

SUBMISSION OF FINAL REPORT

OF

MINOR RESEARCH PROJECT [COMMERCE]

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Title of the Research Project

**An Analysis of Investment and Financing in Tourism with special
reference to Tourism Entrepreneurs: A Study of West Bengal**

By

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EXECUTIVE SUMMARY

Tourism is the bundle of economic activities covering accommodation, transportation, food and beverage, entertainments etc. Tourism activities have multiplier effects on an economy. This sector generates scope for investment and financing. Growth of tourism is heavily depends upon the availability and accessibility of financial resources apart from the geographic attributes. As per the estimate of World Tourism Organisation, India is projected to become the world's fifth largest business travel destination. Indian tourism sector is expected to get USD109.30 billion investment by 2020. West Bengal, a state of India has the great scope to be a tourism developed state by leveraging its diversified and rich tourism resources (mountains, sea, jungle, mangrove area, religious sites, heritage, culture, fairs and festivals), well communication system and strategic location. Apart from the above mentioned factors proper investment and financing are utmost important as tourism needs financing like any other industry, tourism projects demand high initial investment and tourism entrepreneurs create demand for tourism financing and thus scope of investment in tourism.

Tourism is an emerging research area. This research project made an analysis of investment and financing in tourism with special reference to tourism entrepreneurs in the context of West Bengal. The full research project has six chapters viz. (i) Introduction, (ii) Tourism, Tourism Investment and Tourism Financing, (iii) Profile of Tourism Industry of West Bengal, (iv) Investment and Financing of Tourism in West Bengal, (v) Survey of Tourism Entrepreneurs in West Bengal and (vi) Findings and Conclusions. The study is exploratory and empirical in nature. It involves both primary and secondary data. Survey has been made covering 200 tourism entrepreneurs those who have hotel/lodge/resort, home stay, travel agency/tour operating business and other business related to tourism like selling of trekking equipment, providing car

service and located across West Bengal. SPSS package has been used for statistical analysis.

This research project identified related challenges and opportunities in context of West Bengal along with the financing pattern (i.e. financing aspect), requirements (i.e. investment aspect) and problems of tourism entrepreneurs doing tourism business across West Bengal. The research revealed that, West Bengal has opportunities in tourism investment and tourism financing. All stakeholders of tourism should capitalise it in a sustainable manner. The result of opinion survey revealed some pertinent issues related to financial aspects (both investment and financing) of tourism in West Bengal. Lack of awareness about the different Government schemes among tourism entrepreneurs is a serious problem. Concern authority should take steps to make the possibility into reality and remedial measures to remove problems. Environment and politics are two important non-financial issues where utmost care should to be taken. Sustainable tourism development is desirable at all points of development. Conclusions drawn from this research project are helpful for the policy makers to frame effective policies related to West Bengal tourism. The suggestions of this project can play a crucial role for effective development of West Bengal in general and tourism sector in particular.