Developing Sustainable Tourism through Social Entrepreneurship

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Abstract

This research is an effort to examine the relationship between social entrepreneurship and sustainable tourism within the context of Indian tourism. The methodology involves a case study mechanism that includes a systematic review of the associated literature to decide the situation of the Indian tourism with reverence to sustainability.

Findings revealed that there is inadequacy of social entrepreneurship projects in context with Indian hospitality and tourism sector, lack of awareness is one of the major reasons for it. The learning has evaluated the circumstance in India and even though it was comprehensive within the conditions of limited data availability.

Theoretical implications: This exploration makes three key commitments to the literature on sustainable hospitality and tourism industry. It requires continuous 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. Thirdly, the study proposes a plan of motivating social entrepreneurship inside the industry.

Realistic Implications: The structure of a national incentive program would empower industry sustainability through tax reductions. This deliberate framework would require that organizations give standardized yearly reports with their tax filings so that dependable industry information could be gathered for analysis and understanding of the sustainability of the industry. Taking an interest firms (participating firms) would be recognized on an open public list.

Innovation: This research has speculated on the association of social entrepreneurship to sustainable hospitality and the tourism with the end goal that it gives innovative development that spurs practical and sustainable industry growth. This is additionally the primary investigation of its sort to investigate social entrepreneurship’s potential contribution to the sustainability of this industry.

Key Words: Indian Tourism, Social Entrepreneurship, Sustainable Development, Tourism Entrepreneurship
Introduction

There is no deficiency of literature discussing the travel industry's effects (Mason, 2015), nor the challenges in managing the travel industry to be increasingly sustainable (Buckley, 2012; Ruhanen, 2013; Bramwell, 2012). This article recommends that increasing advancement and innovation in the accommodation and the travel industry through social entrepreneurship will assist to address this situation. Therefore, this research clarifies the relationship between social entrepreneurship and sustainable tourism in order to make suggestions on how the previous can serve to improve the condition of the last mentioned. Past explore has not made this particular association nor recommended related arrangement arrangements. In the first place, terms, sustainable tourism and social entrepreneurship are introduced as well as the relevance of this topic.

The term sustainable tourism has for quite some time been debated in scholarly/academic literature and has come to have multiple implications relying upon the specific situation. Before clarifying this further, it is explained here that this research recognizes that hospitality and tourism are regularly talked about as independent, yet related industries. In any case, they are likewise regularly thought to be as one (e.g., Chathoth, Ungson, Harrington, and Chan, 2016; Denizci and Mohammed, 2015; Fong, Law, Tang, and Yap, 2016) 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, the experimental work of this study includes social entrepreneurship for both hospitality and the travel industry types of projects. Accordingly, this study may discuss or talk about hospitality and tourism together or drop one of the terms, however the same consolidated industry is planned all through.

The key components of sustainability in this industry are universal in that it is a type of the tourism that must reflect the three pillars of sustainable development: to profit (benefit) society, protect and respect the environment, and be economically viable over the long term with regards to people in the future (Bramwell and Lane, 2002; Kensbock and Jennings, 2011; McCool and Lime, 2001; Butler, 1999). The United Nations World Tourism Organization (1995) characterized sustainable tourism as that which "addresses the issues of present visitors and host areas while protecting and improving open door for what's to come".

Economical and sustainable tourism should not exclusively be a small part of the hospitality and the travel industry, as it is today. It is important that the whole business become increasingly sustainable for an assortment of reasons as it identifies with ecological, social and economical issues. For instance, leakage is a significant negative economic impact where foreign multi-nationals reap the rewards and benefits of tourist visits rather than the local tourist operations and their respective local communities (Lansing and De Vries, 2007). Sustainable tourism requires that, where possible, local sources are preferred also, compensated at reasonable costs. From an environmental point of view, lessening pollution including green house gas emissions, water and energy utilization in order to secure and protect local biological systems are sustainable tourism issues. For instance, clean transportation systems help to address these issues. From a
social viewpoint, a few issues to be mitigated incorporate cultural effects and social separation (Lansing and De Vries, 2007; Stonich, Sorenson and Hundt, 1995). Despite the fact that call for an increasingly sustainable tourism has been at the cutting edge for a long time, there is little advancement for wide arriving at innovation within it despite the fact that "tourism development [is seen] as a potential road for positive changes through the thoughts of sustainable tourism" (Bramwell, 2012: 1).

