Chapter 12
Social Entrepreneurship and Innovation: Strategic Management for Tourism, Hospitality in Western Amazon

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ABSTRACT
This chapter aims to identify and analyze the main strategies for the qualification of inbound tourism and hospitality. This study is supported by the theory of planned behavior and concepts of inbound tourism, hospitality, creativity, and innovation. The study uses method of case study, as methodological procedures workshops were held with stakeholders of Rondônia tourism trading; there were collection of data, participant observation, and an analysis of documents, allowing critique about the causal relationship. The SWOT matrix was applied in the production of the survey report. As a result, there has been a recognition of the tourism potential in the scenario and the necessity for strategic planning of the attributes; valid elements for social innovation by qualifying strategies for inbound tourism and hospitality are indicated. The originality is on proposing strategies that empower the marginalized and socially excluded population, promoted the touristic resources, indicate management alternatives to qualify the inbound and hospitality, and contribute to the regional development.

DOI: 10.4018/978-1-5225-7937-3.ch012
INTRODUCTION

The National Tourism Plan published by Brasil (2013) presents promotional strategies for the sector, leading to the prospect of economic and social development and the eradication of poverty. It contains management guidelines that encourage dialogue with organizations in civil society while promoting social innovation, entrepreneurship, job creation, and regionalization by a multidimensional aggregate. This study focuses on issues related to forms of social innovation by tourism, from a valid and oriented perspective. It considers the significance of tourism to the integrated development of the region, given the positive impact that this field of activity already presents at this early stage.

Data published by Brasil (2013) point out that the tourism sector, in terms of growth, outperformed the Brazilian economy; it represented 3.7% of the Brazilian Gross Domestic Product (GDP), and generated 8.3% of jobs in the country; as well as increasing the credit granted by financial institutions. The trend of Brazilian tourism is to increase. Investment in social innovation, when related to tourism, makes a significant contribution to socioeconomic development. Lima (2011) notes that investment of this nature in European countries indicates exponential growth for GDP, and this has roused the University to undertake research on the topic.

The above factors imply elements which are directly relevant to the State of Rondônia, in the northern region of Brazil. This State has a tourist potential that the economy might exploit, considering its current living conditions and immediate economic, social and cultural situation. Nevertheless, obstacles to this development remain, because the actors involved are not sufficiently prepared to move forward. With this in mind, this study aims to answer the following research question: How could we describe the strategies to encourage social innovation by inbound tourism and hospitality in the State of Rondônia? To answer this question, we propose (a) as a general objective the study of the key strategies for qualifying as a tourist attraction for inbound tourism and hospitality; and (b), as specific objectives: (1) to point out the strategic elements in qualifying for inbound tourism and hospitality in the scenario under study; (2) to analyze the perspective from which the implementation of the strategic elements in practice will take place; and (3) to indicate the elements of social innovation in support of a qualification strategy for inbound tourism and hospitality. The task rests on Planned Behaviour Theory and invokes the concepts of inbound tourism, hospitality, tourism, creativity, innovation, SWOT analysis, with the support of theories that allow state of the art interpretation.

THEORETICAL AND CONCEPTUAL REVIEW

The definition of tourism presented by Esteves (2015) refers to phenomena and relations emerging from the interaction between tourists and service providers, government, communities, universities and organizations in the process of attracting, transporting, receiving and managing tourists. The term ‘inbound tourism’ presented in Freire (2015) is defined as a business process where practices connected with the permanent presence of people going to/at a destination are managed. It consists in providing services and products of interest, desire and necessity for visitors and a set of organizational and logistical elements arranged for receiving them, which involves the complexity of human reception activities supported by a tangible infrastructure where tourists meet residents. To Pezini et al (2014), in Brazil it is an alternative to other kinds of social, economic, cultural and political development once its effectiveness depends on
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