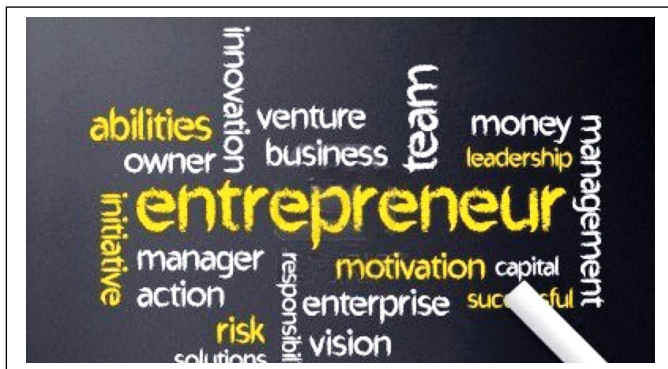


# TOURISM SOCIAL ENTREPRENEURSHIP SEEN AS ABLE TO CREATE SOCIO- ECONOMIC DEVELOPMENT

understand the role of government in the development of  
social entrepreneurship and the opportunities for tourism  
development for Bangladesh



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## Table of Contents

<b>Acknowledgements .....</b>	<b>3</b>
<b>Abstract.....</b>	<b>4</b>
<b>1. Introduction .....</b>	<b>5</b>
1.1 Aim, Objectives and Purpose of the Project.....	6
<b>2. Methodology .....</b>	<b>8</b>
2.1 Motivation of this Project: .....	8
2.2 COVID-19 crisis and research direction .....	9
2.3 Philosophy of Science .....	10
2.3.1 Ontology.....	10
2.3.2 Epistemology.....	11
2.3.3 Methodology .....	12
2.4 case study .....	13
2.5 The Qualitative Research .....	13
2.6 The data collection process: .....	14
2.6.1 Semi structured interview and Focus Group .....	14
2.6.2 Introduction of interviewees .....	15
2.6.3 Collecting data .....	16
2.7 Implications and Limitations .....	16
<b>3. Literature review .....</b>	<b>19</b>
3.1 Entrepreneurship .....	19
3.2 Social enterprise and Social entrepreneurship.....	19
3.3 Tourism social entrepreneurship .....	20
3.3.1 How social entrepreneur work .....	21
3.3.2 Economical challenge .....	22
3.3.3 Social challenge.....	22
3.3.4 Opportunities.....	23
3.4 The linkages between the social entrepreneur, Tourism Industry .....	24
and Community Development.....	24
3.5 Tourism Social entrepreneurship and sustainable development. ....	25
3.6 How collaboration in social entrepreneurship .....	26
3.6.1 Government collaboration .....	27
3.6.2 venture capital .....	28
3.6.3 start-up programs .....	29
3.6.4 Innovation.....	29
3.6.5 community development and community participation .....	30
3.7 Social entrepreneurship background in Bangladesh .....	31
<b>4.Introduction of the case study.....</b>	<b>33</b>
4.1 Bangladesh - Country Introduction .....	33
4.1.1 Tourism industry in Bangladesh .....	33
4.2 Introduction of case study .....	35

4.2.1 Introduction of Start-up Bangladesh.....	35
<b>5. Analysis .....</b>	<b>38</b>
<b>5.1 Tourism social entrepreneurship in Bangladesh .....</b>	<b>38</b>
5.1.1 Innovation.....	41
5.1.2 Government collaboration .....	42
5.1.3 Role of ventures capital.....	44
5.1.4 An over view of community participation .....	46
5.1.5 sustainable development .....	47
<b>5.2 Tourism Social entrepreneurship challenges in Bangladesh.....</b>	<b>48</b>
5.2.1 Capital.....	49
5.2.2 Social entrepreneurship Knowledge & education.....	49
<b>6. Discussion .....</b>	<b>52</b>
<b>6. Conclusion .....</b>	<b>54</b>
<b>7. Limitation .....</b>	<b>56</b>
<b>8. Future Implication .....</b>	<b>56</b>
<b>9. Bibliography .....</b>	<b>58</b>
<b>10. Appendix .....</b>	<b>62</b>
Appendix -1 .....	62
Appendix -2 .....	62
Appendix-3 .....	63
Appendix- 4 .....	72

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## Abstract

Tourism is an industry that keeps pace with the developed world as well as South Asia. It is becoming significant, so tourism in Bangladesh is also considered as an ideal industry, which includes poverty alleviation and development especially in developing countries. The project sets out to explore how tourism can be claimed as a means of economic development through socio-economic and socio-cultural empowerment by involving social entrepreneurs in tourism practices. Accordingly, it is a study that seeks to broaden the understanding of local participation in tourism-based development in Bangladesh.

This project is a research related to social development which uses a qualitative research to understand the research acquired using an exploratory method of how tourism development can play a role in tourism initiated by social entrepreneurs. Accordingly, the study was conducted as a case study of a government funding company, Start-up Bangladesh. Through this, the project seeks to shed light on the process of encouraging entrepreneurship in Bangladesh and thus on social entrepreneurship. Moreover, it is a study that analyses the opportunities of social entrepreneurship in the development of outcomes as tourism, seeks to bring new perspectives where tourism social entrepreneurship has been encouraged as a tool for social development.

## 1. Introduction

The distribution of global incomes seems to be declining due to lower incomes of developing countries as compared to developed countries. Third world countries are facing increasingly different approaches to improving economic conditions, which may help improve the living standards of most of their citizens. The service sector, in particular, seems to be looking for innovation and the tourism sector could be a special tool. According to UNWTO (2007), Secretary-General Francesco Frangialli

“they require innovative and changed behaviour to effectively respond over time and Tourism can and must play its part in the solutions to both... the UNWTO has been actively working on these issues for some years and is committed to seek balanced and equitable policies to encourage both responsible energy related consumption as well as anti- poverty operational patterns. This can and must lead to truly sustainable growth within the framework of the Millennium Development Goals. (UNWTO, 2007)” (Hall, 2008, p. 111).

Therefore, the need to innovate and change behaviour effectively over time can certainly play a role in resolving both the governments of developing countries and tourism. Moreover, Samli's (Samli 2004, 2008a), forethought is presented where he has uttered “First, the quality of life may not improve in stable or deteriorating economic conditions, second, the economic development of third world countries cannot proceed in a balanced and desirable way without a large domestic entrepreneurial movement(Samli 2004, 2008a)” (Samli, 2008, p. 204). In addition, the statement emphasizes the businesses involved in the tourism industry. Many developing countries are now interested in the idea of an innovative business entity that can attract tourism, which in turn becomes a tool for development as a result of the foreign exchange earnings brought to the sector. According to Allen (Allen2003), “when an entrepreneur develops new ways to produce and distribute products and services cheaply with better quality or makes missing products and services available, again, those involved in the activity improve their quality of life (Allen 2003)” (Samli, 2008, p. 204). In this way, the quality of life of the people can be improved along with the development of the products of the entrepreneurs. In this case, Allen's (Allen 2003), example shows that in the “United States,

entrepreneurial small businesses create 80 to 80% of new jobs annually (Allen 2003)” (Samli, 2008). By serving the poor, entrepreneurs fill a huge gap in which entrepreneurs play an important role in economic development (Samli, 2008). When the innovative skills of entrepreneurs are added to the tourism business, the economic development of the country can be accompanied by the development of tourism. According to Hall (2007), “tourism has largely retained its ‘business as usual’ focus on growth, jobs and economic returns, and in practice, the drive to maximize financial return is often treated separately to and prioritized over, the pursuit of social and environmental benefits (Hall, 2007)” (Pauline J. Sheldon, 2017, p. 318). However, discussing the contribution of entrepreneurs and tourism for economic development and social benefits for developing countries, the focus can be on tourism social entrepreneurs. Because, “within the tourism sector, the principles of social entrepreneurship and enterprise have been mainly applied in initiatives harnessing the considerable economic prowess of tourism for poverty alleviation” (Daye & Gill, 2017, p. 186).

### 1.1 Aim, Objectives and Purpose of the Project

As a result of this knowledge, the project seeks to explore how the tourism industry is being used in Bangladesh's economic development through a combination of tourism, entrepreneurship and development studies. This research will be conducted by shedding light on the heredity of entrepreneurship and social entrepreneurship the importance of economic development projects for a developing country. Thus, it will be explored how local entrepreneurs can play a significant role in social development and economic development of the country through the development of marginalized rural communities and how they can get involved in the tourism business by availing the facilities provided by the government of Bangladesh. Likewise, this project explores how participatory approaches to this national entrepreneurial development It can be applied to social development and also creates an understanding of how tourism can be improved with innovative ideas. Accordingly, the objective of this project is to analyse the potential of the tourism industry which can be used for the economic and social development of Bangladesh, how it can be used and analyse as a tool for economic development through venter capital organization collaboration. This project has been included as a case study by a government organization called “Start-up Bangladesh” which is playing a special role in solving some of the identified problems of entrepreneurs (such as economic, political). Ethnographic fieldwork could not be included to

elaborate on the activities of this organization as digital ethnography has been adopted for the global epidemic of COVID-19.

To detail the purpose of the project, the following goals have been set.

### **Problem statement**

This research aimed to explore the social entrepreneurship in Bangladesh using tourism. Further leading to the following problem statement:

“tourism social entrepreneurship seen as able to create socio-economic development tool by using start-up in Bangladesh”

The main objectives of this thesis are as follows:

1. To understand the role of government in the development of social entrepreneurship.
2. To explore the opportunities for tourism social entrepreneurship by capital venture.

The aim of this thesis is to attain the deep understanding of entrepreneurs in Bangladesh and examine its impact with the discussion within the literature as well as with the understanding through the online investigations and reviewing the reality and assessing its classification with the existed literature.



## 2. Methodology

In this chapter, I will describe the process of my thesis methodology and also explain of my choices made in order to solve the problem identified in the research question - How social entrepreneurship can create socio-economic development tool and socio-cultural change in local communities by using tourism. 'The Canadian Oxford Dictionary (Barber, 1998)) defines methodology as "a body of methods' and as 'the branch of knowledge that deals with the method (Barber, 1998)" (Graham McCaffrey, 2012). This thesis follows a social constructivist paradigm. This chapter will figure out my motivation for carrying the present research and it will follow the introduction of our paradigmatic stance by defining more of epistemological, ontological and methodological questions. Furthermore, it will define the different methods of data collection in order to give detail about data and how will be analysis. This methodology will reflect the main goal of this research work as well as gives a deeper knowledge about the objectives.

### 2.1 Motivation of this Project:

I did a project about sustainable development on my 7<sup>th</sup> semester project and I came to know what is development for tourism. From then I was trying to find out the way for development concept in tourism as well as economic development in Bangladesh. Furthermore, on my 8<sup>th</sup> semester project about social entrepreneurship, as I conducted fieldwork with Gadens stemmer Copenhagen got depth knowledge about social enterprise activities. I was searching for the case study about social entrepreneurship in Bangladesh and found more interesting information than I thought. Government of Bangladesh has opened a programme called 'Start-up Bangladesh', which offer government funding for new entrepreneur, training, idea generates and many more. Through here my interest for Bangladesh economic development as a consequence of tourism was likewise created.

Furthermore, in my 9<sup>th</sup> semester I did project about volunteers' tourism in Copenhagen called Globalhagen. Globalhagen carried out social enterprise run by volunteers and contributing to development in global south. Also, I have worked with 'YES Copenhagen' (social enterprise) for 7 days, which was part of my mobility course. These activities and my enrolling in the 9<sup>th</sup> semester module with Global Refugee Studies (Mobility course) have increased my

knowledge in development studies and expanded my profile. The aim of this course further increases my knowledge in development studies and able to see the world from another perspective than tourism. It helps me to combine my knowledge of the fields to see what are the challenges and opportunities in the tourism industry brings to especially developing countries like Bangladesh.

I am from Bangladesh, studying masters in tourism at Aalborg University. After successfully completed all the semester project in the fields of tourism and its relation to development with my newly acquired knowledge about social entrepreneurship, I was looking for a further area in tourism social entrepreneurship as a development concern. As Bangladesh is a developing country with a huge population and being a Bangladeshi, I was always searching the way of development concept which can create economic growth as well as a solution for unemployment problem. Therefore, as a researcher, it might be an easy task for me to investigate for information even though this research will be following digital method which will demonstrate in method part.

## 2.2 COVID-19 crisis and research direction

February 2020, beginning of this research I have planned to visit Bangladesh for ethnographic fieldwork. In the first week of March the whole world got a big shake with Corona virus 19 attacked. Earlier the disease was discovered in China in December 2019 and has since spread around the world. “The Shanghai Public Health Clinical Centre published the genome of COVID-19 two weeks after cases were reported in late December 2019” (Brown, 2020). In that time only china was worried about to defend with this virus. In two months, this virus has spread rapidly all over the world. This called exponential curve has experts worried and If the number of cases was to continue to double every three days, there would be about a hundred million cases in the United States by May (stevens., 2020). According to WHO, this virus contaminates rapidly by touching hand, or sneezing of infected person through social place (world health organization, 2020). After March 2<sup>nd</sup> week the world situation turned into more awful for Europe as well as over 150 countries. To prevent this pandemic situation all the effected country (including Denmark, Portugal, Italy, Spain, Germany, France) has to declare state of emergency and closed all the educational institute, governmental and private

activates, and all the citizen are requested for home quarantine. It is forbidden for travel to Bangladesh until the situation turn into normal.

