

A CASE STUDY ON ENTREPRENEURSHIP AND SMALL FAMILY BUSINESS IN INDIAN TOURISM INDUSTRY

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Abstract—India is a number one developing country in the world and number two developed country in south Asia. Tourism sector is a prominent role in Indian economy. India has so many regions, religions, traditions and customs. Family relations are very strong in India. Why because so many values, ethics and beliefs in strong family relations culture in India.

In Indian tourism sector is a foundation on small family business or enterprise. In Indian tourism sector based on entrepreneur, enterprise and entrepreneurship words are foundation of the industry. In this article I explained entrepreneurship concept and functions, financing the small enterprise, managing family enterprise, objectives, benefits and suggestions.

Keywords: *Entrepreneur, Entrepreneurship, Enterprise, Objectives, Benefits, Suggestions.*

OBJECTIVES

- *The background to the development of family based enterprises*
- *Highlight the dynamics of functioning of family based enterprises*
- *Comment upon the typical strengths and weaknesses of family based enterprises*
- *Issues involved in the professionalization of family business.*

1. Introduction

An entrepreneur and a manager need to fully understand 'business', 'management' and 'entrepreneurship', in order to successfully step into today's business world. An understanding of dynamism of these aspects would be incomplete if they are not studied in the context of family or a group of family running business enterprises.

Indian tourism industry is largely dominated by family owned enterprises. Family owned enterprises have always been a matter of great curiosity as they are distinctively different from other forms of business enterprises (e.g., public sector, joint sector, co-operatives, etc.) in terms of their entrepreneurial, organizational and managerial behavior and styles. This is because their behaviours and styles are subject to the forces arising out of the emotions of family members, personal and interpersonal pressures of relatives of owners,

and conflicting interests and values of the family. The uniqueness of these aspects leads a business firm to exhibit a unique set of operational characteristics and face a unique set of issues and problems.

1.1 Entrepreneurship Development Institute of India (EDII)

An autonomous and not-for-profit institute, set up in 1983, is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). To pursue its mission, EDII has helped set up 12 state-level exclusive Entrepreneurship Development Centres and Institutes. One of the satisfying achievements, however, was taking entrepreneurship to a large number of schools, colleges, science and technology institutions and management schools in several states by including entrepreneurship inputs in their curricula. In view of EDII's expertise in entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on entrepreneurship.

In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED), to investigate into a range of issues surrounding small and medium enterprise sector, and establish a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research.

In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSt, British Council, Ford Foundation, European Union, ASEAN Secretariat and several other renowned agencies.

The Ministry of External Affairs, Govt. of India assigned to EDII the task of setting up Entrepreneurship Development Centers in Cambodia, Lao PDR, Myanmar and Vietnam and

Uzbekistan. Five such centres in African region will be established very soon.

Mission: To become a catalyst in facilitating emergence of competent first generation entrepreneurs and transition of existing SMEs into growth-oriented enterprises through entrepreneurship education, training research & institution building.

1.2 Family Business Defined

A group of people belonging to one or more families are in one enterprise. Family exercise the influence on the firm's policy direction in the mutual interest of family and business. Family control can be seen in the form of ownership or in the form of management of the firm where family members are employed on key positions. The succession of family business goes to the next generation.

1.3 Family Business In India

The right of possession of private property and its inheritance has been a major factor in encouraging the family business sector in India. The origin of family business firm coincides with the evolution of entrepreneurial firms. In the beginning, a few families were engaged in money lending which led them to accumulate handsome capital. These families slowly moved into commercial activities and craft industries in order to profitably channelize their resources.

In the early nineteenth century, the industrial revolution called for speedy industrial development with greater emphasis on the modernization of the production unit. This event came as major breakthrough for a large number of families; they promoted, built and expanded all types of industries which the British Government of India encouraged. It is in this context, that family businesses are considered the sine qua non of industrial development in the early days of industrialization of the country.

The industrial enterprises were the result of joint family effort (capital) and therefore family control continued in the form of ownership and management. The family, therefore, became a unit of ownership, control and management of the firm. To exercise this, in the beginning they adopted the managing agency system which was started by British. The system was in line with the need of joint family and became a prominent feature of the Indian social structure. Several commercial and industrial enterprises were run by the managing agency system as a body of decision-making. The managing agency system continued till 1970 as an instrument of maintaining family control over business enterprises. The family business continues to occupy a significant place in Indian industry.

