

Booming Small Scale Entrepreneurship Opportunities in Hospitality Industry Through Bed & Breakfast Scheme : Special reference to Maharashtra

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Introduction

Tourism - an overview

Tourism as an economic activity it is a part of the services sector of an economy and is a big source of employment generation and foreign exchange earning. Tourism could be for sight seeing, holidaying, education, business, medical treatment, rejuvenation of mind and body, etc. In many countries tourism is treated as an industry. Tourism cuts across caste, colour, creed, race, language, etc.

Tourism- Global Scenario

The annual turnover of world tourism is a phenomenal sum of 3.4 trillion \$. Tourism is the largest source of foreign exchange in countries like Costa Rica and Maldives. China spends 3.8% of its budget on tourism and rates fifth in receiving the largest tourist arrivals (31.2 million). The World Travel and Tourism Council's satellite accounting research which measured tourism share in the national economy in 160 countries over the last 10 years, has found a global shift away from Europe to Asia and Far East in the last 10 years.

Worldwide Tourism continues to receive the best attention of all Governments, irrespective of the form. Travel and Tourism are fast becoming one of the world's largest groups of industries and widely predicted to become the biggest single industry in the 21st century generating about 11 percent of world GDP and 200 million jobs across the globe. The United Kingdom considers India and China as important travel markets. According to a German expert, Andaman beach ranks first among the 10 best beaches of the world.

Tourism in India

India has the potential to become a major tourist destination in the world with the demand growing at 10.1% p.a., the World Travel and Tourism Council (WTTC) has predicted. According to the latest research by Europe's leading Travel Magazine Conde Nast Traveller, India has entered the top ten tourist destinations of the world for the first time. India receives nearly 2.5 million visitors every year and 30% of them are tourists. The inbound tourism is concentrated in the North and Rajasthan. The South accounts for about 25% of inbound tourism.

India registers record foreign tourist arrivals in 2006 India achieved a 13.0 percent growth in terms of foreign tourist arrivals in the year 2006. From 3.92 million registered arrivals in 2005, the number has gone up to 4.43 million in 2006. Foreign exchange earnings from tourism have also shown a growth from Rs.25,172 crores in 2005 to Rs.29,604 crores in 2006, achieving an increase of 17.6 per cent. According to the latest World Tourism Organization statistics, 842 million international tourist arrivals were recorded last year of which India's share was 0.52 per cent. Though much smaller countries like Singapore received twice the number of tourists, the upside of the scenario is that the average duration of stay of a tourist in Singapore is 4.2 days, as against 26 days in India, according to the official data, and 12 days, according to the Indian tourism industry. At the WTM London in 2006, India was the cynosure of all eyes with India Tourism winning four World Travel Awards. The four awards were for "Asia's leading destination", Asia's leading tourism & convention bureau", "The World's leading travel destination TV commercial" of its Incredible India campaign and "The World's leading responsible tourism project" for the Endogenous Tourism Project.

It can be a glad tiding for the Indian house-owners, especially the housewives as Indian government has launched "Incredible India Bed & Breakfast scheme" for the low budget tourists. Launching the scheme, Tourism Minister Ambika Soni said the government would choose spare rooms available with house-owners in at an affordable cost, for common tourists keen to be acquainted with Indian culture.

This will be a unique opportunity for the house-owners, especially the housewives, because once their spare rooms are recognised under the scheme they will get an opportunity to earn that extra income while being at home.

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Keeping in view the forthcoming **Commonwealth games in 2010**, government is expected to provide **10,000 budget rooms** while the requirement would be **40,000-50,000** rooms in the budget category.
Source: The Economic times

Meaning of Bed & Breakfast scheme

“Bed & Breakfast” means a dwelling used by a resident of the dwelling to provide accommodation for persons (generally for no more than 6 persons or 1 family) away from their normal place of residence on a short term commercial basis, where occupation by any person is limited to a maximum of 3 months in any 12 month period, and includes the provision of breakfast.

The requirements for Bed and Breakfast Scheme:

1. Location:

According to the Government specifications, in respect of residential and rural residential land, the dwelling should be adjacent to, or within, reasonable proximity to the main access road within the town.

2. Car Parking:

Provision for car parking should be there at the rate of 1 car-parking bay per guest room.

