

## **SUSTAINABLE MARKETING AND TOURISM DEVELOPMENT IN REMOTE AREAS**

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### **Abstract:**

This article makes an effort to investigate how advertising for rural tourism in India might change our culture. It can have beneficial and detrimental effects on both suburban and urban areas. Rural tourism in India has a lot of potential. The business sector can do more to promote rural tourism, and the government should encourage this. Understanding the rural environment, population, culture, economy, and politics is essential for establishing rural tourism. We need to figure out how to get rural residents involved in efforts to improve their economic and social standing. In order to create an effective marketing strategy for rural tourism, we must first identify who our target client is and how to meet their expectations in terms of amenities and services. Both rural and urban areas stand to benefit from increased tourism in rural areas.

**Introduction:** According to a research from the World Travel and Tourism Council (WTTC) for 2007, India is predicted to only generate US\$ 61.0 billion. It is anticipated to expand at an estimated 8.7 percent annual rate in 2007 and to contribute 2.0 percent to the GDP. In India, the travel and tourism sector provides a living for one in every eighteen, and in 2007 it will employ 25,607,000 people. There will be 5.5 percent of people who work in travel and tourism. Following independence, the government concentrated on improving rural India's infrastructure, industry, and other important sectors. Tourism was developing in its own right and was never considered a prospective business. Even if research on tourism by the World Tourism and Travel Council suggested

### **Objectives of studying Rural Tourism**

Despite India's booming tourist industry, attracting visitors from rural areas has never been a top priority. The motivation behind the rise of rural tourism is admirable. It is a subset of sustainable tourism that takes advantage of rural areas' resources while leaving little to no negative trace behind. Such tourism has been shown to be beneficial for rural communities in many ways, including increased economic output and employment opportunities for locals, more equitable distribution of wealth, protection of natural and cultural resources, increased pride in one's heritage, and a more openness to new ideas and practises.

The potential of rural tourism in India has not been studied extensively; he discussed the difficulties and possibilities that come with this. In light of this, the following goals have been established for the research being conducted here.

The primary objective of this research is to assess the viability of rural tourism in India. The goals of the research are threefold: (1) to comprehend rural tourism's potential; (2) to learn about rural tourism's effect on our society; and (3) to recognise rural tourism's difficulties and possibilities.

The fourth objective is to determine what must be in place before rural tourism can flourish.

The five sections that make up this document are as follows. The historical context of this investigation is discussed in the introduction. The second section lays forth the goals of the research. The study's methodology is discussed in depth in the third section. This study's findings and analysis will be discussed in the final part. Finally, the study concludes with a brief review of the main points and some last thoughts.

**Methodology**

The current research took place in Delhi and the National Capital Region, and the respondents represented a wide range of income levels and nationalities. The empirical data had been gathered to assess the environmental, economic, and social-cultural impacts of rural tourism and to identify its commercial potential. The survey used a simple sample technique that was easy to implement.

How the Study Was Conducted Complete data from 150 respondents who filled out our extensive survey. The instruments for collecting data were created so that questions could be asked of all respondents in the same order and with the same level of consistency. A total of 150 people were called and interviewed in Noida, Ghaziabad, and Delhi. The surveys we created had both open-ended and closed-ended questions. The questionnaire was administered by the respondents themselves. Numerous sources were mined for information. Basic statistical methods are employed to examine the information.

