TEAM LEADERSHIP, PERCEIVED VALUE. AND SOCIAL INNOVATION ON CHINA'S CREATIVE TOURISM DESTINATION

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ABSTRACT

The link between effective team leadership, the perception of value, and social innovation with regard to creative tourism is the primary topic of this article. The term "creative tourism" refers to the activities and wares that visitors to a specific location may study, try, see, and purchase while engaging in creative pursuits there. Publications, online innovation, and financial investment in R&D are all sectors in which China has seen remarkable growth recently. The establishment of local community connections needs to come first in the pursuit of sustainable development. Decisions made by leaders have an influence, both directly and indirectly, on the performance of the teams they oversee. However, in the body of academic research, the term "perceived value" is frequently conflated with "values," "utility," "price," and "quality." Both the dynamic character of value and its link to the other components require more explanation. From concept of entrepreneurs in the social sector provide "new patterns and chances for innovation" and are more adaptable than traditionally operating organizations. The management of modern corporations has an obligation to acknowledge the importance of addressing societal problems. The tourism industry is home to a number of social innovations that are brought about by spatial development. These innovations have the greatest impact on the modification of attitudes and behaviors. This strategy may be utilized to strengthen team leadership, provide value for creative tourism, and create opportunities for social innovation, all of which can increase tourism and attract a greater number of visitors. Additionally, it might be put to use in the formation of a conceptual framework for additional study.

Keywords: Team leadership, Perceive value, Creative tourism, Social innovation

INTRODUCTION

COVID-19 has caused cultural and lifestyle transformations that challenge businesses. Value remains the fundamental driver for exploring new brands, while availability and convenience are also "top drivers". Small and medium-sized enterprises are struggling because client demand has dropped. The government's support or execution of public policy is vital to supporting resiliency of SMEs (Mehta, Saxena, & Purohit, 2020; McKinsey & Company, 2020). In a competitive market, businesses need sustainable innovation to survive and flourish (Sperber and Linder, 2018).

Product innovation is made more difficult by new technology, changing client needs, shortened product life cycles, and more worldwide competition. In 2020, China's GDP topped one trillion yuan, its R&D spending ranked second globally, and it was the world's largest

patent applicant. Managers' expectations, motives, objectives, and actions apply across organizations. Managers utilize their requirements to support individual ambitions (Albaz, Mansour, Rida, & Schubert, 2020; Mizen, 2020; Mitra Madanchian, Hamed Taherdoost, 2017). Effective leadership drives an organization forward by conceiving, inspiring, organizing, managing, and guiding personnel to increased performance (Gangi, Mustilli, & Varrone, 2019; Omar, Rupp, & Farooq, 2017). Ecosystems determine SME resilience. Policy helps small firms grow sustainably and resiliently (International Trade Centre, 2020). OECD Oslo Manual identified firm-level innovations (2005). OECD Oslo Manual (2005) defines, assesses, and utilises innovation data. It assesses worldwide innovation. OECD Oslo Manual (2005) specifies four innovation types. Product, process, marketing, and organisational innovations. Technology affects product/process innovation.

