

# Developing Sustainable Tourism through Social Entrepreneurship

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## ABSTRACT

The research was an effort to examine the relationship between social entrepreneurship (SE) and sustainable Tourism (ST) within the framework of India tourism. Thirdly, the study proposes a plan of motivating SEinside the industry. The methodology involves a case study mechanism or an approach that inculcates a systematic and comprehensive examination of associated literature to decide the situation of Indian tourism with reverence to sustainability. Findings revealed that there is inadequacy of SEprojects in context with India hospitality and tourism sector, lack of awareness is one of the major reasons for this. The learning has evaluated the circumstance in India and even though it was all-inclusive within the environment of limited data accessibility. Further, the investigation makes three key commitments to the literature on sustainable hospitality and the tourism industry. First, It requires continues commitments of innovative social entrepreneurs, if the business is to turn out to be all the more extensively sustainable. Second, this research explores the degree of action needed in Indian tourism industry to understand whether its development and advantages are measurable.

**KEYWORDS:** *social entrepreneurship, sustainable tourism, industry, hospitality, tourism*

## 1. INTRODUCTION

The words was discussed in academic literature for quite some time and has numerous implications relying upon the specific situation. Before clarifying this further, it was explained here that the research recognizes that hospitality and tourism are regularly talked about as independent, yet allied industries. In any case, they are likewise regularly thought to be as one (Chathoth, Ungson, Harrington, & Chan, 2016; Fong, Law, Tang, & Yap, 2016; Guillet & Mohammed, 2015). Also, for the motivations behind this study, they are considered as an industry since they cover and impact one another and both need to turn out to be increasingly sustainable. Additionally, this study includes SE for both hotel and travel industry types of projects. The main components of sustainability in tourism industry are benefitting the society, respect & protect the environment, so become economically worthwhile with regards to people in the future (Bramwell & Lane, 2002; Butler, 1999; Kensbock & Jennings, 2011; McCool & Lime, 2001). The United Nations World Tourism Organization (1995) characterized tourism sustainability as that which "addresses the issues of present visitors and host areas while protecting and improving open door

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for what's to come". It is important that the whole business become increasingly sustainable for variety of reasons as it identifies ecological, social and economic issues of the hospitality and travel industry (Lansing & De Vries, 2007). From an environmental point of view the ST issues are reducing pollution including greenhouse gas emissions, energy and water utilization in order to secure and protect biological systems. For instance, cleaning transportation systems assists in addressing the issues. From a social viewpoint, issues that needs to be addressed are incorporate cultural effects and social separation (Lansing & De Vries, 2007; Stonich, 1998). Despite the fact that call for an increasingly ST has been at the cutting edge for a long time, there is least advancement for innovations, the development in tourism was realized as a potential road for progressive changes under the concept of sustainable tourism" (Bramwell & Lane, 2012).

With the increased interest for ongoing years from different groups, for example, government officials, community associations and the academicians, the notion of SE has become more dominant and more common (De Lange & Dodds, 2017). Driven by

moral factors, people consider SE as an approach to upsurge and protect social justice. SE was to advance the development where business was all more comprehensive and it never happens as an issue of succumbing to social pressures (Brouard, McMurtry, & Vieta, 2015; To, 2017). The term SE was used ambiguously before (Abu-Saifan, 2012), but keeping in mind that the social development is also regarded as a significant part of SE to such an extent that the terms were used synonymously (Alegre & Berbegal-Mirabent, 2016). A social development was a thought that means to profit a social objective or need (Mulgan, Tucker, Ali, & Sanders, 2007) and must give increases to burdened gatherings (Bright & Godwin, 2010). Consequently, the development could happen without a social undertaking and the business visionary.

Social entrepreneurs are characterized as "an organizations that takes care of basic social issues in a sustainable way", that contrasts from a cause or non-benefit association, but sells items or administrations that improve the personal satisfaction for low-salary or distraught individuals, while additionally winning monetary incomes to support & develop its exercises (Etchart & Comolli, 2013). Kline, Shah, and Rubright (2014) Characterize Social entrepreneurs as "socially cognizant people who devise and consolidate imaginative plans of action that address social issues which are regularly neglected by different associations". A concise meaning of SE was offered by Brooks (2009), which states that business persuaded fundamentally through social advantage to address the issues of the society that are neglected either by the private segment or by the government. Further, lucidity behind recommendation was that a social entrepreneur is the person that has both benefit and social objectives as a main priority. (Peredo & McLean, 2006).