Research Methodology

The present paper is purely a qualitative and conceptual work. Though both primary and secondary data are used as sources for this paper, Primary data was collected by observation method in Entrepreneurship Development Institute of India

(EDII) and Managing Entrepreneurship and small Business in Tourism. EDII seeks to develop knowledge that encourages innovation and replicable models through various Government and Corporate Sponsored projects. These projects include those assigned by the Central and the State Governments, development organizations and public enterprises. Research on topical entrepreneurship related subjects with special focus on applied research are taken up to act as a crucial link between theory and practice in the field of Entrepreneurship. The aim is to offer a thorough practical knowledge in the field of Entrepreneurship apart from the theory. It is conducted some Academic programmes. These are Post Graduate Diploma in Management – Business Entrepreneurship (PGDM-BE), Fellow Program in Management (FPM), Post Graduate Diploma in Management – Development Studies (PGDM-DS).

Review of Literature

In this article literature review and gathered from Entrepreneurship Development Institute of India (EDII), Managing Entrepreneurship and small Business in Tourism. The organization making policies, Entrepreneurial projects, Research programmes and Academic educational programmes developed for rural and urban people in India. I observed and gathered information organization's, activities, developments in India. It is provided employment for the Indian people.

2. Viability of Family Business In Tourism

Family business is the most traditional form of business enterprises. Despite the development of various other forms of enterprises, the family form of business enterprise still dominates. Entrepreneurship, dedication, commitment, family reputation, integrity, leadership and initiative are some of the very important qualities of family business.

2.1 Disadvantages of Family Business in Tourism

2.1.1) Nepotism is one of the marked features of family business enterprises. The blood relationship determines the entry into the business and holding of key positions. Merit becomes secondary and even an insignificant criterion for promotion. This affects the loyalty and commitment of hired professionals. The inefficiency of relative-employee is often covered up by the efficient performance of non-relative employees. This ultimately makes the total functioning of organization inefficient.

2.1.2) Overlap between business and family goals is another feature of family business. Logically, the goal of the enterprise is oriented to fulfill the interest and achievement of the family. This, many a time contradicts the survival and growth goals of the firm. Family members very often pursue their personal goals at the cost of sacrificing growth opportunities of the firm. This threatens the long-term survival of the firm.

2.1.3) Family rigidity is the third feature which imposes poor profit discipline. Family members very often prioritise certain

aspects of firm's functioning on the basis of family values or family decision. For example, family value is to create a good social image which requires giving employment to needy people. This may affect the profit of the firm. Many times, family members unduly support their pet projects, no matter whether they are profitable or not.

2.1.4) Succession is the fourth feature of family. The continuity of family is achieved by way of handing over the charge of the firm to the next generation. Very often the successors are selected using blood relation as only criterion. They may not be efficient and may not have any experience of running a well-established business firm. In the want of proper succession, a good number of family businesses get into trouble and sometime are led to closure of business enterprises.

2.1.5) Family feuds and contradictions adversely affect professional management of the business as they are not confined to the house alone.

2.2. Advantages of Family Business in Tourism

2.2.1) The basic premise on which family business rests is its stability and continuity which is linked from one generation to another. The long-term interest of family members in the business often provides the sentiments of family solidarity and natural loyalty. Family members work with each other with greater team spirit to attain a common goal. They make personal sacrifices by taking minimum dividends from the firm and bringing in personal financial resources in the time of financial crises. Many times, business gets greater priorities under their personal needs. Loyalty and dedication of family members have been responsible for continued operation during the hardship period.

2.2.2) The image and social reputation of the family becomes the goodwill of the firm. It helps in establishing trust and credibility in the market. Bankers and suppliers feel comfortable in dealing with such family owned enterprises because of their good image and reputation.

2.2.3) Since stockholders and managers of the firm work unitedly, managers are less sensitive to the criticism based on the short-term performance. They enjoy a great amount of freedom and flexibility in concentrating on long-term objectives of the firm. This is possible only in family business as both stockholders and managers have mutual understanding and trust.