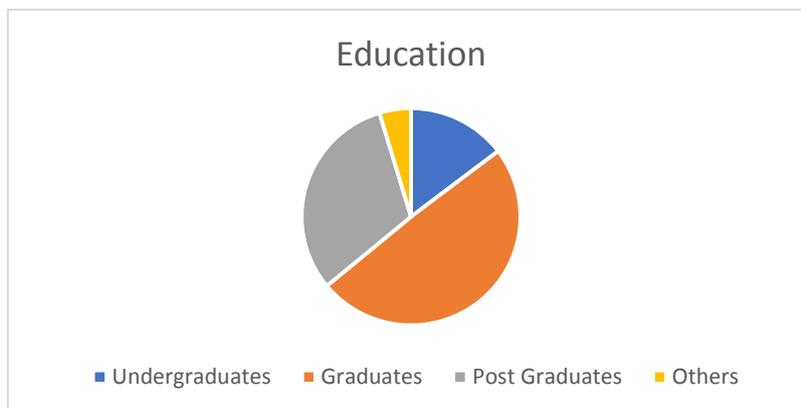
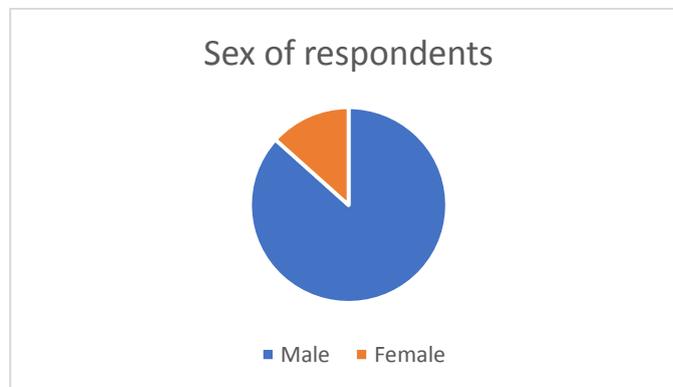
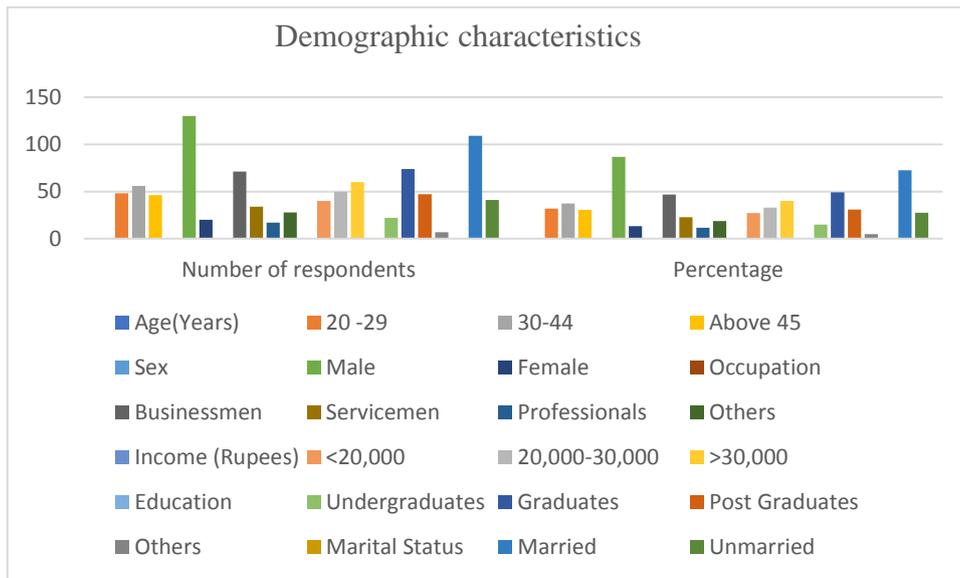
**Methods for Sampling:** The survey's 150 participants were evenly distributed among three geographic areas. Sampling is done at random or for convenience.

**Results and discussion**

Most respondents enjoy taking at least one vacation per year to a destination of their choosing, whether it be a city of temples, a religious site, a seaside resort, a mountain retreat, or a beach town. To learn more about rural tourism in India and its prospects, a survey was performed. Only 26% of respondents are familiar with the term "country tourism," and even those people don't know much about it. Roughly three-quarters of those who responded want additional information.

