

Tourism Social Entrepreneurship :

Co-creation value toward SDG's goals
for sustainable development

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Dr. Hendrati Dwi Mulyaningsih



Forum Speaker Profile



Dr. Hendrati Dwi Mulyaningsih

Research Synergy Foundation & Universitas Islam Bandung Indonesia

Dr. Hendrati Dwi Mulyaningsih is the chairman and founder of Research Synergy Foundation (Digital Social Enterprise) that has shown great commitment on creating Global Network and Research Ecosystem. This GNR ecosystem has been developing since 2017 up to the present and having increasing numbers of the member up to more than 15.000 from all around the globe. Her passion in how to create impact and co creation value among all the stake holder of RSF has made her focus on upholding integrity in the scientific process through enhancement of RSF's support-support system as like Reviewer track, Scholarvein, Research Synergy Institute and RSFPRESS. Thus, her work in this area has made her as the Nominee of Impactful Leadership Awards from Tallberg Foundation Sweden 2019

As lecturer, she has been working in the University since 2008 – at present in Indonesia as assistant professor and she hold her Doctoral Science of Management graduated from School of Business and Management Institute of Technology Bandung (SBM-ITB) and she has strong interest to her research project as well as her research field in Social entrepreneurship, Social Innovation and Knowledge Management.

As researcher, her work studies and research on this research field made her being invited as reviewer in many reputable Scopus and WOS indexed journals and also as keynote speaker in many International Conferences in Philippines, Thailand, Malaysia, Indonesia, Australia, Japan and US . She also has shown her great passion on writing her research study into some books chapter , papers and contemporary scientific articles that has already been published in Springer, Emerald, Taylor and Francis and in many reputable international journals. The terrific association between her professional experiences as researcher, lecturer, the certified Trainer & Coach combined with her wider horizon on networking in the research area made her establish the strong commitment on having global learning platform to accelerate knowledge through many workshops and research coaching in Research Synergy Institute as one of RSF's support system.

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Understanding Social Entrepreneurship within Tourism studies ,
Institutional and Policy Support for Tourism Social Entrepreneurship

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Social Innovation & Social Value Creation

Social Innovation and social practices to contribute social
development
Social Value Creation in the perspective of Quadruple Helix in
Tourism Industry

03

SDG's Goals on Sustainable Development

Tourism Social Entrepreneurship : Agenda for the future towards
SDG's Goals on Sustainable Development

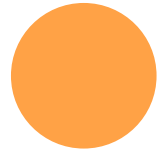


Section 1

Tourism Social Entrepreneurship

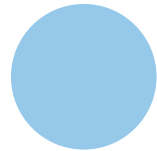


Tourism in Social Entrepreneurship Studies



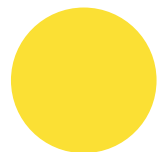
More Responsibility

World Turbulence → economics, social & Environmental system
→ Tackling the problem in human rights, social justice, economics imbalances & inequalities, environment degradation and climate change
→ Contribute more to conscious social, economic and environmental development



Dual Motive

Combining Profit maximization and social & environment concern → balance between wealthy and impact



