

# SOCIAL INNOVATIONS IN TOURISM SECTOR FOR ENTREPRENEURSHIP DEVELOPMENT

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## *Abstract*

*The concept of social innovation has, in recent years, received increased attention yet has received limited attention in the academic tourism literature. In this research on social innovations in tourism has three aims: first, to provide a conceptual overview of social innovation, particularly in context of social entrepreneurship; second, to link the theoretical concept to existing literature and themes in tourism research; and third, to provide an impetus for not only thinking about, but also enacting and performing social innovation in a tourism context. At a general level, social innovation can be viewed as a process of collaborative innovation, where the innovation process benefits from networks, cooperation and co-production or as a social outcome, which changes social interactions and practices. With reference to examples from tourism, the research discusses new technologies and their effect on transforming social practices, on social innovations as a new form of governance, social entrepreneurship as one aspect of social innovation and the largely bottom-up and collaborative characteristics of Tourism Sector*

**Keywords:** social innovation, tourism innovation, Entrepreneurship Development, Tourism sector

## 1. INTRODUCTION

### **Social Innovation**

Social innovations are new social practices that aim to meet social needs in a better way than the existing solutions, resulting from - for example - working conditions, education, community development or health. These ideas are created with the goal of extending and strengthening civil society. Social innovation includes the social processes of innovation, such as open source methods and techniques and also the innovations which have a social purpose—like activism, virtual volunteering, micro credit, or distance learning. There are many definitions of social innovation, however, they usually include the broad criteria about social objectives, social interaction between actors or actor diversity, social outputs, and informativeness (The innovation should be at least "new" to the beneficiaries it targets, but it does not have to be new to the world).

### **Social entrepreneurship**

Social entrepreneurship is an approach by individuals, groups, start-up companies or entrepreneurs, in which they develop, fund and implement solutions to social, cultural, or environmental issues. This concept may be applied to a wide range of organizations, which vary in size, aims, and beliefs. For-profit entrepreneurs typically measure performance using business metrics like profit, revenues and increases in stock prices. Social entrepreneurs, however, are either non-profits, or they blend for-profit goals with generating a positive "return to society". Therefore, they use different metrics. Social entrepreneurship typically attempts to further broad social, cultural and environmental goals often associated with the voluntary sector in areas such as poverty alleviation, health care and community development.

The concept of social innovation has, in recent years, received increased attention yet has received limited attention in the academic tourism literature. This chapter on social innovations in tourism has three aims: first, to provide a conceptual overview of social innovation, particularly in context of social entrepreneurship; second, to link the theoretical concept to existing literature and themes in tourism research; and third, to provide an impetus for not only thinking about, but also enacting and performing social innovation in a tourism context. At a general level, social innovation can be viewed as a process of collaborative innovation, where the innovation process benefits from networks, co-operation and co-production or as a social outcome, which changes social interactions and practices. With reference to examples from tourism, the chapter discusses new technologies and their effect on transforming social practices, on social innovations as a new form of governance, social entrepreneurship as one aspect of social innovation and the largely bottom-up and collaborative characteristics of social innovation.

### **Tourism**

Tourism is a global happening. It is an expression of man's natural instincts to move from one place to another. The tourism sector occupies a significant place in the foreign exchange earnings of the world, and has acquired tremendous progress in recent years. The tourism industry is a major contributor of foreign exchange earnings

to the developing countries. Tourism is a painless procedure for transfer of resources from highly developed countries to low – income developing countries.

India is a country with great historical attractions. The country has 28 States and 6 Union Territories with unity in diversity. Here various communities live in peace and harmony. Tourism in India is the largest service industry. The Indian government began promoting tourism in 1956 coinciding with the Second Five Year Plan. It was only after the 1980's that tourism activity gained momentum in India. The Government took several significant steps to achieve this end. A National Policy on tourism was announced in 1982. Later in 1988, the National Committee on Tourism formulated a comprehensive plan for achieving a sustainable growth in tourism. In 1992, a National Action Plan was prepared and in 1996 the National Strategy for Promotion of Tourism was drafted. In 1997, a draft of new tourism policy in tune with the economic policies of the Central Government and the trends in tourism development was published for public debate. The draft policy is now under revision. The proposed policy recognizes the roles of Central and State governments, public sector undertakings and the private sector in the development of tourism.

