

ATINER CONFERENCE PAPER SERIES No: TOUN2013-0648

Athens Institute for Education and Research

ATINER



ATINER's Conference Paper Series

TOUN2013-0648

**Social Entrepreneurship –
Its Importance in the Tourism Industry**

Nuno Miguel Castanheira Almeida

Master's Coordinator

Polytechnic Institute of Leiria

Portugal

Athens Institute for Education and Research
8 Valaoritou Street, Kolonaki, 10671 Athens, Greece
Tel: + 30 210 3634210 Fax: + 30 210 3634209
Email: info@atiner.gr URL: www.atiner.gr
URL Conference Papers Series: www.atiner.gr/papers.htm

Printed in Athens, Greece by the Athens Institute for Education and Research.
All rights reserved. Reproduction is allowed for non-commercial purposes if the
source is fully acknowledged.

ISSN 2241-2891

30/10/2013

An Introduction to ATINER's Conference Paper Series

ATINER started to publish this conference papers series in 2012. It includes only the papers submitted for publication after they were presented at one of the conferences organized by our Institute every year. The papers published in the series have not been refereed and are published as they were submitted by the author. The series serves two purposes. First, we want to disseminate the information as fast as possible. Second, by doing so, the authors can receive comments useful to revise their papers before they are considered for publication in one of ATINER's books, following our standard procedures of a blind review.

Dr. Gregory T. Papanikos
President
Athens Institute for Education and Research

This paper should be cited as follows:

Castanheira Almeida, N.M. (2013) "**Social Entrepreneurship - Its Importance in the Tourism Industry**" Athens: ATINER'S Conference Paper Series, No: TOU2013-0648.

Social Entrepreneurship – Its Importance in the Tourism Industry

Miguel Castanheira Almeida
Master's Coordinator
Polytechnic Institute of Leiria
Portugal

Abstract

During the crisis, confirmed by external and credible, Portugal is now facing an economic environment, financial and social power will be classified as worrisome. It is true that much has been debated about the causes but we also discuss the solutions.

Is it perhaps easier to point criticism - and consequently discuss solutions - the economic and financial sector. However, not least, there is a spectrum which is not always worthy of attention when addressing issues of crisis: the social spectrum.

The evolution of the economies usually takes place effectively, given that the engine of the economy is founded on entrepreneurial aspects. This strand will often be entrepreneurial in finding solutions which are then passed on financial benefits for its officers.

The activities become profitable by nature, points of interest to entrepreneurs. However there are areas whose attractiveness does not arouse the interest of markets. Additionally, living in Portugal a habitué cultural rule that the population in the state responsibility for these same areas. We are at this moment to reach a point where it pleases use the popular saying that says "at home that there is no bread, all discuss and nobody is right."

It becomes increasingly evident that the state is heavily restricted in terms of resources and, therefore, can not guarantee all responsibility for areas less profitable. It will be imperative stimulus of social entrepreneurship as a solution to various problems of our economy.

Key words:

Corresponding Author:

During the crisis, confirmed by external and credible, Portugal is now facing an economic environment, financial and social power will be classified as worrisome. It is true that much has been debated about the causes but we also discuss the solutions.

Is it perhaps easier to point criticism - and consequently discuss solutions - the economic and financial sector. However, not least, there is a spectrum which is not always worthy of attention when addressing issues of crisis: the social spectrum.

The evolution of the economies usually takes place effectively, given that the engine of the economy is founded on entrepreneurial aspects. This strand will often be entrepreneurial in finding solutions which are then passed on as financial benefits for its officers.

The activities become profitable by nature, points of interest to entrepreneurs. However there are areas whose attractiveness does not arouse the interest of markets. Additionally, living in Portugal a habitué cultural rule that the population in the state responsibility for these same areas. We are at this moment to reach a point where it pleases use the popular saying that says "at home that there is no bread, all discuss and nobody is right."

It becomes increasingly evident that the state is heavily restricted in terms of resources and, therefore, can not guarantee all responsibility for areas less profitable. It will be imperative stimulus of social entrepreneurship as a solution to various problems of our economy.

Social entrepreneurship is characterized by recognition of a social problem that will unleash the entrepreneurial spirit of those who claim to be agents of change through sustainable solutions - and aimed at creating social value.

Often confused with social entrepreneurship volunteering. It now clarifies the concept. It could be said that social entrepreneurship configures a hybrid reality, ie, not necessarily aimed at maximizing profit but does not necessarily mean that this surrenders.

The School of Tourism and Sea Technology (ESTM) Polytechnic Institute of Leiria has been stimulating the development of social entrepreneurship in different aspects. There are very promising records of proposals or in the area of tourism in the area of technology or the sea.

The ESTM has been in tune with the signals emanating from the most illustrious personalities of the country. Just recently, during the visit of His Excellency the President of the Republic, it was stressed the important role that the school is taking this fruitful link between tourism and industry of the sea. Faced with a crisis there are many opportunities emerging in the market.