Social entrepreneurship is a generally new subject of interest inside the literary and academic world in this manner, the literature on it is constrained (Kistruck and Beamish, 2010). With increased interest for ongoing years from different interest groups, for example, government officials, community associations, and academics, the idea of social entrepreneurship has become more prevalent and more common (Chamberlain, Gillis, Prindiville, Bechard, Ulhaq, Elson and Hall, 2015). Driven by moral factors, people consider social entrepreneurship to be as an approach to increase and safeguard social equity.

Social entrepreneurship is advancing into a more extensive development where business is all the more normally comprehensive of it and it doesn't just happen as an issue of succumbing to social pressures (Brouard, McMurtry and Vieta, 2015; Sakarya, Bodur, Yildrim-Öktem and Selekler-Göksen, 2012).

Boluk (2011), in any case, guarantees that the possibility of social entrepreneurship has been given insignificant consideration inside the tourism and that "social entrepreneurship is a developing subject of request… “(Boluk, 2011, p. 199). Social entrepreneurship has been utilized in ambiguous terms (Abu-Saifan, 2012) and keeping in mind that social development has been viewed as a significant part of social entrepreneurship to such an extent that the two terms are utilized synonymously (Alegre and Berbegal-Mirabent, 2016), as per a few, social development isn't really required for social entrepreneurship (Mulgan, 2007; Munshi, 2010). Maybe this is on the grounds that, in any event in the minds of a few, the business doesn't need to plan something novel for qualify it as a social innovative enterprise, however not all concur.

More definitions follow for additional thought of this issue. A social development is a thought that means to profit a social objective or need (Mulgan, 2007) and must give increases to burdened gatherings (Bright and Godwin, 2010). Consequently, the development could happen without a social undertaking and the business visionary.

Despite the fact that there are different meanings of social entrepreneurship, or social venture, a general accord says that social entrepreneurship incorporates taking care of an issue (Prieto, Phipps, what's more, Friedrich, 2007). Social entrepreneurialships are characterized as "… organizations that take care of basic social issues in a sustainable way", which contrasts from a cause or non-benefit association since they "… make furthermore, sell items or administrations that improve the personal satisfaction for low-salary or distraught individuals, while additionally winning monetary incomes for the undertaking to support and develop its exercises." (Etchart and Comolli, 2013, p. 1). Kline, Shaw and Rubright (2014) characterize social business visionaries 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 social business is offered by Brooks (2009): "Business persuaded fundamentally by social
advantage to address social issues or needs that are neglected by government and the private segment as it were that is commonly compatible with advertise powers" (p. 177).

Drucker (2002) takes the feeling that regardless of what the size, age or kind of business and business person takes part in, "the core of that movement is development: the push to make purposeful, focused change in an endeavor's monetary or social potential." (p. 96). Along these lines, there is a few differences with respect to whether social ventures require social development and this article tends to see them as frequently comprehensive of one another. Peredo and McLean (2006) give further lucidity by recommending that while a social entrepreneurship visionary is the person behind an element that has both benefit and social objectives as a main priority, social endeavor is the action generally compared with social enterprise (p. 5).

The meaning of social entrepreneurship is frequently talked about with regards to non-benefit organizations that attention on social needs (Kroeger and Weber, 2014). Social venture has been energized through the conviction that market based ways to deal with social advantage can add to the long haul supportability of projects centered on the distraught (Kerlin, 2009).

Notwithstanding, various locales of the world have related the term social entrepreneurship with their own particular models and exercises, growing contrastingly until around 2005 (Defourny and Nyssens, 2010). Europeans have mainstreamed the term into their institutional jargon (Defourny, 2001). In Western Europe, governments have utilized social entrepreneurship related structures and points of view to propel their own political plans (Defourny and Nyssens, 2008). The circumstance has been tremendously extraordinary in Eastern Europe where high paces of joblessness, the fall of socialism and neediness have driven plans that have impacted social endeavor (Les and Jeliazkova, 2005). In India, the term is generally new and has as it were as of late gone into conversations. In any case, the impact has shown up more so from Europe than from the India where the attention has been on the drive for corporate greed of non-benefits (Dees, 1994, 1998). In India, private magnanimity has likewise impacted the development of social magnanimity, principally in the non-benefit division (Defourny and Nyssens, 2010; Dees, 1998; Kerlin, 2006).

