

## WORLD EXPERIENCE TO CREATE COMPETITIVE ADVANTAGES IN TOURISM ON THE PRINCIPLES OF SOCIAL INTEPRENEURSHIP

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*Abstract: In this article describes the successful examples of social entrepreneurship in tourism according to Ashoka Foundation. Presents an overview of technology in social entrepreneurship and proposes ways to create competitive advantage through social entrepreneurship. The problem of social entrepreneurship in tourism exacerbated a global scale, because today most people in developed countries live in metropolitan areas. Author states, that Eco-Program encourages environmental awareness, as well as allows the community to discover the value and economic potential of the resources they have around them. The Health and Lifestyle Program widens the community's knowledge on mental and physical health issues to ensure a healthy physical and psychological lifestyle.*

*Keywords: competitive advantage in tourism, social entrepreneurship, technology in social entrepreneurship.*

### 1. Introduction

Look at the real world have another vision: destroy stereotypes and poverty, wash pearls from dirt, embody dreams, create good - all reflect the real essence of social entrepreneurship. Examples of social entrepreneurship in the tourism industry are no exception.

At the present stage, tourism has become a way of life of mankind and participation in the tourism process can be viewed as an indicator of quality of life. Availability of tourist services, social orientation of tourism is expanding the range of consumers, by engaging people to tourism, equates him with to the style of life of the society, aligns the social possibilities of the population [1].

Opportunity to rest at the expense of development of tourism infrastructure in the own regions - a reserve of increase productivity, duration, and socio-economic standard of living and converter of aging frames.

In developed societies weaknesses of the state (failures) in the management of any field of social and economic life successfully compensates for intensive cooperation state authorities with NGOs. Leadership of social entrepreneurship in the tourism sector also has a positive effect.

### 2. Materials and Methods

Analysis of research and publications, discloses a process for the development of life and modern tourism and confirms that her condition requires urgent measures to reform its support and regulation by the state and identify additional sources of efficiency and competitiveness. Features of the management of tourism enterprises, development strategy, marketing of tourism services devoted to the works of leading foreign scientists: C. Hall, Peter and Ann Murphy, P. Kotler [2].

In turn, social entrepreneurship, as a category of effects on the socio-economic potential of the state and its components (tourism) the calling and called the interest of many scientists, economists and sociologists. Research questions the essence of this concept and its formation seen in the writings of the classics and the realists of economics and sociology, such as D. Bornstein, J. Dis, C. Prahalad, B. Drayton [3-6].

The analysis of these publications and studies the authors demands immediate informal and influential analytical measures on research directions of development of the tourism industry with the definition of its priorities in the economy and creating competitive advantages through new methods, in particular social entrepreneurship.

The purpose of the research is to identify possibilities of using the potential of social entrepreneurship as an additional source of formation of competitive advantages in the tourism industry.

### 3. Results

International tourist arrivals reached 1,138 million in 2014, a 4.7% increase over the previous year, according to the latest UNWTO World Tourism Barometer. For 2015, UNWTO forecasts international tourism to grow by 3% to 4%, further contributing to the global economic recovery. The positive outlook for 2015 is confirmed by the UNWTO Confidence Index. According to the 300 tourism experts consulted worldwide for the Index, tourism performance is expected to improve in 2015, though expectations are less upbeat than a year ago [1].

The terms social entrepreneur and social entrepreneurship were used first in the literature on social change in the 1960s and 1970s. The terms came into widespread use in the 1980s and 1990s, promoted by Bill

Drayton the founder of Ashoka: Innovators for the Public [6;7].

The problem of social entrepreneurship in tourism exacerbated a global scale, because today most people in developed countries live in metropolitan areas. Agricultural areas are abandoned, people forget about the history, connection times, social and environmental responsibility. All this is causing irreparable harm to tourist attractions, destroys competitive advantage in tourism entire regions. In the fight against these trends are included and the state and business and society.

Social entrepreneurship in the field of tourism in the world brings new combinations of existing resources, such as the union of fishermen in the countryside in the company of direct online sales of fish for restaurants, green tourism estates that support the preservation of rare species of animals and others [8, 9].