The concept of "Triple Helix" may be a true agent of change in social entrepreneurship, driven by three actors: government, industry and academia. Firstly, since there is no doubt that the capacity of action of central and local governments - almost everywhere in Europe - in the social economy is about to face a new paradigm, namely the need for private agents to fill social needs. This time, there has in recent years at a speed of procedures that currently allow a developer to implement your business idea with some ease and speed.

Take, for example, the Portuguese case study of the concept "On the Spot Firm" that allows the formation of a company in a few minutes. If this associate the fact that it was significantly decreased the need for capital formation of enterprises, so it may be said - for many areas in the social economy - there is no governmental obstacle to entrepreneurship.

Secondly, on industry, we see also a very active role in terms of participation in projects of social entrepreneurship. If there were doubts, enough analyzing the increasing number of companies through patronage have been supporting social causes. Industries - including more generally and in particular tourism activities and activities related to the sea - were finding that their bets on social causes can pass on benefits not only in terms of image but also in economic benefits.

There is a greater propensity of consumers to adhere to the concepts that advocate social causes. This bias is even more evident in times of economic crisis - as we face today. Thus, it will increasingly be to articulate their economic activities with best practices in social areas.

Thirdly, there is the academic world as an agent proportioner ideas and solutions that can be adopted by the previous two axes. This medium is highly fertile in terms of research, development and innovation (R & D + i). Access to higher education has grown exponentially in recent years which in itself has brought a greater number of people in direct contact with the development of ideas and solutions to economic problems. The academic world is quintessential enabler of the creative process where people cohabit and players who have skills in observation, research and innovation.

All over the country will be implemented entrepreneurship education. This statement permits often arouse students' interest by setting up their own business. Since most students individuals sensitive to social causes, there have been increasingly entrepreneurial ideas that could provide welfare to people and pass simultaneously in economic gains for companies that develop these activities. The success of the activities carried out by social entrepreneurship will be more attainable for a more innovative business idea.

Currently the tourism industry lacks creativity and innovation under penalty of products and services are quickly outdated before the market dynamics. However, there is less attractive tourist activities in the financial point of view. In these cases, we may be facing an opportunity for social entrepreneurship.

Tourism is presented as a very private activity, and its "consumption" practiced by the general population. Yet there is a big difference both in terms of the supply or demand. In this differentiation, it appears that the most profitable services have a great *décalage* with the services provided in a similar way but with significantly lower profit margins. It is this difference that arise repeatedly opportunities for social entrepreneurship in tourism.

Given the dynamics of the School of Tourism and the Sea of Technology Polytechnic Institute of Leiria, are then analyzed two aspects of social entrepreneurship, tourism and technology of the sea.

Since tourism is a strategic sector of activity for the Portuguese economy, representing about 11% of GDP (Gross Domestic Product) is leading the adoption of development models that include social entrepreneurship. These development models should be based on the concept of "Triple Helix" which is to complement - in a coordinated way - the best knowledge and practices through government, industry and academia. By employing this methodology should promote innovation through a process based on creative development. Take, for example, accessible tourism. Effectively treat will be a branch of tourism that will leave something to be desired in terms of attractiveness profitable. Nevertheless - with a touch of innovation - entrepreneurs who embrace this cause can see offset their business initiatives with numerous awards not only for social reasons, but above all the noble values associated with their activities.

Also sustainable tourism has been assuming an increasingly important through the involvement of local people and this aspect must often social entrepreneurship. For example, when a hotel uses products of their region could be directly stimulate productivity by people who otherwise could not provide direct benefits to society.

The examples depicted above only serve to illustrate that social entrepreneurship can be applied in any field of activity, bridging social gaps caused by the markets that have lower financial attractiveness. Still focusing on the case of tourism, it appears that when the peak in unemployment, tourism presents itself as an economic mechanism that can provide new jobs and thus can contribute to the increase in exports - by entering in foreign currency national economy. The finalists of higher education, both at the first cycle (undergraduate) or the level of the second cycle (Masters) are increasingly considering embarking on the entrepreneurial path where they can replicate in practice the theoretical concepts acquired during their academic training. During the academic backgrounds of these students were exposed to challenges provided to identify market opportunities that could be filled with a stake in social entrepreneurship. There are already some record of success that are to be analyzed not just by government entities as well as for companies established in the markets and that will disdain for the best ideas that are being embrionadas in academia.

In Portugal is being tested the role that prisoners may have upon their social integration through entrepreneurship. There is evidence, already tested successfully in other countries where entrepreneurial skills are evident in a significant proportion of inmates. If these capabilities that were previously used illegally, are applied in social projects we are witnessing often quite innovative concepts, proporcionadores generators of wealth and welfare for the people. Tourism has been shown as an activity conducive to the inclusion of social projects where local people are invited to be inserted in the production of services tailored to the tourist demand. There are success stories in this field, particularly in the management of national parks with a view to recovering them for the promotion of tourist activities.

