



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Financial Study Of Tourism Based Entrepreneurship In Sambhal District

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Abstract : Tourism has undergone a significant transformation over time, evolving from a leisure oriented activity into a predominantly commercial enterprise. In developing nations, it has become a crucial driver of economic growth and a primary source of revenue. Tourism contributes to job creation, generates foreign exchange, and supports the development of local infrastructure. Moreover, sustainable tourism has the potential to address various socioeconomic challenges.

Uttar Pradesh is a prominent international tourism destination, consistently attracting the highest number of Foreign Tourist Arrivals (FTAs) each year. In 2019, the state ranked first in domestic tourist visits and third in foreign tourist arrivals, welcoming nearly 4.7 million international visitors. The tourism industry plays a very dynamic and crucial role in Uttar Pradesh's economic growth. To further strengthen this sector, the state has introduced a new Tourism Policy focused on enhancing infrastructure, promoting development, and creating income and employment opportunities. Sambhal, a town located in Uttar Pradesh, holds historical and cultural significance but remains lesser-known on the tourism map compared to other cities in the state. Sambhal may not yet be fully developed as a main stream tourist destination, but its historical significance, combined with its vibrant local culture and craftsmanship, makes it a hidden gem for travelers looking to explore Uttar Pradesh's lesser-known destinations. Present study highlights opportunities of tourism entrepreneurship in Sambhal district along with financial study of tourism based entrepreneurs.

Index Terms - Tourism Based Entrepreneurship, Financial stability.

I. INTRODUCTION

Tourism has undergone a significant transformation over time, evolving from a leisure oriented activity into a predominantly commercial enterprise. In developing nations, it has become a crucial driver of economic growth and a primary source of revenue. Tourism contributes to job creation, generates foreign exchange, and supports the development of local infrastructure. Moreover, sustainable tourism has the potential to address various socioeconomic challenges.

Tourists are drawn to hill resorts, beaches, religious sites, historical landmarks, and more. Each region is distinguished by its inhabitants, folk dances, music, fairs, and handicrafts. Both local and foreign travel are encouraged throughout the nation by the Department of Tourism. The Tourism Advisory Board suggests actions to increase India's tourism industry. Pollution, terrorism, and terrorism all have a negative impact on Indian tourism. Sincere attempts could contribute to the growth of the Indian travel and tourism sector.

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state has introduced a new Tourism Policy focused on enhancing infrastructure, promoting development, and creating income and employment opportunities.

The Uttar Pradesh Tourism Policy 2023, replacing the earlier 2018 policy, aligns with evolving trends and incorporates feedback from various stakeholders, such as tourism and trade organizations. The updated policy seeks to streamline tourism development and enhance its implementation efficiency across the state by introducing several strategic initiatives. A key aspect of the policy is the establishment of a **District Promotion Council** and a **Policy Implementation Unit**. These bodies will prioritize smooth execution by simplifying administrative processes, ensuring coordination between various departments, and fostering inter-departmental collaboration. Crucial state departments such as **Revenue, Urban Development, Housing, and Local Self-Government** will play an active role in this collaborative approach to drive swift and effective implementation.

Overall, the updated tourism policy represents a significant step toward fostering a more efficient, coordinated, and sustainable tourism sector in the state, with a focus on rapid implementation, long-term stability, and continued support for businesses and units already contributing to the sector's growth.

ABOUT TOURISM IN SAMBHAL DISTRICT

Sambhal, a town located in Uttar Pradesh, holds historical and cultural significance but remains lesser-known on the tourism map compared to other cities in the state. The region has a rich history, dating back to ancient times, and is believed to have been an important center during the reign of various dynasties, including the Delhi Sultanate and the Mughal Empire.

Sambhal district in the Indian state of Uttar Pradesh Uttar Pradesh Tehsils: Lok Sabha seats for the Sambhal, Chandausi, and Gunnaur Governments seats in the Sambhal Assembly Gunnaur, Chandausi, Asmoli, and Sambhal 57% of the population is literate. 78% sex ratioThe Indian state of Uttar Pradesh contains the district of Sambhal. On September 28, 2011, it was revealed to be one of the state's three new districts. It was once known as "Bhimnagar." As per 2011 census, Sambhal district had a population of 2,199,774. The sex ratio as per the census was 891 females for every 1000 males.

