

8th International OFEL Conference



Increasing (volun)tourism through social entrepreneurship – the case of Croatia

Author(s) Mijana Matošević Radić, Ivona Jukić, Antonija Roje

University of Split, University Department of Professional Studies, Split, Croatia

mijana@oss.unist.hr

isustic@oss.unist.hr

ababic@oss.unist.hr

OFEL
INTERNATIONAL CONFERENCE

17th - 18th April 2020

Dubrovnik, Croatia

Social entrepreneurship and social entrepreneur

- OECD describe the term social entrepreneurship as the entrepreneurship that has as main goal to address pressing social challenges and meet social needs in an innovative way while serving the general interest and common good for the benefit of the community.
- Social entrepreneurs as change agents in the social sector (Dess, 2008).

Social entrepreneurship in Croatia

- Social entrepreneurship in Croatia is a rather new phenomenon and is still poorly developed, It is evident from Table 1. that the number of Social entrepreneurship actors in Croatia is growing, especially among associations and cooperatives

Table 1. Social entrepreneurship actors (2013, 2014, 2015)

Legal entity	2013.	2014.	2015.
Associations	45	44	57
Cooperatives	36	31	39
Companies	13	13	15
Institutions	1	2	1
Total	95	90	112

Source: Šimleša, D., Puđak, J. and Bušljeta Tonković, A. (2019). Social Entrepreneurship in Croatia: Its Future, the Actors Database, and the Strategy // Social Entrepreneurship in South East Europe - Three Countries Analysis / Šimleša, Dražen (ur.). Zagreb: Institut društvenih znanosti Ivo Pilar, 27-44.

Voluntourism – a sustainable form of tourism

- Voluntourism can be considered as an integrated organized combination of volunteer service at tourist destination and specific tourism activities, which are performed in one's spare time, out of a place of residence, in home country or abroad and that is beneficial not only for voluntourists, but also for local communities and the environment (Pompurová *et al.*, 2018).
- The volunteer tourist pays for the costs of his travel and stay in the destination and moreover the fee for the opportunity to be involved in project.

Tourism social entrepreneurship – support for the development of voluntourism

- Social tourism entrepreneurs are defined as those who conduct tourism business activities that inspire and encourage local communities to participate in carrying out business activities travel.
- Social tourism entrepreneurs are defined as those who conduct tourism business activities that inspire and encourage local communities to participate in carrying out business activities travel.

- Opportunities for the implementation of social entrepreneurship in tourism are huge, so different local communities can cherish different examples of social entrepreneurs who contribute to the development of tourism products each in their own way, but also different forms of collaboration with other stakeholders in the community.

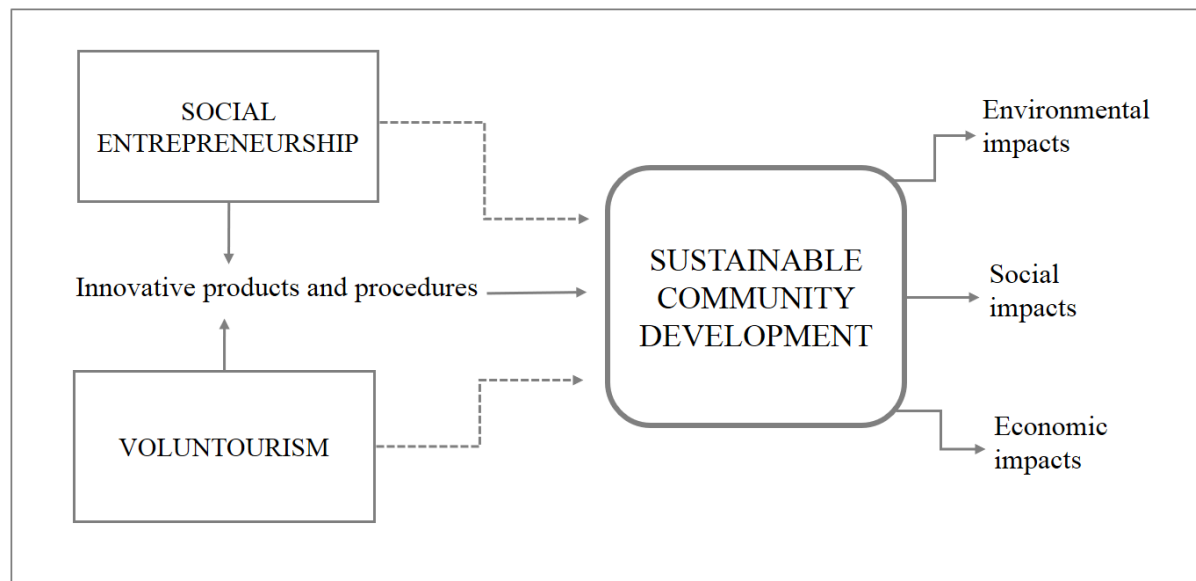


Figure 1. Social entrepreneurship and voluntourism impact on sustainable community development: A conceptual framework proposition

The role of social entrepreneurs in the development of volunteerism: The case of Croatia

- The pioneering project of raising public awareness about the possibilities of development voluntourism products in Croatia, was carried out by the MI-Split Association in cooperation with partners,
- Also, the first Croatian Conference on Voluntourism was held on June 2nd 2017 in Dubrovnik,
- For the last few years, the City of Nin has been working with volunteers in the fields of 'Solana Nin',
- An interesting idea for a voluntourism product was developed on the island of Korčula

Conclusion

- This paper demonstrated the connection between social entrepreneurship and voluntourism and proposed a relatively coarse framework that integrates the effects of voluntourism and social entrepreneurship, through innovative products and procedures, thus affecting the sustainable development of local community through its environmental, social and economic dimension.
- The focus was on the Croatian context and results indicate that there are limited number of projects concerning social entrepreneurship in voluntourism in Croatia and also that discussed projects are not recognized or there is a lack of awareness of them.

