

# Exploring the Hidden Treasures in Palani Tourism: An Innovative Entrepreneurial View

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## **Abstract**

*In modern era increase in the leisure time, cheaper travel, and rising curiosity about land, people, and their way of life, beliefs, myths, values, promises a bright future for tourism and travel industry. The study extensively highlights the role of innovative entrepreneur in Palani Tourism as creators, professional status, service offered and relations with public and tourism product service providers are highlighted. This paper earnestly attempts to present the various aspect of Innovative Entrepreneurship and the prospective entrepreneur must know before embarking a tourism business venture. This is not only attempts to provide a way of thinking about tourism, but also aims to provide a set of underlying and guiding principles. There is an increasing demand for tourism industry professionals and the need the Innovative Entrepreneurial skill is essential for establish and manage Tourism Business. The promotion of Palani tourism concerned seem simple but are actually complicated and technical in nature, particularly for those persons with a meager background skill in travel and tourism. The popularity of tourism, as a study, business and the recognition of its importance by governments, has accelerated its business they providing special schemes, policies, training and development for Innovative Entrepreneur.*

**Key Words:** Introduction of Tourism, Entrepreneur, Scope, Innovation, Destination, Etc

## **Introduction of Tourism**

Increase in the Leisure time, Cheaper travel, and rising curiosity about land, people, and their way of life, beliefs, myths, values, promises a bright future for tourism and travel industry. For developing destinations the possession of attractive climate, scenery, religious worshiping centers and sculptural arts attractions and other tourist resources offer the shape of economic stability. Being one of the biggest and dynamic industries requires all the commitments of any profession being with good education and proper training.

The study extensively highlights the role of innovative entrepreneur in Palani Tourism (travel agent, tour operator) as creators, professional status, service offered and relations

with public and tourism product service providers are highlighted.

This paper earnestly attempts to present the various aspect of Innovative Entrepreneurship and the prospective entrepreneur must know before embarking a tourism business venture. This is not only attempts to provide a way of thinking about tourism, but also aims to provide a set of underlying and guiding principles.

The present study is not only creative, but also cohesive and integrated and it will assist in right policy formulation with an eye on an ideal environment for Entrepreneurial development in Palani and other developing areas. And accelerating and steering the process of employment, economic growth in the right direction. In historical terms, much of tourism activity is relatively new development, and only recently has it been consider worthy of serious business endeavor.

## **Introduction of Entrepreneurs**

The word “entrepreneur” has been taken from French Language where it cradled and originally meant to designate an organizer of musical or other entertainments. Oxford English Dictionary in 1897 also defined an entrepreneur in similar way as “the director or a manger of a pubic musical institution, one who ‘gets-up’ entertainment, especially musical performance”.

The term Entrepreneur is used in-various ways and various views. In sum, an entrepreneur can be defined as a person who rise to create something new, organizes production and undertakes risks and handles economic uncertainty involves in enterprise. They are classified into three groups namely ‘risk bearer’, ‘organizer’, and ‘innovator’. The Innovative Entrepreneur thus implements the investor’s ideas. He converts the technical work of the inventor into economic performance.

Entrepreneurship plays a premium mobile role in Tourism Industrial Development. The developed countries bear the evidence that an economy is an effect for which Entrepreneurship is the cause. It has now emerged as a profession. The entrepreneurial development and management has come to be recognized globally as the key to rapid and sustainable economic development as well as the welfare and progress of mankind. Their vision and

innovative qualities lay-down a strong foundation for sustainable growth of service sector like tourism. ✓

According to **Drucker, Peter. F.** Innovative Entrepreneur means “systematic innovation consists in the purposeful and organized search for changes and in systematic analysis of the opportunities, such changes might offer for economic and social innovations” one who always searches for change, responds to it, and exploits it as an opportunity”.

The Innovative Entrepreneur increases the value and satisfaction obtained from resources by the consumer. They convert a material into resources or combine existing resources in a new or more productive configuration.

One, who introduces new goods, inaugurates new method of production / assembling, discovers new market and reorganizes the enterprise and who looks forward to change and improvement. They are highly motivated and talented and is able to foresee potentially profitable opportunities innovation involves the problem solving. ✓

### **Entrepreneurship Development:**

Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs.