Table 1.1

Demographic characteristics of respondents		
	Number of respondents	Percentage
Age(Years)		
20 -29	48	32.0
30-44	56	37.3
Above 45	46	30.7
Sex		
Male	130	86.8
Female	20	13.2
Occupation		
Businessmen	71	46.9
Servicemen	34	22.8
Professionals	17	11.5
Others	28	18.8
Income (Rupees)		
<20,000	40	27.1
20,000-30,000	50	33.0
>30,000	60	39.9
Education		
Undergraduates	22	14.9
Graduates	74	49.2
Post Graduates	47	31.0
Others	7	4.9
Marital Status		
Married	109	72.6
Unmarried	41	27.4



Some indigenous communities gain from tourism because of the money it brings in, the jobs it creates, the taxes it brings in, and the way it has turned agriculture into a modern service business.

**Positive Economic Impact-** It will help the rural population by providing jobs and new sources of revenue. People in the village will have more resources to invest in their children's health and education. In addition to the revenue they receive through farming, they will also receive this new stream of money. • Create employment, especially for the rural youth.

- Earnings will increase.
- Encourage the acquisition of foreign currency
- Educative attainment, health care access, and other indicators of a thriving society all tend to rise in tandem with a population's standard of living.
- Property values will increase.
- Spending on housing is expected to rise.
- Additional goods and services will be in high demand.
- We can expect better public services as a result.
- Benefit the government financially by doing so.
- Improvements to rural life through technological advancements in farming and other fields.
- This is good news for local entrepreneurs.

**Negative Economic Impact-** It's possible that city dwellers and business owners may reap the rewards. For rural areas, the rate of financial return has been dismal. Most of the money made by tourist attractions like resorts, hotels, and tour operators will be retained by their city-based investors and operators. The majority of the goods won't be made in the country where they're sold. Due to their lack of education and experience, rural residents may find it difficult to find work.

**The rural people can be exploited.**

- People in remote areas are easy prey. Benefits can only reach rural areas through the efforts of metropolitan entrepreneurs.
- Most of the gain will be pocketed by the city slicker investor.
- There will be no domestic production of food, drink, or other necessities, therefore they will all have to be imported instead.
- The local population will not receive any of the proceeds from the entertainment tax, which will instead go to the government.
- Many people in rural areas may be underpaid.
- It's possible that the local artisan won't gain.
- The local handicrafts and agricultural food will be marketed at a cheaper price due to increased competition.
- A rise in affluent consumers means more interest in high-priced goods.
- Inflation in the cost of locally produced foods.

**Environmental Impact**

While tourists can have a significant influence on natural resources and the environment, rural residents can benefit from increased access to education, healthcare, and infrastructure development (such as improved sanitation, roads, electricity, and communications).

- The environmental impact will be beneficial since those who live in the countryside will pick up tips on how to live a more sanitary lifestyle from their city counterparts.
- Construction of new facilities will encourage vacationers to visit for medical care.
- Physical and mental health can benefit from exposure to rural settings.
- Please lend a hand in developing and caring for the park's natural habitat.
- Tourism has the potential to raise the living standards of rural residents by enhancing infrastructure like water and sewage systems, roads, power grids, and communications networks, but it also poses a threat to the local ecosystem due to the exploitation of the area's natural resources by tourists.
- The environmental impact will be good since rural residents would learn from urbanites how to improve their sanitation practises.
- Health-focused vacations are expected to grow in popularity as a result of developments in travel and accommodation infrastructure.
- Studies have shown that spending time in rural areas, where one may be close to nature, improves one's health and overall quality of life.
- Help improve and maintain the park's natural attractions.
- Keep in mind how crucial it is to protect our planet's natural wonders.
- They'll pick up the skills they need to build a more civilised society with modern conveniences like flush toilets, running water, electricity, and telephones.
- To protect natural ecosystems and bio-diversity as well as historical sites, they will be taught to employ current tools and technologies.