In this circumstance, Ethnographic field work doesn't applicable properly and I have to investigate alternative way instated of field work. Therefore, Field work is the most important characteristic for any ethnographic research work (Fetterman, 2010, p. 8). Hence "O'Reilly's (2005) Ethnographic Methods does slightly better with a chapter on visual data which makes a passing reference to the use of video diaries, but otherwise sticks to a fairly traditional discussion of analogue photography" (Murthy, 2008, p. 838). In the method part have demonstrated more details about digital ethnography and how the research work has performed.

## 2.3 Philosophy of Science

There are many different ways to gain the main purpose of research while it depends on the choice the researchers make and their own basic belief system. It also cannot be figure out before someone idea because it could be more depth and details for us. "A research philosophy is belief about the ways in which data about a phenomenon should be collected, analysed and used." (research-methodology, 2018).

To understand more details in this paper works, it is essential to present my paradigmatic stance. The choice of research philosophy is followed by practical relations and knowledge gap.

### 2.3.1 Ontology

Ontology is concerned with nature of reality (Saunders, Lewis, & Thornhill, 2007, p. 108). Also, Lincoln & Guba (1994) define realities as apprehend able in the form of multiple intangible mental constructions, socially and experimentally based, local and specific in nature (Guba & Lincol, 1994, p. 110). It may also have a question like who you are asking, which will be not equal meaning for everyone. Therefore, "Ontologies as information artifacts are constructed nowadays in many disciplines (Watson n.d.), and methodologies differ as to the sources used and the role of machine vs. human intervention" (Grenon & Smith, 2009, p. 188). I must take the concept of a single reality. According to Lincoln and Guba's define as "the realities are

dependent on their individual persons or groups, who are holding the constructions" (Guba & Lincoln, 1994, p. 110). As I am native speakers I must express my data by reporting, collecting or symbolizing it. Thus, affirm that by social constructivists "all researchers engage in interpretation, both in collecting evidence and when making choices about what questions to research" (Klotz & Lynch, 2007, p. 12). Furthermore, constructions created and defined in the analysis part which also depend on how I gathered data, interviewees and questionnaires. This thesis will be determined what is the social reality and how stakeholders facing actual challenges for social entrepreneurship in Bangladesh.

### 2.3.2 Epistemology

The main concern of epistemology has tended to be the philosophical exploration of propositional knowledge and where this involves offering an analysis of this notion (Pritchard, 2016, p. 1). According to my study of epistemology is about actual knowledge. It may also ask questions like, "How do researchers know what they know?" (Klotz & Lynch, 2007, p. 11). The answer to the epistemological question answer given to the ontological question where social constructivists came up with single reality, thus it uses as relativist ontology. The social constructivists will be indicated that multiple realities the way to figure out, "how things really are and; how things really work" (Guba & Lincoln, 1994, p. 108) and building relationship between the subject (knower/ researcher) and the object those who are contributing for data what indicate subjectivist epistemology. According to the knowledge of subjectivist epistemology, it is clear that this concept come with knowledge which interactions between researcher and interviews. Thus, I would not only understand participants contribution, but also try to find more depth information what will constructions about, as the interviewees does. "Interpretivism is an epistemology that it is necessary for the researcher to understand differences between human's role as social actors and this emphasises the difference between conducting research among people rather than objects such as trucks and computers" (Saunders, Lewis, & Thornhill, 2007, p. 106). Therefore, in this thesis work followed by interpretivism as epistemology for figure out the valid information. Along with, it should be focus on thesis goal, what interpretivism explore that will be point out in this thesis.

### 2.3.3 Methodology

In this part, illustration for the which research approach followed and the way of data collection. Furthermore, this chapter concluded with limitations of this research. Also, explanation for choices of data collection regarding main objectives of thesis. According to Carter and Little (2007) define “methodology as the foundation of method, as the justification for procedures techniques of research Carter and Little (2007)” (Graham McCaffrey, 2012, p. 219). Furthermore, “How do researchers select their tools?” (Klotz & Lynch, 2007, p. 16), the answers of concept by researcher’s paradigmatic stance. “Methodology was also used to search for social entrepreneurial hubs or innovation and resource spaces for supporting hospitality, tourism start-ups and developing explanations as part of data analysis, internal validity is increased” (Lange & Dodds, 2017, p. 1988). Also Guba & Lincoln (1994), gives two concept. “There are two concepts (relativist ontology and subjectivist) can be select for figure out social constructivists tend and researcher’s knowledge explored which suggested by Guba and Lincoln” (Guba & Lincoln, 1994, p. 110). To find the knowledge it selected more relevant choice of study. “Palmer define the hidden meaning of the text (Palmer, 1969:36) and hermeneutics as an understanding of understanding (Roach, 2015, p. 36)’ which reflected in this thesis data collection for understanding of main objective.

However, because of the crisis of COVID-19, this research has performed as desk research and followed digital ethnography for data collation process by digitally engage. what it is actually mean to be digitally engaged and it define more openly by O’Reilly (2005), that the equivalent of watching what happens, listening to what is said, asking questions and where we might want to do more than producing a richly written account that respects the irreducibility of human experience (all quotes are from O’Reilly, 2005: 3) (Pink, et al., 2016, p. 2). Therefore, I have conducted through social media and email to selected case study ‘start-up Bangladesh’, stakeholder, and new entrepreneurs. Accordingly, the sociologist Dhiraj Murthy describes digital ethnography as being centred on data-gathering methods which mediated via computer communication (2011: 159) and it also included digitally mediated fieldnotes, online participant observation, blogs/wikis with contributions by respondents, online focus groups (Pink, et al., 2016, p. 5) . Facebook is the most popular social media for Bangladesh and an easy way to connect with the focus group. thus, the theoretical position derived from my empirical data collection and observations via digital ethnography.

## 2.4 case study

According to Robson (2002:178) defines the case study as “a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon within its real-life context using multiple sources of evidence. Robson (2002:178)” (Saunders, Lewis, & Thornhill, 2007, p. 139). As social entrepreneurship is a new concept for Bangladesh, the government of Bangladesh opened up a programme called ‘Start-up Bangladesh’ to inspire and get involve younger entrepreneur for social entrepreneurship. This research is to look at local stakeholder perspective towards Bangladesh and its impact on them. Thus, the case study approach has been adopted. Woodside (2010) and Yin (2012) has to define case study as a; "research method that facilitates a deep investigation of a real - life contemporary phenomenon in its natural context" Woodside (2010) and Yin (2012) (Wahyuni, 2012, p. 74). Therefore, this methodology has explored the depth analysis and investigation a certain group or place by using social sciences. The main aim of case study strategy to generate answer of the questions where it is why what or how and because of that case study strategy is most often used in explanatory and exploratory research (Saunders, Lewis, & Thornhill, 2007, p. 139). In the case of Bangladesh social entrepreneurship present activities this case study ‘start-up Bangladesh’ helps to answer what are the challenges for the stakeholder to be an entrepreneur and also what are the inspiration step by the government to create social entrepreneurship.

## 2.5 The Qualitative Research

Based on the online investigation, Tourism social entrepreneurship and social entrepreneurship is a new concept in Bangladesh. University students and young entrepreneurs’ opinion has been studied, and research has been thoroughly assessed by using a qualitative research method. According to Schaefer and Dillman (1998: 380–1) have observed in their study of qualitative e-mail methods, the combination of traditional qualitative research methods with internet-based interviews actually increases response rates (Murthy, 2008, p. 842). Therefore, qualitative research helps in the subjective and socially constructed ideas. Hence, this research has conducted case study online for depth analysis. Moreover, “when working in interdisciplinary projects and in any context where digital data collection is part of the research process, research participants might be required

to have an internet connection to engage in Skype, Google Chat or other conference call services, which, in turn, help to create close-to-synchronous collaboration and sharing data” (Pink, et al., 2016, p. 9).

## 2.6 The data collection process:

### 2.6.1 Semi structured interview and Focus Group

In the semi-structured interviews, the researcher has a list of questions to be covered and these may vary from interview to interview (Saunders, Lewis, & Thornhill, 2007, p. 312). Regarding my data collection, I have set up different type of interviews which is Non-standardised and semi-structured interviews. As the data collection process performed via online, therefore followed suggestion Ghauri and Grønhaug to avoid making frequent interruptions but covered themes a probe response in the time available (Saunders, Lewis, & Thornhill, 2007, p. 336). However, “Non-standardised interviews are used to gather data, which are normally analysed qualitatively and these data are likely to be used not only to reveal and understand the ‘what’ and the ‘how’ but also to place more emphasis on exploring the why” (Saunders, Lewis, & Thornhill, 2007, p. 313). According to Krueger and Casey (2000) cited by Saunders, et al., suggest that “it have should plan to undertake three or four group interviews with any one type of participant and whenever the third or fourth group interview no longer receiving new information, this means the full range of ideas and reached saturation Krueger and Casey (2000)” (Saunders, Lewis, & Thornhill, 2007, p. 338).

Therefore, from the research case study ‘start-up Bangladesh’ the focus group was set in order to make semi structured interviews. Thus, I have made questionnaire stronger and more relevant. The two focus groups were set through the Facebook, one of them students from start-up Bangladesh programme to observe and another was local entrepreneur and mark their point of view about questionnaires. According to Some researchers argue that interviewing participants online such as through chat rooms is unlikely to achieve the same high levels of interactivity and spontaneous communication that can be obtained with face-

to-face inter- viewing (Saunders, Lewis, & Thornhill, 2007, p. 343) , research interview performed more fruitfully via online.

### 2.6.2 Introduction of interviewees

Regarding discuss tourism social entrepreneurship and tourism industry in Bangladesh, I have contacted some tourism organization who have been selling tour packages for National tourist as I have unable to find any tourism social entrepreneurship in Bangladesh, despite there is plenty social entrepreneurship in other sectors. Most of the tourism organizations offices has been closed because of Covid-19 and tourist destination locked down

In this chapter, will give some overview of the entrepreneurs who have collaborated with this research work by sharing their own knowledge and thoughts. Several groups have been divided for the interview. The first was a student interview that took part in Start-up Bangladesh Innovation. The second is entrepreneurs who are successfully running their organizations. Finally, attempts have been made to interview several tour operators involved in the tourism business.

name	designation	Organization	Interview channels
Md Jiaur Rahman	Student	Asian International University	Google form
Mujibul Huq	Project Director of IDEA	Startup Bangladesh	email
Mr, Shazeeb M Khairul Islam	Youth Leader & foiunder of YY Goshti	YY Goshti	Google form
Ahsan Rony	CEO at Travel Bangladesh	Travel Bangladesh	Google form
Sanjit Talukder	Managing Partner	Vision World Tours & Travels	Google form
Ron mahenur	CEO	Uddoktagiri	Email and Facebook messenger



### 2.6.3 Collecting data

Such constructive qualitative researchers focus on participatory observation, and this is also true of the project, although there were some limitations to participatory observation due to the failure of fieldwork. Attempts have been made to conduct online interviews using digital ethnography methods. The digital participatory monitoring method uses some secondary data to analyse the project and try to understand with accurate information "how things are really and how things really work" (Guba & Lincoln, 1994, p. 108).

The important thing during participant observation is that researchers gain a unique opportunity to observe the social order that is being investigated rather than asking for an accurate description. There were some hurdles due to the low number of participants in this project, but I was able to present some websites and national newspaper articles that helped in this thorough analysis. Moreover, according to Klaus Bredl (2012), by using mainly online news media, they discuss how to investigate rating, forwarding, and even the production of media items (KLAUS BREDL, 2012, p. 143). Since the national newspapers were English versions, there was no need to translate them.

## 2.7 Implications and Limitations

Interviews are very important in this study, because "it is advisable to conduct a study where you focus on the data collected through an interview work so that you value personal value more than your anonymous opinions expressed through questionnaires with your respondents" (Saunders, Lewis, & Thornhill, 2007, p. 110). As a researcher, I have never been biased in collecting data, although I have conducted research in my own country. Here are Berg (2000), suggestion that have been adapted that, "Interviews are conducted as a collaborative communication process between researchers and respondents, with no focus on legitimacy and bias. Both personal and social experiences of respondents and researchers can be shared who tell their stories about relationship development." (BERG, 2000)" (BERG, 2000). I also acknowledge that I have had a definite opinion since the beginning of this study, but I have tried not to let my previous ideas have any effect on this study.

However, Respondents revealed some limitations during the interview. Charmaz (2000) claims that "what researchers see may not be fundamental or certain. What respondents guess or don't catch can be much more important than what they say. A relevant reliance on respondents' concerns may lead to narrow research problems, limited data, and trivial analysis (Charmaz, 2000, p. 257) " (Ong, 2012, p. 421)

At first, I was worried about the interview participants because most of the entrepreneurs were reluctant to reveal their names and information and the entrepreneurs were hiding a lot of information considering me as a local entrepreneur. Because the medium of communication is digital, many people did not believe me and expressed doubts about me being a copy of their innovation ideas. Due to which only one student agreed to give the interview. In addition, Facebook Messenger spoke to a number of other entrepreneurs, but could not be included in the study due to the limitations of recording voice calls from Facebook Messenger.

