

# Entrepreneurship as a Driving Force for Rural Tourism Development

Md. Mostofa Jaman<sup>a</sup>, Dr. Rezwamul Alam<sup>b</sup>

<sup>a</sup>American International University – Bangladesh (AIUB), Dhaka, Bangladesh  
E-mail address: [jaman@mahsa.edu.bd](mailto:jaman@mahsa.edu.bd)

<sup>b</sup>American International University – Bangladesh (AIUB), Dhaka, Bangladesh  
E-mail address: [rezwan@aiub.edu](mailto:rezwan@aiub.edu)

**Abstract:** Travel market sometimes appears since efficient at as a possible adviser associated with change within the surroundings associated with economic, sociable along with setting of a tourist getaway. Tourist activity has produced job along with entrepreneurship prospects towards nearby area as well as using accessible means since sightseeing attractions. Your travel industry provides the possible as a prompt with the progress associated with entrepreneurship along with modest enterprise functionality. Over the progress associated with travel, the particular non-urban area provides the chance to offer you services or even promote solutions towards both equally nearby along with foreign vacationers. For you to meet this goal, district participation throughout entrepreneurship is essential throughout order to help grow the particular economic possible along with to determine the route of a progress throughout non-urban parts. Inside the wording associated with entrepreneurship, nearby participation is vital not merely as a possible business owner along with job within this industry as well as supporting groups in the people; nonetheless they may work to help really encourage the particular effort associated with various other residents to participate jointly to help develop this entrepreneurial. This information is designed to debate the particular scope associated with entrepreneurship since some sort of prompt towards progress associated with travel throughout non-urban parts. As a result of lively participation Amongst area customers, non-urban entrepreneurship will probably with luck, move toward success along with accomplishment associated with non-urban progress.

## 1 Introduction:

The travel and leisure business may be acknowledged as one of the top companies they are driving progress and also economic shift throughout creating countries [1]. Within Malaysia, travel and leisure will be the second greatest factor towards the economic climate immediately after production industry. This industry is usually on the list of 12 Country wide Key Economic Regions beneath Economic Transformation System. Inside the 9th Malaysia Strategy (2001- 2005), your travel and leisure business has encountered amazing development wherever this leads to international change contributing to economic development, expenditure and also occupations in addition to conditioning your companies consideration of the stability connected with obligations. Identifies several crucial rewards to be derived from your progress of the travel and leisure business such as your share towards the stability connected with obligations, your non-industrial progress, completely new job options, increase profits towards the economic climate over the effect multiplier and also societal progress. It is additionally contended which the industry can decrease joblessness by simply developing completely new work opportunities [2]. [3]also view the industry can decrease joblessness by simply developing completely new work opportunities [2].

Currently, Malaysia will be rated sixteenth with regards to global travel and leisure invoices, and that is becoming estimated in concerning 2% connected with global market reveal throughout '08 providing options with regard to 1. 7 mil work opportunities, or even concerning 16% connected with overall job throughout '08 (The 10th Malaysia Strategy, 2006-2010).

For example in 2009, a total of 204,000 people or 5% of the rural population engaged in the hotel and restaurant sector, compared with 2.2% of labor force participation, or 74,000 people in the fisheries sector [4].

