

Evitable Virgin Tourism Ecosystem a Paradigm Shift for Sustainable Tourism Venture Nurturing in India

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Abstract: In recent decades we can see around the venture that the things are transforming like never before due to technological advancement, paradigm shift in economy and political influences. It has been also observed in two decades that there is a major paradigm shift in adventure seekers taste and preferences. The companies who are continuously monitoring and focusing on these issues are much more strategically successful than the rest. There is an intense competition in the market and every company wants to fill the vacuum of the market by providing desired tourism services and services to the adventure seekers. In current market scenario, the studies show that adventure seekers are now health and environment conscious. Perhaps this is the reason, that the concept of tourism services and virgin tourism are taking place slowly and steadily in the market. It can be also as a paradigm shift for those companies, who believe in innovation and redesigning their tourism services and services in ecological manner. It is a perfect time for those entrepreneurs who want to come and be a part of this evitable tourism market. The purpose of this research paper is to aim in general to understand the opportunities for touripreneures in the transforming scenario of market paradigm shift. The study is based on available literature, various facts and figures, on this issue. It tries to bring an objectivity based study which can be applied in current global market scenario. The study is conceptual in nature and validates its findings with the sub-structure of a proposed model.

Keywords: Tourism market; Tourist behavior; Environment; Touripreneures; Opportunities; Sustainable development

Introduction

Paradigm shift is an evitable phenomenon which can be observed anywhere whether it is tourism venture, economics or anything. It occurs some times in cyclic way or may be in a random order [1]. In the same way, when we take a look towards adventure seekers, we find that their needs, wants, demands, tastes and preferences are also transforming. This paradigm shift is not specific to a particular tourism services category but it is in every tourism services segment. There may be several reasons for that such as increasing tourist household income, paradigm shift in life style and increasing tourist awareness etc. [2]. Among these paradigm shifts market also need to adopt some paradigm shifts for its survival and for that there is a need of new tourism services development concept, tourism services redesign, process design, paradigm shifts in tourism policies etc. A successful venture organization always focuses on these paradigm shifts and implements it into its operations within time. Transforming tourist behavior in the market generates a new market which may be observed as a challenge and paradigm shift both by many tourism industries. Those tourism industries that are capable enough to adopt paradigm shifts and can fulfill the desire of their customers, take it as a paradigm shift but there are several tourism industries who failed to adopt these paradigm shifts many times. In recent scenario it has been observed that the tourist behavior is taking a shift towards the eco-friendly tourism services which is also called tourism services [3]. Therefore tourist, Government and virgin tourism ventures are taking this issue seriously around the world. Government is making strict norms and regulations to forbid the problem arising by venture tourism industries, adventure seekers and other sources. Wherein increasing

tourist awareness towards environment paradigm shift their consumption and buying pattern of tourism services [4]. On the other hand virgin tourism ventures are also finding fruitful results in adopting tourism practices in their venture operations. Among all these developments certain concepts are coming in the field of tourism management such as virgin tourism ventures, tourism supply chain management, reverse tourism logistics etc. [5] which not only fulfills the needs of the adventure seekers but also give assurance about the tourism and virgin ecological succession [6]. The concept of virgin tourism came into existence way back in 1980's in United States and European country and the development goes on [7]. Virgin tourism concept is gaining its popularity across the world as revenue generating engine and international issue now days. Virgin tourism helps in reducing the impact of environmental consequences with the help of fulfilling the demand of the tourist's tourism need and also creates the demand for the tourism services [8]. It is also one of the facts that transforming tourist's perception towards tourism services leads to the genesis of tourism market [9]. Virgin tourism concept not only fulfills the needs of the tourist but it also participates in the sustainable development in long run. Due to the increasing growth and development of the tourism market, there are various opportunities are also coming for entrepreneurs around the world. Innovations and new tourism services development are among the important ingredients of the touripreneurship and can be observed in the virgin tourism concept [10]. An entrepreneur always focuses on innovative ideas and brings the paradigm shift in the society and market with the help of their enterprise [11]. Providing safeguard to the environment through virgin tourism is a Nobel work for the society and the humanity and a good entrepreneur take