These examples have a positive social impact - the neutralization of the historical and cultural decline, protectionism crafts, neutralization of unemployment and others. Below is a (Table 1) world experience social entrepreneurship in tourism from Ashoka Fellows for the period from 1994 to 2014 (considered social initiatives designed to address the social problems - social and economic decline of the region, the loss of competitive advantages of the tourist potential of the territory) [7]. All of them successfully implemented thanks to the support of Ashoka.

Ashoka is the largest network of social entrepreneurs

worldwide, with nearly 3,000 Ashoka Fellows in 70 countries putting their system changing ideas into practice on a global scale. Founded by Bill Drayton in 1980, Ashoka has provided start-up financing, professional support services, and connections to a global network across the business and social sectors, and a platform for people dedicated to changing the world. Ashoka launched the field of social entrepreneurship and has activated multi-sector partners across the world who increasingly look to entrepreneurial talent and new ideas to solve social problems.

Ashoka Fellows remain the core of our community, and their insights show us how the world is moving and what is needed next. Ashoka’s mission has evolved beyond catalyzing individual entrepreneurs to enabling an «everyone a changemaker» world. This means equipping more people – including young people - with the skillset and a connection to purpose so that they can contribute ideas and effectively solve problems at whatever scale is needed in their family, community, city, workplace, field, industry, country. This evolution comes from the urgent realization that the pace of change is accelerating in an increasingly complex and interconnected world. Our strategic initiatives focus on setting in motion the people, resources and ecosystems that will bring about a social revolution where everyone contributes to change for the good of all. Working in partnership with private, philanthropic and citizen sector players we are achieving large-scale social innovation that is grounded in decades of entrepreneurial [7].

Table 1

Ashoka Fellows for the period from 1994 to 2014.

Ashoka Fellows	About Us
2014 Egao Tsunagete Japan, Asia	Hisashi- creator of enterprise -rejuvenates deserted agricultural communities and the rural economy by spurring urban residents to visit the countryside, practice farming, and engage with the local people. His program offers an agricultural experience that meets the needs of city dwellers that yearn for rural living, and the corporations that look for human resource development for employees.
2014 Eposak Venezuela, South America	Esteban Torbar - creator of enterprise - is bringing life back to declining rural communities in Venezuela, using tourism as a tool to improve community infrastructure, clean up the environment, and create jobs. Through his organization, Eposak, visitors are vital partners with community leaders and entrepreneurs in reweaving social fabric, in turn protecting these areas from environmental degradation and economic decay by putting them on the map.
2013 Orangutan Information Centre Indonesia, Asia	Mount Leuser National Park, one of the largest national parks in the world, is also one of the most resource-diverse ecosystems. When national park authorities are challenged with emerging social problems, PanutHadisiswoyo is developing a holistic, integrated approach, where local communities are the front liners to park management in Indonesia.
2012 Green Hand Lebanon, MENA	ZaherRedwan has launched a nation-wide, non party-affiliated movement to promote the strengthening of Lebanon's bio-diversity. Through income generating schemes and interactive education initiatives that bring citizens face-to-face with the country’s vast environmental wealth, Zaher is nurturing a cultural and ecological understanding of the environment to underpin new national policy.
2011 Travolution.org Chile, Africa, South America	Sebastián is facilitating a process in which communities are taking greater control of the community-based tourism industry. While the idea of community-based tourism has become quite popular, the reality is that the vast majority of the revenue never reaches the community and its impact on development has fallen far short of original expectations. Sebastián is helping these communities to organize themselves and is providing them with financing and training. They are retaining a larger percentage of tourism revenues, which in turn, gives them firmer control of their path to economic development. Finally, Sebastián launched Travolution.org as a global tour operator and online reservations and information platform to make local communities more accessible to travelers around the world. Travolution is a not-for-profit social business which will be operating in a dozen countries within three to four years and its online platform will not only be a traditional reservations site, but will contain information like a travel advisors site, but written and maintained by the local communities.