3. Facilities:

- a) Breakfasts should be provided with the relevant health regulations.
- b) The dwelling must provide separate bedrooms for guests and separate toilet and bathroom facilities.
- c) Guest rooms shall not be self-contained, however ensuite and bathroom facilities may be provided within each room.

4. There has to be proper water supply in the room.

Training for helpers (Bed and Breakfast scheme providers)

Some of the tourists desire to get accommodation at nominal rates and at the same time with hygienic conditions. There are also tourists who wish to experience the local life style. To meet the demands of such tourists, "Bed and Breakfast" scheme was introduced by Tourism Department in 2001-2002. The scheme derives inspiration from a quote of Late Pundit Jawaharlal Nehru, which goes like this "Receive a guest and send back a friend". Under this scheme, a house owner can let out a few rooms to tourists. During the stay of the tourists in his house, the tourists will be provided with accommodation and food by the house owner. During the period 2001-02 to 2003-04 as many as 3,258 tourists had availed of this scheme. The house owners require the services of helpers to attend to the needs of the tourists. Hence, in 2004-2005 it is proposed to train such helpers in the field of health and personal hygiene, cleanliness, basic service techniques, basic nutrition values etc.

The Minister of Tourism & Culture, Smt. Ambika Soni launched the 'Incredible India Bed and Breakfast Scheme' to augment the availability of rooms for tourists. Under the scheme, the house owners can offer up to 5 rooms or 10 beds with good comfortable beds, working space, air-conditioning facilities as well as attached western toilets. The house owner will also be required to provide Indian/Continental breakfast to the guests and display the rates to be charged for rooms as well as breakfast. It has also been decided to build up required inventory of budget category rooms through recognition of spare rooms available with various house owners in NCR Delhi by classifying these facilities as "Incredible India Bed & Breakfast Establishments", under 'Gold' or 'Silver' category. This facility will make rooms available at affordable cost for the common tourists, who wish to visit India and also give them an opportunity to stay with Indian families and experience the Indian culture. This will be a unique opportunity for house owners, especially the house wives, because, once their spare rooms are recognized under B&B Scheme, they will get an opportunity to earn that extra income being at home. An integrated publicity campaign is being launched by the Ministry of Tourism to facilitate and motivate house owners to apply under the scheme. The houses, once registered with Ministry of Tourism, will be promoted through e-commerce platform of Incredible India website. This e-commerce platform will provide travel agents, tour operators, airlines, state tourism corporations and most importantly small and medium entrepreneurs like bed and breakfast suppliers, an opportunity to avail of the twin benefits of promotion and publicity through Incredible India platform as well as creation of secure payment gateway for online booking of their respective products.

Thus, the 10 proposed campaigns in the domestic markets are on the following themes: -

1. Cultural Heritage & World Heritage Sites of India
2. Northeast Region including Sikkim
3. 150 years of India's Freedom Struggle
4. Social Awareness Campaign against Garbage & Graffiti on monuments
5. Pilgrimage
6. Rural Tourism
7. Yoga & Wellness
8. 2550 years of Mahaparinirvana of Lord Buddha
9. Jammu & Kashmir
10. Adventure & Wildlife

Trend of tourist traffic in India

Year	Domestic tourist	Foreign tourist	%age of Foreign tourist
1997	6974453	977691	12.29
1998	7183687	980850	12.01
1999	7542871	1033816	12.05
2000	8297158	1075769	11.47
2001	8479695	915399	9.74
2002	9802527	768935	7.27
2003	11272906	986544	8.05

Tourist survey analysis

Sr. No	Profession	%age
1	Professional	26.3
2	Business Men	49.5
3	Student	18.3
4	Retired	1.3
5	Others	4.6
	All	100.00

Tourist by purpose of visit

Sr No	Purpose of visit	%age
1	Holiday & sight seeing	38.9
2	Pilgrimage	0.5
3	Business	32.2
4	Conference	0.8
5	Study	0.5
6	Visiting friends & Relatives	24.0
7	Others	3.1
	All	100.00

Tourist by Nationality

Sr. No	Nationality	%age
1	Indian	79.4
2	Foreigner	20.6
3	Not Available	0.0
		100.00

Source: Report by Ministry of Tourism

Interpretation

From the above data it can be interpreted that the number of foreign tourists in India shows an increasing trend. It shows an accelerated growth in terms of foreign tourism. The government of India has taken the right step by promoting the bed and breakfast scheme. Most of the tourists are attracted to the country

mainly because it provides economical prices for to them. They can have breakfast in the place where they are staying in Maharashtra, there are about 210 rooms which are registered by the entrepreneurs under bed and breakfast scheme. Officials expect to have around 5000 rooms under the scheme by 2010.