Tourism Organisations in India The organizations involved in the development of tourism at the Centre are Ministry of Tourism, Indian Institute of Tourism and Travel Management, National Council for Hotel Management and Catering Technology, India Tourism Development Corporation Limited, Indian Institute of Skiing and Mountaineering and National Institute of Water Sports. The Ministry of Tourism is responsible for formulation and implementation of policies and programmes for the development of tourism within the country.

## 2. LITERATURE REVIEW

The roots of the social innovation approach date to the 1700s. Innovation theory has a history extending to the studies of Max Weber and Emile Durkheim who were interested in social change, and Parsons's analysis of social movements (Topsakal and Yüzbaşıoğlu, 2017, Milliyet newspaper, 2013). Social innovation was first discussed in the late 19th century by Max Weber under the name of "social inventions."

The necessity of social innovation and its relationship with technology and innovation to ensure economic efficiency was first revealed by Joseph Schumpeter in the 1930s (Seçkin Halaç, Eren, and Bulut, 2014). Joseph Schumpeter, an economist, and political scientist stated that innovation should include social areas beyond its technological meaning (Schumpeter, 1934). With his "destructive creativity" theory, Schumpeter stated that innovation is an important element of social change. Social innovation also stands out in the works of Peter Drucker and Michael Young in the 1960s (Milliyet newspaper, 2013). In the 2000s, social innovation has become an important phenomenon. Bangladeshi economics professor and banker Muhammed Yunus and Grameen Bank's micro-credit project had a great impact on the development and popularization of social innovation. With this project, which was developed in 2006, Yunus enabled poor women to establish small businesses by allocating microloans that banks avoid, thus creating a social innovation.

According to Moulaert et al. (2005, cited by Topsakal and Yüzbaşıoğlu, 2017), social innovation has three main dimensions. The first one is the product dimension that focuses on meeting the previously unfulfilled needs of people. The second dimension is the process dimension that provides a change in social relations by increasing participation in all segments of the society. The third dimension is the strengthening dimension. According to the Bureau of European Policy Advisers (BEPA), social innovation consists of two basic approaches. The first one is innovative solutions to social demands. In other words, it is the introduction of innovative practices instead of traditional methods to meet the social needs of vulnerable groups in the society. Thus, innovative solutions are offered to new social problems in the society. The second approach is social design. Social design stems from the need for change. With this approach, solutions to social and economic problems are produced by empowering people at the local level (European Commission, 2013 (Ozmete and Gök, 2015).

There are many social innovation examples. To illustrate, the "modern aging program" launched in Sweden aims to develop creative ideas that enhance the daily lives of older people. Using mobile phone software, the closest volunteer can purchase goods for an old person. Another example is Magic Bus, which provides education and guidance to young people and children in regions in India where educational opportunities are not available and infrastructure is not sufficient. In South Korea, the Hope Institute, which conducts socially innovative studies, has developed a mobile phone game that encourages tree planting (Ateş, 2018).

## 3. OBJECTIVES OF THE STUDY

1. To examine the "Awareness" about tourism industry.
2. To study the different types of interventions that make the tourists more Satisfied in Entrepreneurship Development.

3. To assess the Social Innovation in Tourism Industry.
4. To analyze the Tourism Industry and its impact on Social -Innovation and Regional Development in generalized
5. To suggest ways and means to improve the existing Entrepreneurship programme by forming a suitable strategy in Tourism Sector.

#### 4. RESEARCH METHODOLOGY

Research Methodology refers to a systematic way of solving research problem. One can also define research as the scientific and systematic search for pertinent information on a specific topic.

