

## Think India Journal

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**Entrepreneurship and Management: Challenges, Issues and Opportunities in the Global Economy**  
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## **An Overview Of Social Entrepreneurship In Tourism**

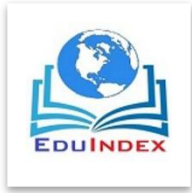
Garima Khangarot, *Research Scholar*

Department of Commerce, School of Commerce and Management

Central University of Rajasthan; 2018phdcom001@curaj.ac.in

### **ABSTRACT**

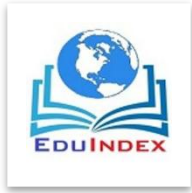
With the emergence of globalization, today every business is going through new challenges and opportunities. For the development process, entrepreneurship became a significant variable in developing countries by creating more employment opportunities, diversifying sources of income, make the market more dynamic and overall raising the standard of living of the society. Social entrepreneurship plays a vital role in diversifying the income sources, economic growth, and emancipation of underprivileged. The tourism industry is multidisciplinary in nature that required to be more sophisticated and organized management for its growth. According to the economic impact report of World Travel and tourism council tourism sector creates 8.1% of total employment globally. Tourism provides an opportunity for growth to other businesses also like aviation, hotel, restaurants, transportation, local handicraft, etc. to develop in the form of entrepreneurs. Today's world is full of turbulence, and tourism is one of the fastest-growing services that involve large number of small and medium entrepreneurs, artisans, workers, local communities, etc. who ultimately louder their voices of making tourism sector more sustainable and responsible too. The concept of Tourism Social Entrepreneurship pushes and brings the meaningful opportunity to bring an ethical shift in which responsibilities are handled in tourism sector. This paper aims to highlight the concept of Tourism Social Entrepreneurship and applicability of social entrepreneurship to the field of Tourism.



## INTRODUCTION

In developing countries, with engagement and participation of women in businesses can play a vital role in bringing social transformation and also achieving commercial goals of the business (Nsom & Zisuh, 2016). The tourism sector is gaining importance significantly and its contribution to the country's economy is increasing continuously. In Southeast Asian countries, India has seen tremendous growth in tourism sector and it became a booming sector of India. Tourism is multi-sectoral which has the potential to play an effective role in pro-poor poverty alleviation, improvement in the socio-economic condition of all interconnected links. A large number of services are provided to tourists which open new horizons of entrepreneurship in various sectors like accommodation, catering, tour operators, art and craft, transportation.

With the advancement in technology, low-cost airline services, rising competition works in favor of customer and long-distance traveling become pocket-friendly which increases the rush of tourists around the world but together also created problems which are harder to ignore like environmental degradation, low wages, poor working conditions. So, with a number of positive economic benefits of mass tourism one should also measure full cost of production involved with tourism sector and how it impacts society. Travel and Tourism contributes 10.4% to GDP as a percentage of global GDP and one out of five jobs of all global net jobs created over the last five years within the travel and tourism sector. There is significant increase in the number of tourist's arrival at different destinations around the world has increased in which government and entrepreneurs played a crucial role and it created good business opportunities that influence the economic prosperity of the state. To achieve sustainable development goals, creation of more economic opportunities in emerging economies, tourism sector provides the largest employment options in the service sector and with its collaboration with social entrepreneurship it helps in overall development. Tourism entrepreneurship eliminates societal problems and surges towards fiscal growth and development of the country.



## **REVIEW OF LITERATURE**

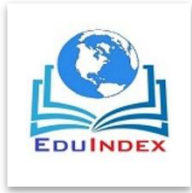
(Jaafar, Abdul-aziz, Maideen, & Mohd, 2011) examined in their paper about the role of entrepreneurship issues in Malaysia by taking the tourism industry into consideration, the major issues related to survivability of the industry. The results revealed that information technology and word of mouth both play an important role in the promotion of medium and small scale hotels further government can play a proactive role in promoting the tourism industry.