All government and non-government institutions have been declared closed due to COVID-19. Targeted stakeholders could not be reached. That is why most of the information in the case study is based on the website of "Start-up Bangladesh". Due to the lockdown, the emails and telephones of the targeted organizations could not be reached. Digital media could not be used properly due to network problems when someone left the city and moved to a village. Some of the entrepreneurs who were adamant in their statement that they want to work with innovative ideas in tourism development but did not provide any information to back it up. Also, I did not find an example when I was searching for tourism social entrepreneurship activities. Which is why some tour operators have been trying to meet and learn about their social responsibilities.

As a qualitative study, the answer to the void of my knowledge gap is not specific but includes perspective and understanding in a broad way. Moreover, although my main subject matter was Tourism Social Entrepreneurship, I did not find any of its activities in practice, which led

to the selection of a government venture capital firm as a case study, which plays a special role in creating entrepreneurs. Thus, there is a risk of not giving a definite answer to tourism social entrepreneurship. Having said that, I feel that a solid answer cannot justify my research because my idea is seen as a collection of new entrepreneurial perspectives and such different perspectives.

However, above, an attempt has been made to explain the methodology of the research methodology, adding information from some journals, as well as information from some websites, to the literature collected in the research and analysis part.

### 3. Literature review

The theories selected for this project have provided knowledge mainly in the umbrella of tourism social entrepreneurship, community-based development and participation. However, the introduction of the tourism industry as play a vital role in socio-economic development and cultural change will touch on aspects of the instability of the tourism industry. Thus, from a theoretical point of view, this chapter seeks to focus on the subject of social entrepreneurs in terms of its potential as a catalyst for tourism and the development of the developing country.

#### 3.1 Entrepreneurship

According to knight (1921) “entrepreneurship is an as usual business organization as he mentions that “Profits from bearing uncertainty and risk knight (1921)” (Dollinger, 2008, p. 9). Regarding discuss more details about what kinds of business can be entrepreneurship, Schumpeter (1934) define “entrepreneurship carrying out of new combinations of firm organization, new products, new services, new sources of raw material, new methods of production Schumpeter (1934)” (Dollinger, 2008, p. 9). According to definition entrepreneurship is an innovative business model which makes profit by taking the risk. However, the research literature has adopted Allen’s (2006) definition which gives better knowledge according to this project, while he defines the entrepreneurship is “a mindset or way of thinking that is opportunity focused, innovative and growth-oriented. Can be found in large corporations and socially responsible not-for-profits Allen’s (2006).” (Dollinger, 2008, p. 9).

#### 3.2 Social enterprise and Social entrepreneurship

Before, define social enterprise and social entrepreneurship, I should also define entrepreneurs. “social entrepreneur can be simply defined as one who uses business principles to solve social problems” (Sheldon, Pollock, & Daniele, 2017, p. 4). Also, Elkington & Hartigan (2008) argues that “Social entrepreneurs have been categorized as ‘unreasonable people’ because they want to change the system, are insanely ambitious, propelled by emotion, think they know the future, seek profit in unprofitable pursuits and try to measure the immeasurable (Elkington & Hartigan, 2008)” (Sheldon, Pollock, & Daniele, 2017, p. 5). To

compare with normal business and social entrepreneurs, Bornstein (2007, p. 1) defines that social entrepreneurs “combine the savvy, opportunism, optimism and resourcefulness of business entrepreneurs, with the devotion and pursuit of ‘social profit,’ rather than business profit.” (Sheldon, Pollock, & Daniele, 2017, p. 4).

In order to distinguish between social enterprise and social entrepreneurship, literature have defined social enterprise. While social enterprise also contributes for social change, and to solve the social problems, but it is not a profit-making organization while social entrepreneurship making a profit (Sheldon, Pollock, & Daniele, 2017, p. 3). “The British government also put forward a definition of social enterprise as ‘a business with primarily social objectives whose surpluses are principally reinvested for that purpose in the business or in the community, rather than being driven by the need to maximize profit for shareholders and owners’ (DTI 2002) (Defourny & Nyssens, 2010, p. 37).

However, Dees (1998), argues that “social entrepreneurship meaning as entrepreneurial activities that combine both a social mission with business-like discipline, innovation and determination” (Dees, 1998) (Dredge, 2017, p. 39). Thus, literature has expanded the knowledge of social entrepreneurship combine with innovation and new business model. Adding the concept of social benefit by Buzinde, Shockley, Andereck, Dee, & Frank (2017), gives more depth knowledge about social entrepreneurship. “the process of social entrepreneurship start with any sort of actor be it a politician, civil servant, interest group, a citizen activist is producing social change being alert to an opportunity to influence social welfare for a community, then seizing that opportunity” (Christine Buzinde, 2017, p. 22).

### 3.3 Tourism social entrepreneurship

It is interesting to look at social entrepreneurship in the tourism sector. Tourism is already enriched with entrepreneurial activity in many areas such as accommodation, restaurants, tour operations, mobile app developers, local events and attractions all give creative, risk-taking individuals the opportunity to make a profit (Sheldon, Pollock, & Daniele, 2017, p. 3). The tourism and hospitality industry provides many opportunities for social entrepreneurs to exploit the creativity and passion that they bring, but in most cases, they remain extended.

Few systematic approaches to creating awareness of those opportunities have been undertaken by destinations, governments, NGOs or secondary educational institutions (Sheldon, Pollock, & Daniele, 2017, p. 3). Moreover, Alvord, Brown, and Letts (2004) have argued that “a process that creates innovative solutions to immediate social problems and mobilizes the ideas, capacities, resources, and social agreements required for this sustainable social transformation” (Sheldon, Pollock, & Daniele, 2017, p. 6).

Tourism social entrepreneur is someone from inside the destination or outside the destination who knows it well and has seen the solution to one or more of its problems (Sheldon, Pollock, & Daniele, 2017). Based on the generic work of Mair and Martí (2006), these Tourism social entrepreneurs are defined as the change agents in a destination’s social entrepreneurship system and the people who bring their vision, characteristics and ideas to solve the social problem, bring about the transformation of the tourist destination. (Sheldon, Pollock, & Daniele, 2017, p. 7). Therefore, this literature has adopted the concept of tourism social entrepreneurship as: “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, Pollock, & Daniele, 2017).

### 3.3.1 How social entrepreneur work

Most portably, social entrepreneurship cannot be performed by a single individual but requires join forces with other people or organization. Furthermore, Buzinde et.al. (2017) argues that “entrepreneurial social venture weather non-profit, government or hybrid is clearly designed to serve a social purpose that intentionally creates social value and provides good service to the public.” (Christine Buzinde, 2017)

Moreover, it is not mandatory for entrepreneur, to be skilled, financed or motivated, cannot act solely to change a community and create sustainable value. (Kane, 2017, p. 262). In according to join venture, it also noticeable that Participatory, bottom-up activities are more likely to be effective in transferring the skills and competencies to empower users to get the social capital to gain access to productive market and value chain network (Daye & Gill, 2017, p. 188).

### 3.3.2 Economical challenge

For the developing country to be a social entrepreneur economical can be a barrier but “Chandran noted that small businesses can certainly be helpful for very small enterprises, but they do not have a strong track record to enable them to grow” (White, 2011). “Thus, encourage impact investing and other investment incentives that support and recognise the unique features of Social entrepreneurship” (Dredge, 2017, p. 51). According to Allard, Davidson, Matthaei, (2007) and Miller (2010), in many developing countries social entrepreneurship already enjoys recognition, legitimacy and strong government support and these supports can be policies supporting the Solidarity Economy have been well established since the mid-1980s (Allard, Davidson, & Matthaei, 2007; Miller, 2010). (Dredge, 2017).

According to Elkington & Hartigan, (2008), “Financial capital is required to set up, grow and run the organization’s operation. This capital is in a variety of forms specific to the legal structure of the company and its current demands (Elkington & Hartigan, 2008)” (Daniele & Quezada, 2017, p. 90)

### 3.3.3 Social challenge

“The terms social entrepreneur and social entrepreneurship were first used in the literature on social change in the 1960s and 1970s but came into widespread use in the following two decades partly in response to increasing signs of social inequity” (Sheldon, Pollock, & Daniele, 2017, p. 4). According to the website of the Skoll foundation ([www.skollfoundation.org](http://www.skollfoundation.org)), social entrepreneurs create an opportunity for those who would, otherwise, be locked into lives without hope, again suggesting their significant humanitarian impact (Sheldon, Pollock, & Daniele, 2017, p. 5).

which also encourage for research field with a big community. “In the case of tourism, the role of personality traits and behaviours, including affection for certain social and environmental issues, and the influence of those individuals in business, is evident in taking socially responsible action” (Day & Mody, 2017, p. 63).

### 3.3.4 Opportunities

A huge amount of money in tourism expenditure energy currently provides a variety of opportunities for international travellers to create businesses that create economic and social value for both sustainable entrepreneurs and social entrepreneurs (Day & Mody, 2017). Furthermore, the tourism and hospitality industry offers social entrepreneurs many opportunities to strengthen their creativity and passion, but in most cases, they are newcomers (Sheldon, Pollock, & Daniele, 2017). Thus, some of the opportunities mentioned in this literature are highlighted below:

**Innovation:** “Social constructionists use the skills of entrepreneurs to identify opportunities to create new ways to address social challenges. While traditional entrepreneurs exploit market opportunities for profit, Zahra suggested that social construction entrepreneurs create social resources, build capacity, and build knowledge networks to overcome market failures” (Day & Mody, 2017, p. 65).

**Partnership and investment:** the government’s ‘partnership’ with the community has become more theoretical than practical. For example, the effectiveness of the Nema Foundation can be discussed. Nema works more with the project committee and the existing village ‘structure’ than the specific committee which strengthens the community leaders working with that village structure, making them more integrated and helping them to access government funds and opportunities (CarterJames & Dowling, 2017). Zapata et al. (2011) argues that, local communities that help attract foreign investment that expands opportunities to connect with local markets and other tourism entrepreneurs in housing and attractions (Daye & Gill, 2017, p. 188)

**Employment:** Social entrepreneurs themselves are key leaders in creating primary human resources and social values and implementing their initial successes. The hospitality and tourism industries are both labour-intensive industries and an enterprise that can enter with relatively low efficiency, although it still provides strong opportunities for professional development (Daniele & Quezada, 2017, p. 88).



### 3.4 The linkages between the social entrepreneur, Tourism Industry and Community Development

'Koh and Hatten (2002) suggested the concept that intrapreneurs are not tourism entrepreneurs because they do not create touristic organizations in the community, instead they have the power to transform existing firms' (Mottiar & Boluk, 2017, p. 124). Using the case Sri Lanka hotels by Samarasinghe and Ahsan (2013) also argued that intrapreneurship is indeed recognized in hotels in Sri Lanka and they explained that Green intrapreneurs can contribute to the competitive advantage of hotels especially in emerging economies and by focusing on green based operational initiatives hotel managers can cut operating costs as well as minimize resource consumption (Samarasinghe & Ahsan, 2013) (Mottiar & Boluk, 2017).

The tourism social entrepreneur could be a citizen of the tourism destination or someone from outside the destination who knows it well and define the solution of its problems hence It is implicit that tourism social enterprises are related to the tourism sector (e.g. tour, transportation, attraction, or event) or the hospitality sector (e.g. accommodation, food and beverage, hosting) thus, through these activities that the social transformation occurs (Sheldon, Pollock, & Daniele, 2017, p. 7). Burns, (2004), remarks are cited to discuss the development of tourism and social amenities which give a more comprehensive idea. According, to Burn, (2004), "Traditional boundaries are clear in tourism, creating a dichotomy between (1) the 'development first' approach which focuses on social developmental goals and is led by the non-profit sector and (2) the 'tourism first' approach which focuses on private sector, market-led, industry expansion and economic growth (Burns, 2004)" (Phi, Whitford, & Dredge, 2017, p. 157).

However, it is important that social innovation projects in tourism keep control of both within and outside their collaborative innovation network in order to retain the motivation of community collaboration to address current and future challenges. (Mosedale & Voll, 2017, p. 111). Hence, the based on the role of collaboration and required knowledge, G.T. Phi et al suggested that social entrepreneur would need contact with required local Knowledge and market knowledge possessed by diverse actors, information networks ranging from local or international business associations, local or international NGOs to local community groups and government departments at different levels (Phi, Whitford, & Dredge, 2017)

Regarding, how social entrepreneurship can contribute in development aspects or change of social realities, Chambers, (2009) argued that, “including experiences most important part in the evaluation process perceptions of participants in the evaluation process is important part, so that that the voices of those most affected by the project may be counted’ (Chambers, 2009)” (Daye & Gill, 2017). However, Both Long and Nuckolls (1994) and Moscardo (2005) argued, that successful tourism leadership in rural tourism development is linked to knowledge and information about the tourism, strong community networks and the ability to include a wide range of people in tourism impact (Moscardo, 2014).

