO) and Bartlett's test is applied to measure the adequacy of the sampling. In the research study, the respondents' perception about tourism business opportunity in Madurai has been tested through sixteen variables. In order to test the significant level of the variables, the correlation matrix has been calculated by using Bartlett test.

As a result of Bartlett test, it has been found that the selected sixteen factors are correlated with one another. Hence, with a view to group the related variables Factor analysis has been administered. Apart from this, to test the normality of group variables, the KMO test has been used. After grouping the variables, the appropriateness of factor analysis is tested by using sampling adequacy index. As per sampling adequacy index, if the value lies between 0.5 to 1.0 the factor analysis can be applied. In case, the values being below 0.5, the Factor analysis cannot be applied. In the other case, if the value lies between 0.70 and 0.80, it denotes that it is a meritorious position to apply the factor analysis. /

Bartlett's test of sphericity is used to examine the shape of the normal distribution and also to verify the smoothness of the curve. Table 5 displays the output of the two tests namely KMO measure of sampling adequacy and Bartlett's test of Sphericity with chi-square value, degrees of freedom and the probability value.

Table 5 shows that the KMO value 0.853, indicates that the degree of variance among the variables is quite high. Hence it is concluded that the factor analysis can be applied.

IX. DETAILS OF ENTREPRENEURIAL OPPORTUNITY AVAILABLE IN MADURAI – PRINCIPAL COMPONENT ANALYSIS

The principal component analysis is administered for grouping the factor of the various positive climates to start tourism business in Madurai. It is a method of data reduction. Also, the proportion of variance of the particular item becomes a common factor and the factor is called communalities. As per the principal component analysis the value of the communality is the maximum of one. Variables of the opinion of the respondents are placed in compound column. The extraction column poses the value of communalities. The variables which have the value of less than 0.5 indicate that the variables are not fit for the factor solution and if it is possible it may be dropped from the analysis. Likewise, Table 6 shows that the extraction value of the respondents' opinion on tourism business opportunity in Madurai.

Table 6 shows the variance of the sixteen variables ranging from 0.499 to 0.810.

The sixteen variables exhibit considerable variance from 40 per cent to 90 per cent. Hence, it can be concluded that all these sixteen variables are capable of segmenting themselves based on the predominant value and with regard to the opinion of the respondents on tourism business opportunity in Madurai

X. ENTREPRENEURIAL OPPORTUNITY AVAILABLE IN MADURAI – TOTAL VARIANCE

Total variance is segmented based on the most predominant factors from the total sixteen variables. The value has been segmented based upon the responses of the respondents. So, the Table 7 explicates the most four predominant factors.

Table 7 shows that the sixteen variables are reduced into four predominant factors with the individual variances of 40.272, 13.069, 7.253 and 6.386. Cumulative variable of the sixteen variables is 66.980 per cent. It is more than the benchmark of the variant. So, it confirms that the factor segment is a meaningful one.

XI. ENTREPRENEURIAL OPPORTUNITY AVAILABLE IN MADURAI - ROTATED COMPONENT MATRIX

The cumulative percentage of rotation's sum of square for the various activities of the scheme is 66.980. So the factorization is more suitable and Table 8 explains the values of the rotated component matrix for the opinion of the tourism business opportunity in Madurai.

Factor 1

Table 8 represents the factor classification. Out of four factors the first factor consists of six variables namely pollution free environment (0.828), ethnical culture of society (0.824), trade centre of southern districts (0.817), ample flow of tourists (0.692), low range of living cost (0.632) and many of unpopular tourist place (0.608) and all these factors are termed as "Madurai Oriented Factors"

Factor 2

Factor two consists of four variables such as tourism developments schemes (0.769), government support and encouragement (0.751) entrepreneurial training (0.733) and law and order control (0.622). All these factors are known as "Government Initiatives."

Factor 3

The third factor is generated with three variables namely availability education and training centres are available (0.792), capital assistance from various financial institutions (0.783) and NGO guidance/assistance (0.762). These factors may be called "Private Assistance."

Factor 4

The Fourth factor comprises of three variables such as new type of visitors (0.843) public cooperation (0.764) and industrial /commercial growth (0.746). These three factors may be called "Other Factors."

It is concluded that there are sixteen variables that have been identified by the researcher and the opinion has been collected from the respondents. In this way, it could be seen that each factor is correlated with the common factors and it has been proved through the factor analysis. This analysis has brought out four categories entitled Madurai oriented factors, Government initiatives, Private assistance and other factors.