The meaning of SE is frequently discussed as non-benefit organizations with its attention on needs of the society only (Kroeger & Weber, 2014). SE was energized over the conviction of market centered ways to deal with social advantage can add to the lengthy haul supportability of projects centered on the distraught (Kerlin, 2012). Global scholars have related the term SE with their own particular models and exercises, growing contrastingly (Defourny & Nyssens, 2010). Some countries have used the term into their institutional jargon (Borzaga & Defourny, 2001), and some have used these structures and points of view to propel their own administrative plans (Defourny & Nyssens, 2008). The high paces of joblessness, the fall of socialism and neediness in eastern Europe have driven plans that have impacted

SE and the circumstance has been tremendously extraordinary (Les & Jeliaskova, 2005).

In India, the term is generally new and the impact has shown up more in Europe than India where the attention has been on an effort of corporate greed of non-benefits (Dees & Elias, 1998). In India, private generosity has likewise impacted the development of social nobility, principally in the non-benefit division (Dees, 1998; Defourny & Nyssens, 2010; Kerlin, 2006). It is evident from the literature of hospitality and tourism that tourism industry is not only the driver of economy but also an advantage to save money (Shaw & Williams, 2013). Though, the connection between tourism and ST as tangled with SE and its potential for economic improvement are rare.

The paper was an attempt to explore the terms like ST and SE and to know that how the terms are identified or related with one another. Moreover, it was clarified that how ST may be improved and perhaps even require progressing SE inside the hospitality and tourism segment. Therefore, a proposal for a framework that can reassure, track & measure SE that supports ST in India is sketched in the paper. Generally speaking, the overall discussion was to suggest an upgrading model with regards to tourism and hospitality sector in India. Besides, there is an opportunity to focus the contribution of tourism to benefit the society inside this emerging field.

### 1.1. Social Entrepreneurship and Sustainable Tourism

The connectivity between SE and ST was to comprehend social innovative actions; therefore it was imperative to differentiate social business with enterprise likewise perceiving the shared characteristics. To be viewed as a SE, the associated actions must be addressed and attempted to comprehend the issues of the society in a bigger setting or potentially boost further action with social reason to make practical arrangements (Prieto, Phipps, & Friedrich, 2012). New York University has recorded three types of individuals and their expectations as; First, The individual who plans to address a particular social issue in an innovative way, Second, those that will work potentially and make the framework required for social innovative work to flourish, and Third the individuals who will bring activity positioned people on a national or global platform in order to address the specific social issues (Prieto et al., 2012). In United States it was observed differently, for the most part SE has concentrated on expanding income for non-benefit associations or fuelling social tasks through philanthropy (Dees, 1998). But in India, in spite of the fact that the center

is moreover on cultural administration of social needs, most of SE advancement has come from little benefit as opposed to non-benefit ventures. The concentration in India was on development and effect, instead of economic gains (Dees & Anderson, 2003). While business people will regularly expect to influence change through the arrangement of an administration with an ultimate objective of profiting themselves & additionally their associations, social entrepreneurs expect to benefit their society everywhere through the drives (Lepoutre, Justo, Terjesen, & Bosma, 2013). Although social entrepreneurs hope to grab the openings, scan explicitly for circumstances that will produce social change (Mair & Marti, 2006). In any case, an alternate view with respect to benefit was that; (1) it must be driven by keeping away from conveying benefit to investors; (2) it needs to produce constructive externalities for the society; (3) it must perceive the significance of the enterprising capacity; (4) it must accomplish intensity in business sectors through compelling and arranging the board" (Grassl, 2012).

By and large, the limits between profit/non-profit organizations are concealed and mistaken for the presentation of the idea of SE. Regardless of socially motivated or not, entrepreneurship is an opportunity of chasing & advancement of self-esteem with regards to its social or economic value. Further, SE targets improving sustainability and these understandings are the keys to contemplate how SE might be significant for practical tourism.

### **1.2. Enhancement of Sustainable Tourism through Social Entrepreneurship**

The hospitality and tourism industry can stay a strong specialty and may turn out to be progressively sustainable or economical within the industry (Lansing & De Vries, 2007; Ruhanen, 2013). It might be hard to isolate these industries precisely, yet the previous might be described as receiving practical upgrades to existing organizations where sustainable practices are not really center to the plans of action. On the other hand, the specialty speaks to a totally different creative arrangement of sustainable openings producing new entrepreneurships within the business.

SE undertaking is the name given to social enterprising exercises that grow from inside bigger set up firms. A bigger firm may start social advantage type ventures to lessen an organization's general effect on society. SE keeps up the basic nature of business entrepreneurship that is to produce developments, regardless of personal benefits. Nonetheless, the developments are identified with

social or potentially ecological upgrades, where economic sustainability was a need to guarantee the venture halts ongoing concern (Lepoutre et al., 2013). These advancements could be identified with the two types of practical tourism, regardless of steady upgrades that produce new sustainable companies.