Even though local entrepreneurs have strong knowledge and strong community network, sometimes local entrepreneurs have to face big completion with international tourism market while they stay behind the required training or industry standard or experience but whenever local entrepreneurs can execute with innovation, resourcefulness and opportunities to define environmental and social challenges effecting their communities. (Peredo & Wurzelmann, 2015). However, Nicholls (2006), have defined that ‘Social entrepreneurship borrows from a mix of business and social movement models to configure solutions to community problems and deliver sustainable new social value (Nicholls, 2006)’ (Saunders, Lewis, & Thornhill, 2007, p. 2). Therefore, an example of the Baluk (2011b) section can be highlighted where the community development success is highlighted. “The only locally-owned and operated Tea Company in India, producing Fairtrade Darjeeling tea. The community formed a group called Hum Tera, which provided comfortable stays and locally-sourced meals to visitors. Hum Tera regenerated profits back into the community, providing a computer canter, a scholarship fund assisting individuals in studying horticulture and the creation of a community loan fund” (Boluk, 2011b) (Kline, Boluk, & Shah, 2017, p. 138)

### 3.5 Tourism Social entrepreneurship and sustainable development.

Whilst their social mission may not be immediately explicit, there is a great number of tourism social enterprises that integrate into the tourism system whilst their social mission may not be immediately explicit. They contribute visitor interest, deepen the products and experiences available for visitors and social enterprise cafes and restaurants in many large cities in western developed economies is evidence of this integration so tourism along with social entrepreneurship (Sadler, 2015). (Dredge, 2017, p. 48). Focusing on profit-making

tourism social entrepreneurship, Sheldon and park, (2011) criticize that, tourism businesses have adopted only those sustainability practices which will boost their profits, creates public relations opportunities (Sheldon & Park, 2011) (Mottiar & Boluk, 2017, p. 122). Moreover, criticize by Buckley, (2012) that, tourism business receives cordially legal requirements (Buckley, 2012) (Mottiar & Boluk, 2017, p. 122). An example of attempts to expand sustainability into social entrepreneurship is environmental entrepreneurship which create an intersection between social and environmental interests (Mirvis, 1994) (Mottiar & Boluk, 2017, p. 122). These entrepreneurs may prevent harm to the environment through their operations (Murphy, Poist, & Braunschweig, 1995) (Mottiar & Boluk, 2017).

The concept can guide critical inquiry into two topical areas which is, firstly the nature of social entrepreneurs as key actors involved in sustainable development and second the interactions between social entrepreneurs and the resident communities they serve. (Buzinde, Shockley, Andereck, Dee, & Frank, 2017, p. 27). Moreover, focus on sustainable development in tourism social entrepreneurship, the UNWTO advocates for social change directed towards accomplishing the Sustainable Development Goals, which focus on social issues like: basic quality education, reduced inequalities, poverty reduction, sustainable cities and communities, and, responsible consumption and production, to name a few (see Buzinde et al., 2013; Maarten et al., 2015) (Buzinde, Shockley, Andereck, Dee, & Frank, 2017, p. 27)

### 3.6 How collaboration in social entrepreneurship

According to the suggestion by Bramwell & Lane,2010, the government need to collaboration with multiple channels to cast the social, institutional conditions what create positive attitude, knowledge and awareness of social entrepreneurship and opportunities (Bramwell & Lane, 2010) (Dredge, 2017). However, this communication and collaboration link with stakeholder groups, thus establishing and maintaining quality-based communication and collaboration links with stakeholders groups does not express the importance of institutions rules in framing and integration of resources for value creation, but it also offered the opportunity for social entrepreneurship to develop new value propositions with others and its create social transformation (Levent, Marianna, & Victoria, 2016). Therefore, collaboration is very important for government and stakeholder in the research field.

### 3.6.1 Government collaboration

Governments in developing countries should focus on how they can create innovative social enterprises and how governments can play a role in creating creative and innovative opportunities for social entrepreneurs when private organizations often need to be involved in supporting existing entrepreneurial activities (Dredge, 2017, p. 42). Furthermore, observation adopted by Dees1998 and Shockley, Frank2011 that, “Governments are mostly encouraged to collaborate with social entrepreneurs and the private sector as adjuvant actions between social entrepreneurs and private sector provide transformative power (Dees, 1998; Shockley & Frank, 2011)” (Clausen, 2017, p. 203). By contributing from Government, a “larger amount of people will be reached which mean greater Impact in return as more positive influenced. It needs to provide education for organization in order to carry their own ideas in their environment with goal to impact on the market structures and create a systematic sustainable social change” (Ebrashi, 2013, p. 200).

However, focusing on innovation as consist of social entrepreneurship this research also found that, Governments have a valuable role to play in creating these conditions so that the creative and innovative potential of social entrepreneurs is revealed. (Dredge, 2017, p. 42). In addition the collaboration of Government in social entrepreneurship, this research outlines the role of Governments in helping to create enabling institutional conditions must therefore help in building supportive institutional structures actions and managing the soft governance of power, positioning and influence so that stakeholders (government, non-government, societal, travellers, etc) are enrolled in the idea and value of social entrepreneurship (Dredge, 2017, p. 47)

Moreover, this research construct a critic the concept of Shockley and Frank (2011) observation, while Shockley and Frank found the system of low capacity such as in developing countries, social innovation and entrepreneurship tend to happen externally following a bottom up of innovation, government intend to join later process but alternatively, developed countries the situation occur to be the reverse, where governments play a supportive role indirectly grants and business support, awareness, rising and many more (Shockley & Frank, 2011). (Dredge, 2017, p. 47).

governments can contribute in two broad ways to creating the conditions for tourism social entrepreneurship to flourish as they can develop policies that support with encourage the development and operation of social enterprises as part of an inclusive sustainable tourism system, and they can also assist in the creation of institutional conditions that encourage, legitimize and synergize social entrepreneurship (Dredge, 2017, p. 36). According to Bacq and Janseen2011, research literature adopted the policy problem can be interconnected and tightening of public revenue streams, means that while government provably have less power and resources to find the problem, they are becoming more interested in innovative approached to address economic and social problems (Bacq & Janssen, 2011; Giddens, 2000)'. (Dredge, 2017, p. 36) . Therefore, 'In developing countries, where social issues are well-entrenched and governments often have limited capacity to assist, there is a heightened need for policymakers to understand the nature of knowledge dynamics in various contexts (e.g., the social entrepreneurship-tourism nexus) to foster conditions (or at the very least, not contribute to conditions that impede) the generation and sharing of knowledge that contributes to social innovations aimed at addressing persistent and complex social issues (Phi, Whitford, & Dredge, 2017, p. 159)

### 3.6.2 venture capital

According to Mair et al. (2012) define that social entrepreneurs can be categorized by ventures capital organization how to use their capital to achieve social goal Mair et al. (2012) (Day & Mody, 2017). Therefore, the Venture Capital Organization classifies social entrepreneurs based on the use of capital. Furthermore, Mair et al. (2012) state that "a generalized resource" approach with four way to use the capital (Day & Mody, 2017, p. 71). These four ways are:

- "Political Capital: Refers to "citizen's endowment, empowerment and political identity" (Mair et al., 2012, p. 360). These enterprises mobilize groups to leverage political and legal opportunities.
- Human Capital: Refers to "individual knowledge, skills and acquired expertise" (Mair et al., 2012, p. 361);

- Economic Capital: Refers to “money and other material resources” (Mair et al., 2012, p. 361) This activity includes micro-financing and support of business development;
- Social Capital: Refers to the ability of SE to stimulate civic engagement by bringing together different groups to stimulate social change. It refers to “networks of relationships through which individuals can mobilize power and resources” (Mair et al., 2012, p. 361)” (Day & Mody, 2017, p. 72).

An entrepreneurial social venture creating social value and providing better services to the public.

### 3.6.3 start-up programs

After discussing the role of capital venture in social entrepreneurship, it may be understood that capital concerns have a huge role to play, especially on funding for new entrepreneurship. According to “Clayton et al. (1999) put forward the view that too much cash can lead to an unnecessary build-up of facilities and staff” (Martin, 2003, p. 110). In this situation, start-up programs can be a tool of maintenance. According to S. Cohen, et al. (2019) define start-up accelerator programme, “Accelerator is a limited-term program that helps beginner collaborators create and launch their own ventures” (Cohena, Fehderb, Hochbergc, & Murrayd, 2019, p. 1782). Start-up accelerator programme often provide small amounts of seed capital and workplace to teams in exchange for smaller equity partners. They typically provide networking, educational, and mentoring opportunities to peers and mentors in the larger regional community (Cohena, Fehderb, Hochbergc, & Murrayd, 2019, p. 1782).

**Program elements** Regarding discuss about start-up program element literature have adopted the design of S. Cohen, et al. (2019). According to S. Cohen, et al. (2019), Program design is performed in a number of steps, including cohort size, program duration, minimum and maximum funding, and maximum equity (for participation), external consultant opportunities, formal education, co-workplace, and graduation events (Cohena, Fehderb, Hochbergc, & Murrayd, 2019).

### 3.6.4 Innovation

Drucker (1985) defines “entrepreneurship as an act of innovation that involves endowing existing resources with new wealth-producing capacity” (bull & Willard, 1993, p. 185).

Furthermore, Lenox (2010) state that, “in general, the need for a fundamental change to reduce the negative social and environmental impacts of businesses is becoming increasingly evident. One advocated avenue is the transition to sustainable business practices, products, and services to alleviate social and environmental concerns via entrepreneurship and innovation” Lenox (2010) (Christine Buzinde, 2017, p. 24). Thus, it is understood that the entrepreneur or social entrepreneur, the innovative concept is necessary which presents it differently from the general business.

“In the past, the focus on innovations was rather restrictive and mainly fixated on new technological developments. It is now becoming increasingly recognized that technological innovations also affect social life and thus result in social innovations” (Mosedale & Voll, 2017, p. 103). Discussing about tourism, “the possibility of new (social) practices of interaction via technological innovations has fundamentally changed the relationship between supply and demand and offers tourists varied opportunities to enact their agency and become cultural agents” (Mosedale & Voll, 2017, p. 104). In addition, Abu-Saifan (2012), stated that “Social entrepreneurs create social value and initiate social change through commitment, innovation, vision and change leadership” (Abu-Saifan, 2012) (Day & Mody, 2017, p. 62).

### 3.6.5 community development and community participation

According to Michels and Graaf (2010), “Community participation in local-level governance refers to a procedure through which community and state officials share their concerns, exercise their rights and duties, work out their differences and collaborate to produce public services (Michels and Graaf 2010)” (WAHEDUZZAMAN & AS-SABER, 2015, p. 129). Thus, community participate any public service or development activities, but “If the local community knows about the project plan and the budget and is allowed to participate, it can help the project achieve maximum benefits using local knowledge and resources (World Bank 2007)” (WAHEDUZZAMAN & AS-SABER, 2015, p. 130).

However, literature have expanded the knowledge of community participation and community role in development perspective by using tourism sector. According to Murphy, (1988, 2013), “The concept of community participation is nothing new for tourism as tourism has been identified as a “community industry” (Murphy, 1988, 2013)” (Mosedale & Voll, 2017, p. 107).

Also, Voll & Mosedale, (2015), suggest that, As seen in some communities, the rules regarding the distribution of tourists have been enforced by the community itself, although it is not necessary to follow the democratic process because important people can make decisions as informal representatives of this community (Voll & Mosedale, 2015). (Mosedale & Voll, 2017, p. 108).According to , Burgess et,al. (2003) suggested that “Social innovation projects developed and implemented by the community can provide social change and benefits where more top-down measures may be less successful. Communities have local knowledge, are able to contextualize this knowledge and provide solutions that are more appropriate to the local context (Burgess, Bedford, Hobson, Davies, & Harrison, 2003)” (Mosedale & Voll, 2017).

Sims (2009) argues that, the food and beverages of the host community are seen as the most important cultural appeasement and participation. (Sims, 2009) (Kline, Boluk, & Shah, 2017). An example can be taken for more detailed discussion about Costa Rica’s Caribbean region, community restaurant. “Costa Rica’s Caribbean region, a community restaurant in Peru’s Sacred Valley, and an ecological campsite in Peru’s Lares trekking region. All are community-owned and operated and are receiving a constant flow of visitors—a total of 27,000 travellers visiting as part of 36 different itineraries in 2014 with a 5–10 % increase expected for 2015” (Dredge, 2017, p. 41). Moreover, Regarding the community participation literature also have adopted the community-based tourism (CBT). “Community-based tourism and rural tourism studies frequently also include issues of new business development with concern for community, social, and environmental issues” (Day & Mody, 2017, p. 73)

### 3.7 Social entrepreneurship background in Bangladesh

Social entrepreneurship is a popular concept in Bangladesh through NGO activities, as NGOs have offered pro-poor service to the local community and one in a while it takes necessary step up for poverty reduction and social development (Rashid, 210) . Furthermore, it also argued by Yunus and wever (2007), cited by Gorgi Krlev that Bangladesh known as ‘Mother of Social Business’ while it depends on their civil society engagement and private sector in social issues (Krlev, 2012, p. 64). One of the popular social entrepreneurship BRAC the largest NGO in Bangladesh was established in the early 1970s known as relief organization to support the refugees after Bangladesh's independence war from Pakistan and the vision was to support with rehabilitation programs to figure out the suffering that resulted from famine



and natural disasters (Rashid, 210). However, Bangladesh has plenty NGO who are working on developing rural community, thus 'BRAC exemplifies how social entrepreneurship emerged as a result of the two forces identified by Reis (1999), First, several BRAC schemes, like Aarong, can be characterized as innovative enterprise-based solutions for social change. Second, the drive for sustainability was central for BRAC as it expanded its programs at a significantly rapid pace amid increased competition of donor grants' (Rashid, 210, p. 452). Despite it has plenty NGO and private bank performing in developing scheme by different type of loan, but it has average interest rate on loans was between 10–12% in January 2018 (Dhaka tribune , 2018).

