

# **A STUDY ON PROFILE OF BED AND BREAKFAST SCHEME INITIATING ENTREPRENEURIAL OPPORTUNITIES IN TOURISM**

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## **1.INTRODUCTION**

Tourism is one of the largest service industry in terms of gross revenue and foreign exchange earnings. Its role and importance in fostering economic development of a country and creating greater employment opportunities has been well recognized worldwide. In India, the tourism industry has the potential to grow at a high rate and ensure consequential development of the infrastructure. It is also a major contributor to the national integration process of the country and encourages preservation of natural as well as cultural environments. The Ministry of Tourism plays a crucial role in formulating national policies and incentives as well as in coordinating the efforts of the State/Union Territory Governments and the private sector for promotion of tourism. "Bed and Breakfast" was one of the scheme which by introduced Tourism Department in 2001-2002, the scheme derives inspiration from a quote of Late Pundit Jawaharlal Nehru, but it hasn't been rigorously reached to people and tourists. This paper lends entrepreneurial opportunities in hospitality industry through bed and breakfast scheme and creates awareness among people about the importance of tourism, how to identify and plan tour options and on how to be an enlightened tourist.

### **1.1.OBJECTIVES OF THE STUDY**

- To study the foreign tourist arrivals in Tamilnadu for a decade.
- To create awareness about bed and breakfast scheme and its entrepreneurial opportunities.

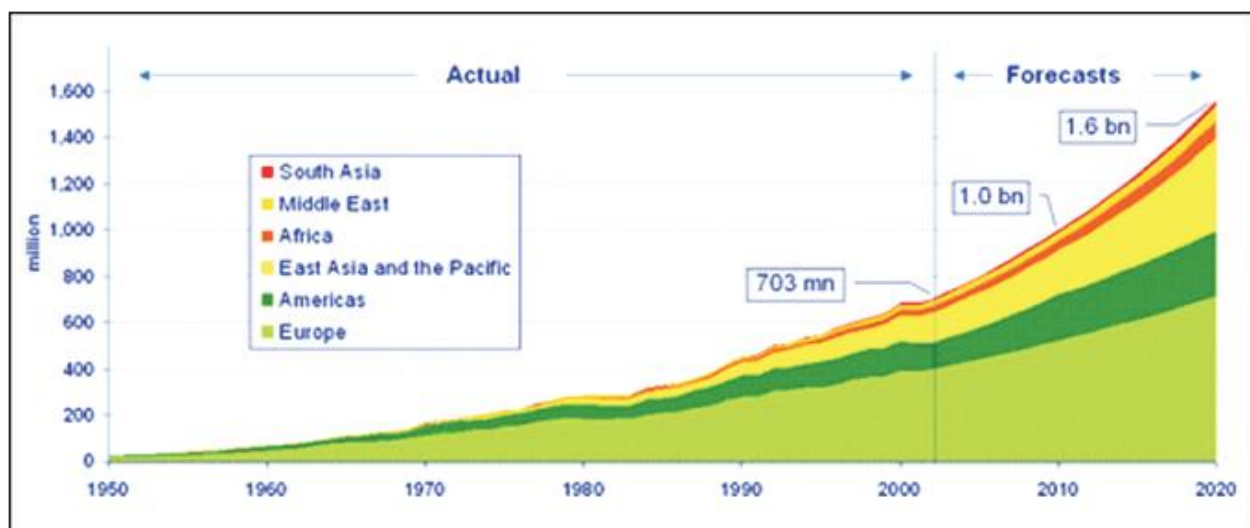
## **2. GLOBAL PERSPECTIVE**

The Travel and Tourism (T&T) industry directly contributes about 3.6% of the world's Gross Domestic Product (GDP) and indirectly contributes about 10.3% to it. As one of the biggest contributors to the global GDP, this industry directly employs nearly 77 million people

worldwide, which comprises about 3% of the world's total employment. Travel and Tourism industry also contributes to indirect employment generation to the tune of 234 million or 8.7 % of the total employment implying that one in every twelve jobs in the world is in the tourism industry. The industry also represents about 12% of the total world exports. (Source: Reserve Bank of India for 2011, 2014) Global market trends indicate that long-haul travel, neighboring country tourism, rural and ethnic tourism, wellness and health holidays, cultural tourism, spiritualism, ecotourism, sports and adventure holidays, and coastal tourism and cruises are a few emerging areas of tourist interest. From a geographic viewpoint, there has been a remarkable rise in Asian tourists, particularly from China and East Asian countries. Further, the average age of the international tourist has also been reducing representing a growing segment of young tourists who would typically travel to take a break from increasingly stressful professional lives. Given the above factors, robust growth in

tourism is likely to continue in the coming years. The Worldwide long-distance travel is likely to grow faster (5.4% each year) than travel within regions (3.8%). Continuing world prosperity, growing recognition of tourism's contribution to employment and economic growth, availability of better infrastructure, focused marketing and promotion efforts, liberalization of air transport, growing intraregional cooperation, and a growing number of Public-Private-Partnerships (PPPs) are seen as the key drivers for tourism in the next decade.