The town is also close to several other key tourist destinations in Uttar Pradesh. It provides an opportunity to explore the rich cultural diversity and history of the region while enjoying a quieter, more authentic experience away from the bustling tourist centers.

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Main Tourist Places and events in Sambhal District are :

- | | | |
|--------------------------------|--------------------------------|------------------------------|
| 1. Chandreshwar Mahadev Mandir | 2. Bhuvneshwar Mahadev Mandir | 3. Kaila Deva |
| Mandir | 4. Kalki Vishna Bhagwan Mandir | 5. Pateleshwar Bhagwan andir |
| 6. Prachin Shiv Mandir | 7. Shiv Mandir | 8. Manokamna Mandir |
| 9. Ghanta Ghar | 10. Chakki ka Paat | 11. Tota Maina ki Kabr |
| 12. Jama Masjid | 13. Sambhal Kila | 14. Bhram Bazaar |
| 15. Tomb Sheikh Nathan Khan | 16. Sahaspur Fort | 17. Tiraha Qanoon Goyaan |
| 18. Akbar Fort | 19. Fort Unchagaon | 20. Amrit Sarovar |
| 21. Gandhi Samadhi Park | 22. Hari Baba bandh | 23. Harihar temple |
| 24. Surajkund Temple | 25. Ganesh Temple | 26. Ganesh Chaturthi Fair. |

OBJECTIVES OF STUDY

1. To study the entrepreneurs Benefits from the tourism-based business.
2. To study and find out the role and policies of Government regarding tourism based entrepreneurs.
3. To study the innovative and new facilities for the attraction of tourist in Sambhal district.
4. To examine the remedial measures for the tourism-based entrepreneurs in Sambhal district.
5. To explore the major problems and of tourists-based entrepreneurs in Sambhal district.
6. To know prospectus of tourist-based entrepreneurs in Sambhal district.
7. To suggest some practical suggestion to remove problems.

HYPOTHESIS OF RESEARCH:

For the purpose of study Null Hypothesis taken by scholar for research work, which are as area as follows.

H1 Tourism based entrepreneurs are financially not well developed in Sambhal District

H2 Tourism based entrepreneurs are satisfied with existing Government Policies regarding district Sambhal tourism.

RESEARCH METHODOLOGY

Research Design :

A research design comprises of following major components.

- Population:** It comprises of universe of the study. There are more than 27 mythological and historical places and fairs in Sambhal district and near by. There are more than 100 small- and large-scale hotels near all these destinations as well as other service providers such as Tour & Travelers 50% of these will be studied.
- Sampling Unit and Frame:** It is the unit around which information is collected. In the present study the tourism based entrepreneurs are sampling units and treated as respondents.
- Sampling Design:** Keeping in view the domain of the study which is quite large and considering the relative advantage of time and money it was decided to go for a purposive sampling that is convenient sampling.
- Sample Size:** The reasonable sample size comprising of total 457 response respondent of tourism based entrepreneurs.

COLLECTION OF DATA:

For the purpose of study mainly primary(by self made questionnaire) is taken but for the study some secondary data is also taken.

RESULTS AND DISCUSSION

Table No. 1

		No.	%
Gender of Respondents	Male	319	69.81
	Female	138	30.19
Education Level	Uneducated	34	7.44
	SSC	119	26.04
	HSC	187	40.91
	Graduate and above	117	25.61
Nature of Business	Individual	239	52.30
	Small Scale Enterprise	87	19.03
	Family Owned and run	131	28.67
Motivation To Start a Business	Unemployment	87	19.04
	Increase Family Income	224	49.02
	Family Business Support	88	19.26
	Capitalize Demand	41	8.97
	Excess Fund	17	3.71
Medium of Promotion	Own Website	0	0.00
	Print Media	14	3.06
	Social Media	191	41.79
	Word of Mouth	252	55.15
Purpose of Visit of	Relaxation	17	3.72
	Temple	203	44.42