Within the literature on hospitality and tourism and monetary advancement, two expansive topics show up: 1) the tourism is a driver of economies, and; 2) there are money saving advantages of the tourism industry (Shaw and Williams, 2002). However, linkages between sustainable tourism and tourism as involved with social entrepreneurship and its potential for economic improvement are rare.

In this manner, this research starts by inspecting how the terms sustainable tourism and social entrepreneurship may identify or relate with one another. Moreover, it is clarified how sustainable tourism may be improved and perhaps even require progressing social entrepreneurship inside the hospitality and tourism segment. Following this is an assessment of the extent to which this activity exists in India. At last, a proposal for a framework that can encourage, track and measure social entrepreneurship that supports sustainable tourism in India is outlined out. This
Research finishes up with recommendations, theoretical and practical implications, and limitations and future research. Generally speaking, overall discussions on how social entrepreneurship may upgrade the tourism and hospitality is suggested, and besides, there is scope to highlight the tourism’s contribution to society's advantage inside this emerging field.

**The Relatedness of Terms:** Social Entrepreneurship and Sustainable Tourism: Considering its Relationship with Entrepreneurship to comprehend social innovative action, it is imperative to differentiate social business with enterprise while likewise perceiving the shared characteristics. Social entrepreneurship is an idea drawn from business entrepreneurship, where the distinctions lay in the goals and by and large destinations of the trailblazer and additionally endeavor (Lepoutre, Juston, Terjesen, and Bosma, 2013). To be viewed as a social entrepreneurship endeavor, the related action must address and attempt to comprehend social issues in a bigger setting or potentially encourage further action with social reason to make a practical arrangement (Mair and Marti, 2006). Prieto, Phipps, and Friedrich (2007) give the case of New York University's (NYU) sees on the aims of social entrepreneurship visionaries. NYU records three sorts of people and their expectations: "1) the individuals who have or plan to build up an innovative plan to address a particular social issue in an example breaking, sustainable, and versatile way, 2) those that will work in or potentially make the framework required for social innovative work to flourish … and 3) the individuals who will bring activity positioned mindfulness on a national as well as worldwide scale to specific social issues … " (p. 9).

As referenced before, social entrepreneurship is to some extent different in the United States. For the most part, social entrepreneurship has concentrated on expanding income for non-benefit associations or fuelling social tasks through philanthropy (Dees, 1998). In India, in spite of the fact that the center is moreover on cultural administration of social needs, most of social entrepreneurship advancement has come from little for-benefit as opposed to non-benefit ventures. As Dees (2003) includes, the concentration in India has concentrated on development and effect, instead of pay since that was at that point present.

While business people will regularly expect to influence change through the arrangement of an administration with a ultimate objective of profiting themselves and additionally their associations, social entrepreneurship people expect to profit society everywhere through their drives (Lepoutre et al., 2013; Mair also, Marti, 2006). Albeit the two business visionaries and social entrepreneurship visionaries hope to grab the openings, social entrepreneurship people scan explicitly for circumstances that will produce social change (Martin and Osberg, 2007).

According to social entrepreneurship, another term normally utilized is 'cross breed associations'. "Half and half associations can exist on either side of the for-benefit/non-benefit divide; blurring this limit by receiving social and environmental missions as do non-benefits, however creating pay to achieve their central goal like for-benefits" (Haigh and Hoffman, 2012, p. 126). Social entrepreneurship frequently fall inside this class also (Lepoutre et al., 2013). In any case, an alternate view with respect to benefit is held by Grassl (2012) who advocates for the accompanying conditions for a social entrepreneur: "1. it must be
driven by a social crucial., (keep away from conveying benefit to investors); 2. it must produce positive externalities (overflows) for society; 3. it must perceive the centrality of the enterprising capacity; 4. it must accomplish intensity in business sectors through compelling arranging and the board." (p. 51).