**FIGURE: 1**  
**WTO Forecast for Tourist Arrivals**



Source: World Tourism Organization

### 3. INDIAN PERSPECTIVE

India is one of the top tourism destinations in Asia, according to a CNN global travel survey. The country has received 3.3 million foreign tourists during the period January to June 2013. The Government of India has allowed 100 per cent FDI in the hotel sector on automated basis. The allocation for Ministry of Tourism in the Union Budget 2013-14 has been increased by Rs 87.66 crore (US\$ 14.67 million) to Rs1,297.66 crore (US\$ 217.22 million). (Source: Reserve Bank of India for 2011, 2012)

TABLE: 1

| Foreign Tourist Arrivals in India, 2002-2012 |                               |   |
|--|-------------------------------|---|
| Year   | FTAs in India<br>(in million) | Percentage change<br>over previous year |
| 2004   | 3.46                          | 26.8                                    |
| 2005   | 3.92                          | 13.3                                    |
| 2006   | 4.45                          | 13.5                                    |
| 2007   | 5.08                          | 14.3                                    |
| 2008   | 5.28                          | 4.0                                     |
| 2009   | 5.17                          | -2.2                                    |
| 2010   | 5.78                          | 11.8                                    |
| 2011   | 6.31                          | 9.2                                     |
| 2012   | 6.58                          | 4.3                                     |
| 2013   | 6.97                          | 5.9                                     |
| 2014   | 7.68                          | 10.2                                    |

Source: Bureau of Immigration and Ministry of Tourism, GOI

TABLE 2

| Foreign Exchange Earnings (FEEs) (in US\$ Million) from Tourism in India, 2004-2014 |  |  |
|---|--|--|
| Year  | FEE from Tourism in India<br>(in US\$ million) | Percentage(%) change<br>over the previous year |
| 2004  | 27944  | 34.8   |
| 2005  | 33123  | 18.5   |
| 2006  | 39025  | 17.8   |
| 2007  | 44360  | 13.7   |
| 2008  | 51294  | 15.6   |
| 2009  | 53700  | 4.7  |
| 2010  | 64889  | 20.8   |
| 2011  | 77591  | 19.6   |
| 2012  | 94487  | 21.8   |
| 2013#2  | 107671   | 14.0   |
| 2014#2  | 123320   | 14.5   |

#2: Provisionally Revised based on final FTA received from Bureau of Immigration.

Source: (i) Reserve Bank of India, for 1998 to 2010

(ii) Ministry of Tourism, Govt. of India, for 2011 to 2015

TABLE 3 TOURIST ARRIVALS TO TAMIL NADU

| Share of Top 10 States/UTs of India in Number of Domestic Tourist Visits – 2014 |                |                                 |                      |
|---|----------------|---------------------------------|----------------------|
| Rank  | State/UT       | Domestic Tourist Visits in 2014 |                      |
|   |                | Number                          | Percentage Share (%) |
| 1   | Tamil Nadu     | 327555233                       | 25.6                 |
| 2   | Uttar Pradesh  | 182820108                       | 14.3                 |
| 3   | Karnataka      | 118283220                       | 9.2                  |
| 4   | Maharashtra    | 94127124                        | 7.3                  |
| 5   | Andhra Pradesh | 93306974                        | 7.3                  |
| 6   | Telangana      | 72399113                        | 5.6                  |
| 7   | Madhya Pradesh | 63614525                        | 5.0                  |
| 8   | West Bengal    | 49029590                        | 3.8                  |

|                        |           |            |       |
|------------------------|-----------|------------|-------|
| 9                      | Jharkhand | 33427144   | 2.6   |
| 10                     | Rajasthan | 33076491   | 2.6   |
| Total of top 10 States |           | 1067639522 | 83.3  |
| Others                 |           | 214312733  | 16.7  |
| Total                  |           | 1281952255 | 100.0 |