Business culture and behaviour modification. Owners' reactions to workers' innovation are garnering attention (Ratten, 2020a). COVID-19 hit SMBs worst. SMEs rule retail, hospitality, entertainment, and construction (Albaz, Mansour, Rida, & Schubert, 2020). Corporate social responsibility (CSR) requires organizational and social factors. Workers are major participants in CSR efforts which contribute to the firm's performance (Omar, Rupp, & Farooq, 2017; Greenwood & Voegtlin, 2016). Leadership impacts SME performance (Spinelli, 2006). Avolio & Yammarino (2013) say SMEs' leaders have organisational power. Leadership organises, oversees, and inspires workers (Tucker & Russell 2004). (Tucker & Russell 2004). Leadership increases collaboration and organisation (Hogan& Kaiser 2005). (Hogan& Kaiser 2005). Leaders improve. Leadership impacts firm performance. Leadership promotes worker satisfaction, productivity, and effort (Madanchian, Hussein, Noordin, & Taherdoost, 2016a). Scientific and equitable managerial incentives inspire. Organizations share management' objectives, goals, and activities. Managers aid employees. Managerial incentives effect team leadership creativity. Management incentives should consider team leadership and inventiveness. Krista Jaakson, Maaja Vadi, and Katrin Tamm (2009) think corporate executives must serve all stakeholders, including shareholders. Today, environmental and community care cannot compromise employees or customers. Responsible firm confronts these challenges. CSR needs society and organisation. Employee CSR improves firm performance and morale (Greenwood & Voegtlin, 2016). (Greenwood & Voegtlin, 2016). Glavas and Aguinis (2012) argue CSR doesn't affect workplace performance. This study examines CSR and employee-desired organisational results. Farrukh, Sajid, Lee, and Shahzad (2020) think CSR influences employee behaviour. Studying CSR attitudes (Omar, Rupp, & Farooq, 2017). (Omar, Rupp, & Farooq, 2017). Surveys show most people don't understand their company's CSR practises (Gangi, Mustilli, & Varrone, 2019). (Gangi, Mustilli, & Varrone, 2019). CSR improves society by addressing socio-cultural, environmental, and ethical challenges (Glavas & Aguinis, 2012). (Glavas & Aguinis, 2012). Charity, justice, environmental conservation, and cultural and historical site restoration are corporate social responsibility. All sectors innovate services. Product-based enterprises may innovate services. Social innovations improve sales and service. Customer spending, brand image, referrals, etc. increase revenue. Understanding service delivery is no longer adequate since services and change have changed. (2015).

UNCTAD supports "creative economy" growth. It may generate income, exports, and social inclusion. Governments and local authorities must provide creative content, educate residents through educational institutions, create local narratives, and promote networking.

Social innovation addresses educational, employment, community, and healthcare issues. These ideas improve society (Milosevic N., Gok A., and Nenadic G., June 2018). Social innovation is "new or novel ways that society has to deal with relevant social challenges (RSCs) and generate greater impact than the previous ones" (Herrero de Egaa, Blanca, 2018). Academic papers, blogs, and websites promote social innovation and practice-based groups. In this study, team leadership, social responsibility, and social innovation effect Chinese company performance. This article compares creative tourism to cultural tourism. Professionals evaluate creative tourist literature.

LITERATURE & THEORY

This article integrates literature on innovative tourism cities. Sustainable development is a crucial component of all types of tourism, including creative tourism. Cultural tourism, the cornerstone of creative tourism, is covered in the second half. The final part discusses creative tourism and evaluates prior research on its origins, data collection, measurement, and analytic methodologies. The last part discusses the creative tourism destination in a city and its key components: 1) tourism that supports the city; 2) collaboration between the private and public sectors in city management and operation; 3) building the city's fundamental infrastructure for creative tourism; 4) financial support from the public sector and national government; 5) cultural amenities; 6) stakeholder management; and 7) this section discusses innovative tourist city challenges. This study uses China's Old Town because of its small size and lesser external factor complexity, which allows it to provide a more accurate conclusion for future research and practitioner application.

1. The Concept of the Development of Creative tourism
1.1 The Concept of culture tourism
Cultural travellers attend cultural venues and activities on cultural routes (Richards, 2011). Cultural tourism is one of the oldest types of tourism because all travel incorporates culture (McKercher and Du Cros, 2002). Cultural tourism, according to Walle (1998), involves cultural phenomena. Since the romantic era (early nineteenth century), cultural tourism has focused on hinterland or folk culture as well as high culture. Cultural tourism stems from curiosity and respect for people. While high culture—opera, concerts, performing arts, and so on—draws people to sophisticated regions, rural districts are gaining popularity. McKercher and Du Cros (2002) define cultural tourism as "tourism, use of cultural heritage assets, consumption of experiences and goods, and the tourist." Over the years, culture and tourism have grown into "cultural tourism," one of the world's most coveted development possibilities (Richards, 2010; Smith and Richards, 2013). Cultural tourism has become its own trap (Richards, 2010; 2013). Cultural tourism has similar negative outcomes to mass tourist package vacations. In Venice, Italy, Russo (2002) found that cultural tourist development hurts ancient city centres. Because prominent locations draw huge numbers of tourists, which degrades the experience, the city is demarketed in peak season. Cultural tourism's success may lower its cultural worth because of its exclusivity and minority appeal. Cultural tourism overcrowds, degrades resources, and reduces tourist expenditure. Richards (2003) claims that increasing cultural demand forces cities to rapidly increase their cultural attractions. Every location rushes to construct new

attractions that are similar to others. Cultural tourism, like mass tourism, "culturalizes" (Richards, 2010). Ritzer (1993, 1996) defines McCulturization as the "McDonaldization" of cultural tourism goods, making them more uniform, predictable, calculable, inflexible, and less engaging. Thus, smart and real cultural visitors are altering cultural tourism. The ATLAS study (2009) demonstrates that skilled cultural tourists choose smaller, less crowded sites to explore and absorb local culture and find their identities.