By and large, the limits between profit and non-profit organizations are obscured and mistaken for the presentation of the idea of a social entrepreneurship. Be that as it may, regardless of whether socially driven or not, entrepreneurship is opportunity chasing and advancement for-esteem driven, regardless of whether it is social or economical worth. In addition, social entrepreneurship targets improving sustainability.

These understandings are key for contemplating how social entrepreneurship might be significant for practical tourism.

Social Entrepreneurship may enhance Sustainable Tourism

The hospitality and tourism can either bloom to turn out to be progressively sustainable or economical tourism can stay a strong specialty within this industry (Ruhanen, 2013; Lansing also, De Vries, 2007). The two circumstances are viewed as practical the travel industry here. The two might be hard to isolate 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 entrepreneurship within the business.

Social entrepreneurship 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 or potentially plan to lessen an organization's general effect on society. Conversely, the more current upstarts speak to social entrepreneurship. At the point when sustainable tourism is talked about here, the two sorts are considered what's more, the last impacts for previous. This is pertinent for this conversation in light of the fact that, as comprehended from the past conversation, social entrepreneurship keeps up the basic nature of business entrepreneurship that is to produce developments, regardless of whether for-or non-profit. Nonetheless, the developments are identified with social or potentially ecological upgrades, where economic sustainability is a need to guarantee that the venture stays a going concern (Lepoutre et al., 2013). These advancements could be identified with the two types of practical tourism, regardless of whether steady upgrades or jumps forward that produce new sustainable new companies.

There are a couple of articles that address social advancement and social entrepreneurship in the industry. Yang and Wall (2008) talk about the job of business people in hospitality and tourism in China and Shaw and Williams (2002) diagram the requirement for social development. Be that as it may, by and large "there is an absence of research about the real usual way of doing things of business" (Yang, Ryan what's more, Zhang, 2014: 835). The accompanying debate centers around how social entrepreneurship changes tourism towards more prominent sustainability.
1. Social entrepreneurship develops the sustainable tourism divisions – more alternatives for tourists with social entrepreneurship creating new reasonable tourism companies, this implies development for the travel industry. All around, the hospitality and tourism speaks to 11% of all professions and had an economic effect of US$ 1245 billion of every 2014 (UNWTO, 2015). This industry 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 this part is the nation's biggest help send out – worth $17.2 billion every year (Indian Association of Tour Operators, 2016). As the hospitality and tourism part speaks to each area of the nation, it is India’s biggest business of youth under 25, and around 8% of SME's in India work right now is mainly an industry cultivating business entrepreneurship. Social undertakings in India have become an area within themselves, one in which the Government of India takes an intrigue. As additional organizations use this model, further research can explore the impacts and effects of social entrepreneurship.

Sustainable tourism with its pioneering direction may assist India with addressing financial dunks in its economy through broadening (McIssac, Moody and Mowat, 2013).

India needs to expand so it isn't as delicate to asset based entrepreneurship and this is why the Indian setting is a focal point of this research.

The General Situation of Social Entrepreneurship within Sustainable Tourism

When all is said in done, research has found that in spite of the fact that there has been a lot of discussion about making the hospitality and the travel industry progressively sustainable, the overall business has not made a lot progress (Buckley, 2012). Economical and sustainable tourism is simple a niche while the worldwide order is that all tourism, including what is named "mass the travel industry", ought to get sustainable (Lansing what's more, De Vries, 2007; UNWTO, 2014). Some research states that the fundamental driver of development is government guideline, not advertise approaches (Buckley, 2012). Other research bolsters this see that private undertakings, in spite of the fact that they like the possibility of economical the travel industry, don't feel liable for a hospitality sustainability command and feel that they just have assets to look after their possess venture concerns (Kernal, 2005). Then again, ongoing exploration in the Chinese the travel industry has taken a gander at the move that a few associations have taken from being philanthropies to benefit situated social undertakings (Wang, Duan, and Yu, 2016). This move is from a diverse beginning stage. Unexpectedly, that examination perceives the significance of national setting for these kinds of studies, as does this exploration on the Indian business.