**Negative Environmental Impact:**

It's possible that city dwellers and business owners may reap the rewards. It has been difficult for rural areas to reap the benefits of economic development. Resorts, hotels, and tour operators, all of which are based in urban areas, will provide the most of the infrastructure and, consequently, reap the bulk of the economic benefits. Most of what people buy won't be made in the country where it's consumed. Employment opportunities for rural residents may be limited due to a lack of training and experience in the job market.

- Because of the potential for overexploitation of natural resources, tourism can have a significant negative effect on the environment. Furthermore, infrastructure, transportation, and other facilities are required for rural tourism, which might have an impact on the environment.
- There is a risk that the enhancement of infrastructure would alter scenic vistas.
- Trekking and camping are popular tourist activities, but they can have negative effects on the ecosystem.
- It's possible that a flood of tourists may deplete the area's natural resources.
- Hunting has the potential to reduce animal populations.
- There will be ecological disruption.
- An increase of people living in an area might detract from its natural charm.
- Buildings with multiple stories for tourists can detract from the natural scenery.

**Socio-cultural Impact**

Many rural regions have deliberately embraced tourism despite its negative effects since the money it brings in is so much higher than what residents can make farming. In light of these increasingly severe negative effects, it is generally agreed that rural tourism must be adapted if the rural populace is to reap any benefits from it at all.

Inadequate preparation for tourists can introduce new perspectives and ideals into rural communities, posing problems for locals. Emigration from neighbouring rural areas has occurred due to the higher living conditions in urban tourist locations, which has altered the demographic structure and may produce culture shock for the newcomers. Employment and schooling also have the potential to negatively affect society. As the younger generation gains expertise, jobs, and money from tourism, they may even surpass their elders in social standing. Preserving natural resources, ensuring mutual understanding between visitors and residents, and inspiring a democratic movement that engages people at all socioeconomic levels in tourism development are all significant obstacles. The peasants' standard of living can be improved by investing in vocational education, bolstering traditional industries, and revamping the area's landscape and infrastructure.

There is great potential for positive change in rural regions to result from the cooperative system of rural tourism. If locals have a say in tourism's management and growth, they will be better able to mitigate the harm it may cause.

- **Legislation Problems**

Nearly half of those polled (45%) have already brought up the potential legal complications. The travel and hospitality sector of the entertainment market. Taxes are paid by all licenced hotels, motels, and cottages. Some people have suggested completely eliminating taxes on rural tourism. The expansion of tourism in rural areas should be supported by the state. However, this raises the question of who, exactly, will gain from this tax exemption in the long run. Villagers who offer their services to tourists may gain indirectly from the increased business activity in the surrounding towns if urban businesses are encouraged to get involved in the sector. A breakdown in law and order is possible. Any outsider lured by the environment's seeming benefits may pollute it without consequence. The lady may be subjected to sexual harassment, assault, or exploitation. A tour operator has the power to alter the area's pristine ecosystem.

- **Lack of Trained Manpower**

Sixty-two percent of people who were surveyed predicted that the hospitality industry will face a shortage of skilled workers. There is a possibility that hotel management professionals are not interested in relocating to a more remote location. Appointees from rural areas must undergo training before they may perform their jobs. Furnishing and upkeep of the guest cabins or suites. We serve food to our guests and try to gauge their preferences by offering a range of regional and international specialties. Providing excellent customer service is crucial to the growth of rural tourism. Nature tourism, health tourism, and agro-tourism are all examples of niche markets that require punctual, high-quality service in order to compete. The government must take the lead in developing its workforce by providing a variety of quick-term training programmes to equip its workers with the information and abilities they need to do their jobs well.