2.2.4) There are other conditions in which the choice of the family form of enterprise becomes almost essential. Entrepreneurs who have worked very hard throughout their life to build the business empire very often desire that the fruits of their hard-work must go to their families. At the same time, they have many obligations towards the family as they derived the initial capital and emotional support from the family. Therefore, new enterprises adopt the family business form to satisfy family needs.

2.2.5) During the transition period, the founder needs trustworthy people to take care of sensitive operations as he or she finds it difficult to manage the business alone. One looks for family members and relatives as a source of strength to fill the transitional gap. Small firms cannot afford to hire professionals and therefore they start taking family members and relatives to provide support in the growing business. The legislative environment has also been indirectly a binding force on the founder to adopt family business to enjoy certain benefits.

3. Role of Entrepreneurship In SSE And Economic Development

There is a wide range of significant contributions that entrepreneurs and entrepreneurship can make to the development process. These include the following:

- 3.1) Entrepreneurship raises productivity through technical and other forms of innovation.
- 3.2) Entrepreneurship is a powerful tool of job creation.
- 3.3) Entrepreneurship facilitates the transfer of technology.
- 3.4) Entrepreneurs play a strategic role in commercializing new inventions and products.
- 3.5) Entrepreneurs play a critical role in the restructuring and transformation of economy.
- 3.6) Entrepreneurs help reduce the ossification of established social institutions and the concentration of economic power.
- 3.7) Entrepreneurship and entrepreneurial behavior can breath vitality into the life of large corporations and governmental enterprises.
- 3.8) Entrepreneurs make markets more competitive and thereby reduce both static and dynamic market inefficiency.
- 3.9) Micro-entrepreneurs operating in the informal sector circumvent established government authority when governments and their programmes inhibit economic development.
- 3.10) Entrepreneurs stimulate a redistribution of wealth, income and political power within societies in ways that are economically positive and without being politically disruptive.
- 3.11) Entrepreneurs improve the social welfare of a country by harnessing dormant, previously overlooked talent.
- 3.12) Entrepreneurs create new markets and facilitate expansion into international markets.

4. Issues and Problems in Family Business in Tourism

4.1) Business vs. Family

Family businesses very often face this unique dilemma to make a choice from alternatives that is best for the business against the family norms. Given this choice, decisions are very often made in the interest of the family and not business. Values, norms and principles of the family are incongruent with that of business. This leads the family business to operate under the normative ambiguity. Human resources and growth opportunities are adversely affected due to this conflict. With regard to human resources, family management due to its obligation towards the family select, promote and compensate family members and relatives considering relationship/kinship as a major criterion.

The family norm of providing help to relatives by way of giving them employment often encourages incompetent persons getting priority over qualified professionals.

Similarly, compensation is determined on the basis of the position of the relatives in the family and their needs whereas the business norm is to compensate according to one's merit and competence. Even in the case of appraisal, family members are appraised on the basis of their standing in the family rather than performance.

Training and development of employees should be done as per the needs of the organization. But, in family business, it is often done on the basis of the needs of the family members for their own development.

Because of certain family norms or principles, a number of growth opportunities are lost. Family principles include not to have outsiders meddling in family affairs. This can have adverse effects. For example, when the growth opportunities need raising of extra capital through equity financing, the family may decide not to go for equity financing as it means loss of freedom of family in the business. Such interests of family may weaken the organization and make it more inefficient which in turn threatens survival.

4.2) Rivalry among Relatives

A number of family members of varying age and relationship participate in the family business. They very often clash with each other because of conflict of interest. This causes the breakdown of communication and creates barrier to organizational integrity.

The founder's relatives occupy top positions in the family business. The rivalry starts right from father to son and spreads soon among brothers and other relatives. The father-entrepreneur normally considers his business as an extension of himself and only source of power. Despite his being consciously aware of the need to groom his son to ultimately take over the business, he never gets down to delegate the authority to his son. He does not even share necessary information with him nor consult him while making important

decisions. He very often presumes his son to continue to follow traditional styles of management and resists any change in the organization initiated by his son. The son, on the other hand, feels confused when he gets to know a number of decisions already implemented by his father contradicting his future plans. He feels that he is not fully equipped with the required level of authority to bring in changes in the organization. He starts feeling that his father is too protective and does not trust his ability. This rivalry often leads to infighting with the organization.