Yang, Wall, and Smith (2008) talk about the job of business people in hospitality and tourism in China, Shaw and Williams (2013) structured the requirement for development of the society. But, there is an absence of study about the real usual way of doing things of business (Zhang et al., 2014). The accompanying debate was based on the fact that how SE changes tourism towards more prominent sustainability. Alternatives for tourists with SE creating new reasonable tourism companies, this implies development for the travel industry. Tourism and Hospitality is developing in India however contrasted with other nations, it slacks and in this way this speaks to an open door for the nation. Within India, travel and tourism industry create over \$90 billion per year in monetary action and with more than 9.99 million international tourists visit consistently to the country (Jansen, 2016). As the hospitality and tourism part speaks to each area of the nation, it is India's biggest business of youth under 25, & around 8% of small to medium enterprises in India work right now is mainly an industry cultivating business entrepreneurships.

ST with its pioneering direction may assist India with addressing financial cavities in its economy through broadening (McIsaac & Moody, 2013).

### **1.3. Social Entrepreneurship and Tourism Industry in India**

Regardless of the plenty of conferences, meetings, and plans, strategies that manage sustainability, the tourism was observed less sustainable than it has indeed. India can be remembered for these remarks. In reality, a sustainability estimation tool that evaluates the degree of engagement in sustainable activities was expected to advance them through collective efforts (Alisat & Riemer, 2015). Estimating association's contribution to social prosperity and the regular condition is required much more than proportions of people's activities and qualities.

## **2. Methodology**

The purpose was to determine the degree of SE activity in relation to the tourism and hospitality industry in India so far as the information is available. For this study, appropriate sources were accessed into two-parts. At first accessible literature was checked on & afterward sources giving an account of hospitality and tourism sustainability were analyzed. The literature referred SE within India & social

entrepreneurships with the hospitality and tourism industry in India. The second part of the review arranged Indian hospitality and the tourism businesses that are executing SE or business entrepreneurship projects within the scope of businesses, as SE is characterized and depicted in the previous discussion. This investigation creates information base for social undertaking in national settings encouraging sustainable hospitality and tourism industry. Sites that show social innovative action in India as a class were taken into under observation. This case study convention builds outer validity by developing the biggest database workable for the Indian business, reliability was increased (Rowley, 2002). Likewise, the methodology was used to look for social innovative center points and assets for the assistance of hospitality and tourism start-ups through clarifications as a component of information, inner validity was increased (Rowley, 2002).

### 3. Results

It was hard to locate the social innovative tasks, particularly in the hospitality & tourism industry. Despite of the fact that these tasks exist, they are only from time to time made unmistakable on the web and to general society. It was discovered that there are sites that vitrinesustain ability ventures and potentially offer financial help for these activities. There are frequently accessible catalogs that classify the different undertakings into groups. Classifications that identify the hospitality & tourism industry were showcased entrepreneurship projects; two potential clarifications as well as assumptions can be drawn from this search:

1. There is an absence of hospitality & tourism SE ventures.
2. Hospitality and the tourism SE projects as well as organizations are most certainly not recognized and there is a need of consciousness. However, few undertakings identified with locally grown as well as sustainable foods were found. Additionally, few reports demonstrated that within the class of social undertakings, a vast dominant part of reasonable food ventures fall within the hospitality & tourism industry business part.

Concerning the examination for social innovation center points linked with hospitality and tourism industry, there was no data found in Indian. The advantages of these centers include: the chance to interface with other social business people or those with innovative thoughts, finance related guide or assets, and investigation and research.

### 4. Conclusion

The research has made numerous hypothetical contributions. It has connected the literature legitimately on SE in relation with hospitality & tourism industry from a general perspective and in increasingly explicit manner. The overall linkage between them was innovation and development of the later. Enterprise & business undertakings that stresses on solving social & environmental issues by offering associated products & ventures can stimulate to be expansively sustainable. ST can turn out to be in excess of a niche, simultaneously, the niche develops on the grounds that the bigger industry needs to increase its current administrations with those that are increasingly specific. If sustainable hospitality & tourism was reflected as important to Indians for increasing diversification of the national economy then it needs to turn into a more extensive standard, also an innovative specialty. Indeed, this is an enormous opportunity for India to turn into an innovator in ST by developing/growing it through SE ventures. As discussed in past reports, India isn't perceived for its cultural temptations, in this way a national system that supports ST on all its dimensions can be helpful for emphasizing Indian destinations for both environmental excellence and cultural richness.

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