This helps rural tourism to be recognized as an effective catalyst in the socio-economic development in many rural areas. The increase in rural tourism development is due to the increased demand from tourists who want to enjoy nature found only in rural environments as well as to experience cultural heritage that is still preserved by the rural communities [5]. All these lead to the growth of the nature based tourism (eco-tourism), agro tourism and homestay. According to [6], the homestay program, for example, encourages rural communities to participate in the tourism industry, increase their income and create tourism entrepreneurs in the rural areas. The increasing demand for tourism products will indirectly encourage new investments in infrastructure, communications and transport [7] and develop rural areas through other social support. According to [8], the resilience of this sector is the result of the active participation of the public and private sectors in promoting and enhancing the competitiveness of tourism products that attract tourists to visit Malaysia. Continuous efforts are made towards realizing the potential of the rural tourism sector to increase its contribution to the service sector in particular and the economy as a whole. Facilities provided by the government helps to improve the performance of the tourism industry [9]. In order to ensure the sustainability of the sector, the government is moving one step forward with the creation of the Master Plan for Rural Development (2010) as a key policy in support of rural development policies and national programs and outlines strategies for comprehensive development of rural areas until 2020. It will be a general guideline to all the parties involved in the rural development activities, including government agencies, private sector, NGOs and others. Nonetheless, in the context of rural tourism development, questions that are often being raised are whether the local rural communities are being marginalized by development projects in their areas without them involving in its planning. If that is so, the development of the tourism sector will be less effective in the absence of a balanced emphasis on human resource development of the local rural communities which are a vital component of the tourism industry. In terms of entrepreneurship, the local entrepreneurs often face problems in business because they could not compete with many other entrepreneurs due to certain reasons. This article aims to discuss the extent the local rural tourism entrepreneurs acts as catalyst to the development of tourism sector in the rural areas. Through active participation among community members, rural entrepreneurship will hopefully move towards prosperity and success of rural development.

## **2 Rural Development:**

This country is an area other than a great city area. This is a relief that addresses all types associated with communities in addition to modest funds associated with a lot less than 10, 000 individuals and is particularly characterized by areas of agriculture in addition to natural resource parts. In line with [5], online communities inside farm parts nonetheless do the trick usually which often provide gardening in addition to livestock actions largely subsistence. This farm parts in many cases are regarding areas of existence which are not necessarily superior, reduced amount of knowledge, neighborhood engagement is restricted, the actual prospective shady in addition to many other qualities backwardness. Thus, [10] expresses how the farm online communities in many cases are represented as several grouped neighborhood which are frosty, gradual in addition to absence the actual projects for you to progress. [11] gives that farm parts are generally interchangeable with all the area which are effectively powering inside most of the current features such as the deficit of facilities, spot associated with buying establishments in addition to new technology for instance internet access along with a cell phone verbal exchanges system.

Confined because of the qualities on the singled out in addition to backwardness, farm parts include limited options for economic progress. To be able to promote the actual economic progress associated with farm online communities, farm online communities must discover alternative utilization of present

methods to enhance their dwelling standards [12]. That's why, the actual farm parts develop the prospective to become formulated as being a visitor fascination and to make economic progress.

Countryside progress is crucial to offer a good supply technique which are best for the local neighborhood and also to build up a new environmentally friendly farm overall economy over the diversification on the overall economy, specially relating to the actual vacation market [13, 14]. Successful arranging associated with farm progress will be competent to trigger the actual engagement on the regional online communities inside software programs in addition to tasks inside farm parts. Including through improving their training that include prospects to create revenue towards the neighborhood, in particular the actual childhood [9]. Latest arranging inside farm progress focuses on empowerment associated with farm online communities [15], and will be energetic in addition to strong, in addition to will be able to face the actual challenges for the future in addition to accomplish economic standing comparable to a new countrywide degree.

### **3 Concepts of Rural Community Participation**

Neighborhood contribution is definitely an important aspect from the progress regarding tourism [16]. In line with [17], group contribution is all about strengthening residents to view their very own aims and also within discussion along with neighborhood people to view his or her expectations and also concerns for that progress regarding tourism within his or her spot. Inside progress program, you have to be sure that financial progress possess a big impact on the local group work-related composition [18, 19]. Examine the employment behavior regarding modern society within Pulau Dayang Bunting, Langkawi by centering on the level of work contribution and also joblessness troubles, the composition and also kind of employment and also his or her significances about the level of profits in the group. Community engagement within tourism is important towards the progress and also sustainability in the overall economy from the impacted areas [20]. Since mentioned from the tourism hire regarding Parts of Asia Hawaiian Economical Cohesiveness (2010), Community Structured Travel and Leisure (CBT) will be able to develop tasks in order to enhance earnings and also decrease poverty within farm areas [21, 22].