1.2 Cultural Tourism to Creative Tourism

New cultural tourism commodities that focus on a broader culture create creative tourism. Tourism products highlight travellers, their creativity, and cultural tourism suppliers. Creative tourism is a new style of tourism that showcases innovation and expands visitor experiences, according to 2014 OECD research. Past research has interpreted "creative tourism" in various ways. Creative tourism enhances economic, social, and environmental tourism. Creative tourism must enrich visitors' experiences to boost a destination's value. Tourists need remarkable experiences. Tourists learn, taste, see, and purchase creatively at a location.

Creative tourism attracts tourists and leisure. Competition determines a destination's uniqueness. Western creativity differs from Chinese originality. China spends much of its creative effort improving established ideas. China's unique innovations benefit the world. Creative tourism promotes smart economic growth. This requires cross-border growth, seamless linkages, and solid commercial ties. This lets tourism and other companies collaborate. Publications, online creativity, and R&D investment have grown in China. Two methods can communicate creative industries' value system. Intersecting industries and sectors provide benefits. Global, value-oriented creative restructuring or value module integration can generate economies of scale (Ali, Kisang, & Hussain, 2015; Telan, 2018). Sangayotin (2017) examined community business success variables. Where social structure, social capital, and cultural norms are restrained, rural enterprises can adapt to outside developments. These businesses benefit from local customs. Local efforts and community support dominate social rural enterprise creation in Sweden. They also struggle with a lack of trained workers and economic growth (Blapp & Mitas, 2017; Diassardinha, Ross, & Gomes, 2017; Shahinoor Rahman, 2019). However, social capital research to boost trust and collaboration for creative tourism has not been extensively applied. 2021). Social capital affects community involvement (Faizal, M. I., L. Hakim, and N. Harahap, 2017). Tourism destinations' well-being depends on social capital. Social capital increases one's level of living and reduces safety worry. Government policies must encourage citizen collective action (Ali & Yousuf, 2019; Lang & Fink, 2019; Roxas & Azmat, 2014). Purwanti Dyah Pramanik, Rahmat Ingkadijaya, Mochamad Achmadi, 2019. (Blapp & Mitas, 2017; Shahinoor Rahman, 2019). Neighborhood engagement helps preserve natural capital. Rural village development is not discussed in the literature. The social capital idea has been extensively studied, thus we examine its impact on rural community growth. Rural tourist expansion is supported by the rural redevelopment plan. According to Li Xiaoying and Huang Weiyan (2019), they promote and constrain each other. Rural tourism offers unique advantages. Economic growth and environment-friendly rural industrial infrastructure are benefits.

1.3 The Development of Creative tourism

The basic idea is to engage people in local culture and creativity through activities characteristic of the destination. This provides links between local people, places, cultures, and tourists, which enhances the experience and increases the value of encounters. Richards (2010) mentioned that the key factors that influenced the success of creative tourism management consisted of the following: The key factors that contributed to the success of creative tourism management were local participation, collaboration with tourism business groups, and a variety of interesting tourist activities. Sustainable development must first focus on building a network within the community by allowing people in the community to participate in problem formulation, set policies, and develop tourist attractions. Local identity and cultural identity should be used with products and services with high aesthetic value and be able to communicate symbolic content very well.