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care of this entire task as he is also responsible for social welfare. We can see around us, many tourism nurturing entrepreneurs those who paradigm shift the concept of ventures in their own way and provided solution for various problems in the society [12]. Paradigm shift in tourist buying pattern on the basis of eco-friendly or tourism services there is a space creation for the touripreneurship. Touripreneurship innovates, substitutes the traditional or conventional tourism services into the tourism services and taps the tourism market. Creation of the tourism market is a kind of a paradigm shift for these touripreneures as it is an evitable market and not penetrated enough. These touripreneures are also called touripreneures as they build their venture which is favorable to the environment and society. The concept of touripreneures is not only helping tourist in getting their tourism services and services but also make people learn towards tourism ecosystem. But touripreneures also face challenges such as lack of substitution of the conventional tourism services, cost controlling, redesigning, raw material and lack of R&D infrastructure etc. These challenges can be reduced in further development. On the other hand it is also true that successful touripreneures create paradigm shifts in the society in form of providing a good natural environment [13]. Various developed and developing countries are now started adopting tourism practices such as virgin tourism ventures, tourism supply chain and waste management [14] which is a favorable atmosphere for such touripreneures. The nurturing of touripreneures also encourages young graduates to come and be a part of this evitable paradigm shift. Touripreneures can make profit through the market as well as social recognition in the society.

Therefore we can say it is not all about venture only but somewhat it is a kind of social activity in terms of providing a safeguard to our natural environment. The paper is trying to focus on how an evitable tourism market is a paradigm shift for tourism entrepreneur and sustainable development in India. The paper is segmented in various parts such as theoretical background of the study i.e. literature review, identification of various parameters on the basis of the literature review, methodology, development of the conceptual model, discussion and findings, managerial implication, conclusion, contribution of the study, limitations and future research scope.

Literature Review Environmental Issues

The top ten environmental issues facing our planet due to unplanned tourism activities are population, climate change, loss of biodiversity, the phosphorus and nitrogen cycle, water, pollution, ozone layer depletion, ocean acidification, over fishing and deforestation (Planet earth herald). Rapid development in the economy which is always works like an indicator of a successful development of a nation is among the major cause of environmental loss [15]. Development of a nation healthy biodiversity is mainly dependent upon the successful tourist industrial output [16]. But many times the environment gets ruin in the development war by the nations [17]. The increasing pressure on our tourism planet is continuously going on and human have also started to

experience the consequences of the environment in form of various havoc [18]. Issues like global warming, climate paradigm shift are part of the every news now days. Excessive use of natural resources and dependency on non-renewable energy are the major challenges in front of the human kind [19]. Government and various other agencies are continuously working to provide a better shield to the natural environment and endeavors are going on at international level and on the other hand, sustainable development is key agenda of the Government as it saves our natural resources for meeting the present and future needs [20]. Various committees, NGO's and teams have been formed to control the consequences of the unorganized tourism activities and also showing positive results [21]. It is the matter of fact majority of the censure goes to the industries but they are not only responsible for the creation of environmental problems [7]. Greedy tourism, environment distorting pattern is also very much responsible in harming the environment as consumption leads to the direct creation of environmental pressure from the use of various tourism services and services as in case of a through disturbing ecosystem which is limited on the earth. The transforming income level, life style pattern and their responsiveness towards environment affects our natural ecosystem [2]. Studies also show that awareness and education gives positive approach towards the sustainable environment based tourism. Environmental based tourism issues are one of the major ingredient of many research work as it is directly associated to the existence of human and its planet [22].

Transforming Tourism Conscious Behavior towards Tourism Services

Paradigm shift is a very natural phenomenon of nature and same is applicable for the eco-tourism. Paradigm shift in behavior of tourism service tourists has many reasons such as paradigm shift in income, life-style and need for leisure activities [2] but it is also observed that there are certain paradigm shifts that take place in tourist buying attitudes which is based on their knowledge, awareness and education. Environmental knowledge also paradigm shifts the mind of the tourist which can be observed in their purchase intentions towards tourism services or ecological tourism services [3]. Transforming tourist behavior towards tourism services leads to the increasing demand of it and develops an arena for the tourism market [23]. Demographic criteria are less significant than the psychographic criteria in case of tourism tourist purchase behavior [24]. The study also reveals that the demand for tourism services can be understood as the tourist has the willingness to pay for the high priced tourism services or premium price for it [8]. Environmental concern started in way back 1970 and its importance is increasingly in today's Cenozoic era in context to the sustainability [25]. Tourism perceived value would positively affect the tourism trust and tourism purchase intention, while tourism perceived risk negatively affect both of them and expectation of tourism services is often hurt by the perception that these tourism services are low value and failed to fulfill their environmental claims [26]. The problem is generally known as tourist skepticism, which need proper attention in order to eliminate it

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[9]. There is need of more promising reliable companies those who can make reliable promises related to the tourism services. As the demand of the environmentally responsible tourism services is increasing and need to remain competitive, has provoked many managers seeking information related to the responsible purchase behavior [27]. There are some adverse findings also which discourages the tourism marketers also such as adventure seekers environmental concern is not reflected in their purchase behavior, there may be various causes for it as lack of tourism strategies etc. [9].