## 4.Introduction of the case study

### 4.1 Bangladesh - Country Introduction

Bangladesh is a country of south Asia. The riverine country of Bangladesh is one of the most densely world's ninth populated countries. (Tinker & Husain, 2020). It has Population 169 million and Area 55,598 (in sq. mi) (UNDP, 2020). Dhaka is the capital of Bangladesh. "It is a lower-middle-income country with low literacy and more than 30% of the population living below the poverty line" (Anwar, Khan, Athoi, Alainna, & Lynch, 2015, p. 04)

Garments industry and agriculture are the main of income in Bangladesh, tourism also become one of the ideal income sources nowadays while it has contributed nearly 4.4% of GDP (Roy & Roy, 2015). Along with tourism business also been creating employment such as small business in tourism destination. 'This sector generated 1,178,500 jobs directly in 2017 contributing to approximately 1.8% of total employment and this is expected to grow by 3.0% in 2018 and would become 1,214,000 which also 1.9% of total employment' (Habib & Hossain, 2019, p. 135). According to the 2018 UNDP, 8 million People have been lifted out of poverty since 2010. The country is also on track to reach the first Sustainable Development Goal of eradicating extreme poverty by 2030. (UNDP, 2020).

However, in development track Bangladesh has many projects to improve community knowledge skill. Over 60% population lives in village and the "in Several projects for digitalisation have been completed and a big number of projects are under progress. The nation now, with over 102 million mobile subscribers and 40.3 million Internet subscribers, enjoys the fruits of digitisation in numerous areas of activities" (Rahman, 2015)

#### 4.1.1 Tourism industry in Bangladesh

Bangladesh has some significant tourist attraction such as world number 7 biggest mangrove forest Sundarban, world longest sea beach Cox's Bazar, Sylhet the city of the hilly area with tea garden and tamabil jaflong, lawacherra Rain forest, Kean Bridge etc. In a recent study of "About 70 percent of tourists prefer visiting Cox's Bazar and Chittagong Hill Tracts, followed by Sundarban and Sylhet (Chakma, 2018). This information revealed that beach and adventure tourism are very popular for local travellers. According to the Ministry of Environment and Forests Peoples' Republic of Bangladesh "Bangladesh is endowed with a

unique natural resource base. About 80% of the country consists of floodplains and wetlands with over 300 rivers in the riverine network that sustains rare wildlife, flora and fauna and distinctive but diverse ecological systems across the country” (Ministry of Environment and Forests Peoples’ Republic of Bangladesh, 2012). In 2017-2018 financial year, Bangladesh tour operator generated about 25,000 jobs directly across the country and about 500 operators provide services including hotel and transport booking, guide etc (Chakma, 2018). However, the number of foreign tourist arrival in Bangladesh increased over the past five years. According to the Bangladesh Tourism Board (BTB), a total of 2,67,209 foreign tourists visited Beautiful Bangladesh in 2018 and this number increased to 0.30 million in 2019. The records show that some 3,23,295 tourists visited the country last year, a 21 percent higher than that in 2018. (patwary, 2020). Local tourist across the country around 9 million per year which is quite a good number of tourists for tourist destination (Islam E. S., 2019). The number of tourist visitor increasing every low progress. According to report from Travel and tourism competitiveness 2019, Bangladesh ranked 133 out of 140 countries in tourism services infrastructure. Among the neighbour countries, Bangladesh secured the lowest position, while Sri Lanka, India, Pakistan and Nepal holding 92<sup>nd</sup>, 109<sup>th</sup>, 112<sup>th</sup> and 126<sup>th</sup> position respectively (Islam E. S., 2019). Acknowledging the limitations of Bangladesh's tourism industry, Civil Aviation and Tourism Secretary Mahibul Haque said, “the ministry could not complete the work of preparing the tourism master plan over the past decade. Development of the tourism sector is not the work of a single ministry only. We are discussing the issues of infrastructure and security with relevant ministries” (Financial Express, 2019). However, Bangladesh tourism board has a tourism development plan called vision2020, which aimed contribute to the overall development activates of the country in terms of job creation, poverty reduction, national GDP growth, tourism development and conservation (Siddiqi, 2020). According to USAID-Bangladesh report state that Some private sectors were identified that could help the country’s economy through revenue and job creation (UDDIN, 2019). Bangladesh has a sustainable tourism development plan, “which is Short-, mid- and long-term strategies have already been taken to materialise the plan by June 30, 2021” said Md Mahbub Ali, state minister for civil aviation and tourism (the daily star, 2020).

## 4.2 Introduction of case study

### 4.2.1 Introduction of Start-up Bangladesh

‘Start-up Bangladesh’ is a capital venture organization located in capital city Dhaka. Venture capital investments spur innovation, create employment, and make a significant contribution to economic growth (startupbangladesh, 2020). “The government is set to form a specialised firm to fund and nurture start-ups entrepreneurs under the Innovation Design and Entrepreneur Academy of the ICT division with the view to encouraging innovative ventures in Bangladesh” (Islam M. Z., 2019). According to the short description about start-up Bangladesh on website “Start-up Bangladesh is the platform to create a national entrepreneurship ecosystem to enable Bangladesh to innovate faster, create new opportunities, develop technical skills and help realize the vision of Digital Bangladesh” (startupbangladesh, 2020).

### 4.2.2 Vision of Start-up Bangladesh

Start-up Bangladesh has a slogan “your vision and our future”.

“The vision and mission of Start-up Bangladesh to create national entrepreneurship in different sector and It makes a platform that helps to create new opportunities, develop technical skill and realize the vision of digital Bangladesh” (startupbangladesh, 2020). According to start-up Bangladesh website, their innovation, Design & Entrepreneurship Academy (IDEA) offers mentoring, funding, co- working spaces, marketing and legal support to selected start-up entrepreneurs to help realize their goal. This organization also create industry or academic or government partnerships to stimulate innovation and sustain transformational efforts (startupbangladesh, 2020).

### 4.2.3 How it works

**Funding** Start-up Bangladesh considers 3 types of start-up based on organization stage, which is pre-seed, seed and growth stage. Pre-seed or Idea stage start-ups can apply for grants up to 10 lakhs BDT which is around 10,000 euro and seed and growth-stage may apply for investment up to 1 crore BDT which is around 1 million euro and growth-stage up to 5 crore BDT or around 5 million euro. The investment process and amount depend on the evaluation (startupbangladesh, 2020).

However, in addition to capital investment, the company also does a number of other activities that play an important role in creating new entities. Some notable works are highlighted below

**Mentoring and networking:** IDEA support new entrepreneurs by providing advice. IDEA draws on a committee of experts here. These consultants include national and international industry leaders, university professors, investors, successful entrepreneurs. IDEA collaborates with national and international stakeholders who work with start-ups. (startupbangladesh, 2020)

**Academic Programme and lab support:** Start-up Bangladesh offer various courses for training. The academy offers long-term and short-term courses at different levels considering the skills and talents of entrepreneurs. Has created a state-of-the-art lab facility for start-ups where they can test their products or services and get expert opinion (startupbangladesh, 2020).



*Figure 1 Academic programme (LetsStartupBD, 2019)*

Based on website information start-up Bangladesh has around 20 training programs for student start-up and around 100 Universities Activation Program which called “Student to Start-up”.



*Figure 2start-up labs. (LetsStartupBD, 2019)*

With the lab facility student can established their new idea and thus can be a new entrepreneur.

**Co-working space and legal support:** For the entrepreneurs, 51 desks have been set up to alleviate the shortage of offices at an early stage. There are is also meeting rooms for use, so entrepreneurs can have meeting with expertise and develop their projects. Start-up Bangladesh also helps to protect their legal and intellectual property rights by.

## 5. Analysis

This chapter discusses and analyses the key findings of the research project. The first part expresses tourism social entrepreneurship development in Bangladesh using a case study of start-up Bangladesh and second part express the key challenges and barrier for setup tourism social entrepreneurship. Due to the limitation of interviewee this thesis has adopted some secondary data for deeper analysis.

### 5.1 Tourism social entrepreneurship in Bangladesh

After investigation of tourism social entrepreneurship in Bangladesh online for the last two months and using case study start-up Bangladesh as an auxiliary tool for social entrepreneur development, I have gathered some element about entrepreneurship, social entrepreneurship and tourism social entrepreneurship development in Bangladesh.

According to Knight (1921) and Schumpeter (1934), entrepreneurship is an innovative business model which makes profit by taking a risk. Which also vision of start-up Bangladesh mentioned on their website such as to create a national entrepreneurship platform to enable Bangladesh to innovate faster, create new opportunities. Strat-up Bangladesh always seeking for a new idea or new product through their website. Strat-up Bangladesh has also a programme called Innovation design and entrepreneurship academy (IDEA) helps to create an innovative start-up. Along with start-up Bangladesh, there is also a few more venture capital organization run by the private sector. Such as 'start-up chattogram', 'Yy goshti' and entrepreneurship digital platform 'Uddoktagiri'. 'Start-up chattogram' is a private organization who also offering for innovation and funding or mentoring for new entrepreneurship. According to Allen's (2006) entrepreneurship definition move to socially responsible while he state that entrepreneurship is in large corporations and socially responsible not-for-profits. Ron Mahenur said "The entrepreneurial concept means an innovative business model" (Appendix-2) and Md Mujibul Huq said that "generally people know social responsibility mean job creation only" (Appendix-1).

However, Joseph Schumpeter (1934) definition of entrepreneurship is more appropriate for the research field while the entrepreneur consists of new combinations of existing companies that drive economic development, such as the introduction of a new well or a new method of production, the opening of a new market, a new source of raw material supply or a semi-

winning product and a new company in any industry. Based on website information of Start-up Bangladesh also try to help the young generation on their new innovation and new start-up. Thus, new enterprise or innovation for profit-making business is not a new tendency for young entrepreneurs and also there is a venture capital organization to accelerate the process of entrepreneurship. Md. Mojibul Haque admitted, “that the start-up programme they bring the only profit-making innovative business idea and less social benefit” (appendix-1). Move on to social entrepreneurship concept Dees (1998) doctrine of social entrepreneurship discussion is very coherent while Dees argues that social entrepreneurship meaning as entrepreneurial activities that combine both a social mission with business-like discipline, innovation and determination. According to discussion social mission or social benefit is only missing from entrepreneurship. Bangladesh is a small country with a huge population. With a huge population, it has a big society and plenty of society problem, as more than 30% of people live under the poverty line. So social problem can be an opportunity for social entrepreneurship, therefore, Buzinde, Shockley, Andereck, Dee, & Frank (2017), mentioned that “the process of social entrepreneurship starts with any sort of actor be it a politician, civil servant, interest group, a citizen activist is producing social change being alert to an opportunity to influence social welfare for a community, then seizing that opportunity. About these opportunities, Muhammad Yunus and wever (2007) Admits that Bangladesh is a Mother of Social Business.