Moreover, group engagement has the capacity to teach neighborhood online communities concerning tourism [16, 18, 20, 23] and also raise his or her existing expectations [24]. [25] additional the progress regarding farm tourism gives gains within farm areas including decreasing the migration in the neighborhood populace, offering professional coaching, getting rid of girl or boy splendor along with other sociable types, improving the sociable and also social coexistence, offering options for sociable conversation, and also affecting neighborhood populace within choice generating [26, 27] along with promote the martial arts styles and also products applied through the group [25]. [28] in addition harassed that will local community engagement within tourism industry offers options for them to strengthen his or her economics well-being and also quality lifestyle from the options as a result of the progress regarding tourism things to do including within travel, accommodation, handicrafts and so forth. In line with your ex, the engagement regarding neighborhood online communities within tourism things to do will be displayed from two sides, namely: 1. Effort regarding neighborhood online communities within choice generating when from the contribution regarding the local group, presently there are present the opportunity for them to express his or her expectations and also wants to acquire the spot. only two. Revealing in the benefit as well as gain on account of tourism things to do that supply options for the community to enhance the overall economy and also lifestyle. This particular viewpoint is also recognized by Akama and also [20].

Additionally, they advised the local community be provided with the chance to propose as well as assign the tourism progress software programs ideal on their setting. To realize lasting tourism progress, neighborhood people should likewise carry a dynamic part from the change for better course of action because they work because promoters towards the success and also progress in the tourism industry along with work as being a labour force that can offer financial earnings from the industry and also the match in the additional. This is due to the community isn't just acting as being a switch in order to tourism things to do, nonetheless they certainly are a critical property that will empower tourism things to do better quality and also effective.

In line with Arnstein, from the wording regarding tourism setting up, group contribution is often a course of action which involves almost all engaged functions (stakeholders) containing county officers, neighborhood online communities, designers, programmers, business people, and also and even cruise directors within choice generating together. [29] stressed that will with all the help and also cooperation of various functions, the innovations setting up is often more significant and also the group marginalization concern would certainly go away completely.

This particular recommendation was designed to make it possible for neighborhood online communities instruction and also help required to entail these from the tourism industry. Without these kinds of instruction and also help it can be dreaded that they'll end up being easily taken advantage of by particular functions who wish to profit from the on-going progress in the local community by marginalizing as well as sidelining these itself from your advance. Your exploitation regarding farm tourism industry will help from the expansion, sustainability and also variation regarding the farm overall economy. To meet this goal, entrepreneurship is usually seen as a main switch for that tourism industry, which is thought to increase the financial things to do from the farm online communities [30]. Your lively contribution in the populace within entrepreneurship is usually deemed required and also major within invigorating the financial things to do from the local online communities. In line with [31], the matter regarding contribution regarding community in neuron-scientific entrepreneurship needs to be thought of from the broader wording because they have a superb potential to get further created and also expanded later on.

#### **4 Entrepreneurship as a Catalyst for Rural Tourism Development**

Undoubtedly there is absolutely no one particular meaning suitable towards total phrase business owner. This is attached with the saying business owner keeps growing with the improvement from the hypothesis. By simply meaning, internet marketers turn into someone who was willing to keep danger associated with income in addition to decline due to some sort of contract using the govt. at a fixed selling price inside the seventeenth hundred years [32]. Based on him or her, internet marketers with Malaysia, internet marketers may be termed as individuals looking to numerous credits furnished by the federal government which could include things like internet marketers searching for options within the organization, internet marketers trying to find their own without aid from any kind of celebration last but not least your breakthrough associated with internet marketers through discussion amid staff.

Entrepreneurship is just about the techniques inside the improvement of an land, your support factor in addition to your improvement associated with rural tourism [25]. Hence, it is seen as a prompt which could get over the down sides associated with economic expansion, cultural inequality in addition to

employment options [1]. Practically 99. 2% from the internet marketers with Malaysia are Little in addition to Channel Companies (SMEs) which often accounted pertaining to 32% associated with Major Household Product (GDP) [33].

