

**P.G. STUDENTS' PERCEPTION TOWARDS TOURISM ENTREPRENEURSHIP AS
A CAREER: A STUDY WITH SPECIAL REFERENCE TO ASSAM.**

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***Abstract:** Assam being a hub of natural beauty and biodiversity along with its various culture, and age old traditional heritage make itself a best place for the tourists. And it directly or indirectly can help in economic development of the state with the help of establishing a strong tourism entrepreneurship. The present study centres on the Tourism Entrepreneurship as a career in Assam. The main purpose of the study is to access the perception of P.G. students towards tourism entrepreneurship as a career in Assam. For this study the researcher selected 160 samples (80 boys and 80 students) from four Universities of Assam i.e. Assam University, Dibrugarh University, Gauhati University and Tezpur University with the help of stratified random sampling method. For the collection of data a self - structured questionnaire was developed by the researcher on the Perception of the P.G. Students towards Tourism Entrepreneurship as a Career. The findings of the study show that the majority of the students have positive perception towards the tourism entrepreneurship as a career. Also it was found that the commerce students have more positive perception i.e. 64% than that of the arts students i.e. 36%. Also in case of gender, boy students have more positive perception i.e. 72% than that of the girl students i.e. 28%.*

Key words: P.G. students, perception, tourism entrepreneurship.

INTRODUCTION:

Assam, the Gateway of North Eastern States of India is well known for its greenery and natural beauty, as it is a treasure house of immense natural beauties in the form of hills, rivers, forests which are rich in flora and fauna, and its biodiversity, etc. It is also the land of the world's largest river island Majuli. One-horned Rhino is one of the animals which are found only in Assam. Along with its natural beauty it is a state full of diverse cultures and traditions for which it can also be named as a mini India. Each and every cultural group have

their own customs, traditions, food habits, dressing styles, etc. which makes the state more vibrant and colourful. Some of the cultural groups or tribal communities of Assam are Ahom, Bodo, Kachari, Mising, Koch Rajbanshi, Deuri, Rajbanshi, Tea tribe community, etc. The culture and traditions of some of the communities are still unknown to the other parts of the country and even the whole world. Assam is also the state of the one of the famous Shakti temple of Ma Kamakhya. Even till now there are many unrevealed stories, histories and events present in the state which are still unexplored and undiscovered. All these facts make the state one of the best place to attract the tourists. The tourism sector can help in the economic development of the state. Along with this the tourist from other parts of Assam can also gather knowledge about the different cultures, traditions and customs of the place. And with this the people who are still unaware of various aspects of the state will able to know it properly. For this the tourism sector must be given immense importance. The government should take active measures to develop the tourism sector so that along with the economic development it will also enhance the global exposure in terms of culture and heritage as well as natural beauty of the state. The students can think of a career in Tourism Entrepreneurship in Assam in order to make themselves self- sufficient and independent. Here in the study the researcher wants to study about the perception of P.G. students towards Tourism Entrepreneurship as a Career with special reference to Assam.

STATEMENT OF THE PROBLEM:

The present study is entitled as **“P.G. STUDENTS’ PERCEPTION TOWARDS TOURISM ENTREPRENEURSHIP AS A CAREER: A STUDY WITH SPECIAL REFERENCE TO ASSAM.**

RATIONALE OF THE STUDY:

Assam is one of the best tourist spot. Tourism sector can help the state in economic development as well as in terms of global exposure of the cultural heritages of the state. But if compared to the expected number of tourists, there are very less number of visitors or travellers to the state. So it is very important to find out the reasons behind this in order to find some solutions regarding the matter. It is also found that a very few number of studies are done in this area in order to find out the exact solutions. More research studies are yet to conduct in this field. So in order to know the perspective of the P.G. students towards Tourism Entrepreneurship as a Career in Assam the researcher conducted a study on it. And

this study will give an outcome of the perception of P.G. students of different streams, as well as also the perception of the students on the basis of gender, whether boys or girls are more interested into this field, also one can find out certain solutions from the study.

OBJECTIVES OF THE STUDY:

The Objectives of the study are as follows:

- To study the level of perception of P.G. students towards the Tourism Entrepreneurship as a Career.
- To study the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of Commerce and Arts streams
- To study the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of gender.

DELIMITATIONS OF THE STUDY:

The delimitations of the study are as follows:

- The study is delimited to only four Universities of Assam i.e. Assam University, Dibrugarh University, Gauhati University and Tezpur University.
- The study is delimited to only two streams of the P.G. level i.e. Commerce and Arts.

METHOD OF THE STUDY:

The researcher has adopted destructive survey method in order to conduct the present study. The data are gathered in quantitative form with the help of certain tools and method of gathering data.

POPULATION:

The population of the present study covers all the P.G. level students of the selected four Universities of Assam.

SAMPLE AND SAMPLING TECHNIQUE:

In the present study total 160 students (80 boys and 80 girls) from the P.G. level is taken as the sample of the study and these samples are selected with the help of Stratified Random Sampling technique.

TOOL:

Self-structured questionnaire on the Perception of the P.G. Students towards Tourism Entrepreneurship as a Career was used as a tool for collecting the data. The tool consists of total 30 statements and out of the 30 statements 16 are positive statements and 14 are negative statements. Content Validity has been checked by the experts and the reliability of the tool was found to be $R = .781$ with the help of test re-test method of reliability.