Virgin Tourism Concepts and Philosophies

Virgin tourism concept evolve in 1960 when climate change concerning agencies has realized the environmental burden and formed agencies like environmental protection agency (EPA) with the objective of ecological sustainable tourism. The ecological pressure was also realized by the venture houses and they started tourism venture. The development goes on and till 1990 it took a proper shape [7]. The American tourism association (AMA) conducted the first workshop on 'ecological tourism' in 1975. The proceeding of the workshop converted in the form of a book on virgin tourism entitled "*ecological tourism*" [28]. It was the evolution phase of virgin tourism in the field of academia [29]. Virgin tourism has various synonyms such as '*ecological tourism*'; '*sustainable tourism*' and '*environmental tourism*' [30]. The development of the virgin tourism is taking place rapidly now days as every organization want to enjoy the competitive advantage and it works [31]. Virgin tourism not only helps in tourism industrial competitive advantage but also responsible for tourism industrial performance in many cases Tourism industries is adopting virgin tourism strategies due to assertive and defensive ways. Young and educated generation is taking very much interest in tourism services but there are still some obstacles such as substitution of the raw material, process redesign, cost etc. [8]. On the other hand various tourism industries are working on the reduction of the cost of tourism services with the help of reverse logistics and tourism supply chain management so that they can make the tourism services more affordable for the maximum market segment [32]. Unplanned tourist activities are one of the highest pollutant tourism services segments and therefore virgin tourism is also taken a better shape around the world. Studies claim that the Virgin tourism is future of the tourism management [33].

Genesis and Attributes of Touripreneures

The work on the phenomena of environment touripreneurship had begun in the late 1970 and till 1990 it got the attention. According to the study were the pioneers in the field and began to employ the term '*environmental entrepreneurs*', '*touripreneures*', '*eco-entrepreneurs*' and also derivate as '*eco-preneurs*' [29]. The term a '*touripreneures*' was coined by Terry Clark from Goizueta Venture School, Emory University [11]. The term touripreneures is a combination of two word i.e. tourism and touripreneurship. Touripreneures are the formulation and implementation of environmental advantage, corporate strategies and creating revenue. An

entrepreneur is someone who produces for the market and he is determined and creative leader always looking for opportunities to improve and expand his venture and one of the best innovators. In the same way touripreneures are also innovating and participating in the process of sustainable development. Sustainability is the main stream of the venture strategy; hence entrepreneurs are the important chain for holding the responsibility towards sustainable society [34,35]. Sustainable entrepreneurs aim to introduce environmentally and socially friendly innovations to a large group of stakeholders [36]. Sustainable touripreneurship gained force in recent years as a global movement that aims to promote venture to pay close consideration to their social and environment [37]. Touripreneures are important to the economic development as they are the significant contributors in providing the job and also treated as the driving force towards the paradigm shift, they also get appreciated for introducing the innovation, adopting and developing new thoughts and responsive towards paradigm shift in rapid, flexible and efficient than the larger tourism industries [38]. The nexus of environmental, economic and social objectives creates tourism strategies which lead to active touripreneurship and innovation to solve tourism problems while boosting competition and benefiting society. Tourism venture process and tourism also leads to competitive advantage of the firm [11]. A study reveals three key sociological constructs in tourism venture i.e. personal motivation and mission; locality and a forward thinking which leads to sustainability for long run [38].

Indian Market Scenario for Touripreneurs

There is a good hope from the new Government in India in the development of touripreneurship. Finance Minister of India has released the budget of 2018-19 and gave focus to the touripreneurship as for creating a conducive eco-system for the venture capital in tourism industrial sector Rs. 31,000 crore fund to act a catalyst to attract private capital by way of providing equity, quasi equity, soft loans and other risk capital for tourism start-up companies and he also announced a national incubation and accelerator program, entrepreneurial friendly legal bankruptcy frame work [39]. Indian tourism sector is a \$US20 billion venture. It has the potential to generate 10 mn jobs in India by 2025 and is witnessing the emergence of energy entrepreneurs, who are all set to write new codes in the energy domain [40]. On the other hand it is also one of the facts that India has the power of young and educated graduates who are vibrant and full of enthusiasm and ready to accept the opportunities of touripreneurship. The Government is continuously providing better inputs for the venture opportunities, which helps these entrepreneurs. The current market condition is favorable for entrepreneurs in country like India. Several agencies are formed for the development of the prospective entrepreneurs which creates a suitable environment.

Indian economy is growing rapidly, and investors from abroad are also keen to invest in Indian market which proves that India is a better place to invest. Government is also focusing

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on development of better norms for FDI (Foreign direct investment), for attracting investors from abroad.