Furthermore, your Ministry associated with Outlying in addition to Local Improvement and its particular firms possess churned 205, 081 internet marketers beneath the Ninth Malaysia Approach (9MP). In most acquiring nations, the volume of internet marketers inside the tourism market are raising using the aid in the govt. of which bolster in addition to develop the effectiveness of modest in addition to medium industrial sectors (SMIs) which often ultimately slow up the redundancy rate amid local online communities [2] in addition to contribute to your elimination associated with lower income [22]. [34] incorporates some sort of hypothesis from the improvement associated with tourism, which is a prompt with the improvement associated with entrepreneurship in addition to business effectiveness. Your improvement associated with tourism provide options pertaining to local online communities through offering your solutions or maybe market items to local in addition to dangerous travelers.

Based on [30], through rural tourism, travelers have been obtained upon visits towards various centres associated with SMEs company comprising your generation associated with foods such as poker chips worked villagers, classic cakes, shrimp insert, cencaluk, batik items, rattan, wood carving items, marble items and so on. Subsequently, travelers have the opportunity to acquire these items in addition to take part in your producing of those local town produce such as with batik portray in addition to rattan products generation and so on using the capable some help from your neighborhood community. Your rural online communities engaging through SMEs such as to produce handicrafts, mementos, and so on. can easily receive purchases in addition to advantageous market all through the year. This specific offer evidence that your services furnished by the federal government to improve your involvement associated with business owner with rural areas is fruitful.

Throughout many years, the federal government has supplied many different support in addition to assistance to advertise your improvement associated with SMEs and provide numerous options with the improvement associated with entrepreneurship with local online communities. This specific transfer have been undertaken drive an automobile your economic climate to own substantial profits status through 2020. Quite a few investigation are carried out pertaining to your share from the rural tourism market through entrepreneurship. A study carried out through [35] located which the improvement associated with tourism things to do plays a part in your lifetime of numerous services areas such as remainder residences, accommodations, solutions, other handicraft company expansion centres or maybe vacation real estate agents. On account of these expansion, job options is opening up towards numerous amounts of culture. This specific straight catalyzes accomplishing this associated with urbanization, your expansion from the holiday resort prompted with the local people, a growth associated with Little in addition to Channel Business (SMEs), boost point out profits in addition to inhabitants, plus the improvement associated with verbal exchanges systems in addition to route sites. Your improvement associated with tourism as an example with Pulau Tioman is a winner with including local community engagement inside the lodging, having an experienced caterer (restaurants), tourism support solutions therefore upon.

Nonetheless, a work through [36] located of which credits are fewer help in acquiring tourism entrepreneurship. This is due to there are numerous internet marketers which do not realize your lifetime associated with these credits, as well as unsure certain requirements to acquire this. Right after providing information about this, numerous internet marketers view these credits are best to them.

Nonetheless proposed which the govt offer economic help simple to trip staff, specially with sub-sectors associated with lodging in addition to transfer which involves a lot of staff.

[37] explores the down sides in addition to challenges challenged with the Batek community due to tourism improvement with Kuala Tahan, Pahang. The research located of which community involvement with tourism economic things to do are divided in a pair of categories which often since staff (tour courses in addition to ship drivers) in addition to the subject matter of an tourist appeal alone (a ethnical icon). The women from the Batek community produce handicrafts whilst males aid market their own solution. Even so, their own involvement with your tourism marketplace is remarkably determined by their own very good contact using the exterior community, at the same time since verbal exchanges skills whilst handling dangerous travelers.

Your elements of which effect your engagement associated with Bumiputera internet marketers inside the tourism market with your Bandar Hilir, Malacca is attended to through [38]. The research located that many answerers are individuals who would like to achieve entrepreneurship. They're also by far the most forward-looking in addition to self confidence. Your spirit can assist them become successful in the field of tourism internet marketers, although choosing minimal with the deficit of support through loved ones. Issues challenged with the answerers include things like issues with acquiring money and also considerable rivalry through other internet marketers. This concern is really a significant barrier towards improvement associated with Bumiputera internet marketers inside the Bandar Hilir, Malacca.