The MTDC has recorded a 100 percent rise in revenues to Rs. 6.57 crore in 2006-07 from Rs. 3.81 crore in the previous year. About 4,689 bookings on the website, of the total 24,922, fetched Rs. 1.19 crore revenue in FY 07. The major growth in these figures can be mainly attributed to one of the innovative measures taken by MTDC. That is Bed and breakfast scheme.

Source: The Financial Express

The Government of India has taken following action plans for the next five years to develop tourism in Maharashtra.

Action Plan for the Next Five Years in Maharashtra

The following action plan should be implemented in the next five years to achieve the above objectives and the long-term vision for 2025.

1. Development of infrastructure at tourist destinations: Various tourism facilities such as accommodation facilities, eateries, toilets, information centres, etc. would be developed at all destinations. For this, the incentive policy proposed will encourage private partnership in tourism related activities and infrastructure development. Access to weekend destinations (hill-stations, beaches, etc.) near major cities in Maharashtra would be given preference.

2. Accessibility to tourism destinations and wayside amenities: Approach roads would be identified to various tourist destinations in Maharashtra. The roads would be assessed for suitability (carrying capacity, quality, etc.) and would be considered for further development. Wayside amenities would also be planned while developing roads.

In addition, rail linkages and air connectivity to important tourism destination must be strengthened by co-ordination with the concerned departments and Ministries.

3. Development Control Regulation at destinations: ‘Development Control Regulations’ would be prepared to work as guidelines for development at and around important tourism destinations/ areas.

4. Strengthening of Bed and Breakfast scheme: The Bed and Breakfast scheme creates facilities for travellers at remote destinations (where hotel accommodation is not available) and provides income to the local people. With the increasing interest in the rural way of life and the advent of rural tourism, the Bed and Breakfast Scheme offers excellent potential for the mutual benefit of tourists and the local population. This Scheme will be strengthened to form a part of rural Micro-financing projects.

5. Recreational facilities at destinations: Entertainment facilities such as children's sports, horse rides, light and sound shows (based on feasibility) will be arranged at selected destinations. Providing recreation and entertainment at tourism destinations can convert day tourists into staying tourists.

6. Public-Private-Partnership: Specific destinations and monuments would be identified where public-private partnership is possible. Conservation plans would be prepared for the identified monuments. The concept of Public Private partnership would also be applied to the development of resorts at select destinations and for the organization of festivals.

7. World Heritage Sites: Conservation and tourism development of three heritage sites (Ajanta, Ellora and Elephanta) are covered under external funding. Special attention will be given to the newly declared site - Chatrapati Shivaji Terminus. A detailed conservation and tourism plan will be prepared to showcase it as one of Mumbai's tourist attractions.

8. Cultural Tourism: Distinctive aspects of Maharashtra's rich culture and tradition would be identified and promoted as an integral part of Maharashtra's tourism. Identify and promote the State's folk arts and organize folk dance and music programmes at tourist destinations. Prepare and organise a calendar of festivals specially focused to attract tourists. Local cuisine would be identified and promoted at MTDC resorts. Food festivals showcasing various types of Maharashtrian cuisine would be organised. Identify local melas/festivals that have been traditionally held for many years to showcase these traditions.

9. Crafts: Since Maharashtra has a number of exclusive handicrafts; the government would undertake the following activities to promote the handicrafts industry in the state:

- Appoint a design agency to develop products based on local crafts.
- Based on their recommendation, training will be arranged for artisans to develop various products.
- Develop and promote the State's handicrafts industry through e-commerce.
- Handicraft artisans of various crafts would be identified. Quality of the products would be standardized and products would be marketed through e-commerce.
- On-line /e-commerce application would be developed and backward linkages would be established with the artisans.
- Simultaneously, marketing support in terms of providing common sale outlets like bazaars and haats would be provided for handicraft products.

10. Pilgrimage Circuits: Maharashtra is known for its pilgrimage centers like the Jyotirlingas, the Ashta Vinayaks and other famous temples at Shirdi, Pandarpur, Kolhapur, etc. Pilgrim circuits can be developed, connecting these pilgrimages. Maintaining sanctity and cleanliness at the place of pilgrimage is of utmost importance to provide an enhanced experience and attract more tourists.. Maharashtra tourism would assist the Urban Development Department and Rural Development Department for preparing a development model, which can be applied to all pilgrimage sites. However, the nodal department will be the Urban Development Department / Rural Development Department.