(Bagherifard, Jalali, Jalali, Khalili, & Sharifi, 2013) studied in their paper about tourism entrepreneurship in Mazandaran, Iran. The paper evaluated through survey, interview and case study about the major factors affecting tourism growth in the province and the opportunities to improve the condition.

(Marius-Razvan & Surugiua, 2015) evaluated in their paper about the various challenges faced by entrepreneurs in this world of globalization .information technology and social media plays an important role in framing and determining the aspirations of consumers. In reference to this paper emphasize the role of social media in supporting the development of heritage tourism entrepreneurship in Romania.

(David, 2016) reviewed in his paper about the travel intermediaries like travel agencies play an important role in tourism development. The user-friendly computerized system and easy accessibility of information has transformed the entire system and perform a significant role in pro-poor poverty alleviation and socio-economic development.

(Nsom & Zisuh, 2016) identified and discuss the role and impact of women as owner and manager of small tourism firms (STF's) and the opportunities available for them as social entrepreneurs in the tourism sector. the paper analyzed that simply having women as a manager does not guarantee the development and growth of tourism entrepreneurship but surely the role of women in the commercial sector will bring social transformation and helpful in creating societal level positive changes.



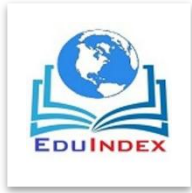
(Koitamet & Jagongo, 2018) examined in their paper through primary and secondary data analyzed that the entrepreneurial opportunities in the tourism environment influence entrepreneurship development positively in African countries. Tourism businesses play an important role in job creation and growth in the economy.

## **OBJECTIVE**

- To explore the concept of social entrepreneurship
- To identify the linkage between social entrepreneurship with the tourism sector

## **SOCIAL ENTREPRENEURSHIP**

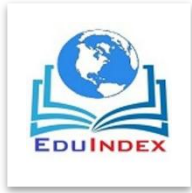
In this contemporary world, entrepreneurship is gaining much-needed importance as it plays a crucial role in the economic development of the country by creating new endeavors of job. Entrepreneurs are the catalyst of change who provide economic value to the resources of the country by identifying the opportunity and exploiting them for the good of society. As the name itself suggests, social entrepreneurship aim towards creating social change by establishing discrete relation between government and society. Social entrepreneur performs the act while keeping in mind social purpose. This concept is not self- centered on profit only rather it is a universal behavior that helps everyone in limitless varieties. The primary goal of social enterprise is sustainable social development that plays a very important role to address key issues and lead towards bringing social, economic wellbeing to the community. In recent years this term has gain momentum and become a global phenomenon that requires passion, and innovative solutions to catalyze the problem and improve the lives of people. With the use of market-based mechanisms by local vendors, social entrepreneurs use their skills to provide opportunity to



create positive social and environmental impacts in the lives of the disadvantaged population. Social entrepreneurs are very much similar to commercial entrepreneurs as both work for satisfying the need of customers and consciously work over their objectives, the only difference is that social ventures' major mission is to fulfill social goals firstly then consider economic goals. In simple terms, the use of business tactics and practices to solve social problems prevailing is term as social entrepreneurship. The tourism sector is majorly dependent on human relations and interactions where one involved with the local community. Social innovation, entrepreneurial spirit, and social change are the important aspect of social entrepreneurs which can be used with the blend of human relations through tourism and ultimately helping the local community.