##### Research Design

Research design is a plan to execute the research project. The appropriate design depends on the research objectives and the required data in attaining the same. There is a series of debate regarding better or appropriate research design

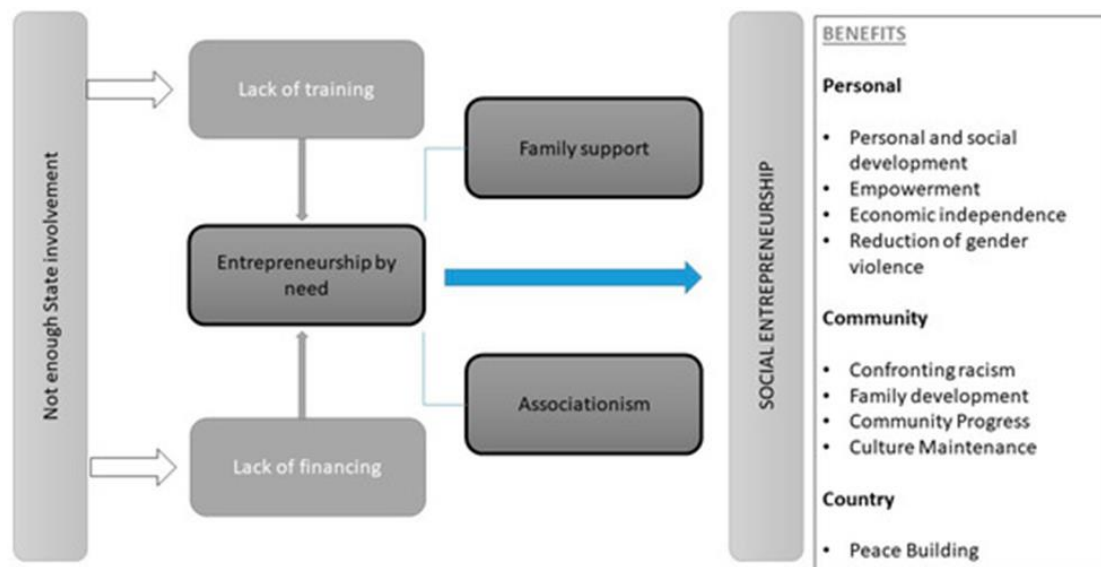
The study is descriptive in nature. The main purpose of this study is to develop innovative ideas and approaches for the tourism industry. For this purpose, secondary data is collected, which is a qualitative data collection method, was used in this study, and creative ideas about the tourism industry were collected from Tourism Master's data and analysis of tourism travel done in last 10 year with the help of government report of Tourism Management and Entrepreneurship in India.

These data were chosen as it is assumed that they have enough knowledge of the tourism industry and entrepreneurship.

#### 5. ORGANIZED SECTOR OF TOURISM

The sector which is registered with the government is called an organized sector. In this sector, people get assured work and the employment terms are fixed and regular. A number of Acts apply to the enterprises, schools and hospitals covered under the organized sector. Entry into the organized sector is very difficult as proper registration of the entity is required. The sector is regulated and taxed by the government. There are some benefits provided to the employees working under organized sector like job security, various allowances and perquisites. They get a fixed monthly payment, working hours and hike on salary at regular intervals. They also involve how to implement best policy for Entrepreneurship Development.

Fig. 1.1 shows that benefit of social innovation in Tourism Sector



The highway tourism strategy of the state has changed a bit since the beginning, with renewed focus on the

- a) Improving quality of roads along with connectivity of roads among tourist destinations within and across the states for better tourism experience
- b) And the Shatabdi trains that have now been introduced to a few places within the state, such as Agra, Chandigarh as well as Jaipur. These trains cater to the needs of several tourists and makes tourist travel easy and convenient, as well reducing the duration of the travel.

Highway tourism, as mentioned earlier also has been taken up by the state government as well as by the Corporation to a great extent and has been made into a success. Such a concept does not much existed in other states at one point in time but today other states have also started to look at this domain of tourism and since this is an innovative idea, this kind of tourism has started to gradually take shape in other states also. Highway tourism improvement also includes improvements in resorts and restaurants, the quality of highways, the connectivity between tourist destinations within as well as across the states, children’s parks, as well has a significant increase in the variety of dishes available in restaurants adjoining the highways in the state.

## 6. RESEARCH GAP

Tourism is the third net earner of foreign exchange for the country. It is also one of the sectors that employ the largest number of manpower. The World Travel and Tourism Council (WTTC) have identified. India as one of the countries to become foremost growth centres in the world in the coming decade. While growth in tourism has been impressive, India’s share in total global tourism arrivals and earnings is quite insignificant. Government of India has announced an action plan in May 1992 to increase India’s share in the world tourism market to one per cent by 2000 A.D.