XII. BUSINESS SCOPE FOR THE TOURISM AND ALLIED BUSINESS IN MADURAI

The place where a business is situated can be referred as business environment. Before setting a business, it is much important for an entrepreneur to find the scope of the business environment such as customers, competitors, technology advancement, law and order, government policies, social and economic trends, market situation and so on. These factors determine the future scope of a particular business.

Table 9 shows the opinion of the respondents on the future business scope in Madurai. Out of 206 respondents 40.8 per cent of them say that they have good scope for business, 34.5 per cent agree, just 2.9 per cent disagree, 3.4 per cent strongly disagree with tourism business scope in Madurai and 18.4 per cent of the respondents are not willing to say anything regarding the scope of tourism business in Madurai. We understand that, more number (155) of respondents is agree and strongly believe that Madurai is a gateway for those who have the potential to start tourism allied business than the others.

XIII. SUMMARY OF FINDINGS

Factor analysis is used to group the variables based on the inter connections within the variables and to identify the significance of different measures based on the opinion given by the respondents. The factor analysis has brought out four categories entitled opportunity related factors, Madurai oriented factors, government initiatives, private assistance and other factors. Regarding the business scope for the tourism allied sector, 75.3 per cent of respondents agree and strongly agree that Madurai has the great potential to start tourism and allied business. The sign test has been used to find out the factors that motivate the sample respondents to start the business venture. For all the seven motivational factors, the Z value is not within the acceptable region of null hypothesis. Hence, all the factors are the motivating factors of the respondents to start the business. Through the Friedman test, it is found out that reasons in behind of the sample respondents that have chosen Madurai for business. Based on the mean rank it is identified that the long term business scope, low labour cost and native place of the respondents are the main reasons to choose Madurai for their business.

XIV. SUGGESTIONS

A. For Government

1. Government/the district authorities has to open and maintain exclusive website for tourism to fulfill all the requirements of tourists.
2. Government may provide tax relaxation for offseason period which can motivate tourism entrepreneurs.
3. Through public and private participation, the government could clear the bottlenecks of the inadequate infrastructure problems in Madurai.
4. Tamil Nadu Tourism Development Corporation has been operating just two tourists information centres at Madurai, the numbers of tourist information centres can be increased,

Entrepreneurial Opportunities for the Sustainable Development of Madurai Tourism

B. For Entrepreneurs

The present study has mainly focused on four types of entrepreneurs namely hoteliers, restaurant owners, tour operator and travel agents.

C. For Hoteliers

1. Apart from the hoteliers services they can be informative to help and guide the tourists to reach the nearby destination safely and of the available products that are popular in that particular place like handicrafts, sovereign and so on.
2. They may take special effort for promotional activities such as various types of ads in different media, offers, and compliment services and so on.
3. They may able to provide additional services such as ticket booking, divine dharashan, vehicle arrangement for local trip and so on.

D. For Restaurants

1. There is no proper parking area in front of many of the restaurants. So, they should try to provide parking facilities and it could increase the tourists arrival to promote their business.
2. Restaurants may provide additional facilities that could improve their business such as drinking water for travelers (those who want to fill bottles), mobile phone and camera charging facilities, rest room facilities and sell the city maps at nominal cost and so on, because after the sightseeing, the tourist spends more time at restaurants compared to a hotel.
3. Restaurants could make tie up with lodges and provide food services for them in the form of door delivery.

E. For Travel Agents

1. Travel agents may focus on aged pilgrims as there is no temple circuit tour arrangement available at Madurai
2. Travel agents can update their knowledge about latest technologies such as developing their own mobile applications for their services.
3. They can approach focus schools and colleges for arranging their educational tour.

F. For Tour Operators

1. Tour operators may design the budget tour circuit for budgeted people.
2. Tour operators should update themselves with the latest technologies in their service like mobile booking, email booking and so on.
3. Tour operators should watch the trend and behaviour of the tourists because their requirements vary day by day and steps can be taken to fulfill their requirements

Effective management on conservation of irrigation water resources alone could ensure sustainable supply of irrigation water for social, cultural, economic and ecological development of a nation. Any effective management should be democratic, participatory, locally feasible and economically applicable in nature. Effective management solves the issues of degradation, shrinkage, depletion, falling of water at source site. Effectively deal the problems of an encroachment, agricultural land conversion, floods, illegal mining, sedimentation and salting at storage sites. It provides solution for water diversion, leakages, and untimely supply at distribution sites. Through on effective management can settle the conflicts among different water users, to improve the rational use of irrigation water, and to establish a link between research networks and farmers. It could create a platform for coordination among all the line departments of

irrigation for an effective execution of any measures for sustainable development.