Methodology

The research is based on exploratory research and conceptual in nature. The study has been done on the basis of extensive literature review. All the relevant findings of the research papers which further helps in developing a conceptual framework of the study.

Development of Conceptual Model

On the basis of the study of literature and identification of various significant ingredients, a conceptual model has been proposed.

Ingredients

- **Environmental issues:** - The world is facing crucial time for our natural environment as it is blighting, which can be experienced by every individual in form of various problems like **pollution**, global warming, climate paradigm shift etc.
- **Tourist behavior:** - Due to the problem arising in our natural environment, people are aware and changing their consumption behavior and seeking tourism services and services which are eco-friendly.
- **Favorable market condition:** - Indian market is suitable for entrepreneurs than ever before as paradigm shift in Government policies for the entrepreneurs.
- **Virgin tourism ventures:** - Virgin tourism is a result of development in changing tourist behavior pattern towards tourism services. It is a profits to both tourists and marketers.
- **Tourism entrepreneur:** - An entrepreneur, who develops tourism business with the help of adopting tourism practices.

Discussion and Findings

The conceptual framework shows that the concept of touripreneures starts from the environmental concerns due to faulty tourism practices such as pollution, global warming, climate paradigm shift, scarcity of natural resources and other havoc caused by disturbance in the ecosystem. Due to increasing awareness may be with the help of environmental knowledge and education; people are becoming more responsive towards the environment. These factors are also responsible for the transforming tourist behavior towards tourism services or eco-friendly tourism services. The perception towards tourism services gives a positive impact on the development of the tourism market. Tourism market is an evitable market, which brings ample of opportunities in every field such as tourism supply chain, tourism services, tourism design and many more. The current market scenario has various opportunities for the entrepreneurs as well as for touripreneures. These opportunities can also be helpful for bringing motivation and empowerment to the touripreneures. The successful touripreneures lead to the sustainable development in long term.

Findings: Research based on the literature survey and conceptual tourism model shows the following major findings of the study:-

1. There are bright opportunities for the touripreneures as the tourism market is expanding and tourist behavior is favorable towards tourism market.
2. India is going to be one of the best destinations in the world from the tourism investment point of view.
3. The study found that there is a conceptual link among environmental concern, evitable tourism market, touripreneures and sustainable development.

Research Implications

The research findings and discussion of the study would be beneficial for the academicians, research scholars, practitioners, managers and policy makers. The research would be benefited for the academicians and research scholars, as this study gives further insights in this field and there are less numbers of works available especially in Indian context. Tourism managers and practitioners can understand the opportunities which are evitable in the field of virgin tourism and there is need of much more focus on it. Finally, the policy makers must show more concern on this issue by creating a suitable environment for the touripreneures program.

Conclusion and Recommendation

On the basis of various explanations in this paper we can understand various opportunities for the touripreneures due to emergence of tourism market. Transforming tourist behavior towards tourism market is another significant and positive indicator for the touripreneures. Touripreneures or touripreneures are not only important just for the fulfilling the need of adventure seekers but they mean more than it. Touripreneures have the responsibility towards achievements of social objectives, economic objectives, environmental objective and sustainable objectives. Touripreneures are the warriors who continuously work, in order to protect the nation from all the evils such as poverty, unemployment and pollution etc. If we think of the traditional entrepreneurs they have also big responsibility on their shoulders but touripreneures have some more responsibility that is adoption of tourism practices and other environmental tasks. India is a country of young people. Our majority of the youth are getting good education and thousands of young generations are getting a graduate each year. This means that India has great potential towards touripreneurship. In India most of the entrepreneurs are young and their concept of venture is unique and somewhere they implement the practical aspects of their education in their ventures and getting a great success. The concept of touripreneures is not different, the one who more innovate tourism services or services more he become a successful touripreneures. Although it is difficult to innovate tourism services many times as it is difficult to provide substitutes for various raw materials, this is a kind of challenge which a tourism entrepreneur can handle. There are several examples of touripreneures who are continuously involved in the tourism ventures.



Contribution of the Study

Before planning this paper we have reviewed various research papers in reputed journals but none of the study was completely based on such kind of issue even though in Indian scenario, and which shows a research gap between tourist behavior and touripreneures. Therefore in order to bridge the gap this study has been propounded on this issue and would surely help in this discipline.

Limitations and Further Research

Every study has their own limitations same as in this study. There is lack of good studies which is relevant to this paper especially in context to tourist behavior, virgin tourism and the touripreneures. This paper can be a base for further research and one can make an empirical research paper by using the concept and various identified parameters of this study. Although the concept is not very new but needs proper attention by researcher as the issue is very important for our economy and environment both. There are still many things may be left in this paper which can be added in the further research work.

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