

## A STUDY ON GREEN ENTREPRENEURIAL BEHAVIOUR IN TOURISM INDUSTRY

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### **ABSTRACT**

*Innovation is widespread to modern traces of boom and development. Entrepreneurship and innovation are two of the maximum pervasive standards of our time. However, there are gaps in our understanding of the interaction between entrepreneurship and innovation. For businesses, change can enhance productivity and growth the capability to charge to discriminate and improve earnings. In these days globalized international, tourism has ended up an essential supply of income for many countries together with India. Innovative entrepreneurship is vital to overcoming the demanding situations in numerous forms of industries which includes tourism, and the outcomes are the excellent varieties of customized services and products. Entrepreneurship through the improvement of recent ideas and tasks to benefit an aggressive side is a crucial strategy as companies realign their brand, vision, and identity. The key message of this paper is initiatives on present-day entrepreneurship in tourism. It additionally shows a crucial characteristic of entrepreneurship in tourism to deal with troubles of environmental degradation and weather alternate inside the context of globalization.*

**KEYWORDS:** *Entrepreneurship, Competitive Factor, Employment, Tourism Marketers*