## **TOURISM SOCIAL ENTREPRENEURSHIP**

The recent shift from mass tourism to niche tourism products the tourism industry has been diversifying extensively in these years. The development of harmony between the government and the tourism community would lead to generating economic and social benefits. The tourism sector carries great potential to contribute towards economic development of any nation as it creates job opportunities for local entrepreneurs and improves their financial condition by keeping the resources within the community. Tourism is a global phenomenon, a business that is multifunctional which creates impressive achievements and performances by providing opportunities for growth, establishment of small business enterprises in various sectors of accommodation, transportation, catering, facilitation, etc. which ultimately proves that tourism sector is rich with entrepreneurial activities. The growth of tourism entrepreneur is dependent on destination development, government policies, involvement of community, environment conditions, entrepreneur personal characteristics, etc. which play an important role in the study of Tourism Development. As the number of tourists arrival increases the opportunities will open



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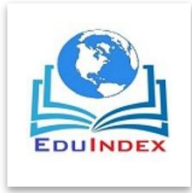


for other supporting sectors for income generation and growth. The millennial generation who are the primary source of consumer spending rising demand to make tourism and hospitality sector to be more responsible and sustainable towards society where ever they are traveling. The niche tourism products like rural tourism, agro-tourism, social tourism, volunteer tourism, etc. are creating a plethora of grassroots initiatives for the upliftment of local communities by creating more employment opportunities and create positive social impact.

Tourism social entrepreneurs are those which not only consider the economic benefits but also consider to create fruitful positive influence over the community socially and environmentally too. These entrepreneurs work with the primary mission to enhance the destination's environmental, social and economic fabric. Tourism social entrepreneurs work in a volatile and uncertain environment which is quite complex, who generally works as private, semi-private organizations or foundations working dedicatedly towards solving social problems at the destination. They work with the vision and ideas to solve social problems and bring transformation in the life of the community. In this contemporary world, to achieve the goal of sustainable tourism simply minimizing the negative environmental effect is not sufficient, there is a need of one must create positive social impact through their businesses.

### **DISCUSSION**

The cordial relation between entrepreneurship and tourism leads to the growth of local businesses, by supporting the local community it fulfills its responsibility towards society also. The tourism sector ensures benefits to locals rather than leakage of resources to multinational companies and ultimately benefits society. The niche tourism products like agritourism, heritage tourism, rural tourism, cultural tourism, pilgrimage tourism are the important products that help in the social wellbeing of the society by providing new entrepreneurial opportunities to localities and help in sustainable development with social rejuvenation. Tourism is one of the largest job creator sectors and social entrepreneurship is the venture which is hybrid that works for both profit and non – profit aims to work deliberately towards social value and serve the public good.



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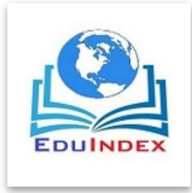
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In a country like India where the unemployment rate is quite high, several educated youth are jobless for them tourism entrepreneurship can prove to be the vital source of income generation. India is emerging as the famous tourist hub that generates foreign exchange and leads towards growth. In the tourism industry of India, there is a large number of people who are involved directly or indirectly but they lack any official support and connections. Social tourism entrepreneurship is a very new approach in India where the entrepreneurs develop and implement solutions to social, cultural or environmental issues. Social tourism entrepreneurs allow women, rural people, unemployed youth to become financially independent by organizing them into groups and providing them a platform to explore themselves further.

### CONCLUSION

Nowadays, in the competitive economy based on the current world market in the face of development and rapid changes, the international environment is in transition from an industrial society to an information society and call for the need of contemporary world to blend with tradition. The integration of tourism with social entrepreneurship would help in creation of more job opportunities and overall improvement in the social standard of the people. It is considered an engine of economic development, which plays an important role in economic growth and development of the countries. This leads to increased productivity, increase in rate of employment and social welfare of the local artisans, folk dancers singers, artists, local handicraft industry get exposure with the promotion of the destination as tourists sight and ultimately with the help of NGO's and government favorable policies these local artisans get employment opportunities within their locality and proactively helpful in creating sustainable development. The traditional events and festivals have the potential to attract tourists to the destination, this plays a significant role in destination marketing. The local fairs and festivals have the potential to attract more tourists at the destination which builds new opportunities for a social entrepreneur to improve the situation of local community by providing more employment opportunities. In



overall, social tourism entrepreneurship can prove to be successful in uplifting society's livelihood in terms of economic gain and maintaining the sustainable social and environmental factors too.

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