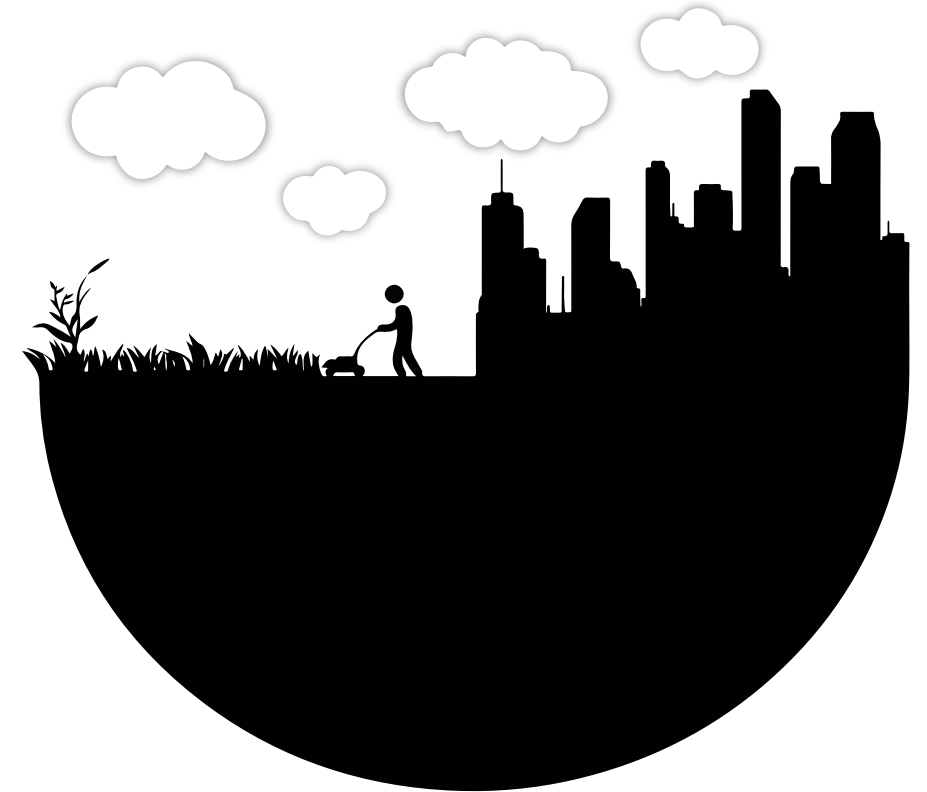
Social Value Creation

Value Changing → unique context of Tourism & Hospitality transform into responsible tourism that concern more to social impact (for the future society and environment)



Shared Value

Quadruple Helix → Government-Academia-Industry-Society → Co-Creation Value → Shared Value



Tourism Social Entrepreneurship



Definition & Concept of Tourism Social Entrepreneurship

- Definition : A process that uses tourism to create innovative solutions to immediate social, environmental and economic problems in destinations by mobilizing the ideas, capacities, resources and social agreements, from within or outside the destination, required for its sustainable social transformation (Sheldon et al. 2017)
- Concept : Dual Motive on Profit motive and Social motive → Balance between profit maximization and impact for the society (host communities & environment)

Institutional and Policy Support for Tourism Social Entrepreneurship

- Governments can contribute in two broad ways to creating the conditions for tourism social entrepreneurship to flourish → they can develop policies that support and encourage the development and operation of social enterprises as part of an inclusive and sustainable tourism system, and they can assist in the creation of institutional conditions that encourage, legitimize and synergize social entrepreneurship (Diane Dredge, 2017)

Tourism Social Entrepreneurship : The need and opportunity

- The need and opportunity for social entrepreneurship within the global tourism and hospitality sectors is systemic, strategic and tactical.
- A major systemic challenge stems from its universal and virtually exclusive adoption of a profit maximizing industrial model of production and consumption and also emerging social value creation that will create impact for the society and environment → Tourism has played a major role in globalization, and the creation of employment and opportunities to earn foreign exchange in developing countries.