Studies in manageable the travel industry have thought about the points of social innovative endeavors what's more, how this converts into progress for them. An examination by von der Weppen and Cochrane (2012) discovered that the achievement of social the travel industry undertakings is normally centered on mitigating destitution and natural worries in a monetarily self-continuing way. The investigation inferred that so as to see accomplishment inside a travel industry social undertaking, parity
must be kept up between the social what's more, ecological points and monetary points (von der Weppen and Cochrane, 2012). Additionally, a late Spanish examination discovered proof that the variables making a difference the most for social innovative achievement, both as far as meeting social and financial objectives, incorporated the decision of the worth recommendation, preforming significant statistical surveying, and getting partners included (Alegre and Berbegal-Mirabent, 2016). Other single contextual analysis explore in the South African neighborliness and the travel industry setting considered the difficulties of overseeing seeking benefit and non-benefit objectives inside a similar social undertaking (Laeis and Lemke, 2015). This examination cautioned about issues when there is disarray about the objectives of the social undertaking and when partners are definitely not adjusted.

An examination by Mody (2013) clarifies the components influencing organic market of social the travel industry endeavors, explicitly visit administrators, from the two administrators' and buyers' viewpoint utilizing Indian social endeavors as the essential model. The significant discoveries of the examination were that inside the social the travel industry undertaking field capable the travel industry is considered the typical responsible business practice and is viewed as a top need. Furthermore, social the travel industry endeavors are the essential advertisers of their items with little dependence on mediators.

Past activity investigate has tried different things with a procedure for actualizing manageable the travel industry taking things down a notch district level premise in Europe with restricted achievement in view of the private, intentional nature of the program (Kernal, 2005). No requirement existed and the framework didn't rouse new development. It just endeavored to change over existing undertakings to get sustainable.

Albeit past writing addresses social entrepreneurship or social development to a few degree, it doesn't concentrate on the connection between social entrepreneurship and sustainable the travel industry as does this look into. Rather, past research for the most part plots social undertakings' work of sustainable tourism industry practices and use of sustainability as a center business esteem inside the travel industry. Furthermore, creators examining sustainable travel industry layout that so as to push ahead on sustainability with the goal that it is in excess of a specialty, arrangements, control and authorization are required (Aall, Dodds, Sælensminde and Brendehaug, 2015; Hall, 2011; Dodds, 2007). In any case, to make new chances and address cultural necessities, the framework must inspire the birth and development of new social undertakings to guarantee proceeding with progress and advancement in sustainable tourism. The accompanying areas inspect social entrepreneurship in India’s hospitality and the tourism industry and afterward make proposals for a Indian motivating force framework for the industry.

Evidence of Social Entrepreneurship in India’s Tourism Industry

The current literature isn't adequate to reveal to us how practical the business has become in India or the amount it has changed. In an article summarizing twenty years of research and debate on sustainable development and relating this to the tourism around the globe, Andrew Holden finishes up (Holden, 2009:372): "Along these lines, twenty years after the production of the Brundtland Report… the resulting
supporting of sustainable tourism industry by international organizations including the United Nations World Tourism Organization (UNWTO), United Nations Environment Program (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), the European Union (EU), and the World Development Bank, the degree to which the tourism industry's relationship with the natural environment has 'improved', anyway we decide to conceptualize and measure it, is far from being obviously true and petulant".

Some may contend/argue that tourism has less sustainable. Corridor (2010:131) states that: "The field of Tourism Studies has focused on the issue of sustainability since the late 1980s. Be that as it may, regardless of the plenty of conferences, meetings, plans also, strategies that manage sustainability, the tourism is seemingly less sustainable than it has indeed, even been". India can be remembered for these remarks. The country has little data about the condition of social entrepreneurship in its own tourism industry or how sustainable tourism is this country. Since estimations are not being taken, no database is accessible for use to test any Presuppositions. In reality, a sustainability estimation scale that evaluates the degree of engagement in sustainable activities is expected to advance them through collective efforts (Alisat and Riemer (2015)). Be that as it may, estimating associations' contributions to social prosperity and the regular condition is required much more than proportions of people's activities and qualities.

The most difficult segment is to set up environmental accounting measures, so this remains a priority for research. Estimation and the management of all types of tourism impact remain important.

