

Social Entrepreneurship and Social Innovation in Eco-Tourism

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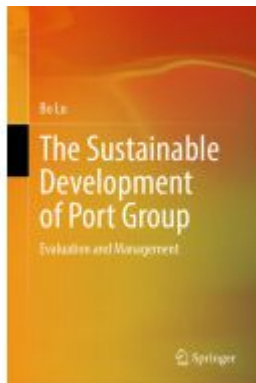
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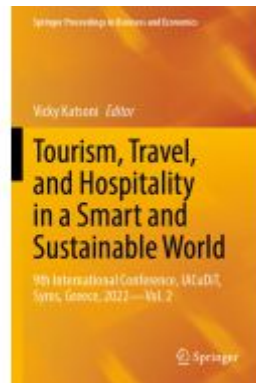
Details

This book approaches the field of social transformation from an ecotourism perspective. It unpacks the development of thought around social innovation as well as eco-tourism. After introducing various definitions and concept of social innovation and social entrepreneurship, the book then goes on to assess the current state of the environment and tourism leading into the discussion of how ecotourism social entrepreneurship can transform the industry for the better by analyzing five ecotourism case studies from Malaysia. Going beyond ecotourism social entrepreneurship in industry-specific contexts, the book serves as invitation to more participatory debate in academia in the field of social innovation and social entrepreneurship.

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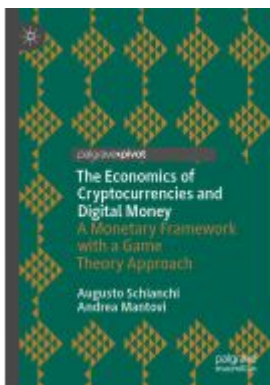
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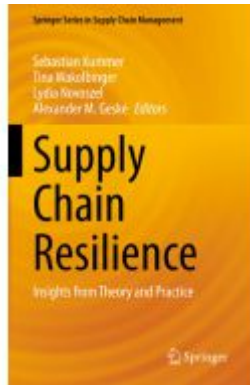
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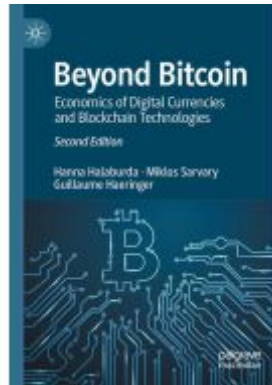
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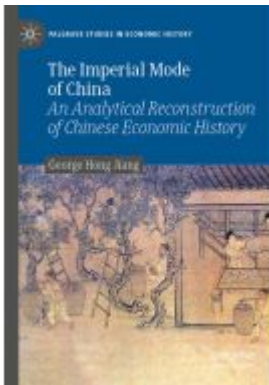
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