The diversity of India’s national and cultural richness provides the basis of its wide range of tourist products and experiences embarrassing business, leisure, culture, adventure, spirituality, eco-tourism, heritage and many other pursuits. Today a lot of research is in this field contributed by various disciplines like, statistics, economics, history, management and planning, etc.

This factor tends to accentuate an impressions in the travel industry about India being a high cost destination. Even though, this contention may not deserve any attraction, the competitive nature in the world tourism, make every body to look into it in seriousness. The Tenth Five Year Plan 2002-07 has rightly identified some global trends, “the experienced traveller wants authentic, off-beaten track vacations in remote and less well known places as against seriousness five star vacations.

## 7. TOURISM INDUSTRY IN INDIA

Today, Tourism is a regular, organized and reoriented promising industry having a flow of human contracts. Tourism has become a popular global leisure activity. Tourism industry includes transportation services and hospitality services. A Transportation service consists of cruise ships, airlines, taxi cabs etc. Hospitality services includes accommodations like hotels, resorts and entertainment venues like casinos, music venues, amusement parks, shopping malls, theatres etc. Tourism industry is recognized by the products which are required to satisfy the demand for travel, food, beverage and accommodation away from home. As an industry, tourism has many components comprising the overall “travel experience”. Along with transportation, it includes food and beverage services, accommodation, entertainment, shops, heritage tours, aesthetic and special events (Kumar, 2010). As one of the world’s largest economic sectors, Travel & Tourism creates jobs, drives exports and generates prosperity across the world.

This study confined only to the relationship between entrepreneurship training and personal entrepreneurial competencies by offering empirical evidences from various entrepreneurship Programme.

Figure 1.2 show the Total Contribution of Travel and tourism to GDP in India From 2013-2021

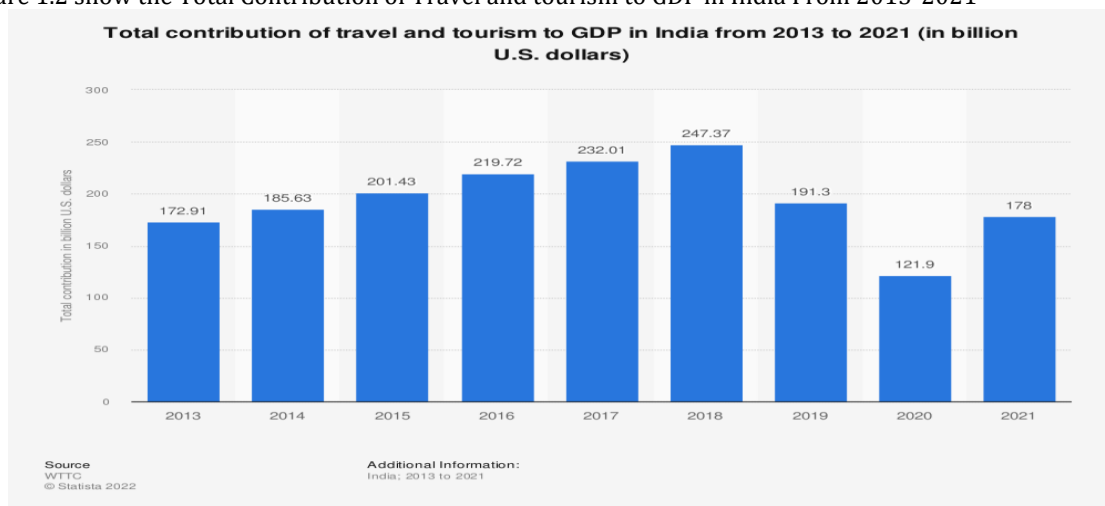
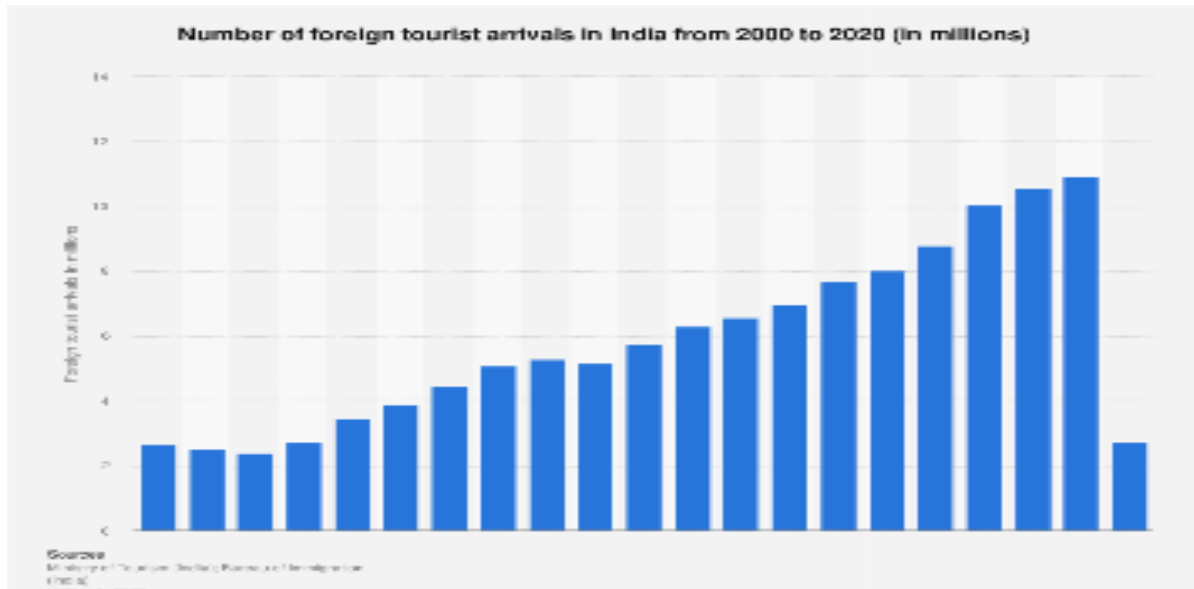


