



Increasing Sustainable Tourism Through Social Entrepreneurship

What is the issue?

Although there has been much literature on sustainable tourism and social enterprise – there has yet to be a connection to how social entrepreneurship can increase sustainable tourism.

What did the researcher do?

Researchers examined how the terms sustainable tourism and social entrepreneurship relate to each other. Then they explained how sustainable tourism might be enhanced and possibly even require ongoing social entrepreneurship within the hospitality and tourism sector and the extent to which this activity exists in Canada.

Why is this research useful?

Canada is facing some urgency in altering its economic makeup; thus it needs to increase diversification away from commodities, especially its diminishing and volatile oil and gas industry that also contributes to climate change. Canada has also made international climate commitments at COP 21 that it will struggle to meet. Therefore, hospitality and tourism is a promising industry for increasing its share as part of a larger portfolio of more sustainable industries.

What were the outcomes?

Understanding the link between sustainable tourism and social entrepreneurship is useful for six reasons. Social entrepreneurship:

1. May enhance sustainable tourism.
2. Grows the sustainable tourism sector by providing more options for tourists.
3. Increases competitive pressures on existing firms from new innovative sustainable firms.
4. Creates a base for other more profitable activities.
5. Facilitates implementations of environmental and social regulations.
6. Fosters local economic development and attracts international attention.

About the Researcher

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