Source: State/ UT Tourism Department

Table 4

| Share of Top 10 States/UTs of India in Number of Foreign Tourist Visits in 2014 |               |                                |                      |
|---|---------------|--------------------------------|----------------------|
| Rank  | State/UT      | Foreign Tourist Visits in 2014 |                      |
|   |               | Number                         | Percentage Share (%) |
| 1   | Tamil Nadu    | 4657630                        | 20.6                 |
| 2   | Maharashtra   | 4389098                        | 19.4                 |
| 3   | Uttar Pradesh | 2909735                        | 12.9                 |
| 4   | Delhi         | 2319046                        | 10.3                 |
| 5   | Rajasthan     | 1525574                        | 6.8                  |
| 6   | West Bengal   | 1375740                        | 6.1                  |
| 7   | Kerala        | 923366                         | 4.1                  |
| 8   | Bihar         | 829508                         | 3.7                  |
| 9   | Karnataka     | 561870                         | 2.5                  |
| 10  | Haryana       | 547367                         | 2.4                  |
| Total of Top 10   |               | 20038934                       | 88.8                 |
| Others  |               | 2528716                        | 11.2                 |
| Total   |               | 22567650                       | 100.0                |

Source: State/ UT Tourism Departments

#### 4. AN OVERVIEW 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 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 requirements for Bed and Breakfast Scheme:

### I. 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.

### II. Car Parking:

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

### III. 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.

### IV. 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.

## 5. ANALYSIS OF THE STUDY

**Table 5.1 RESIDENCE OF THE OWNER**

| SL NO | TYPE OF RESIDENCE | NUMBER | PERCENTAGE |
|-------|-------------------|--------|------------|
| 01    | ON THE PERMISES   | 50     | 100%       |
| 02    | OF THE PERMISES   | 0      | 0%         |
|       | TOTAL             | 50     | 100%       |

Source : primary data

**TABLE 5.2 SEASONAL DATA OF B&B**

| SL NO | SEASONAL CLOSING                     | NUMBER | PERCENTAGE |
|-------|--------------------------------------|--------|------------|
| 01    | RUNNING THROUGH OUT THE YEAR         | 22     | 44%        |
| 02    | JUNE – AUGUST & NOV – DEC EVERY YEAR | 06     | 12%        |
| 03    | NOV – DEC EVERY YEAR                 | 08     | 16%        |
| 04    | ON BASIC OF THE TOURIST FLOW         | 14     | 28%        |
|       | TOTAL                                | 50     | 100%       |

Source : primary data

From the table 5.2 it is found that the percentage of B&B running through out the year is high when the B&B closes as per the tourist flow are 28% (14) it is found that 16% (8) are are closing during the month of NOV - DEC where 12% (6) of the B&B are closing by june – august & nov – dec every year.

**TABLE 5.3 PROFILE OF B&B BUILDING**

| SL NO | NUMBER OF FLOORS | NUMBER | PERCENTAGE |
|-------|------------------|--------|------------|
| 01    | I FLOOR          | 25     | 50%        |
| 02    | II FLOOR         | 15     | 30%        |
| 03    | GROUND FLOOR     | 10     | 20%        |
|       | TOTAL            | 50     | 100%       |

Source : primary data

It is clearly found from the table 5.3 that 25 of the B&B establishment runs with i floor when 15 runs with ii floor and 10 with only the ground floor respectively. graphical represents in fig 5.1

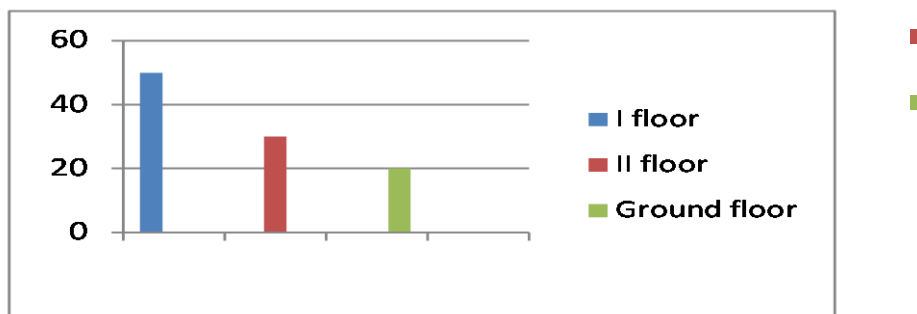


FIG: 5.1

**TABLE 5.4 MEANS OF EMERGENCY EXIST IN GUEST ROOM DURING EMERGENCY**

| SL NO | CHOICE OF ESCAPE | NUMBER | PERCENTAGE |
|-------|------------------|--------|------------|
| 01    | STAIR WAY        | 14     | 28%        |
| 02    | RAMP             | 26     | 52%        |
| 03    | EMERGENCY WINDOW | 10     | 20%        |
|       | TOTAL            | 50     | 100%       |