Figure 1.2 shows that total contribution of Travel and Tourism to GDP including wider effects from investment, induced impacts and the supply chain was 9.4% of GDP in 2017. It is forecaster to rise by 9.9% of GDP in 2028. Total contribution of Travel and 2017 i.e., 8.0% of total employment. It is forecaster to rise by 8.4% of employment in 2028. The contribution of travel and tourism to employment in India is given in 9.4% of GDP in 2017. It is forecaster to rise by 9.9% of GDP in 2028. Total contribution of Travel and Tourism to employment in India was 41,622,500 jobs in India.

Fig. 1.3 show the difference between Domestic and Foreign Tourist in India 2010- 2022



#### Comparison of Domestic Tourist and Foreign Tourist in India in Year 2010-2020

YEARS	DOMESTIC TOURIST	FOREIGN TOURIST	YEARLY GROWTH RATE (%)
2010-11	26834	36574	
2011-12	29609	36004	00.00
2012-13	32605	32457	-16.67
2013-14	35005	24008	-20.00
2014-15	37000	20006	-16.67
2015-16	38000	23980	-50.00
2016-17	39000	34580	00.00
2017-18	40300	34200	30.00
2018-19	41500	32060	-08.00
2019-20	42000	57800	-58.33
<b>Total</b>	<b>446500</b>	<b>20600</b>	
<b>Average</b>	<b>37208.33</b>	<b>1716.67</b>	
<b>CAGR</b>	<b>04.68 %</b>	<b>-16.43 %</b>	
<b>SD</b>	<b>5443.839</b>	<b>1175.379</b>	
<b>CV</b>	<b>14.63 %</b>	<b>68.47 %</b>	

According to the above table, the number of difference between for Domestic Tourist and Foreign Tourist from the year 2011 to 2022. The number of these applications was 2000 in 2010-11 and the number of applications received in 2017-18 was 500. The number of applications through the table has been increasing and decreasing in symmetrical size.

#### 8. SUGGESTION

It is absolutely imperative that the state tourism department have a proper system in place to professionally train the human capital engaged in tourism activities. It is also of utmost importance that there is a proper system in place to undertake relevant studies and collect relevant data to make a deep analysis of the current status of tourism sector in the state and be proactive about what needs to be done in the near future to scale up this industry. It has also been duly acknowledged that there are safety concerns of tourists, especially of the