- **Insufficient Financial Support**

Sixty-five percent of respondents advocated for launching a rural tourist venture, however there is a lack of initial promotion funds. Many responders still haven't heard of the term "rural tourism," which is a shame. Reason being, the government has only recently begun pushing for increased rural tourism. Tourism in rural areas should be encouraged by both federal and state governments, who should provide initial funding for the endeavour. Because it will increase rural employment and facilitate urban-to-rural financial flows. It has the potential to slow or stop the trend of rural residents moving to cities. Essential investments like human capital, rule enforcement, physical infrastructure construction, and land use planning all require enough financial backing.

- **Lack of Local Involvement**

A majority of responders (53%), have pointed out that rural tourism will not provide many benefits to rural residents. Because people in rural areas lack the education and experience to participate in a variety of activities. A lot of low-skilled occupations might go to them. People in rural areas need to get the necessary skills to participate actively in rural tourism. The primary idea of rural tourism is to centre on the experiences of rural residents. However, in reality, locals are rarely consulted during the process of formulating, developing, and enforcing legislation. Most rural residents are uninformed about the tourism industry and are easily duped by outside investors looking to reap the financial rewards at the expense of rural communities. As a result, residents struggle to decide what kind of tourism they want to promote.

- **Underdeveloped people**

Seventy percent of people who were surveyed agreed that most people in rural areas are illiterate and lack education because they are constrained by their traditions and culture. Their beliefs and practises are heavily influenced by cultural norms, religious dogma, and folklore. The peasants live at a considerably slower pace than the rest of society, and they are very reluctant to change their traditional occupations, regardless of how well they pay. However, with globalisation, the rural sector began exhibiting signs of ambition, and the media is playing a significant role in altering the outlook of rural consumers. They learned about new goods and services through television. They have access to a variety of technologies thanks to public and private programmes. They need to learn about city dwellers if rural tourism is to flourish.

- **Lack of proper physical communications**

Eighty percent of respondents expressed concern about the difficulty of communicating in person. Fewer than half of the country's rural communities have access to year-round paved roadways. For some of these rural communities, simply reaching them is a formidable challenge. Beautiful as the terrain is in northeastern states like Assam, severe rainfall during the rainy season prevents the region from becoming a major tourist destination. By 2007, the Pradhan Mantri Gram Sadak Yojana aims to have built all-weather roads connecting all villages with populations of over 500 in the plains and 250 in hilly areas. There needs to be all-weather roads, clean water, electricity, phones, security, etc., in place before remote areas can attract tourists.

- **Lack of Basic Education**

Almost two-thirds of people said that illiteracy is a significant barrier to people visiting rural areas. According to the 2001 Census Report, rural India's literacy rate increased to 59 percent

from 45 percent in 1991. Twenty-nine point five percent of the population does not have a high school diploma or equivalent. Thirty-one percent of high school students dropped out during their sophomore year. Twenty-one percent of persons get as far as high school matriculation but stop short. Fifteen and a half percent of high school graduates do not go on to complete their degree. Only 2.7% of people living in rural areas have earned a bachelor's degree or higher.

- **Language problems**

Seventy-five percent of people who took the survey felt that language barriers were an issue for rural tourism. India is home to 850 unique dialects in addition to its 16 official languages. Although Hindi is recognised as an official language of India, its use and comprehension are limited in many regions. If they want to converse with city dwellers, rural residents will need to get newer models. If this isn't done, rural areas will not reap many rewards from the tourist trade. The villagers must not only better themselves academically, but also linguistically, as they would need to speak both Hindi and English with their Indian and international clientele.

- **Business Planning Skills**

Nearly half of those polled (47%) indicated that those living in rural areas tend to lack business knowledge. It is impossible to run a business successfully without the requisite technological know-how and expertise. They can construct a business strategy with the aid of government or non-government groups. If an outside party is planning a tourism initiative in a rural area, locals should have a say in its design and execution. Without this, the rural population will not reap many benefits. Advertising and marketing efforts will play a crucial role in raising brand recognition and bringing in new clients. They can spread the word via newspapers, pamphlets, press releases, etc. One of the most powerful ways to bring in new customers is through recommendations from happy ones.