Methodology

The purpose is to determine the degree of social entrepreneurship activity in relation to the tourism and hospitality industry in India so far as the information is available. Therefore, this is totally as case study type of research at the exploratory stage which will not include propositions (Eisenhardt, 1989: Rowley, 2002). Case study direction recommends that this sort of research may incorporate evaluating a wide variety of sources and different sources build validity (Yin, 2013; Rowley, 2002). For this case, relevant sources were accessed in to two-part review where accessible literature was checked on and afterward sources giving an account of sustainable hospitality and tourism projects were analyzed. The literature referred to social entrepreneurship within India and, also, social entrepreneurship with the hospitality and tourism industry in India.

The second part of the review arranged Indian hospitality and the tourism businesses that are executing social entrepreneurship or business entrepreneurship projects within their businesses as social entrepreneurship is characterized and depicted in the previous discussion. "Projects" is utilized on the grounds that a whole business may not concentrate itself on social entrepreneurship, yet it might take part in it as a bit of its activities. In this manner, they are "projects". A single in depth case analysis was embraced that being an Indian hospitality and tourism industry in order to show a case of contrasts in a typical topic. The Indian projects were arranged as per the local direction of the search terms utilized and the site found or whether the activities were a part of social entrepreneurship centers points (See the
Appendix). Dark (2013) distinguishes single case study as a research method used to observe an example that is exceptional and unique. It isn't the intention of this study to sum up from this examination, but instead to enhance our comprehension of social endeavor inside the Canadian business and advance conceivable further examination. This investigation adds to ahead of schedule and creating information base of social undertaking in national settings encouraging sustainable hospitality and tourism industry. No national setting is actually similar as this industry will in general tailor itself to setting. The clarification for picking India was talked about before. Sites that show social innovative action in India as a class were looked into. To discover these tasks and sites a Google search was directed utilizing catchphrases for example, "social entrepreneurship", "India", and "social development".

This case study convention builds outer validity and by developing the biggest database workable for the Indian business, reliability is increased (Rowley, 2002). This equivalent methodology was likewise used to look for social innovative center points or then again advancement and asset spaces for supporting hospitality and tourism start-ups. By creating clarifications as a component of information research inner legitimacy is increased (Rowley, 2002).

Results

After looking through Google utilizing keywords search terms, for example, "social entrepreneurship", "social enterprise", and "social innovation" a variety of sites concerning social entrepreneurship extends within the hospitality and tourism industry in India emerged. It is hard to locate these social innovative tasks, particularly in the hospitality and tourism industry. In spite of the fact that these tasks exist, they are only from time to time made unmistakable on the web and to general society.

Except if one was to look inside and out for these specific tasks or run over them in the spot of business, they are once in a while to be found. Through the search, it was discovered that there are sites that showcase sustainability ventures or potentially offer help (often financial help) for these activities. Within these sites, there are frequently accessible catalogs that classify the different undertakings into groups. In specific, classifications that identify with the hospitality and tourism industry were seen. It was found that there are limited showcased hospitality and tourism entrepreneurship projects. Two potential clarifications as well as assumptions can be drawn from this search:

1) There is an absence of hospitality and tourism social entrepreneurship ventures and additionally,

2) Hospitality and the tourism social entrepreneurship projects as well as organizations are most certainly not recognized or potentially there is a need consciousness of them. However, a few undertakings named identified with locally grown as well as sustainable foods were found. Food is viewed as a segment of the hospitality and tourism industry and, when all is said in done, all the more emphatically connected with hospitality. Additionally, a few reports gathered by the Social Venture Sector Survey demonstrate that within the class of social
undertakings, a vast dominant part of these reasonable food ventures fall within the hospitality and tourism industry business part.

Concerning the search for hospitality and tourism related social innovation center points, there was no data found in the Indian center point pages. Different 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 examination and research.

**Discussion and Recommendation**

This section discusses a portion of the outcomes referenced above and makes some related proposals. To begin with, the search for information on social enterprise projects with the Indian hospitality and tourism industry found barely any social undertaking ventures. Second, it didn't locate any supportive center points. In this manner, social undertaking activity within the business exists in India, yet it isn't highly visible and it, together with sustainable hospitality and tourism, has not been given enough consideration. Therefore, what is presently a specialty could utilize a more grounded system for inclusion, identification, and incentives to help its development. If sustainable hospitality and tourism is viewed as important to Indians for increasing diversification of the national economy then it needs to turn into a more extensive standard in addition to an innovative specialty. A patchwork of private efforts, as we have today, isn't adequate.