For those who have a limited understanding of social entrepreneurship, the question may be whether a social entrepreneur makes a profit or is it just a non-profit organization. Allen’s (2006) definition of social entrepreneurship can be drawback for new entrepreneurs, because he mentioned social entrepreneurs “a mindset or way of thinking that is opportunity focused, innovative and growth-oriented. Can be found in large corporations and socially responsible not-for-profits. So, some entrepreneurs might think about to makes profit like social business. For example, entrepreneurs when a tourism stakeholder Sanjit talukdar said “that social entrepreneurship is a non-profit making organization” (Appendix- 3). So, he may think to have profit and stop focusing on social entrepreneurship. According to Sheldon, Pollock, & Daniele, (2017) it is clear that social entrepreneurship making profit. it expressed a little knowledge gap between social entrepreneurship and entrepreneurship. Admitted that Md Mujibul Huq also said that “we don’t have yet any innovative strat-up regarding social benefit” (appendix -1)



However, tourism social entrepreneurship is not familiar with Bangladesh as I couldn't find any tourism social entrepreneurship during my online investigation. According to Sheldon, Pollock, & Daniele (2017), Tourism is already enriched with entrepreneurial activity in many areas such as accommodation, restaurants, tour operations, mobile app developers, local events and attractions all give creative, risk-taking individuals the opportunity to make a profit. Simultaneously Bangladesh has also many tour operator, app developers, resort and local events area for tourist attraction. I have made a semi-structured questionnaire through the google form and shared on a social media platform and responded by Sanjit Taluktadar who is the managing partner of a tour operator name 'Vision world tours & travel' and based on his answer I could find the accurate concept of social entrepreneurship in Bangladesh (Appendix-14). Another respondent Ahosan Rony CEO at 'Travel Bangladesh' tour operator. Acknowledging the limitations of knowledge, he said that "somehow I came to know it is business with social responsibilities" (Appendix-3). Sheldon, Pollock, & Daniele, (2017), gives more details about tourism social entrepreneurship while they mentioned the tourism and hospitality industry provides many opportunities for social entrepreneurs to exploit the creativity Few systematic approaches to creating awareness of those opportunities have been undertaken by destinations, governments, NGOs or secondary educational institutions. Based on the view of Ahosan Rony tour operator in Bangladesh it seems to miss the creating awareness of opportunities by the destination, government, NGOs or any educational institutions. Moreover, start-up Bangladesh "through iDEA Accelerator, the government will nurture innovative ideas in the areas of Education, Agriculture, Health, Financial Services, eCommerce, e-Governance, Environment, Transport, and Infrastructure. Evaluate concepts based on potential impact, execution strategy, and public benefit" [start-up Bangaldesh](#). Herby start-up Bangladesh has a vision not only to create national entrepreneurship but also focusing on public benefit while they evaluate the project. Simultaneously, focusing on Mair and Martí (2006), the notion of Tourism social entrepreneurs is defined as the change agents in a destination's social entrepreneurship system and the people who bring their vision, characteristics and ideas to solve the social problem, bring about the transformation of the tourist destination. According to Mair and Mart tourism social entrepreneurs bring their vision with idea to solve the social problem what can be also public benefit. Start-up Bangladesh also evaluate the innovation idea based on their public benefit and solve the social problem. There is list on the website for funded start-up and 26 different sectors for

fund including social enterprise and tourism, where funded only 5 start-ups for agriculture and fishing sector ([start-up Bangladesh](#)) . According to Ahsan Rony “I have not enough idea about social entrepreneurship or tourism social entrepreneurship. I have a simple tours operator organization” (Appendix-3). The answer was lack of proper understanding of tourism social entrepreneurship, what he first acknowledged. Despite this inexperience in the tourism industry, he focuses on how he performs to understand current market trends and to transform market opportunities for exploitation as a way to achieve the ‘Travel Bangladesh’[Travel Bangladesh](#).

### 5.1.1 Innovation

One of the goals of ‘Start-up Bangladesh’ is to “create an accelerator and an accompanying entrepreneur, investor, consultant, consultant ecosystem to promote Bangladesh as a global hub for technological innovation” [start-up Bangladesh](#) Which means that ‘start-up Bangladesh’ is giving some importance to technology innovation. Here Model and Vol (2017) give more practical ideas in the current context that, In the past, the focus was limited to innovation and initially focused on new technological developments. It is now increasingly recognized that technological innovations also affect social life and as a result of social innovation. So here are some areas for innovation by ‘Start-up Bangladesh’ which will have innovative ideas in education, agriculture, health, financial services, ecommerce, e-governance, environment, transportation and infrastructure. From which it is understood that ‘Start-up Bangladesh’ encourages not only technology innovation but also other areas involved in social development. Business development and innovation processes are more useful Lenox (2010) said that “in general the need for a fundamental change to reduce the negative social and environmental impact of business is becoming increasingly clear. An Advocate Avenue is a transformation into sustainable business practices, products and services to address social and environmental concerns through initiative and innovation”. In the context of Bangladesh, the government has given more importance to innovative approaches to reduce the negative social and environmental impact of business and to bring about a fundamental change. That is why the government has helped establish The Innovation, Creativity, and Entrepreneurship (ICE). “The Innovation, Creativity, and Entrepreneurship (ICE) Center of the University of Dhaka is a facility where students and

faculty members from the different disciplines (e.g. Arts, Business, Science, and Social Science etc.) and employees of the University of Dhaka can collaborate and work together to address various social challenges and create and develop businesses through innovative products, services or solutions in Bangladesh” ([ICE](#)). Although no significant innovations have yet emerged in the tourism sector in Bangladesh, the good side is that in addition to ‘start-ups Bangladesh’, ‘The Innovation, Creativity, and Entrepreneurship ICE’, there are some private entrepreneurial support organizations that focus on service innovation. However, innovation in tourism and technology, Mosedale & Voll, (2017) define the possibility of new (social) practices of interaction via technological innovations has fundamentally changed the relationship between supply and demand and offers tourists varied opportunities to enact their agency and become cultural agents.

The Innovation, Creativity, and Entrepreneurship (ICE) is run under the auspices University of Dhaka (DU), where general people including general students, can participate. “The overarching mission of the ICE @ DU is to enable an effective Innovation, Creativity and Entrepreneurship (ICE) ecosystem in Bangladesh by becoming an iconic center of excellence through building innovation-driven enterprises, developing an entrepreneurial culture through advocacy and awareness programs, and facilitating preparing an entrepreneurial roadmap for Bangladesh ([ICE](#)).

#### 5.1.2 Government collaboration

According to Dees 1998 and Shockley, Frank 2011 mention that, Governments are mostly encouraged to collaborate with social entrepreneurs and the private sector as adjuvant actions between social entrepreneurs and private sector provide transformative power. According to this doctrine to create and develop the entrepreneurship the government of Bangladesh have established a venture capital organization called ‘start-up Bangladesh.’ Based on start-up Bangladesh vision, they also draw attention to public benefit ([start-up Bangladesh](#)). Another suggestion from Ebrashi (2013), mention that, government needs to provide education for the organization in order to carry their own ideas in their environment with the goal to impact on the market structures and create a systematic sustainable social change.

However, research on entrepreneurship or social entrepreneurship shows that innovative business ideas are a necessary component, where Dredge (2017) mentioned that Governments have a valuable role to play in creating these conditions so that the creative and innovative potential of social entrepreneurs is revealed. Here, Ebrashi, (2013) and Dredge (2017) suggestions adopted by 'start-up Bangladesh' which has an academy called Innovation, Design & Entrepreneurship Academy (IDEA), where they Create Industry/Academia/Government partnerships to stimulate innovation, sustain transformational efforts and develop entrepreneurs in Bangladesh([start-up Bangladesh](#)).

Moreover, suggestion from Dredge (2017), governments in developing countries should focus on how they can create innovative social enterprises and how governments can play a role in creating creative and innovative opportunities for social entrepreneurs when private organizations often need to be involved in supporting existing entrepreneurial activities. Even more, Bacq and Janseen 2011, and Giddens, 2000 outline the policy problem can be interconnected and tightening of public revenue streams, means that while government provably have less power and resources to find the problem, they are becoming more interested in innovative approached to address economic and social problems. Where the government of Bangladesh have already taken some necessary step to develop private organizations. Junaid Ahmed Palak state minister of the ICT division told to a national newspaper "We are trying to establish a start-up culture in Bangladesh and to achieve that goal this company can play a huge role." [the daily star](#).

The government of Bangladesh hopes to replicate similar success by founding 'Start-up Bangladesh' that will catapult its young generation of entrepreneurs to the next level who can accelerate the pace of innovation. Furthermore, Shockley and Frank (2011) found the system of low capacity such as in developing countries, social innovation and entrepreneurship tend to happen externally following a bottom up of innovation, government intend to join later. But the government of Bangladesh has come forward by funding capital venture for helping innovation faster and collaborate with The Innovation, Creativity, and Entrepreneurship (ICE) maintained by University of Dhaka.

On the new paper article Mr Mohibul Haque the Civil aviation and tourism secretary said "the ministry could not complete the work of preparing the tourism master plan over the past decade. But now the work order will be awarded to a firm by the first week of October 2019 for preparing the tourism master plan. The ministry will spend around BDT 300 million in this

regard” ([thefinancialexpress](#)). The article shows that tourism in Bangladesh is still under development.

### 5.1.3 Role of ventures capital

According to Mair et al. (2012) define that social entrepreneurs can categorized by ventures capital organization how use their capital to achieved social goal. Start-up Bangladesh is a venture capital which run by government of republic Bangladesh, under state ministry. Complying with the main purposes of this organization to create entrepreneurs and entrepreneurship from the website, Mujibul Huq state that, “this organization will help the start-up where it profits or non-profit organization, but it needs to share social benefit” (appendix-1). According to vision mission on start-up Bangladesh, create national entrepreneurship platform to enable Bangladesh to innovate faster, create new opportunities and develop skill [startup Bangladesh](#).

However, regarding explanation on how venture capital works for creating entrepreneurship Mair et al. (2012) state the approach “a generalized resource” which also followed by start-up Bangladesh. 'Start-up Bangladesh' works as an organization, while it has about 7 department to help and create entrepreneurship in Bangladesh. Based on Mair et al.(2012) “a generalized resource” approach I have point out the start-up Bangladesh activities.

- Political Capital: citizen’s endowment, empowerment and political identity (Mair et al., 2012), here with identify the citizen’s endowment start-up Bangladesh has “the iDEA academy provides different courses to train up entrepreneurs working in different industries. The academy provides long term and short-term courses in different levels considering entrepreneur’s need. Workshops and training programs are also arranged regularly” ([startap Bangladesh](#)).
- Human Capital: Refers to “individual knowledge, skills and acquired expertise” (Mair et al., 2012); whither Innovation, Design & Entrepreneurship Academy (iDEA) has a pool of expert mentors. “The mentor’s pool consists of national and international industry leaders, university professors, angel investors, successful entrepreneurs and specific field experts” ([Startup Bangladesh](#)).

- Economic Capital: Refers to “money and other material resources” (Mair et al., 2012) whether start-up Bangladesh funding from pre-seed stage to growth stage. The investment process and amount depend on the valuation and due diligence of the start-ups. And, all the funds are given in tranches.
- Social Capital: Refers to the ability of SE to stimulate civic engagement by bring together different groups to stimulate social change. It refers to “networks of relationships through which individuals can mobilize power and resources” (Mair et al., 2012,). The start-up ecosystem of Bangladesh, Start-up Bangladesh – iDEA collaborates with national and international stakeholders who are working with start-ups. Start-up Circle is created to foster collaboration among the member organization. Matchmaking sessions between start-ups and investors are arranged regularly([StartupBangladesh](#)).

Moreover, the project called ‘student to start-up’. This is the first step for create social entrepreneurship in Bangladesh. Before open application process this organization open a start-up camp for entrepreneurs’ workshop. According to a student Md Jiaur Rahaman , “the entrepreneur’s camp start-up Bangladesh have contacted with University student during their terms break” (appendix-4) . Thus, the university student who wants to be entrepreneur with their innovative project, they can modify their innovation concept if needed and also figure out their mission vision of their proposed organization. The structure and fundamentals of the entire organization are based upon meeting human needs in low- capital, needs funding support, mentors for their innovative project in seed-stage and or local community leader who thinks about their social inequity.

iDEA supports social initiatives for entrepreneurs to achieve success through diversified entry into market competition with the aim of creating employment for marginalized groups ([Start-up Bangladesh](#)). As a result, it will have a positive impact on the community by ensuring the proper use of economically and socio-culturally limited resources and empowering them and thus reducing poverty. Community life will improve.

#### 5.1.4 An over view of community participation

Bangladesh is a developing country with huge population. Over 60% peoples live in villages. Based on start-up Bangladesh web site, the government of Bangladesh hopes to achieve economic development goal by funding and inspiring on the young generation of their proposed business idea. The necessity of community development is addressed by Ron Mahenur and he said “To be an entrepreneur, local communities play vital role as they hold local knowledge and we need educated community for participation on social development” (appendix-2). This is confirmed by Burgess et al. (2003) stating that “local communities have local knowledge, are able to contextualize this knowledge and provide solutions that are more appropriate to the local context”.

According to Murphy (2017), the four-step community development model proposes new opportunities for social entrepreneurs to create new job opportunities, address social concerns, and better understand communities to lift them out of poverty. First step community unity for innovation and development. Based on Start-up Bangladesh vision mission, trying to draw attention from different community from all over the Bangladesh by doing seminar and workshop and inspiring for innovation. Jamie Murphy’s Second step Interrupting Dependency and get helped by external organization. In rural community from Bangladesh are not so highly educated, as a result they always been depended on external organization like NGO or some other micro-credit funding organization. Third proposed step for community development is creating opportunities of training and education. In this step, Start-up Bangladesh always steps ahead than other organization because it is a government-funded. It has an extra facility like legal support and idea generate programme which will help young entrepreneurs be creative. The last step for community developing is Developing Entrepreneurship. According to the vision of Start-up Bangladesh mentioned that they are focusing on the entrepreneur’s innovation and help to create social entrepreneurship. The vision mission of start-up Bangladesh have expressed that “create a national entrepreneurship platform to enable Bangladesh to innovate faster, create new opportunities, develop technical skill and help realize the vision of digital Bangladesh”(Startup Bangladesh)

To develop the rural community the governemnt of Bangladeshs has setup extra project in Digital Bangladesh platform for example cyber café in to villages. Taking of the nessesity of

community development to Mr, Shazeeb M Khairul Islam and he says “To me community development means enhancing the skills and knowledge of the local community”(Appendix-3). which can give fruitful in social development and also he gave an example a project called ‘shishir water’ at Mymensing which a funded and manitanced by ‘Yyghosti’ social entrepreneurship, but it is operated by local community ([shishirwater](#)). Through this project they purify the river water and provide it for the use of the people of the village. This is confirmed by Michels and Graaf (2010), “Community participation in local-level governance refers to a procedure through which community and state officials share their concerns, exercise their rights and duties, work out their differences and collaborate to produce public services”.