ANALYSIS AND INTERPRETATION:

- **Analysis of the objective no.1: To study the level of perception of P.G. students towards the Tourism Entrepreneurship as a Career**

The following table no.1 shows the level of perception of P.G. students towards the Tourism Entrepreneurship as a Career

Response	No. of Students
Positive	100
Negative	60

Interpretation: From the above table no.1 data it can be seen that total 100 students out of 160 have given positive responses towards the perception of tourism entrepreneurship as a career i.e. 62.5% of the students and the rest 60 students i.e. 37.5% of the total students have given negative responses. Hence it is clear that the majority of the students have given positive responses towards the Tourism Entrepreneurship as a career.

- **Analysis of the objective no.2: To study the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of Commerce and Arts streams.**

The following table no.2 shows the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of Commerce and Arts streams:

Table No. 2: Perception on the basis of Commerce and Arts Stream:

Streams	Positive Response	Negative Response
Commerce	64	16
Arts	36	44

Interpretation: The table no.2 depicts the results of the responses regarding the perception of the P.G. students on the basis of the Commerce and Arts streams. And from the results of the data gathered it can be said that the majority of the commerce students have given positive responses towards tourism entrepreneurship as a career i.e. 64 out of 80 which is 80% out of the total students than that of the arts students which consist only 36 (45%) students out of 80 who gave positive responses. On the other hand in case of negative response majority of the responses are gathered from the arts students i.e. 44 (55%) out of 80 and only 16 (20%) negative responses out of 80 students in case of commerce students. Hence out of 100 positive responses 64% are from commerce students and only 36% are from the arts students. Therefore it can be said that Commerce students have more positive perception towards tourism entrepreneurship as a career than that of the arts students.

➤ **Analysis of the objective no.3: To study the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of gender.**

The following table no.3 shows the perception of P.G. students towards the Tourism Entrepreneurship as a Career on the basis of gender.

Table No. 3: Perception on the basis of Streams:

Gender	Positive Response	Negative Response
Boys	72	8
Girls	28	52

Interpretation: The data of the table no.3 clearly shows that the majority of the positive responses regarding the perception towards Tourism Entrepreneurship as a career have been gathered from boy's students i.e. 72 (90%) out of 80 boys than that of girl students which is 28 (35%) out 80 girl students. On the other hand in case of negative responses girl students have given maximum negative responses i.e. 52(65%) out of 80 girls than that of the boys i.e. 8 (10%) out of 80 boys. Hence it can be seen that out of 100 positive responses 72% of the responses are from boys and only 28% are from girls. Therefore it can be said that the boy students have more positive perception towards tourism entrepreneurship than that of the girl students and it is opposite in case of negative responses i.e. out of 60 responses 52 (86.67%) responses are from girls and the rest 8(13.33%) are from boys.

FINDINGS:

Following points shows the findings of the study:

1. After analysis of the data it was found that the majority of the students have positive perception towards Tourism Entrepreneurship as a career. Out of 160, 100 positive responses are found from the students and the rest 60 are the negative responses.
2. From the study it was found that the students of commerce stream have more positive perception towards tourism entrepreneurship i.e. 64 out of 100 positive responses than that of the students of arts streams i.e. 36 out of 100 positive responses.
3. In case of gender the boy students are found to have more positive perception i.e. 72 out of 100 positive responses than that of the girls i.e. 28 out of 100 positive responses.
4. Also the majority of negative responses towards tourism entrepreneurship were found from the girl students i.e. 52 out of 60 negative responses than that of the boys i.e. 8 out of 60 negative responses.

SUGGESTIONS:

Some of the suggestions of the study are as follows:

- Assam can be one of the best tourist spot as it already consists of a treasure of natural beauty and various unrevealed areas which are enough to attract the tourists. So for this to happen the field of Tourism Entrepreneurship should be developed more than it is in present.
- Government should take the Assam Tourism more seriously and adequate measures should be taken to attract the tourists as it can be a source of economy to the state and also to make the people from other parts aware of the beauty, history, and the existences of the state.
- As it can be seen from the study that majority of the positive responses towards tourism entrepreneurship are gathered from the commerce students than that of the arts students so the balance of interest towards the tourism entrepreneurship should be develop. Even the arts students can be motivated towards the tourism entrepreneurship as a career in Assam.

- The girl students should be equally motivated towards the field of tourism entrepreneurship in order to remove the imbalance of the interest between the two genders.

CONCLUSION:

Tourism Entrepreneurship is one of the trending area in the field of commerce which will not only help in developing one self- sufficiently but it will also supports in the economic development of the country in a broader aspect. Along with this the cultural heritage and tradition, history, etc. of a place also get exposure nationally as well as globally. From the study it can be found that the students of the commerce streams generally possess more interest towards the idea of tourism entrepreneurship as a career than that of the arts students, and in case of gender boys showed more interest than that of the girls. So it can be seen that there is a difference in the interest or perception in case of the two aspects i.e. streams and gender. Hence there need to be a balance interest between the both in order to develop the field of tourism entrepreneurship and to make it as a career. Here the role of government, stakeholders, parents, teacher, etc. will be very important in order to support their children in this field.

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