Ashoka Fellows	About Us
2007 Zikra Initiative Amman, Jordan	After its launch in March 2007, The Zikra Initiative dubbed the term, Exchange Tourism, where city residents may provide money or workshops for the local community in exchange for a trip where the marginalized community may teach them new skills from their traditions and lifestyle. The 'exchange model' is self-funded as the visitor's fee generates income and resources that are channeled into the economic and social development of the local community to provide them with an opportunity for sustainable income.
2006 Community Base Tourism Initiative - COBATI Uganda, Africa	Maria Baryamujura , creator -is developing community-based tourism that allows people to use their culture and livelihoods to benefit from tourism, create sustainable rural lifestyles, and expand tourism offerings to capitalize on the growing sector in Uganda.
2005 Yachana Lodge Ecuador	One of the more impressive winners of The Geotourism Challenge, a recent competition sponsored by Ashoka's Changemakers and National Geographic, was Yachana Foundation and Lodge, an education and sustainable development project for poor youth from the Ecuadorian Amazon. The Yachana Technical High School opened in September 2005 to meet a regional need for practical, hands-on education and is the only school in Ecuador offering a degree in Eco-tourism and Sustainable Development. The school has 128 students, 80 percent of whom are indigenous, from five provinces and four ethnic groups. The school is linked with Yachana Lodge, a luxurious eco-tourism destination in a remote part of the Ecuadorian Amazon. The students are involved in ecological and cultural programs for the lodge guests, including an Amazon culinary tour where guests harvest and prepare Amazonian foods with students. The Geotourism competition, which selected Yachana as one of three winners, aims to find the most innovative geotourism projects in the world.
2002 Prajwala India, Asia	Sunitha Krishnan is making it possible for India's government and citizen organizations to manage jointly a range of protective and rehabilitative services for children who have been trafficked for commercial sexual exploitation.
2001 Fundacja Kultury Ekologicznej Poland, Europe	By involving communities in restoring ancient, historic buildings, Jacek Jakubiec is preserving Central Europe's rich cultural heritage and creating economic opportunity, environmental sustainability, and community pride in the process.
2000 GOADESC India, Asia	In Goa, an international tourist hotspot, Roland Martins is training small service providers in the tourism industry to organize trade associations to ensure that tourism revenues filter back into the local economy. He is also forging alliances among small service providers, the middle classes of Goa, and local governments to spur a citizens' movement that will promote responsible tourism.
1996 Proyecto Lemu Argentina, South America	In the Patagonian forests of southern Argentina, Lucas Chiappe, a photographer, farmer and environmentalist, has developed an innovative program to protect and link the sub-Antarctic ancient forests of Chile, Argentina, New Zealand, and Australia. In Patagonia during the initial stage of that effort, he has established independent and self-sustaining local groups throughout the region working to educate citizens, publicize the problem of environmental degradation, form relationships with appropriate government institutions and apply constant pressure on the government to establish a chain of protected natural areas in the region.

Especially interesting example: Zikra also holds a Development Through Arts and Culture program where collaboration between city and local residents stimulates the local community's skills and creativity to widen their career opportunities. Other programs include, the Eco-Program and the Health and Lifestyle Program. The Eco-Program encourages environmental awareness, as well as allows the community to discover the value and economic potential of the resources they have around them. The Health and Lifestyle Program widens the community's knowledge on mental and physical health issues to ensure a healthy physical and psychological lifestyle [10].

These examples show that social enterprise sector able to make travel services more accessible to tourists and create a an additional competitive advantage in the tourism business and in the tourism industry.

#### 4. Conclusions

In the world recognized the active role of social entrepreneurship in the development of the tourism industry and in general socio-economic development of society. Social entrepreneurship does create additional value, as the trend of development of business in the future, being the creators of

innovative new ways to create competitive advantages and their implementation for the benefit of society.

Social entrepreneurs in the tourism industry have proven the viability of their ideas are not only sustainable business, but also the social effect, which so wants to modern society in a market economy under the conditions of any political system.

The special merit of social entrepreneurship in tourism - the ability to carry out a "breakthrough" entrepreneurial energy within its occurrence (at local and regional level) and bring it to the attention of the international community and create a desire to invest indirectly development of a new product of Tourism.

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