Not all agree however, that communities need to be included in tourism development when the asked of the necessity of community development in tourism sector. Unfortunately a tour’s operator Ahsan Rony said “some indigenous communities are uneducated and they are not respectful to the tourist” (Appendix-3).

However, tourism social entrepreneurship in developing tourism sector community participation very important and Burgess et.al. (2003) suggested that, “Social innovation projects developed and implemented by the community can provide social change and benefits where more top-down measures may be less successful. Communities have local knowledge, are able to contextualize this knowledge and provide solutions that are more appropriate to the local context”.

#### 5.1.5 sustainable development

Bangladesh has plenty tourism destination including world longest sea beach and longest mangrove forest. Many tourism businesses have developed around this tourism destination. Despite we have plenty tourism organization including tours operator, hotels and local foods service, but it draws less attention to solve the social problem by doing tourism business. A tour operator Sanjit Talukder was asked a question, what are the opportunities for tourism social entrepreneurs? The answer was too strait “Earning foreign currency Present our beautiful country in the world” (Appendix-3). where there was no doctrine of sustainable development. This aligns with Sheldon and park, (2011) who criticize that, tourism businesses have adopted only those sustainability practices which will boost their



profits, create public relations opportunities, Similarly the tourism business in Bangladesh have been focusing on only boost their profit and some public relation for their promotional activities.

However, Buzined et al, (201) have directed critical investigations into two stable areas, firstly as the main actors involved in sustainable development of the nature of social entrepreneurs and secondly the interactions between social entrepreneurs and residential communities that they serve. The sustainable development progress report 2018 shows “Asian Development Bank (ADB) aided South Asia Tourism Infrastructure Development project (Bangladesh Portion) has been completed with an aim to improve culture-based tourism and to strengthen linkages between tourism and local people by building capacity of communities to enable them to obtain greater benefits from tourism” (SDGs Publication , 2018). According to Buzinde et al., (2013) and Maarten et al., (2015) mentioned that, UNWTO advocates for social change directed towards accomplishing the Sustainable Development Goals, which focus on social issues like: basic quality education, reduced inequalities, poverty reduction, sustainable cities and communities, and, responsible consumption and production. Where The sustainable development progress report (2018) “also highlights the importance of strengthening scientific and technological capacity in developing countries to move to sustainable patterns of consumption and production and developing tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products. This will evolve a new global partnership between business, consumers, policymakers, researchers, scientists, retailers, the media and development cooperation agencies” (SDGs Publication , 2018).

## 5.2 Tourism Social entrepreneurship challenges in Bangladesh

Bangladesh is a developing country and over 30% people lives in under the poverty line, to be entrepreneurs there will be facing some challenges. According to the report from ‘The Financial Express’ “We have nearly 8 million micro, cottage and small entrepreneurs, a figure which seems to be decent. But we have a population size of more than 160 million! A frustrating part of the story is that Bangladesh's position is the 134rd in Global Entrepreneurship Index 2018 among 137 countries.” ([thefinancialexpress](http://thefinancialexpress.com)). Moving to social entrepreneurs the Skoll Foundation ([www.skollfoundation.org](http://www.skollfoundation.org)), mention that “social

entrepreneurs create an opportunity for those who would, otherwise, be locked into lives without hope, again suggesting their significant humanitarian impact”. For the developing country might have some challenge for developing entrepreneurship or tourism social entrepreneurship. Some notable challenges are discussed below

#### 5.2.1 Capital

The source of capital comes from borrowing from financial institutions or from using one's own savings. Bangladesh has a significantly higher interest rate than other developed countries. According to a newspaper Dhaka tribune article (Dhaka tribune 2018) state that the average interest rate on loans was between 10–12% in January 2018 which is quite high for new business organization. Many educated young generation are facing challenge for funding support. According to a newspaper ‘The Daily sun’ report “1,270 young people in Bangladesh who have at least one university degree, more than 42% of participants reported the lack of fund as the major reason for not being able to start a venture” ([the daily-sun](#))

However, Allard, Davidson, Matthaei, (2007) and Miller (2010), mention that “in many developing countries social entrepreneurship already enjoys recognition, legitimacy and strong government support and these supports can be policies supporting the Solidarity Economy have been well established since the mid-1980s”. This is more practical in the context of Bangladesh government two initiative. First the ‘Start-up Bangladesh’ which help to start-up from pre-seed stage. Second ‘Game-changing’ training by Bangladesh Investment Development Authority. According to a newspaper ‘Financial Express’ report “Bangladesh Investment Development Authority (BIDA) has launched a 'game-changing' training to create entrepreneurs, as 25 youth would go through the process in each district every month. This project aims to create 24,000 entrepreneurs across the country by 2020” ([thefinancialexpress](#)). Therefore, Dredge (2017) indicate that “encourage impact investing and other investment incentives that support and recognise the unique features of Social entrepreneurship”.

#### 5.2.2 Social entrepreneurship Knowledge & education

Grameen Bank and BRAC are well known as recognized leaders of Bangladesh social enterprise. Rashid (2010) also express that social entrepreneurship is a popular concept in

Bangladesh through NGO activities, as NGOs have offered pro-poor service to the local community and one in a while it takes necessary step up for poverty reduction and social development in rural area. This implies that most of the NGOs carry out their activities based on rural development, where tourism sector draws less attention.

Furthermore, Phi, Whitford, & Dredge (2017) suggested that, social entrepreneur would need contact with required local Knowledge and market knowledge possessed by diverse actors, information networks ranging from local or international business associations, local or international NGOs to local community groups and government departments at different levels. Desired knowledge gap has been identified while discussed about a field work from a survey paper called 'Social Entrepreneurship (SE) Development in Bangladesh' By Habib Ullah, Mohammed Jonaed Kabir & Dr. Mohammed Solaiman. According to Habib Ullah, Mohammed Jonaed Kabir & Dr. Mohammed Solaiman survey about social entrepreneurship knowledge in Bangladesh. A table was quoted from their survey

Table: 1 social entrepreneurship knowledge

Response	Number of sample respondent	Frequency in Percentage
Yes	15	30 Percent
No	35	70
Total	50	100

Source: Social Entrepreneurship (SE) Development in Bangladesh 2013 (Habib Ullah, Social Entrepreneurship (SE) Development in Bangladesh, 2015)

Table 1 shows that 50 people took part in the survey where only 15 people had an idea about social entrepreneurship, meaning 70% of people did not have an idea about social entrepreneurship.

Hereby, discussed about the social entrepreneurs in a tourism destination, Sheldon, Pollock, & Daniele, (2017) focused on local knowledge of tourism destination. They argue that tourism social entrepreneur could be citizen of the tourism destination or someone from outside the

destination who knows it well and define the solution of its problems hence It is implicit that tourism social enterprises are related to the tourism sector (e.g. tour, transportation, attraction, or event) or the hospitality sector (e.g. accommodation, food and beverage, hosting) thus, through these activities that the social transformation occur. According to this idea some tourism operators have been contacted. A tour operator from 'Travel Bangladesh' Ahsan Roney speaks about tourism social entrepreneurship "I have not enough idea about social entrepreneurship or tourism social entrepreneurship. I have a simple tours operator organization" (Appendix-3). Hence tour operator doing tourism business with local knowledge along with little knowledge of social benefit. Therefore Nuckolls (1994) and Moscardo (2005) argued, that successful tourism leadership in rural tourism development is linked to knowledge and information about the tourism, strong community networks and the ability to include a wide range of people in tourism impact. Based on the information on the website, 'Travel Bangladesh' has knowledge of destinations in all the districts of the country which attracts tourists. (Appendix...). Along with Sanjit, the talukdar is also running a tourism business with the same idea as Ahsan Rony where the advice of Day & Moody, (2017) has not reached them yet. When Day & Moody, (2017) define the role of personality traits and behaviours, including affection for certain social and environmental issues, and the influence of those individuals in business, is evident in taking socially responsible action.

## 6. Discussion

This chapter discusses the purpose of the case through the help of analysis, research and literature review. The main purpose can be divided into two parts.

- To understand tourism social entrepreneurship development via different venture capital organization collaboration
- To understand the barrier and challenges to be a social entrepreneur while government provide all the benefit.

First, the above chapters have been studied and observed in different literatures and researchers have highlighted different aspects of the development of different literatures. However, tourism can be one of the tools for the development of social entrepreneurship and government initiatives and the positive impact on the local community that has been discussed by selected literature. One thing that is clear from the analysis and the literature is that the institutional facilities provided by the government play a special role in the development of entrepreneurs. The government is trying to make local entrepreneurs more efficient through the bottom-up approach and develop their own style from the bottom up. Moreover, some local stakeholders who are involved in the tourism business get financial help from this organization called 'Start-up Bangladesh' of the Government of Bangladesh. Based on the general conversations with a few people from Facebook Messenger and very limited interviews, it is clear that those involved in the tourism business are focusing less on innovative concepts and more on the traditional tourism business. As a result, the tourism sector of 'Start-up Bangladesh' is still at zero investment. Similarly, according to a local newspaper, Bangladesh's tourism department is still looking for ways to develop tourism. Some have taken up short term and long-term plans. Yet the indigenous community relies on government grants and development.

On the other hand, 'Start-up Bangladesh' is providing various opportunities for new entrepreneurs such as mentors, training canter, offices, legal aid, new innovative ideas. The capital investment scheme is huge, which is divided into 3 levels. To build a start-up or entrepreneurship with all these benefits, new students have to fulfil a number of conditions, which include innovative ideas, public benefits.

The idea emerges from the Tourism Social Entrepreneurship literature that it will take an innovative idea to establish, which will solve a problem for the lesser part of the society, and to make a profit through business. Where start-up Bangladesh directly considers the innovative concept as pre-successful for start-up selection. Another condition is public impact which supports positive impact or role in social development. According to Sheldon, Pollock, and Daniel, (2013), a tourism social entrepreneur is someone who knows well from inside or outside the destination and has seen solutions to one or more of its problems. Thus, tourism social entrepreneurs play its role in network resources in the development of tourism.

Thus, it is seen that the Bangladesh government is taking various plans for tourism development where sustainable development goals can be achieved, on the other hand to build an entrepreneurship platform playing a special role in creating new innovators by creating capital-providing companies like start-up Bangladesh. Myer and Martí (2006) define tourism social entrepreneurs as agents of change in the social entrepreneurship system of a destination. Entrepreneurs who bring their vision, features and ideas to solve social problems transform into tourist destinations and play a special role in the development of the tourism industry. Social entrepreneurs will run their ideas, visions through tourism development and profit-making innovative business.

However, Through the last part of the analysis, an attempt has been made to know the various obstacles of an entrepreneur in the context of Bangladesh. Bangladesh is a populous country. It is seen that the entrepreneurial development activities of the government do not reach the people of the country very easily. There is also a need to understand how innovative ideas work among local businesses and students. After searching online information about innovative tourism business, I couldn't find any that helps in the development of tourism. In addition, from 2015, Daffodil International University has provided formal education on tourism, social entrepreneurship or social entrepreneurship. As a result, the new generation has shown interest in entrepreneurship or start-ups. Although capital challenges are addressed by public and private capital ventures, but there is a lack of proper knowledge about tourism social entrepreneurship which has resulted in the tourist destination still relying heavily on the traditional tourism business

## 6. Conclusion

The goal of this research project is to engage in realistic thinking and what can be multifaceted in terms of social entrepreneurship and economic development of a country through the tourism industry. Unemployment is a common problem in Bangladesh. It sheds light on how entrepreneurs and social entrepreneurs can conduct activities to create economic and socio-cultural change by utilizing the educated unemployed in the country. There was not much movement of social entrepreneurs in the tourism industry of Bangladesh. As a result, little attention has been paid to the field of research on 'Start-up Bangladesh' is a government organization that helps in entrepreneurship development or entrepreneurship. Since the project is run by the government, there is an expert committee to take qualitative approach to make important decisions. The whole project was carried out in accordance with the table research method, as most of the countries in the world were under locked down due to the March and April COVID 19 attacks. Accordingly, the study was conducted as a study of digital ethnography where the presence of participants in the data collection process was very minimal and semi-structured interviews were used.

The following objectives were set to respond to the goal of this project; How to be considered as a social entrepreneur through proper utilization of government facilities and accordingly, how 'Start-up Bangladesh' is playing an important role in the entrepreneurial process. So, by carrying out a comprehensive analysis of these objectives, my above research has enabled us to answer the goal. Start-up Bangladesh is a venture capital government organization whose structure and foundations are to meet the country's start-up needs as well as create entrepreneurs through entrepreneurship. Whose innovative business endeavours to increase the quality of life of the people through the creation of institutions.