Brother to brother rivalry is equally intense in family businesses. The rivalry is caused due to their anxiety to prove their mantle better than the other. Competition with each other often amounts to pulling each other down at the cost of organizational resources. The rivalry further gets complicated when other members of the family directly or indirectly favour one of them. Under such circumstances, a few family members can even take actions which may lead the firm into disaster.

Rivalry among relatives often leads to factional decisions that spring up in the organization as the non-relatives starts choosing family members with whom they want to be identified. Many a time, non-family employees do not want themselves to be involved in a family fight until it is resolved. This can paralyse the working of the organization.

Such rivalries are the peculiar phenomenon which obviously arise owing to clashes of interests and ego. The organization becomes directionless. Even the founder becomes helpless to resolve such conflicts as every member tries to defend his action. Slowly the business moves towards disability and finally becomes sick.

4.3) Problem of Continuity

Every family business has to face the problem of continuity or succession when the original founder retires or dies. There has to be someone to take the charge of the business to ensure continued inheritance to the next generation. It has been noted that even the most successful business firms have suffered a setback due to improper succession or non-availability of competent successors.

The successors are selected on the basis of blood relationship, no matter how competent the successor is in running the business. The prospective successor is ignorant of business experiences and does not possess entrepreneurial abilities. Further, the inexperienced successors often start from the top and therefore remain unaware of the dynamics at lower and middle levels.

The outgoing entrepreneur generally tries to groom one's successor informally for the job. Such training has limited benefit for the successor as the process of learning is unsystematic and inconsistent owing to the protective nature of the entrepreneur.

Many a time, succession is unplanned and therefore in the event of death or early retiring of the founder, the eligible successor is chosen to run the business. In such conditions, the successor is not psychologically prepared to take charge of the business. A few family members or relatives take undue advantage of the situation and try to mislead or misguide the eligible successor.

Apart from the problem of the choice of successor, the process of succession itself is complex. The founder considers the enterprise as his or her own 'baby'. Despite awareness of the need of handing over the charge to the next generation, he or she keeps hanging on to it, does not delegate the power and continues to take important decisions. As a result, the successor feels overshadowed and frustrated. The successor and the founder continue to resist each other's actions on matters concerning any change.

In the case of the second or third generation successors, when there are more than one eligible successors in the family, the distribution of assets and activities of business becomes difficult. It often results in split. If not efficiently handled the business gets paralysed for want of proper settlement.

The successors often lack credibility in the organization as blood relation and not professionalism the sole criterion. Employees often resist their authority. Efficient and loyal employees feel threatened and therefore start quitting the enterprise. Suppliers and bankers might also withdraw owing to unstable situations created due to takeover by the newcomer.

In many cases, successors are not able to replace the leadership of the previous entrepreneurs. They are often resisted for any initiation of change in the organization.

Because of the peculiar problems of succession, even the most successful businesses have suffered serious setbacks.

4.4) Professionalisation in Family Business

The family business system is desirable at the stages of enterprise initiation and survival. But when the business starts growing, it is desirable to replace family management with professional management. The traditional value oriented family management may clash with economic goals of growth. In the wake of increased competition and complexity, the traditional organizational structure and decision-making system is more vulnerable. Family businesses very often are not adaptable to the requirements of modern industry and technological changes. Need of growth and modernization call for adoption of professional management in family business.

Professional management consists of a team of managers whose primary occupation is providing management services without having any substantial ownership stake. A team of professional managers performs the function of entrepreneurship and management of the firm. The team holds key position in the firm on the basis of technical competence. Professional management is expected to achieve excellence in

building human, physical and financial resources, and capture new opportunities of growth with professional approach through research and development.

Looking to the need for professional skills to cope with growth, every family business has to consider whether to adopt professional management or not. The family managers often resist this alternative on the ground that family will have no control over the management to protect its interests. They will not be able to help their relatives by way of providing jobs in the business.

A few family businesses which have introduced professional management have not been able to cope with the transition problem. This is because family members continue to keep certain key positions and take all critical decisions. Professionals are hired in the capacity of technical advisers only. They are not given full charge of the management of the firm. As a result, professionals remain largely ineffective in in the organization. Even cases where professional management has taken over, family members continue to interfere in the working of managers by virtue of ownership rights. The performance of professionals is greatly hampered because of non-co-operation and lack of acceptance on the part of the family.