Indeed, this is an enormous opportunity for India to turn into an innovator in sustainable tourism by developing/growing it through social entrepreneurship ventures. As international tourists become increasingly aware of climate change and ecological considerations they may start to search out areas noted for their sustainability (Hansla, 2011; Hedlund, 2011; Dodds, et. al, 2010). In addition, India has enormous cultural richness through its diversity, in its urban communities, yet also across the country. As indicated by past reports, India isn't perceived for its cultural attractions, in this way a national system that supports sustainable tourism on all its dimensions of its measurements could be helpful for highlighting Indian destinations for both their environmental excellence and cultural richness.

An initial suggestion for a supportive sustainable structure will be introduced. Before making this proposal, a search was conducted to find what frameworks for estimating and boosting sustainability in hospitality and tourism exist somewhere else. For instance, the sustainable Tourism Benchmarking Tool (STBT) was created by UNCTAD (Gourdon and Cernat, 2007). It recognizes seven key dimensions to be measured: tourism assets, tourism related linkages, tourism related leakages, environmental and social sustainability, overall infrastructure, and attractiveness. It also applies the system on three nations: Indonesia, Malaysia, and Thailand as case studies for demonstration purposes. In addition, an Irish study of government program called the Gathering which energized diaspora visits supports the point that government can inspire social entrepreneurship in hospitality and tourism industry for positive effects (Mottiar, 2016). While government can set objectives, this ongoing study proposes that local ownership for strengthening is a key factor for success. Franzioni (2015) also offers a system for measuring the
sustainability of a tourism sector, prescribing a customized performance indicator, for a particular community, it destinations and associations. This recommends whatever framework is intended for India should be customized for the Indian context. Also, despite the fact that not concentrated on sustainability, the Global Entrepreneurship Monitor (Model) could be considered as a model for date collection.

The previously mentioned frameworks could give a few plans to the structure of an Indian measuring and detailing framework and this literature makes some extra suggestions. The Indian government could make a sustainability impetus program for the hospitality and tourism industry within India, for example, tax cuts would be key for motivating all organizations in hospitality and the travel industry to make remarkable efforts in creating sustainable undertakings and projects, regardless of whether for inner operational enhancements or as products and ventures contributions. Yearly intentional sustainability announcing, as a component of an association's duty recording, would increase an application for sustainability tax cuts. With institutionalized revealing connected to assess filings, solid information could be gathered efficiently after some time. Since just those organizations that willfully apply for the tax cuts would supply this information, at that point a constraint for future understanding of this industry may be that the information could just track that subset of firms.

In any case, a sensible presumption could be made that if firms get adequate financial advantage as a byproduct of their filings, at that point on the off chance that they are not documenting, they are most likely not taking part in sustainability to an important degree at any rate. Along these lines, this is a productive method to decide the test size for future research investigations. Likewise, since detailing can be a huge weight, particularly for SMEs, the documenting costs would be charge deductible for them. In the event that India might want to construct notoriety for its developing sustainable hospitality and the travel industry, at that point some open revealing is required out of this expense motivating force framework. The proposal here is that the organizations that record these sustainability reports and effectively fit the bill for the tax reductions can be added to the government site list that reports every year on the passing firms. This is helpful promoting for these organizations and for tourists to or inside India on the grounds that they would have the option to depend on this data. It would originate from a reliable source that has assessed the organizations on a sensibly even premise. Any extra promoting would be at the organizations' attentiveness. For instance, they could recount to their sustainability stories. Be that as it may, their sustainability reports for charge purposes would be kept secret as are charge filings, when all is said in done. This would energize full and straightforward revelation alongside the way that the Indian Revenue Agency is watchful as far as assessment and authorization of revealing. In this manner, this methodology is well intended for the Indian context and could work in different countries where tax avoidance is limited by solid tax assessment systems.

Conclusion

This research has made a several hypothetical contributions. It has legitimately connected the literature on social entrepreneurship and sustainable hospitality and tourism, along these lines clarifying the
calculated linkage between them from a general perspective and in increasingly explicit manners. The general connection between them is innovation and development of the latter. Enterprise and business undertakings that emphasis on solving social and environmental issues by offering the related products and ventures can stimulate to be comprehensively sustainable. Sustainable tourism 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.

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