In order to deconstruct the project, a limited response from MD Mujibul Huque, Project Director of Start-up Bangladesh, as well as some national newspaper articles were selected. Website information also gives so which has confirmed how social entrepreneurs plays a helpful role in creation. Most of the important information was provided by the website information of 'Start-up Bangladesh'. Here government support works in communities that are interested in creating innovative ideas, thinking about improving their quality of life as well as public benefits.

Since tourism is seen as an exit in search of social progress, a part of this study involves the tourism industry, which discusses the development, possibilities and opportunities of the tourism industry in Bangladesh.

Since tourism is a business, it seems necessary to combine some innovative ideas to adapt to the current situation of the market and to meet the needs of the customer. The way to identify a relevant research is to encourage entrepreneurs in the field of IT or agriculture, just as experience in the tourism sector can lead to the development of this industry through the development of talent. Which can be developed not only for the purpose of tourists, but also in such a way that the experiences are co-produced with the host community and the local community can be improved. In this case, the role of a social entrepreneur in the field of tourism is different from that of a business entrepreneur through community and focus during the implementation of various initiatives by the government for the development of the tourism industry.

This study further reveals the issue of community-based tourism approaches there is not much interest among Bangladeshi entrepreneurs, which has resulted in some tours operator is running this community-based tourism activities. Who has no definite evidence of how communities are benefiting from tourism. In fact, only a few people in the community, as community leaders, can extend the benefits of tourism to the whole community.

This study further reveals that barriers to the creation of social entrepreneurship in Bangladesh. The reasons why the entrepreneurs could not come up with any innovative ideas to develop the tourism industry by solving social problems have been tried to find out by the mentioned literature. This effort was facilitated by a small number of interviews and national newspaper articles. 'Start-up Bangladesh' is going to attract a group of entrepreneurs as an impact on the broader and national interests of the goals. In fact, some entrepreneurs should be selected who can come up with innovative ideas related to tourism under this project which can affect the development of the country's tourism industry as well as the economic development of the country.



## 7. Limitation

The study was conducted between February 2020 and the last day of April 2019. At that time, I also set a date for a trip to my country so that the work in the field of ethnography could be properly applied. In those days, plans failed because of a pandemic virus around the world. Attempts have been made to edit this study from home as per the order of the local government. So digital ethnography has been used to gather information which was my first experience.

The attitude of the locals towards collecting the necessary information was a bit bizarre because they don't really know me and since I am also a Bangladeshi many thought I was looking for a way to get their innovative ideas, which is why they did not respond to my message. In addition, there was a limitation of many necessary tourist information which was not even available on the website of Bangladesh Tourism Board. According to the research field, even 2 months did not seem to be enough.

## 8. Future Implication

Attempts have been made to give a brief idea about the tourism potential of Bangladesh, which could be a means of economic and social development in Bangladesh. But sadly, there is still no evidence of the contribution of communal leaders in the development of tourism. Development of most tourism destinations depends on the government.

While the government is conducting various incentive activities including financial assistance to create entrepreneurs in an effort to turn this huge human resource into manpower, the entrepreneurs in the tourism sector have not been able to come up with innovative ideas for running a tourism business by solving social problems. The general entrepreneur's point of view with the public's point of view is a hugely complex concept and the impact on it is clearly a complex subject of research.

This study further reveals that the relationship of tourism stakeholders with tourism development is also a subject of study. Research has shown that tour operators are making a profit by selling tour packages and have no role in community development, even more have no knowledge about social entrepreneurship. Meanwhile, it yet it is recommended that tourism can encourage social entrepreneurship and contribute to the development of the tourism industry locally and overall.

Although the research applies specifically to startups or entrepreneurs, governmental engagement concerns can also be analyzed in the creation of tourism social entrepreneurs. The survey covers various aspects of entrepreneurial development with the help of various departments of Venture Capital.

This research has further helped to understand and develop the attitude of new entrepreneurs towards tourism. To get a better review, a lot of research needs to be done on the development of indigenous peoples through education on tourism, tourism development and social entrepreneurship.

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## 10. Appendix

### Appendix -1

Semi-structure questionnaires reply from Md Mujibul Huq (project director of IDEA, start-up Bangladesh) by email.

1. Who's is the entrepreneur in our society?

= The entrepreneurial concept means an innovative business model. So, can be any one who hold this concept

2. How you pic the entrepreneurs for funding or mentor as a pre-seed level?

= Normally we have some camping for universities student, where we asked their innovative idea. After few steps we picked the best entrepreneur for established their entrepreneurship.

3. Is that start-up help only profit-making entrepreneurship?

= Start-up Bangladesh will help the start-up where it profits or non-profit organization

4. How you define social entrepreneurship and tourism social entrepreneurship in Bangladesh?

= Social entrepreneurship can be entrepreneurship with social benefit and tourism social entrepreneurship might be a tourism business with social benefit. Unfortunately, business design with social benefit still new concept for new generation in Bangladesh.

5. What are the challenges for developing tourism social entrepreneurship?

= First of all, people need to know what is the social entrepreneurship? I think our education system doesn't upgraded. in the start-up programme they bring only profit-making innovative business idea and less social benefit. Even young entrepreneurs got general knowledge about social benefit only job creation which is very common though. We have not received any innovation application entrepreneurship in tourism sector. There are so many challenges in tourism social entrepreneurship for Bangladesh but for me, I think economical and educational knowledge can be main challenges for tourism social entrepreneurship

### Appendix -2

Semi-structure questionnaires reply from Ron Mahenur (CEO of Uddoktagiri) by email.

1. Who's is the entrepreneur in our society?

= The entrepreneurial concept means an innovative business model. So, anyone can be, who hold this concept

2. What is the role of your organization in the creation of entrepreneurship?

= 'Uddoktagiri' is a digital platform for entrepreneurial advice. valuable tips from well- established entrepreneurship or start-up owner. For inspirational activates we do mentors for innovation and also help for network resources. Also we manage the investor for new entrepreneur.

3. What could be the role of community support for entrepreneurship?

= Normally, local communities play vital role as they hold local knowledge and we need educated community for participation on social development. That is why we are trying to get attraction for communities through the social media.

.

4. Is that start-up Bangladesh help only profit-making entrepreneurship?

= 'Start-up Bangladesh' will help the start-up where it profits or non-profit organization, it doesn't matter. They only focus on impact on that proposed innovation.

5. How you define social entrepreneurship and tourism social entrepreneurship in Bangladesh?

= We are still new on this concept. We are learning and inspiring the community how to be a entrepreneur. An entrepreneur with social benefits refers to a social entrepreneur which we can see in the activities of an NGO. The tourism business involved in the development of tourism for the same purpose can be called Tourism Social Entrepreneurship.

6. What are the challenges for developing tourism social entrepreneurship?

= I am an entrepreneur, I offer various advices to become an entrepreneur from my platform. Yet new entrepreneurs don't have much idea about social entrepreneurship. This trend has been going on for the last few years.

Many follow Dr. Muhammad Yunus as a role model in social business. The truth is that no business involved in tourism that promotes tourism has ever seen such innovative thinking. Gaining proper knowledge in this regard can therefore be the real challenge

### Appendix-3

Responds through google form.

1) Sanjit Talukder



Name \*

Sanjit Talukder

Email \*

talukder.talukder82@gmail.com

Organization Name : \*

Vision World Tours & Travels

1. Introduce yourself?

I have a passion with Travel & Tourism Sector

2. your designation

Managing Partner

3. How did you meet Start-up Bangladesh?

By Facebook

4. How do you expand about social entrepreneurship?

Social tourism entrepreneur is defined as those who conduct tourism business activities that inspire and encourage.

5. Have you ever worked in the tourism industry?

☒ yes

☐ no

6. How do you know about tourism social entrepreneurship?

Social enterprises sell products or services to provide assistance and opportunity to disadvantaged populations. As opposed to a traditional non-profit, a social entrepreneur uses market-based mechanisms to fund social and environmental impact. Within the hospitality and tourism context, this ensures higher local benefit, rather than the leakage of resources to multi-national companies, as is often the case in this industry.

8. What can be an opportunity in tourism social entrepreneurship in Bangladesh?

Earning foreign currency  
Present our beautiful country in the world

9. What kind of support did you get from 'start-up Bangladesh'?

☐ Funding

☐ mentors

☐ idea generate

☐ legal support

2) Mr Sazeeb M khairul Islam

Name \*

Mr. Shazeeb M Khairul Islam

Email \*

shazeeb@yygoshti.com

Organization Name : \*

YY Goshti

1. Introduce yourself?

Mr. Shazeeb M Khairul Islam, Social Entrepreneurship Activists and Youth Leader & Founder of YY Goshti

2. your designation

CEO

3. How did you meet Start-up Bangladesh?

regarding be entrepreneur, always I have been searching for an organization like a start-up Bangladesh. It helps me to be entrepreneurs.

4. How do you expand about social entrepreneurship?

first of all peoples need to know what is social entrepreneurship? if we can spared the knowledge about Social entrepreneurship, that can be fruit full result for our community development.

5. Have you ever worked in the tourism industry?

☐ yes

☒ no

6. How do you know about tourism social entrepreneurship?

I think it could be a tourism business connected with social benefits distribution.  
I have not seen any tourism social entrepreneurship in Bangladesh.

7. What is the main challenge to be a tourism social entrepreneurs in Bangladesh?

Bangladesh is a developing country, so main challenge for any organization is economical challenge. For the tourism social entrepreneurship challenge could be more, for example tourism business knowledge, community support and for sure economic challenge.

8. What can be an opportunity in tourism social entrepreneurship in Bangladesh?

tha main opportunities for Bangladesh tourism industry has plenty tourist destination . what can be a asset for our tourism sector. just need to utilize with prope sustainable development.

9. What kind of support did you get from 'start-up Bangladesh?

☐ Funding

☒ mentors

☐ idea generate

☐ legal support

3) Emrul rashal

## Entrepreneurs in Bangladesh

Tourism social entrepreneurship in Bangladesh

**\* Required**

Name \*

Emrul rashal

Email \*

Emrulrashal@gmail.com

Organization Name : \*

SIGNAL

1. Introduce yourself?

BBA, MBA (NU)

2. your designation

CEO & FOUNDER

3. How did you meet Start-up Bangladesh?

Physically

5. Have you ever worked in the tourism industry?

☒ yes

☐ no

6. How do you know about tourism social entrepreneurship?

Facebook

7. What is the main challenge to be a tourism social entrepreneurs in Bangladesh?

Tourist health, food, Hotel,ticket, tour Guide

8. What can be an opportunity in tourism social entrepreneurship in Bangladesh?

More have beautiful location

9. What kind of support did you get from 'start-up Bangladesh'?

☒ Funding

☐ mentors

☐ idea generate

☐ legal support

#### 4) Ahsan Roney

Name \*

Ahsan Roney

Email \*

jjj\_jobayed@yahoo.com

Organization Name : \*

Travel Bangladesh

1. Introduce yourself?

CEO at Travel Bangladesh

2. your designation

CEO

3. How did you meet Start-up Bangladesh?

As far as i know it is a social venture organization. to develop my organization i need some mentors support. So i found strat-up Bangladesh .

4. How do you expand about social entrepreneurship?

I don't have that much knowledge about that. some how i came to know it is business with social responsibilities

5. Have you ever worked in the tourism industry?

☒ yes

☐ no

6. How do you know about tourism social entrepreneurship?

As i mention earlier i have not enough idea about social entrepreneurship or tourism social entrepreneurship. I have a simple tours operator organization.

7. What is the main challenge to be a tourism social entrepreneurs in Bangladesh?

comparatively we are not innovative on tourism sector like others.  
in my views we need more knowledge about to improve in this sector. so main challenge is institutional knowledge.

8. What can be an opportunity in tourism social entrepreneurship in Bangladesh?

Bangladesh is green country with huge tourist destination. just we need to develop the tourist facility and security. Another problem is some indigenous communities are uneducated and they are not respectful to the tourist

9. What kind of support did you get from 'start-up Bangladesh?

☐ Funding

☒ mentors

☐ idea generate

☐ legal support



## Appendix- 4

A student response through google form

Start-up student forum
<p><b>* Required</b></p>
<p><b>Name *</b></p> <p>Md Jiaur Rahaman</p>
<p><b>Email *</b></p> <p>rahaman.pt4@gmail.com</p>
<p><b>institution *</b></p> <p>Asian International University</p>
<p>1. what do you know start-up Bangladesh?</p> <p>This is a government organization. they have entrepreneurs camp and give opportunities to be entrepreneur with governmental facilities. The entrepreneur's camp start-up Bangladesh have contacted with University student during their terms break</p>
<p>2. what is the role of a social entrepreneur?</p> <p>social development</p>

3. be an entrepreneur how can you get the benefit from start-up Bangladesh?

- ☐ mentor
- ☒ funding
- ☐ legal suport
- ☐ all of these three

4. Do Do you know about tourism social entrepreneurship?

- ☒ yes
- ☐ No
- ☐ not sure

5. what is the positive impact of tourism social entrepreneurship in Bangladesh?

tourism development

6. please expand one of the challenges for tourism social entrepreneurship in Bangladesh

tourism study