Family businesses are not able to respond competently to changes in environment owing to their inability to adopt professional management practices. Because of inadequate supply of professional managers, many family businesses cannot have professionals. Family businesses are vulnerable to the increasing complexity and competitiveness in the market owing to their lack of professionalism.



Figure 1: Cycle of Entrepreneur

5. Coping Strategies in Tourism

5.1) Linking Family and Business Goals

Successful family businesses are the ones which have been able to establish a close link between family and business by clarifying that the goal of the family can be achieved only if the enterprise achieves its long term goals. Participation of the family members should be allowed as long as it contributes to the enterprise's long term strengths. Such a stand should be made clearly at the time of enterprise initiation or when the involvement of family begins. Strategically, eliminating some amount of family participation strengthens the leadership of the family members who are in the business and ultimately result in better performance.

5.2) Recruitment of Relatives

The best managed family businesses have adopted the policies of not recruiting relative employees at all. The needy relatives are helped by the founders to find jobs elsewhere. This may be considered too rigid a policy as there may be professionally competent person in the family or a relation who would not be selected purely on the ground that he or she happened to be a relative of the founder. Instead of having such a rigid policy, one may have a recruitment policy stating that relatives may be considered for employment provided they stand up to the company's standards. This way the business norms are not sacrificed to the interests of the family.

5.3) Avoidance of Nepotism

In family business, family members as employees get several undue benefits. In order to avoid this, the successful businesses adopt firm personnel policies applicable to both relatives and non-relative employees. It may be clearly stated in the personnel policies that one may be given an opportunity to work in the business because of the relationship factor but his or her growth within the firm would depend solely on competence and merit. Relative employees, like non-relative employees, are subject to performance evaluation which should be carried out by independent people. This would greatly help the family business to avoid nepotism and favouritism within the organization.

5.4) Task Structuring

It will be unrealistic to imagine a family business, however successful it is, to remain away from certain inherent issues pertaining to the family. It is also possible that despite all possible efforts to avoid, a number of family issues in business may continue to remain unresolved. In such a case, to save the business from possible consequences, the primary task structure of the organization may be designed in a manner to minimize the negative effects on its performance. A number of strategies for task structuring are suggested here:

5.4.1) The founder must try to identify those critical operational activities which need to be adequately supported to ensure at least the survival of the firm. He or she may structure them in such a manner that all important operations continue to take place without any disturbance despite pertaining conflict amongst the family owners-relatives. Powers may be given to competent people who need not have to go to any of the family members for frequent approvals as long as they are carried out as per the guidelines.

5.4.2) The firm must create reserves to meet any contingencies occurring owing to non-co-operation of family members. There could be extra staff to compensate the possible loss of work because of incompetency of family members to carry out a given task.

5.4.3) While carrying out the structuring of the task system such areas should be identified where conflicts among family members are likely to arise. In these areas more professionals may be employed. At the same time, family members may be entrusted with those areas where the chances of conflict are less.

5.4.4) The founder should take extra care to keep the morale and motivation of the employees so high that they continue to remain committed and loyal to the firm. They are likely to be the only individuals who can be entrusted with higher level of responsibility in times of conflict for ensuring smooth functioning of the organization.

5.4.5) Very often, the founder refuses to accept certain lapses in the organization which are results of family issues. This leads to a state of confusion in the organization resulting in family members blaming each other for poor performance. The founder should accept certain given problems and issues as weaknesses because of family based management system. This would help avoid unnecessary anxiety and conflict in the organization.

5.4.6) The task system should be loosely structured so that enough flexibility is built in. The bureaucratic structure is very much vulnerable during a period of conflict. In the case of conflicts or blocks being created to routine functions, a middle course should be adopted.

6. Suggestions for Entrepreneurship Development in India

Following Suggestions for Entrepreneurship Development in India:

6.1. Industry Oriented Planning

Efforts are being made throughout the country for planned economic development, planning needs to be made industry oriented so that Rapid industrialization may be encouraged and national goals may also be achieved. Entrepreneurship development will become easy, by adopting the policy of industries dominated planning.

6.2. Formation of Favourable Environment

Infrastructural facilities should be developed for entrepreneurship development.

Land, electricity, water, and raw material should be made available to the entrepreneurs, at cheaper rates and by constructing the industrial estates.