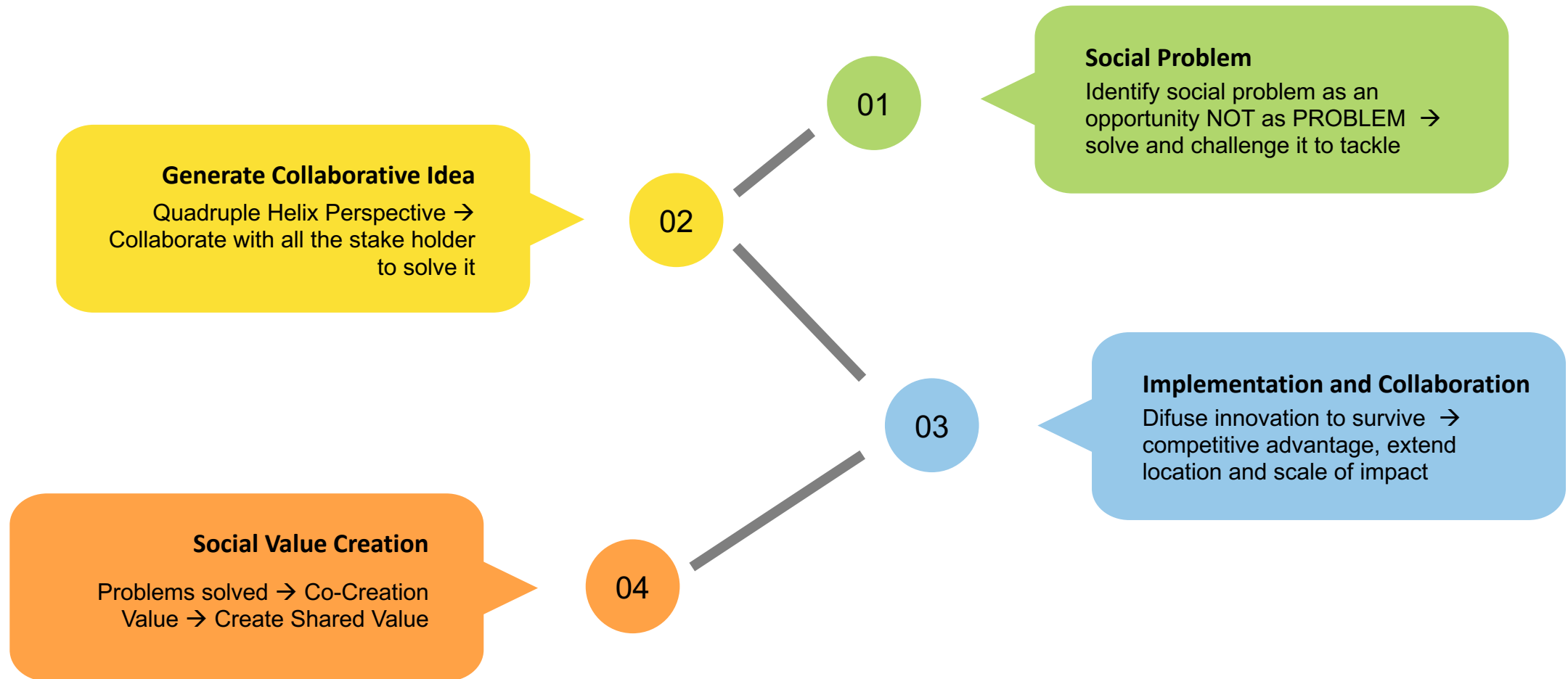


Section 2

Social Innovation & Social Value Creation



Social Innovation Process

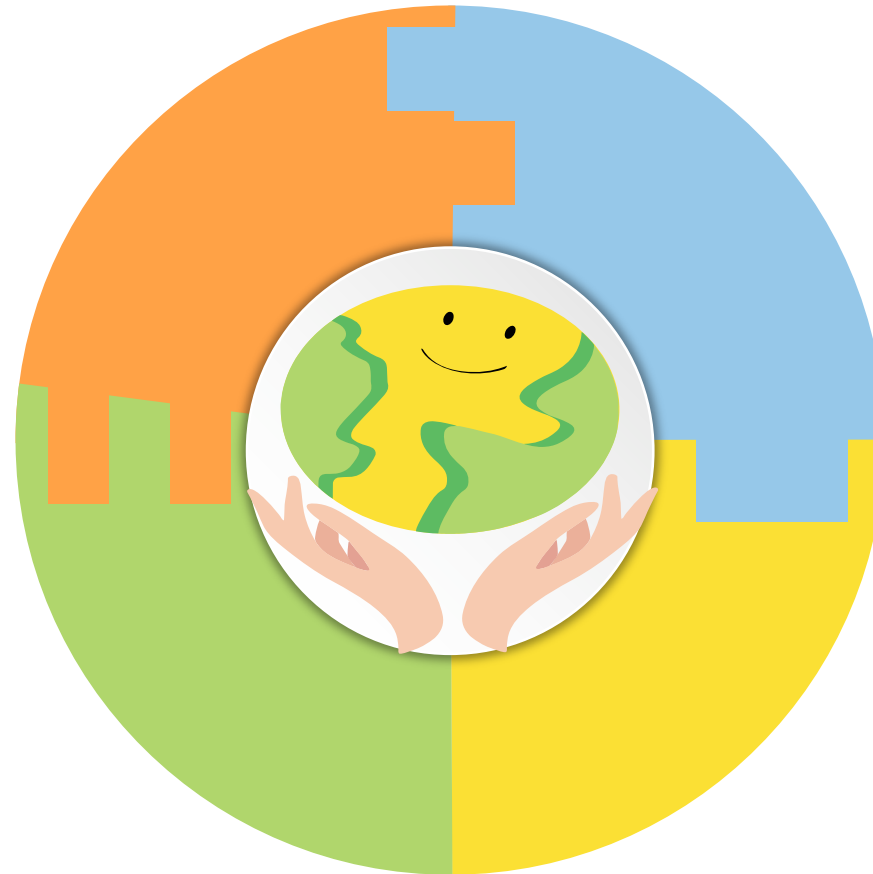


Co-Creation Value

(Quadruple Helix Perspective)

Government
Policies
Bottom-up Planning
Collaboration and Synergy

Academia
Research & Development
Link & Match



Tourism Industry

Dual Motive (Balancing between
wealthy and impact)
Responsible to the future
(Environment & Social concern)

Society

Congenial Planning
Social Mapping – Need Assessment



Section 3

SDG's Goals on Sustainable Development



Tourism SE & SDG's Goals



SDG's Goals on Sustainable Development

Since Responsible Tourism is about make a better living for the society (host community & Environment) and also better destination to visit so all the helixes should hand in hand to make the tourism more **sustainable** → that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.



T o d a y
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Thank You



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