Tourist	Sight Seeing	66	14.44
	Fair and Exhibition	171	37.42
Break Even Period of Tourism based Business	Within One Year	119	26.04
	2-5 years	237	51.86
	6-10 years	101	22.10
MAIN OBSTACLES FOR OPERATING A BUSINESS	Poor Civic Amenities and Facilities	67	14.66
	Personal Problems	268	58.64
	Government Tourism Policies	14	3.06
	Operative Cost	108	23.63

Source : primary Data

Test of Hypothesis

TESTING OF 1ST HYPOTHESIS BY CHI-SQUARE TEST

TABLE -2

Response	Average Level of Satisfaction					Total
	Very Good(1)	Good(2)	Mode-rate(3)	Bad (4)	Very Bad(5)	
Agree	3	71	147	21	2	244
Strongly Agree	6	54	19	9	3	91
Neutral	2	05	7	1	2	17
Disagree	9	46	24	11	2	92
Strongly Disagree	3	2	6	1	1	13
Total	23	178	203	43	10	457

Source : Primary Data

Interpretation

d.f. (R-1) (C-1)	16
p-value	0.00001
Chi Square Test Value	87.1814
Result	p < .05

TESTING OF 2ND HYPOTHESIS BY CHI-SQUARE TEST

Table-3

Response	Average Level of Satisfaction					Total
	Very Good(1)	Good(2)	Mode-rate(3)	Bad(4)	Very Bad(5)	
Agree	2	18	219	102	2	343
Strongly Agree	3	7	22	13	4	49
Neutral	2	5	7	16	1	31
Disagree	2	2	5	4	1	14
Strongly Disagree	1	5	7	6	1	20
Total	10	37	260	141	9	457

Source: Primary Data

Interpretation

d.f. (R-1) (C-1)	16
p-value	0.00001
Chi Square Test Value	70.2429
Result	$p < .05$.

FINDINGS

On the basis of analysis following findings are here :

1. Majority of tourism based entrepreneurs are male. i.e. 69.81%.
2. Approx 93% of respondents are educated.
3. Approx 52.30% respondents are doing business individually.
4. Majority of respondents (Approx 49.02%) are motivated for increase family income.
5. Main methods of promotion of business is word of mouth.(i.e 55.15%).
6. Majority of respondents visit to district sambhal for Temple , Fare and Exhibition visit (i.e approx 73.50%).
7. Majority of tourism based business (51.86%) have Average Break even point is 2-5 years .
8. Maximum no. of tourism based entrepreneurs (approx 73%)are affected with personal problems and Poor Civic Amenities and Facilities in district sambhal.

CONCLUSION

Every business opportunity presents significant potential from a tourism standpoint. The effective utilisation of all resources relies on a robust entrepreneurial mindset and a culture that warmly welcomes tourists, embodying the Indian ethos of 'Atithi Devo Bhava'. Product design, establishment accessibility, accommodation, and other tourist-friendly facilities require optimisation. Every location possesses its unique charm, particularly those that have potential for marketing. Identifying the Unique Selling Propositions (USP) requires a blend of creativity and strategic thinking. It is essential to place appropriate emphasis on unconventional tourism products and incorporate them into the National and State Tourism policies for their promotion and development. So finally it can be say that District Sambhal have very much opportunities for tourism based entrepreneurs due to large no. of tourism destinations. But need to improve various facilities for prospective entrepreneurs and promotion of tourism in sambhal district.

SUGGESTIONS

These suggestions aim to generate positive and sustainable economic impacts through tourism development, serving as valuable guidance for policymakers in the tourism industry and scholars alike.

1. Potential tourism-based entrepreneurs should start their business as early as possible in their life as findings show young people with strengths and creativity are mostly successful.
2. The government financial institutions should be more approachable to tourism-based entrepreneurs for making certain schemes exclusively for them.
3. Present entrepreneurs should expand their business operations for the development of domestic tourism with better practices and innovative products. Forthcoming tourism-based entrepreneurs should grab domestic tourism opportunities stabling ventures.
4. Potential tourism entrepreneurs could work for some time in tourism industry, gain experience.
5. The educational level of the tourism based entrepreneurs should be improved.
6. The service providers should enhance their services as per requirement of customers and global environment.
7. Tourism based entrepreneurs should learn more languages other than their Regional language.

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