Community Based Tourism through Social Marketing

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Abstract

Purpose–*The purpose of this paper is to review how social marketing will help enhance social entrepreneurship through community based tourism.*

Abstract: *Social marketing creates social wealth. Aspiring to make a constructive social impact on the world, but believes that the best way of doing it is, There is massive power when a group of people with related interests gets together to work toward the same goals. Tourism is an industry which is increasingly getting bigger and more significant at a global level, country holding high levels of social and economic inequality. Community based tourism is a unique opportunity for marginalized communities to participate in tourism development. This paper conceptually explores the role of social entrepreneurship through developing the community and its members for a sustainable and inclusive growth. This paper conceptually explores how community based tourism through social entrepreneurship would bring about a positive change among the marginalized section and how these sectors can be transformed into business entrepreneurs within their communities for developing tourism and bring in economic.*

Design/methodology/approach–*The author review some of the literature and practices in this field*

Findings–*The author proposes partnerships and coalitions that facilitate mobilize resources and persuade systems, transform relationships among partners, and dole out as catalysts for altering policies, programs, and practices to help communities grow and engage in tourism development of their geographic area.*

Originality/value– *The author goal of community discusses a cooperative framework for community marketing in which stakeholders take a central role in crafting a unique market*

Paper type-*Conceptual paper*

Key words: *community, social wealth, impact, social marketing tourism*

I.   Introduction

Social marketing creates social wealth. Aspiring to make a constructive social impact on the world, but believes that the best way of doing it is, There is massive power when a group of people with related interests gets together to work toward the same goals. Tourism is an industry which is increasingly getting bigger and more significant at a global level, country holding high levels of social and economic inequality. Community based tourism is a unique opportunity for marginalized communities to participate in tourism development. This paper conceptually explores the role of social entrepreneurship through developing the community and its members for a sustainable and inclusive growth. This paper conceptually explores how community based tourism through social entrepreneurship would bring about a positive change among the marginalized section and how these sectors can be transformed into business entrepreneurs within their communities for developing tourism and bring in economic.

Social marketing is the application of marketing theory to social issues. A significant drawback, though, is that practitioners are encouraged to assume high levels of agency among their target audiences, often while developing programmes aimed at very disadvantaged groups. However, some social marketers work openly and collaboratively at neighbourhood level to co-create change with the people who would usually be cast in the much more passive role of an audience. This article describes a project that adopted these principles, working with people in two deprived neighbourhoods to co-create strategies to reduce risky drinking. Locals used alcohol to cope with feelings of being trapped, emotionally and socially isolated with limited access to employment and facilities. A mobile services hub with a street cafe was piloted for 4 days. This project is an example of the potential for overlap between social marketing and community development and suggests that

practitioners could learn from each other's expertise. The article concludes with a review of social marketing's role in situations where structural barriers to behaviour change are high, finishing with a call for social marketers and community developers to open themselves to collaboration.

The term social entrepreneurship was first introduced in the 1970s by Joseph Banks in his seminal work named 'The Sociology of Social Movements' in which he explained the need for drawing upon managerial skills to address social problems. The exact practice of the term was however not being seen until the 1980s and in 1990. Peter Drucker introduces the idea that there exist a need for using management practices in non-profit organizations in order to increase the efficiency and effectiveness of creating social good (Raghda El Ebrashi, 2013). Community based tourism helps in sustainable tourism focusing in terms of managing through coordination appropriate leadership tourism development.

II. Review of Literature

Community Based Tourism:

Minkler et al, (1997) mentioned in their study specified in their study that a community can also be defined by describing the social and political networks that link individuals, community organizations, and leaders Understanding these networks is critical to planning efforts in engagement For example, tracing social ties among individuals may help engagement leaders to identify a community's leadership, understand its behavior patterns, identify its high-risk groups, and strengthen its networks

Minkler et al, (2004) had explored this approach to considering a community in greater depth Individuals have their own sense of community membership that is beyond the definitions of community applied by researchers and engagement leaders Moreover, they may have a sense of belonging to more than one community In addition, their sense of membership can change over time and may affect ttheir participation in community activities

Henry, 2011; Miller et al , 2005; Minkler et al, (2009) in their study particularly emphasised that important community contribution extends beyond physical involvement to include generation of ideas, contributions to decision making, and sharing of responsibility Among the factors that motivate people to participate are wanting to play an active role in bettering their own lives, fulfilling social or religious obligations, feeling a need for a sense of community, and wanting cash or in-kind rewards Whatever people's motivations, obtaining meaningful community participation and having a successful, sustained initiative require that engagement leaders respect, listen to, and learn from community members An absence of mutual respect and co-learning can result in a loss of time, trust, resources, and, most importantly, effectiveness.

Butterfoss (2006) The potential benefits of participation for community members, academics, and health professionals include opportunities for networking, access to information and resources, personal recognition, learning, a sense of helping to solve community problems, improved relationships among stakeholders, increased capacity for problem solving, and contact with hard-to-reach populations

Social marketing/entreprenuership

Bornstein, (1998) states; "Social marketing is embedded in the social sector or the citizen sector, which focuses on the creation of sustainable social change"

Zahra et al., (2008) specified that those ventures of the social entrepreneur are being implemented through the establishment of organizations addressing and responding to a multitude of social needs, thus generating an improvement in life quality and additionally enhance human development around the globe.

Mair & Noboa (2006) argue about how the tangible outcomes produced by a social entrepreneur should contribute and sustain social benefits.

Lin backer (1997) describes, will be a way to empower disadvantaged and marginalized groups so as for them to be able to take greater responsibility, thus control of their lives.

Challenges and issues
● Local communities who are rarely just passive spectators rather than initiators
● realization or perception and awareness level of local community about the positive effect of tourism development is another lacunae

● Lack of opportunity for community based tourism development that can generate sustainable new income and sustainable economic growth in the region.
● massive migration flow make hard the community development process
● Local sentiments and their mindsets of the people don't accept easily to work with others or to associate with other persons or families
● Local communities are not accessible to reach out them

III. Conclusions:

● There are a lot of foundations established in the name of serving the community but in true sense foundations gain a lot of money but do not do social work, they do not work in the communities rather they propagate more gain more revenues through these communities in the name of developing tourism through community based in fact due to this act communities do not like such entrepreneurs but organizations or entrepreneurs must understand that they do not work for economic benefit rather it must be for social benefit.

● Formulation of such a strategy should include the creation of an institutional framework that brings together concerned stakeholders from government, the scientific community, NGOs, and other local community in an integrated management process. These committees then will work toward conservation strategy and oversee the coordination and funding of ongoing research.

● Organizing outreach events to attract tourists at the local community through policy framework with the support of community heads.

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