- **Trained tourist guide**

Fifty-six percent of respondents say they will have trouble finding a trained guide. The guide's presence is crucial to attracting sightseers. Some respondents noted that the guide's knowledge of the area and ability to pique the attention of tourists were important qualifications. The guide can provide information via showing an album, video, or brochure. The booked guide's services should match those advertised. The guide's intelligence, communication skills, and disposition toward creating relationships with guests are all crucial. The Department of Tourism would hire the guides, put them through training, and issue them permits.

- **Communication Skills**

There will be significant difficulties in communicating, as pointed out by 76% of respondents. The most fundamental barrier to effective communication is, of course, language and literacy. It's crucial to have strong verbal and listening skills. Your ability to provide a friendly atmosphere for visitors will be crucial to your business's success. It is critical that tour guides have strong communication skills so that they can persuade tourists to participate in physically demanding activities like horseback riding, camel riding, and other similar pursuits without compromising their safety. When visitors to a historic site or structure have questions but no one is available to answer them, it can have a detrimental effect on the attraction's popularity. In other words, they need to put themselves in the shoes of the tourist. There must be no language barrier between the host and the visitor.

**Opportunities:** Tourists want to visit a place that has a good vibe and offers them something worthwhile to do while they're there. When asked if they would be interested in rural tourism if it offered physical and mental rejuvenation, 78% of respondents said they would. Approximately once a year, city dwellers express a desire to escape to the country. Especially in places where the mountains, forests, sea, lakes, etc., are beautiful. Additionally, rural sheep handicrafts, traditional meals, hospitality practises, and cultural events. We can observe the effects of these types of projects in Jaipur and Udaipur, two of Rajasthan's major cities. Cities in Rajasthan, including Jaipur, have differentiated themselves in order to draw visitors from near and far. It is possible to stay in a hotel that serves authentic Rajasthani cuisine. They entertain the traveller in the evening with traditional folk dances and songs. Hotels in Rajasthan are decorated in the style of the state's iconic palaces. They are advertising Rajasthani textiles and clothing. This is just a taste of what the state of Rajasthan offers visitors. Tourists are more likely to return if they have a good time and their expectations are met while still paying an affordable price.

The promotion of tourism in rural areas is a niche industry unto itself. Those who work the land, whether as farmers or orchardists, understand the value of having experts help them promote and sell their goods. The same is true for rural tourism; locals there need to hand control over to trained professionals who can handle the complexities of the industry. Most people don't have the time or resources to invest in building the networks, gaining customers' confidence and loyalty, and updating their information systems that the company relies on. Promoting niche markets like adventure travel, safaris, farm stays, and more can be a team effort if multiple locals are involved. One needs a unique set of skills to successfully market services for rural tourism. It's quite difficult to do on your own. This is because the tourist industry encompasses a wide range of fields, including but not limited to: hospitality, entertainment, transportation, catering, education, lodging, retail, staffing, and marketing. Therefore, resource trading is essential. Thus there is a need of the ability to co-operate with each other towards reaching similar aims.

As the standard of a vacation rises, so do the expectations of its visitors. Many individuals have a strong desire to see the world and all its wonders. Tourism in India's rural areas has a bright future since it showcases not just the country's stunning natural scenery, but also the country's rich cultural heritage, including its distinctive cuisine. Inviting tourists to interact with locals can be a great way to highlight the region's culture and customs. The cuisine, customs, and wares of each Indian state are all one-of-a-kind. Mass marketing is not the way to go for rural tourism. If rural tourism is going to succeed, it needs to tailor its approach to a new market niche. There is a typical blunder of trying to please everyone. Successful marketing requires laser-like focus on a few key aspects at once. Different segments of rural tourism are

- Two people who recently tied the knot

In their honeymoon quest, a newlywed couple may be interested in ecotourism, which offers scenic landscapes and opportunities for outdoor recreation such as swimming, horseback riding, and more. The pair would want to have a lot of greenery around them, such as a garden or a forest, either real or fake. When dining out, it's preferable to do so in a less crowded and more pleasant setting with delicious food.