XV. CONCLUSION

Madurai tourism has a vast potential for generating business opportunity and earning large sums of money. Tourism businesses in Madurai have a big treasure for entrepreneurs such as transport services, tourist resorts and multi complexes, malls, entertainment centres, shopping facilities, sales outlets for handicrafts and nativity special products and so on. In view of aforesaid, the researcher has made a survey to find out the entrepreneurial opportunities and challenges facing the tourism entrepreneurs in Madurai.

As per the survey made, the respondents have been running their business successfully some of them have not reached even breakeven point because of seasonal issues. They mainly focus and consider the business as pilgrimage tourist and they believe that hard work and managerial qualities are needed for tourism entrepreneurs. Tourism entrepreneurs' success depends on the complex and varying combination of economic, social, political and other factors. These factors may produce both positive and negative impacts on the emergence of tourism entrepreneurship.

APPENDIX

Table 1 Reliability of the Interview Schedule

INTERVIEW SCHEDULE FOR ENTREPRENEURS				
Sl. No	Variables	Number of Items	Number of Samples	Alpha Value
1	Motivational factors	7	50	0.897
2	Entrepreneurial qualities	15	50	0.867
3	Prospects for entrepreneurs	16	50	0.810

Source: Primary data

Table 2 Respondents opinion about tourism entrepreneurship opportunity in Madurai

Sl No	Particulars	No. of Respondents	Percentage to Total
1	Very Good	64	31.1
2	Good	78	37.9
3	Neutral	49	23.8
4	Poor	11	5.3
5	Very Poor	4	1.9
Total		206	100.0

Source: Primary Data

Table 3 Motivation to start business venture – sign test

Sl No	Variables	No of + Sign	No of - Sign	N	Z	Result
1	Desire to achieve	206	0	206	1	Significant
2	Surplus of money	14	95	109	-0.743	Significant
3	Previous Exp.	85	80	165	0.030	Significant
4	More demand	94	18	112	0.678	Significant
5	Family business	58	89	147	-0.210	Significant
6	Loan assistance	54	156	210	-0.485	Significant
7	Professionally qualified	77	91	168	-0.083	Significant

Source: Primary Data

Table 4 Reasons to start business in Madurai- Friedman test

Particulars	Mean Rank	Std. Deviation
Long Term Business Scope	1.97	0.826
Availability of Tourism Infrastructures	4.19	1.237
Low Labour Cost	2.22	0.957
For Availing Government Subsidies	4.74	1.268
To Belong Native	3.06	1.820
Income Tax exemptions	4.82	1.259
Chi-Square	df	Sig. level at 0.05 (N=206)
456.764	5	0.000

Source: Primary Data

Table 5 Entrepreneurial opportunity – KMO analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.853
Bartlett's Test of Sphericity	Approx. Chi-Square	1643.311
	Df	120
	Sig.	.000

Source: Primary Data

Table 6 Entrepreneurial opportunity available in Madurai – communalities

Components	Initial	Extraction
Government support and encouragement	1.000	.637
Entrepreneurial training	1.000	.616
Tourism development schemes	1.000	.678
Law and order control	1.000	.548
Capital assistance from various financial institutions	1.000	.686
Education and Training centres are available	1.000	.746
NGO guidance/assistance	1.000	.701
Pollution free environment	1.000	.707
Ethnical culture of society	1.000	.716
Trade centre of southern districts	1.000	.755
Ample flow of tourists	1.000	.499
Low range of living cost	1.000	.666
Many of unpopular tourist place	1.000	.540
Public cooperation	1.000	.712
New type of visitors (trends changes)	1.000	.810
Industrial /Commercial growth	1.000	.701

Extraction Method: Principal Component Analysis.

Source: Primary Data

Table 7 Entrepreneurial opportunity available in madurai total variance

Components	Initial Eigen values		
	Total	% of Variance	Cumulative %
1	6.443	40.272	40.272
2	2.091	13.069	53.341
3	1.161	7.253	60.594
4	1.022	6.386	66.980
5	.835	5.219	72.199
6	.655	4.095	76.295
7	.584	3.647	79.942
8	.548	3.422	83.363
9	.486	3.036	86.399
10	.418	2.615	89.014
11	.383	2.392	91.406
12	.377	2.357	93.763
13	.346	2.161	95.924
14	.276	1.725	97.649
15	.238	1.485	99.133
16	.139	.867	100.00
Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %
1	6.443	40.272	40.272
2	2.091	13.069	53.341
3	1.161	7.253	60.594
4	1.022	6.386	66.980

Extraction Method: Principal Component Analysis.