If we look specifically to the west, it appears that there are activities that tend to be extinguished by virtue of technological change. For example, the Millers - and their descendants - who worked in the windmills are now invited to make their business projects to make way for companies playful and tourism. Note that the west has the highest rates of windmills per square meter - in the country - because it is a very windy area and conducive to wind energy production.

Made an initial finding of social entrepreneurship in tourism, then we move to the technologies of the sea.

When technologies are covered from the sea, there is generally a clear allusion to one of the economic sectors with higher expression in the sea, ie, the fisheries sector. In the case of Portugal the fisheries sector presents itself with a great emphasis on the extent to which the country has a vast coastline (942 miles) and an Exclusive Economic Zone (EEZ) of approximately 1.7 million km².

Historically, coastal communities found in the sea an important source of livelihood gradually getting many of these areas depend almost entirely on fishing and related activities. Employment in this sector (direct and induced jobs) has recorded a significant decrease in recent years. This reduction will be due to several factors among which not only the restructuring of the coastal fleet and the fishing industry itself - with a tendency to produce in captivity. If we add the fact it is not possible to intensify the exploitation of some fish stocks, there is clearly a need to reduce fishing effort.

Recently, it has been shown - by several prominent personalities in Portuguese society - the importance of the sea in the country's economic activity. Indeed, our territory has one of the most extensive maritime European Union which in itself is worthy of attention by the industry-related economic sea.

The traditional activities are undergoing major changes either by imposition of fishing quotas or by demographic changes that are depriving fishing activity.

When these changes are analyzed, it appears that there is currently a conversion activities related to the sea. Begin thriving entrepreneurs who were once closely linked to fishing activity and, at present, will convert their vessels to be adapted to sea-tourist activities.

This mutation is providing the appearance of several entrepreneurial initiatives that benefit the social aspect. Some professionals who have ceased fishing activities are available today to their knowledge - accumulated throughout life - groups of tourists seeking to learn the traditions and customs connected to the sea. Unemployment of the fishing industry can thus be converted into a benefit for the tourism industry.

Thus, there is room for business creation proporcionadoras services can be used to fill gaps that are being left by the processing industry linked to the sea. There needs requalifications human resources that could go through the conversion of the activities that previously centered on fishing and now may be extended for example to the sea-tourism trips. In this type of conversion is a

clear need to provide human resources for language skills in order to deal with foreign tourists. Thus, the emergence of companies targeted for this and other types of skills presents itself as a social solution that not only minimizes the unemployment caused reduction of manpower in fisheries, but in some cases to provide a meaningful improvement socio-economic living populations.

The ESTM has called for the collaboration of students to provide solutions that can be converted into a benefit for the population through the social side. The social welfare is also the balance between population and environment itself. From that perspective, has recently patented a project conducted by students and researchers ESTM aimed at catching fish without resorting to the typical fishing nets. This process allows for greater safety for fishing activity and in social values transmitted to subsequent generations which are based on concern for the marine environment. Sustainability is more protected in that the catch is made based on a mechanical system that emits bubbles surrounding the schools, after allowing the capture similarly to the procedure adopted by the whales, this time using the pumps that suck the fish to the vessel.

There is thus not only the possibility of efficiency gains generated environmental and economic, as well as significant gains in terms of social values transmitted to future generations.

In addition, there may be many other activities in order to boost the welfare of the people fishing. A range of activities that were developed in parallel during the course of fishermen at sea. For example, fishermen's wives were often on the ground, taking care of various activities such as rents. The tradition was keeping up, passed from generation to generation and today there are already schools that try to teach not only the resident population as well as tourists and curious about the techniques and knowledge associated with income. Thus, perspective is an opportunity for social entrepreneurship can be used as trainers people with experience in this area driving to market opportunities, including tourists.

The same business concept already is being implemented successfully in other fields of activity which makes guessing the success of the concept. For example, the harvest until recently exercised solely by the resident population, is currently becoming more and more used as a tourism product concept that involves the participation of tourists directly in the harvesting and processing. This activity provides the welfare of people coming so your know-how recognized and rewarded. This offer also allows future generations to have any contact with methods and techniques that would otherwise be forgotten in time. In short, social entrepreneurship presents itself as an agent for action to combat unemployment, as well as the upgrading of knowledge and skills that will enhance local populations both in cultural terms or in economic terms.

It will remain the work of the civilian population into the social causes are seen as real business that despite not maximize profits contribute to improving social conditions.

Indeed many social projects are grounded in a dream in the mind of enterprising people. The improvement of social conditions will above all an

improvement in living conditions. Taking this analogy, let us not forget that
"COMMANDS THE DREAM LIFE!"

And when a man dreams ...