Source : primary data

According to table 5.4 the B&B establishments emergency exists by ramp is through stair way is 28 percent (14) and through emergency window is 20 perc in the graphical representation in fig 5.2

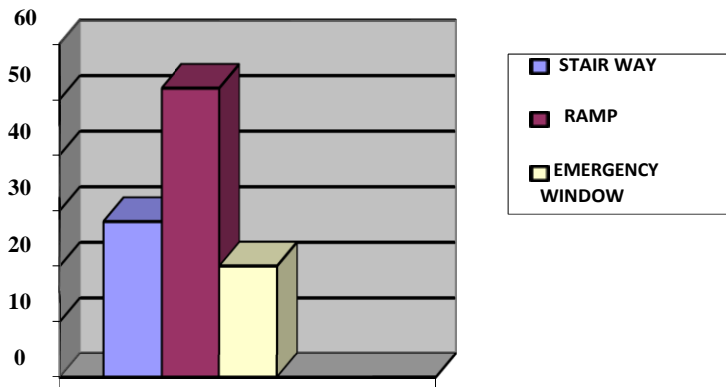


FIG : 5.2

TABLE 5.5 DISTANCE OF THE EMERGENCY EXIST

| SL NO | DISTANCE         | NUMBER | PERCENTAGE |
|-------|------------------|--------|------------|
| 01    | 10 FEET          | 15     | 30%        |
| 02    | 20FEET           | 20     | 40%        |
| 03    | 50 FEET          | 09     | 18%        |
| 04    | WITH IN THE ROOM | 06     | 12%        |
|       | TOTAL            | 50     | 100%       |

Source : primary data

Table 5.5 shows that 30 percent (15) of the B&B establishments are having their emergency exists within 10 feet whereas 40percent (20) of them having it by 20 feet when 18 percent (9) and 12 percent (6) around 50feet and within the room respectively.

TABLE 5.6 NO OF ROOMS DOSE THE B&B HAS

| SL NO | NO OF ROOMS | NUMBER | PERCENTAGE |
|-------|-------------|--------|------------|
| 01    | 5-10        | 25     | 50%        |
| 02    | 4           | 08     | 16%        |
| 03    | 3           | 13     | 26%        |
| 04    | 2           | 09     | 18%        |
|       | TOTAL       | 50     | 100%       |

Source : primary data

From the table 5.6 it is read that 50 percent (25) of the B&B establishment has 5-10 rooms 26 percent (13) of them has 3 rooms when 18 percent (9) has 2 rooms and just 16 percent (08) has 4 rooms as represented in the graph fig 5.3



Fig 5.3

**TABLE 5.7** Features of Accommodation

| SL NO | Features of Accommodation                        | NUMBER | PERCENTAGE |
|-------|--|--------|------------|
| 01    | TELEVISION ONLY                                  | 25     | 50%        |
| 02    | TELEVISION & TEA COFFEE MACHINE                  | 8      | 16%        |
| 03    | TELEVISION , & DIRECT DIALING ONLY               | 12     | 24%        |
| 04    | TELEVISION , DIRECT DIALING & TEA COFFEE MACHINE | 5      | 10%        |
|       | TOTAL  | 50     | 100%       |

Source : primary data

The table 5.7 represents that 50 percent (25) of the establishment is having only television in their rooms when 24 percent (12) of them has television and direct whereas 16 percent (8) has television and tea / coffee machine and 10 percent (5) has all three television, direct dialing and tea / coffee machine.

**TABLE 7.12** CENTRALIZED A/C

| SL NO | CENTRALIZED A/C | NUMBER | PERCENTAGE |
|-------|-----------------|--------|------------|
| 01    | YES             | 3      | 6%         |
| 02    | NO              | 47     | 94%        |
|       | TOTAL           | 50     | 100%       |

Source : primary data

The table 7.11 says that 100 percent (50) that is no b&b is having liquor license where the table 7.12 says that 94 percent (47) is not centralized A/C when 6 percent (3) is centralized A/C .



## **6. CONCLUSION**

Tamil Nadu Tourism is keen on implementing innovative strategies to improve the Tourism growth of the State. "Bed and Breakfast" scheme is formulated to encourage the locals to participate in the scheme and also increasing the room capacity in the State .A seminar was conducted at six places in Tamil Nadu to implement this scheme. After conducting inspection of the houses Tourism Department has short listed Seventy seven (77) Bed and Breakfast service providers from various Districts of Tamil Nadu for the benefit of tourists.