Source: Primary Data

Table 8 Details of entrepreneurial opportunity available in Madurai - rotated component matrix

Rotated Component Matrix ^a				
Components	Component			
	1	2	3	4
Pollution free environment	.828			
Ethnical culture of society	.824			
Trade centre of southern districts	.817			
Ample flow of tourists	.692			
Low range of living cost	.632			
Many of unpopular tourist place	.608			
Tourism developments schemes		.769		
Government support and encouragement		.751		
Entrepreneurial training		.733		
Law and order control		.622		
Education and Training centres are available			.792	
Capital assistance from various financial institutions			.783	
NGO guidance/assistance			.762	
New type of visitors (trends changes)				.843
Public cooperation				.764
Industrial /Commercial growth				.746

Source: Primary Data

**Table 9 Business scope for the tourism and allied business
in Madurai**

SI No	Details of the Annual Return	No. of Respondents	Percentage to Total
1	Strongly agree	84	40.8
2	Agree	71	34.5
3	Neutral	38	18.4
4	Disagree	6	2.9
5	Strongly disagree	7	3.4
Total		206	100.0

Source: Primary Data

REFERENCES

1. S. Rajamohan and S. Shyam Sundar, "A Great Place to Start Business: Tourism Industry," *Indian Journal of Applied Research*, Vol.3, 2013, pp.286-288.
2. S. Rajamohan and S. Shyam Sundar "A Pool of Employment: Tourism Industry," *Indian Journal of Research*, Vol.4, 2014, pp.186-188.
3. Mary Kay Copeland, "Strategies for developing Entrepreneurship: Nature or Nurture?", *MBA Review - Special edition on Entrepreneurial Skills*, Hyderabad. 2010, pp.24-29
4. V.R. Chivukula, K.J. Raman and A.A. Ramachandra, "Influence of socio Demographic Factors on Entrepreneurial Attributes and Success", *South Asian Journal of Management*, 16(4), 2010, pp.111-126.
5. S. Ajitha. "Tourism-The Other Side", *Journal of Business Studies*, Vol.2 No.1 December 2006, p. 87.
6. K. Remanan, "Evils of Tourism", *The Journal of Business Studies*, Vol.2No.1 , 2004, p.85.
7. Nivesh Nigam. "Tourism Environment of Garhwali Himalaya", Mittal Publications, New Delhi, 2002, pp.49-50.
8. Madan and Rawat. "The impacts of tourism on the environment of Mussoorie, Garhwal Himalaya, India", Kluwer Academic publishers, Netherland, 2000, pp.249-255.
9. Ravi Bushan Kumar, "Coastal Tourism and Environment", Department of Tourism, Kurukshetra University, APH Publishing Corporation, 1995, New Delhi, pp.69-74
10. Pangi, "Goa Aman and Diu: Tourism Promotion Authority", *Journal of Commerce*, Vol.131, No.3352, August 16, 1975, pp. 85-87.
11. www.tourism.gov.in
12. www.ttdconline.com
13. <https://www.holidify.com/places/madurai/sightseeing-and-things-to-do.html>
14. <http://www.maduraicorporation.co.in/overview-of-madurai-city.html>

AUTHORS PROFILE



Dr. S.Rajamohan, is currently Professor and Director of Alagappa Institute of Management, Alagappa University, Karaikudi. He is an active researcher and teacher with an experience of thirty-one years. He has published 247 (Two hundred and forty seven) research papers in various international and national referred journals and also presented many papers in various conferences. He obtained six awards like Best Professor in Management and Innovative Research and Dedicated Professor Award from international and domestic forums. His areas of specialisations are accounting and finance. He has guided 27 Ph. D scholars and also two books entitled Consumer Empowerment - Rights and Responsibilities and Introduction to Statistics to his credit.



A.Sathish, is a full time Ph. D scholar of Alagappa Institute of Management, Alagappa University, Karaikudi. He is doing research under the guidance of Dr. S. Rajmohan, Professor and Director of Alagappa Institute of Management. He is an active researcher in the field of MSMEs and Entrepreneurship Development.