By doing this, the pace at which new businesses or ventures are made gets better. On a wider level, this makes room for employment and improves the economy of a business or country. The steps below will explain how to create an effective entrepreneurship development program and how to go about enhancing it.

### **The Scope for Innovative Entrepreneurs in Palani Tourism**

Palani tourism is well known for all as a pilgrim centre and the holy place as one of the abode of Lord Muruga.

1. No skilled, approved and professionally trained Travel Agent / Tour Operator / Tourist Guide.
2. The Visitors came as Pilgrims – Devotees, Religious Ascetics, not as Tourist.
3. Motivating factor is only worshipping god not for Leisure, Recreation, or Adventure (Can they get Satisfaction...)
4. Lack of information about other attractions... (Such as the resources available for Educational / Medical / Adventure Tourism attractions)
5. Duration of Stay
6. Lack of Government participation in Palani Tourism Promotional activity.

The Innovative Entrepreneur may exhibits his talents to explore the hidden Treasures of Palani Tourism at innovation in any one of the following forms.

### **Introduction of New Tourism Product**

- ✓ Which consumers are not yet familiar or introduction of new quality of an existing product.
- ✓ Lesser Known places in Palani, examples - Thiruaavinankudi, Periyanyakiamman Temple, Periyavudaiyar Temple.

Newly created – Theme Parks, Entertainment Centre, Shopping and Exhibitions.

### **Introduction of New Method of Production / Assembling**

This need not be a new scientific discovery and can also be a new way of handling a attraction commercially, like Temples as pilgrim centre to new way like Education centre – Architectural study, sculptural study, scenic beauty, leisure centre, Meditation, Medical (Siddha), etc.

**The opening of New Market:** Whether or not this market has existed before. Find out the new potential buyers for our tourism product.

### **The conquest of New Sources of Supply of Raw Material**

✓ Converting the semi-finished goods as new sources of attractions... the source may already existed or whether it has first to be created.

✓ Semi – finished (already existed) – Idumbanmalai for adventure sports activity...

✓ First to be created – construction of theme park, other recreational facilities, etc...

### **The carrying out of New Organization of Industries**

New allied sectors like – Communication (Telecom and Postal), Banking, Shopping of Handicrafts, Hospitality (Hotels and Restaurants), hospital (Safety and security measures), Information Technology sectors (Internet, Live Coverage, Closed Circuit televisions) etc.

### **Discovers New Methods**

New material and motivational factors for travel.

Changing the perceptual value of Palani as a Pilgrim centre to General Tourist Attracting destination. Changing the buyer’s behavior from Religious ascetic (hard-ship bearer) to accepting normal, sophisticated service, and Increase International tourist flow, (In-Bound Tourism), Converting Transit Travelers to accommodating them as Tourist, Government policies on Visa, State Permit, celebrating new exhibitions, etc... Providing and utilizing new technologies for propaganda about products and services, Modern days everything comes under “E” concept, which leads the Information Technology revolution.

These can be overcome able by effective and efficient Innovative Entrepreneur, like who can introduces new methods and ready to face the challenges and changes... can co-ordinates the public sector and private sector as joint-venture tourism promotional activity in and around Palani. If the government can provide special schemes to develop new ideas / resources, policy framing, no tourist information centre in Palani, no promotional projects were implemented due to Redtappism, Irresponsibility, etc.

There is an increasing demand for tourism industry professionals and the need for specialized training. The Innovative Entrepreneurial skill is essential for establish and manage a Travel Agency / Tour Operation Business. Because of tourism has been remarkable in its resistance to adverse economic and political conditions, but growth is

inevitably slowing as the market matures. They will discover what goes in promoting and setting tourism product – from advertising in Medias to promote public relations.

The growing professionalism of tourism business will definitely arose the interest of educators, business leaders as well as governmental agencies. The promotion of Palani tourism concerned seem simple but are actually complicated and technical in nature, particularly for those persons with a meager background skill in travel and tourism. The popularity of tourism, as a study and business and the recognition of its importance by governments, has accelerated its business they providing special schemes, policies, training and development for Innovative Entrepreneur.

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