foreign tourists that the state tourist department needs to pay due heed to, and especially in the wake of sporadic attacks on foreign tours. There is also a need for proper legal system to deal with legal matters and grievances of tourists. It is also strongly recommended that Tourist Police ought to be deployed strategically at certain centers in the state to ensure there are no untoward incidences and foreign tourists feel at home. For removal of this sense of insecurity, it is suggested that shops must be in the form of accredited shops that have price tagged items and a sensible refund policy. Shops will bring a Tourism sign and be advertised in an official map. Taxis and rickshaws must be metered and carry traffic cards. These will be identified with a plaque. 126 It is also noted that instead of having a general comprehensive strategy it is imperative that the state tourism department focus on specific requirements of particular segments. Suraj Kund Mela is one of the most attractive places for tourists in the state, but it has been noted that this place is badly in need of renovation; the place needs some restaurants and other typical needs of the tourist. One of the hallmarks of the state is also that there are several festivals and Melas in the state that are unique to the state and are not found elsewhere. There is also a good amount of annual fairs that happen in the state. It is the need of the hour that the state tourism department ensures that these fairs and festivals get enough publicity and visibility not only in the state but also in different parts of the nation. It is also strongly recommended that the state tourism department works to develop infrastructure for holding exhibitions on the levels of the Pragati Maidan. We have noted above that rural tourism is one of the areas that the state tourism department has identified Rural Tourism as one of the areas that it desires to pioneer. Other states have not taken this up much, but there is an enormous scope in the state for pioneering rural tourism. There are several places that have been identified by the state that have potential for further development, and rural development is one of them. Some of the places with potential are Bhisma Kund and Jyotisar. If we look at the state's wildlife power it is miniscule in terms of making it a viable tourism sector that the state can benefit from. Still, it is suggested that the current efforts to advertise this domain continue. One of the highlights of Haryana tourism is adventure and sports tourism. The state tourism department has already recognized the potential of this tourism sector and has taken adequate measures to scale up its various different elements. It is suggested that the state keeps up the good work that it is doing to further enhance adventure and sports tourism in the state. Morni Hills is a testimony to the upshot of state's efforts to become one of the leading centers for sports and adventure tourism. It is thus instructional that some 127 domains in which work is still in progress –such as waste disposal and adequate supply of water and electricity –be expedited. Holistic centers where all sorts of recreational services are provided are a common feature of several leading nations' tourism departments and it is a big hit with the people. Gurgaon and Faridabad are two places that exude great promise in this regard. It is a received opinion that the state government alone cannot take to fruition the entire project of tourism development. It is therefore suggested that what is called for is a twofold approach – one of working in sync with

## 9. SIGNIFICANCE OF THE STUDY

Tourism has been a major social phenomenon of the societies all along. It is motivated by the natural urge of every human being for new experience, adventure, education and entertainment. Tourism is the world's largest industry ; the main source of income for almost 40 percent of the world's counties, employing 7 percent of the global workforce and generates 1.5 percent of world GNP. (Peter Taylor – 2005) (WTO 1999) Tourism is most significant to developing countries and is their major source of foreign exchange. 30 percent of all international tourism arrivals are in the third world and this has nearly tripled over the past 20 years. (Echtner, and Prasad 2003). Viewing all the above it is felt that the tourism industry in Kerala, if developed, may yield more funds through foreign exchange and in other ways giving rise to the development of the regions. In this aspect, this study will be of more significant at the present situation.

## 10. CONCLUSION

Moreover, this study considered only entrepreneurship training as independent variable which influences Social innovation. Therefore, it is recommended to further researcher to study incorporating other variables such as subjective norms and cultural factors in the study to capture the comprehensive thoughts of personal entrepreneurial competencies in Ethiopian context. In addition, the impact assessment of entrepreneurship training on other dependent variables, such as business performance, is also recommended for further study. This study focused on the relationship between the variables considering other entrepreneurship. Currently, tourism is considered a driving force of development due to the labor opportunities it creates (Ladkin, 2011). For this reason, it serves as a catalyst for economic development and increases in employment opportunities, especially in underdeveloped rural areas (Jordan, HavadiNagy, and Maroši, 2016). In this context, many social innovative projects, which were initiated by local governments and non-governmental organizations, have been implemented. However, the rapid development of technology, the changing and diversification of the needs and expectations of tourists, the increase in the environmental problems caused by

tourism, and the existence of social and economic inequality among regions make it necessary to develop innovative approaches, applications, products, and services in tourism.

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