11. Rural Tourism : Rural Tourism, Agricultural Tourism & Wine Tourism will be promoted considering state potential & varieties existing in our state.

12. Fort /Fort Circuits: Maharashtra has a large number of forts, which are valued not only for their historical significance but also for their architectural excellence. The Government of Maharashtra in coordination with ASI and State Archeology, develop and conserve these forts for realizing their tourism potential.

13. Application of Information Technology for tourism: Effective utilization of the website/portal for tourism promotion of Maharashtra in India and abroad would be ensured. Online advertising material would be prepared by MTDC and posted on the portal. Online bookings for the Deccan Odyssey as well as for all MTDC resorts will be operationalised .

14. Information Kiosks: Government of Maharashtra would create kiosks at important airports, railway stations, bus stations and important public places to provide tourism information on an interactive basis with links to the tourism portal and on-line booking systems.

15. Creating Awareness: Create awareness among people about the importance of tourism, how to identify and plan tour options and on how to be an enlightened tourist. This would also include creating awareness about safety and environmental awareness.

16. Safety & Security: The Tourism Department will formulate the guidelines for the safety of tourists on the beaches of State as well as the those tourists venturing into water sports activities.

17. Training and Capacity Building: Carry out training needs assessment for tourism staff and plan for training programmes, with a view to capacity building of all partners and stake holders in the tourism sector. This will be in co-ordination with the "Atithi DevoBhava" programme of the Central Government.

18. Coordination and Monitoring: State Government would form a committee involving the Department of Tourism, MTDC, and other related departments to play a coordinating role. This committee would also identify developmental needs (either infrastructure or site facilities) at various destinations. Special Task Forces would be created for the following activities: Public-private-partnership, arts and crafts, pilgrimage tourism, Development Control Regulations at destinations.

19. Organizational Review: A thorough review of institutional and staffing requirements of the Department of Tourism and MTDC would be taken up for restructuring the roles and functions of departments/individuals, based on the needs of tourism development in the State.

20. Nodal Office in New Delhi : A nodal office in New Delhi will focus on marketing for the Deccan Odessey and bookings for Maharashtra Tourism and MTDC resorts apart from liaisoning with other departments and agencies and handling promotional activities.

21. Single window clearance system: The Government will create a system for single window clearance for facilitating tourist projects in consultation with all concerned departments.

22. Tourist Survey Statistics: Periodic tourism statistics are not readily available in Maharashtra. A mechanism would be developed to collect tourism statistics in the State. Availability of periodic statistics will help in analysis and deriving recommendations for better tourism management. Certain statistics are available through sale of tickets. To get complete statistics, MTDC would tie up with various tourism related institutes such as ASI, State Directorate of Archaeology, hotels near destinations, tour operators, etc. to get statistical information on tourist arrivals develop information requirement formats and send to the above agencies develop a computerised database to store and analyze the data collected collect monthly data/information conduct periodic (may be yearly/once in two years, etc.) tourist surveys and impact analysis.

23. Evaluation and outcome budgeting: From the financial year 2005-06, Government of Maharashtra has initiated the process of evaluating each department by the outcome of their schemes. The emphasis has shifted from merely spending funds to the actual utility and out comes of the funds spent. Accordingly, parameters would be identified and reviewed such as tourist arrivals, increase in employment generation, district (area) domestic products etc. Studies would be regularly held either through Government departments or Universities, Colleges and private agencies to assess the impacts and outcomes of tourism projects on a sample basis. Also, feasibility studies would preferably be undertaken before embarking on tourism projects where huge investment is required so that unfruitful expenditure can be avoided.

Conclusion

Bed and Breakfast Scheme if promoted by the Government and if given proper boost, would definitely attract more and more tourists in India. There is a opportunity for Indian Tourism Industry to reach new heights. Specifically, India can make good revenues in the following areas of tourism.

- Wild Life tourism
- Adventure tourism
- Religious tourism
- Rejuvenation Therapy
- Medical tourism
- Study tourism
- Eco tourism
- Agri tourism
- Rural tourism
- Forest tourism

- Archeological tourism and
- Cultural tourism

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