

Entrepreneurial imaginativeness, foresightedness and experiential tourism delivery

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Abstract: In a volatile, uncertain, complex and ambiguous (VUCA) world, when all others perspire in chaos, entrepreneurs perceive opportunities, the story of 'India City Walks™, (ICW™) is an expedition to the world of opportunities that laid in the disguise of heritage tourism. The purpose of this study is to capture the venture ideation of ICW™, based on the imaginativeness of the protagonist and to identify the value of heritage tourism. The entrepreneurial actions were captured using qualitative research techniques, identifying the incumbent firm from amongst 50 start-ups in the tourism cohort. In this research, exploratory research design was adopted with comprehensive