Favorable entrepreneurship environment should be also created by making improvements in the social environment.

6.3. Facilities and Incentives

Proper facilities and incentives should be provided to the new entrepreneurs for establishing industries and implementing the innovations. Special concessions should be provided to the entrepreneurs occupied in research, inventions and investigation activities and executors of innovations. Preference should be given for new entrepreneurs, in granting licenses, providing finances, and in import of machinery and implements, etc.

6.4. Extension of Entrepreneurial Training Program

Following suggestions should be accepted for extension of entrepreneurial training programs:

6.4.1) The entrepreneurial training programmes executed by Central Government, State Governments, various Government and non-government organizations should be adequately improved and extended, so that they may prepare entrepreneurs to successfully operate their Enterprises and expand their entrepreneurial activities.

6.4.2) Educated unemployed persons and the technically qualified person should be attracted towards such programmes, by providing them with suitable incentives.

6.4.3) Short term refresher courses should also be organized, from time to time for earlier trained entrepreneurs to solve their specific problems experienced by them after starting the industry.

6.5. Encouragement to Research and Investigation

Research and investigation facilities should be encouraged in the country.

For this purpose, the service conditions of the scientist and specialists should be made more attractive, so that the Indian scientist working abroad may get inspired for performing research and investigation activities, by returning to their own country and benefit the nation by their valuable works.

6.6. Development of Public Enterprise and Managerial Efficiency

The government itself should come forward and establish industries in the public sector, in those fields' areas, in which private industrialists are not taking the interest. The government should also make the role of the public sector

more active Cooperative and constructive, so that on one side, managerial efficiency may be enhanced and other environments of competition may also be developed.

6.7. Improvements of Managerial Education and Training Arrangements

Managerial education and training should be restructured, in accordance with the requirements of the present-day business, so that efficient and adequate techno-structure may be billed, for proper management and operation of industries in the country.

6.8. Law and Provisions

The legal provision prescribed for establishment and control on business and industries in the country are quite complicated and rigid and they are not conducive for entrepreneurship development and as a result, many persons are not able to expose entrepreneurs. It is essentially required that the law and legal provisions should be simple, so as they attract and encourage the entrepreneurs.

6.9. Publicity and Dissemination of Entrepreneurship Literature

Entrepreneurship literature should be prepared, published, and adequately properly disseminated. This literature should also incorporate the success stories of successful entrepreneurs, narrating their experiences, functional activities and also the incentives, concessions and other facilities provided by various governments.

6.10. Regularly Publicized

Programmes, thoughts, and ideas relating to entrepreneurship development should be regularly published through radio, television, and other mediums of publicity.

6.11. More Cooperative

The government departments should be more Cooperative to the entrepreneurs and should easily grant loans and licenses to the real entrepreneurs. These suggestions to make entrepreneurial development programme successful is very powerful.

6.12. Favorable Laws

Administrative rules, laws, policies, and procedures should be made logical, rational and practical.

7. Some Other Suggestions:

7.1) Strong capital and money markets should be developed.

7.2) Cooperation and coordination should be developed between the public and private sectors.

7.3) Tax structure should be made favorable to the entrepreneurs.

- 7.4) Efforts should be made to maintain economic stability in the country.
- 7.5) Desired improvements should be incorporated into various economic policies.
- 7.6) Efforts should be made for bringing favorable social, cultural and ideological changes in the society.
- 7.7) Individual properties rights of profits should be fully secured.
- 7.8) Special concessions are granted to the entrepreneurs establishing village oriented small industries.
- 7.9) Foreign investors and non-resident Indian should be attracted for investing capital in India.

8. Conclusion

Entrepreneur and Entrepreneurship words are very important in small family business in Indian Tourism Sector. Indian Tourism sector based on Culture, Traditions, different Religions and Multi lingual regions in India. In Indian Tourism sector so many types of small family Businesses..

Entrepreneurship Development Institute of India (EDII) is a conducted different entrepreneur courses, training, research activities, policy making etc. it is concentration on youth and women empowerment. In this article I explained some important are EDII, Advantages & Disadvantages of family business in Tourism, Role of Entrepreneurship in SSE and Economic Development, Issues and Problems, Strategies, Suggestions for small family business in Tourism sector.

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