[13] illustrate the quality of engagement from the inhabitants in addition to clarify your elements of which effect your degree of community engagement inside the analyze from the Kubang Pasu Region, Kedah. Your conclusions exhibits of which the quality of engagement from the community in the field of entrepreneurship inside the analyze spot is reasonable. Among the elements of which effect the quality of local online communities engagement include things like money or maybe finance in addition to education. Just remember, your conclusions additionally exhibited of which cronyism in addition to politics contact in addition have a substantial effect with impacting the quality of engagement from the inhabitants inside the analyze spot. [39] examine your prospective associated with females since household brains with rural areas or maybe called sole mums for being business owner in an effort to get out of lower income. That is consistent with energy created by the Minister associated with Women of all ages, Loved ones in addition to Group Improvement, to craving females to venture in company.

In addition, your ministry can be utilizing non-governmental businesses with employing software programs to raise can easily skills for example areas of entrepreneurship to be able to be unbiased in addition to grow to be significantly aggressive sometime soon. Currently, numerous systems are skilled, becoming helped particularly your sole mums. Nonetheless, your challenges are excellent in addition to some of them failed to realize success without worrying about govt help. Because of this problem, there are numerous sole mums with rural areas have been down below your lower income series. [33] determines elements operating your transformation associated with Malay internet marketers with Johor Bahru. This specific analyze examines your effectiveness plus the elements of which influence this. The final results commonly shows that your personal pursuits, family in addition to strict enthusiasm are essential elements of which drives the crooks to venture in entrepreneurship whilst their own backdrop elements, company management skills, social networking skills in addition to institutional or maybe govt support are considerable elements affecting their own company effectiveness. Your analyze located that we now have four critical factors of which effect your effectiveness associated with Malay internet marketers in addition to SMEs with Johor Bahru namely backdrop issue, management skills, company skills in addition to support sites or maybe govt organizations. Government entities is always dedicated to examine your prospective associated with SMEs, such as with rural areas with purchase to build productive internet marketers with the nationwide, regional in addition to global levels. Among the

techniques offered, such as the improvement associated with SMEs for the reason that powerplant associated with expansion in addition to development through lowering regulatory costs borne with the SME, SME potential constructing, support your generation of an way of life associated with entrepreneurship, building up in addition to boosting entry to financing [4]. [40] observed besides your insurance plan, but additionally particular skills, enthusiasm in addition to initiative is very important to get started a fresh company. Entrepreneurship guidelines correct to generate a conducive setting and provide an appropriate setting pertaining to other prospective internet marketers who would like to take up a start up company.

## 5 Conclusion

It is believes that entrepreneurship is a key catalyst in the economic sphere in rural areas. Naturally entrepreneurship is developed towards the further prosperity of the economic potential of rural areas. To realize this goal, all the good among the villagers, the entrepreneurs nor the agencies concerned should cooperate and work together to strengthen and further develop rural entrepreneurship. For this purpose, the rural population should be aware and have their own initiatives towards enhancing their economies.

There are various incentives and support such as access to capital, opportunities to attend courses and entrepreneurial training, marketing aspects of a broader and deeper exposure to entrepreneurship should be assisted to cultivate interest and inclination to participate in entrepreneurship. In addition, each rural development agency should play a more effective and efficient in helping and encouraging the participation of communities and further developing entrepreneurship in rural areas. It is hoped that the close cooperation established between population and development agencies will be able to strengthen and highlight the potential of entrepreneurship in rural areas.

The main role of the Ministry of Rural and Regional Development is to provide exposure and knowledge of the rural tourism sector in order to make rural areas attractive as a tourist destination, to provide knowledge and skills to become entrepreneurs in the field of rural tourism, provide exposure and knowledge of rural tourism as an activity which can give additional sources of income for rural communities and provide exposure, knowledge and skills that can promote environmental beautification and preservation of cultural beauty of the countryside. Ministry of Rural and Regional Development has always placed a priority to integrate rural development strategy with programs that increase income and quality of life. Efforts still need to be improved to ensure that the poverty rate in rural areas is not only reduced, but is able to achieve the targeted level of income by the government in 2020.

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