- **Family**

Entertainment and ecotourism are the two types of travel that families value most. Next up is cultural tourism. Families will find all five varieties of rural tourism to be enjoyable.

**Retired person/senior citizen**

Two newlyweds

Ecotourism is something a newlywed couple might be interested in doing on their honeymoon if they are looking for beautiful natural scenery and options for outdoor activities like swimming, horseback riding, and more. Both real and fake gardens and forests with plenty of greenery would be appreciated by the couple. It's best to eat at a restaurant that isn't overrun with people and has good meals.

That which is most important to us

Families place a high value on both ecotourism and vacation that includes entertainment. The next category is cultural tourism. All five types of rural vacations are fun for families. Their interest is similar to the retired persons.

- **Foreigners**

Rural tourism of any kind is popular with international visitors. The two types of tourism in which they are most interested are cultural and medical. As such, it is the responsibility of the trip operators to advertise them properly.

- **Artist**

The creatives are keen on ecotourism, local tourism, and cultural travel.

- **One who takes risks**

They choose trips that focus on nature, culture, and the environment.

- **Corporates**

To them, it's important to combine visits to natural attractions with opportunities for fun and relaxation, as well as the promotion of health.

For rural tourism to be successful, it must have the following components, as proposed by respondents. Development of rural tourism depends on several factors, including:

- Investment in infrastructure

- Reorganization and liberalisation of policy frameworks

Advantages:

- Optimistic outlook on investment climate
- Protection and Enforcement
- For the Protection of Tourists
- Addressing Customer Concerns
- Product and service uniformity
- Assist from the government
- Some of our rural towns and villages can benefit greatly from the economic growth that tourism can bring.

**Recommendation**

Tourism in rural areas is important, and governments should help foster a healthy, competitive economic climate. Accommodation, roads, airports, trains, local transportation, communication links, and other vital amenities are necessary for the development of rural tourism, and the government should make an effort to provide data for decision-making bodies investing in human resources.

Some of the most fundamental amenities for rural vacationers.

- Encourage a feeling of security and safety.
- Planning for Rural Tourism's Long-Term Success
- Spend money on cutting-edge tech.
- Businesses must strike a fair and sustainable balance between profit and social responsibility.
- To preserve biodiversity, cultural traditions, and rural way of life, encourage tourism to rural areas.
- Closing the wealth gap.
- In order to attract more visitors, it is important to raise awareness about local attractions.
- The goals of this report are to: Raise the bar for service quality across the board; • Boost the appeal of rural vacations; and Learn from the best and share your knowledge.
- Better company decisions can be made if employees share relevant data.
- Improve your communication skills.
- Please join me in my quest for long-term growth and wealth.
- Create a plan for environmental protection.
- Effectively cultivate and apply your abilities.
- Work together to determine what kind of data is needed.
- Develop confidence on all sides

**Conclusion**

There is potential for rural tourism to bring economic and social benefits to the United States if it is promoted effectively. It has the potential to become a reliable source of funds for our government's rural development efforts. It can facilitate the movement of capital from metropolitan centres to its rural counterparts. It has the potential to slow or stop individuals from leaving rural areas for urban centres. Damage prevention in rural settings requires both short- and long-term planning, implementation, and monitoring. Managing the environment, including locals, passing laws that make sense, marketing in a way that doesn't deplete resources, and preparing for the long term are all vital to boosting rural tourism.

To alleviate poverty, create jobs, revitalise the environment, and develop outlying regions, as well as empower women and other marginalised groups, rural tourism will emerge as a crucial tool for achieving the United Nations' Sustainable Development Goals. Sustainable economic growth and significant social change can only occur if the government actively encourages tourism in rural areas.

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