For the development of creative tourism to be successful and sustainable, the following must be improved: DASTA has determined guidelines for developing creative tourism activities and assessing the potential of creative tourism experiences. It can be accomplished in five steps: discovering one's identity, developing distinctiveness and differentiation, and finding the needs of tourists 4) Creating value for products; and 5) Marketing modifications that emphasise the value of the product and the use of social media (Dachum, P. (2013, pp. 336-338); Campbell (2011); Richards & Wilson (2007). Creative tourism potential suggests that prospective evaluation should include: 1) Unique or interesting tourism attractions 2) Planning tourist-friendly events 3) The owner/transmitter is knowledgeable. 4) Properly managing site, equipment, duration, and cost 5) Tourist-friendly situations exist. Fundamentally, the goal of creative tourism development is to meet personalised tourism needs and experience tourism demand. Tourism consumers want to be able to participate in tourism activities such as learning skills, participating in artistic creation, attending creative classes, and so on. Creative tourism will put creative elements into the whole process of tourism to promote the integration of the creative industry, inject new vitality into the tourism industry, and then strengthen the linkages with other industries.

2. Concepts of Team Leadership
2.1 Concept of Team Leadership

In today's fast-paced, competitive business environment, leaders must inspire, find opportunities, and manage resources (Tucker & Russell, 2004). Leaders must inspire teams (Hogan & Kaiser, 2005). Leadership boosts output. Managers need leaders. Leadership helps SMEs, Avolio and Yammarino said (2013). Corporate leadership strongly impacts financial success, study shows (Spinelli, 2006). Professionals, academics, and policymakers appreciate SME performance (Arham, 2014). Studies show that leadership makes a company successful (Mitra Madanchian, Hamed Taherdoost, 22 2017). Leadership destroys companies. Leaders boost morale and output (Madanchian, Hussein, Noordin, & Taherdoost, 2016a). Strategic management scholars study how an organization's assets and strengths create market advantage. Problems Wernerfelt (1984); Barney (1991); Grant (1991); Porter (1986); (1984). Wernerfelt (1984); Barney (1991); Grant (1991); Porter (1986); (1984). Wernerfelt (1984); Barney (1991); Grant (1991); Porter (1986). Several authors say (Barney, 1991, 2001; Grant, 1991; Porter, 1986; Wernerfelt, 1984). Conditions, resources, and capabilities define a company's strategy. Some

propose leadership training. Lord and Hall's (2005) cognitive science-based leader development theory explains how new leaders learn. Time-consuming leadership. The leader uses several unrelated abilities to achieve leadership goals. Leaders are systematic, context-aware, and value-driven. Reaching potential develops unique and experienced leadership. Plan Teams learn and create. Team definitions are consistent. Teams are "a limited number of individuals with the appropriate skill mix to do a specific work, who are committed to a meaningful cause and have realistic performance targets for which they are collectively responsible" (Mickans and Rodger, 2005, p. 359). This distinguishes a team from a group of employees, some of whom may not be devoted, meaningful, or accountable for the group's success.

Teamwork requires task-specific organisation, decision-making, and problem-solving. Cooperation, trust, and deescalation are crucial. Team members must be skilled and collaborative. Communicate, agree, and resolve concerns. Honor them. Mickans and Rodger (2005) think teams can succeed scientifically and politically. Team members must discuss, define goals, and manage disagreements. Multidisciplinary research. Weaver (2008) examined academic transdisciplinarity. "Commitment is typically connected to the degree of interest in the issue being addressed and if the outcome of the cooperation meets individual members' professional objectives," says Weaver. Empowering, concentrating, rewarding, recognising, and limiting can improve team performance. Timothy Brady (2009) found that effective teams know their roles, resolve difficulties, collaborate, keep in touch, and trust each other. Winners: High-achieving teams meet expectations. Leaders assess technical skills. Leaders should prioritise team-performance-boosting purchases. Leaders optimise resources. Communication reduces conflict. Teamwork requires task structure, group norms, and authority. New Team Leadership Management removes group leaders. It values all input. This method assesses and fixes team difficulties. Leaders adapt. Teamwork develops. Virtual teams and sophisticated cross-departmental tasks demand imaginative leaders. Changes produced Team Leadership Theory. This innovative approach destroys authoritarian leadership and followership. Smartest should lead now. The method involves teamwork. It fosters involvement. Teamwork matters. Normal. A solid team with task understanding, chemistry, and support is needed (Northouse, 2007). Teams help leaders. Leaders can change this entire group leading style. Team Leadership teaches practical skills. It helps team leaders motivate, improve performance, and succeed. Many models track teams from childhood to peak. In this instance, the following procedures will be used:
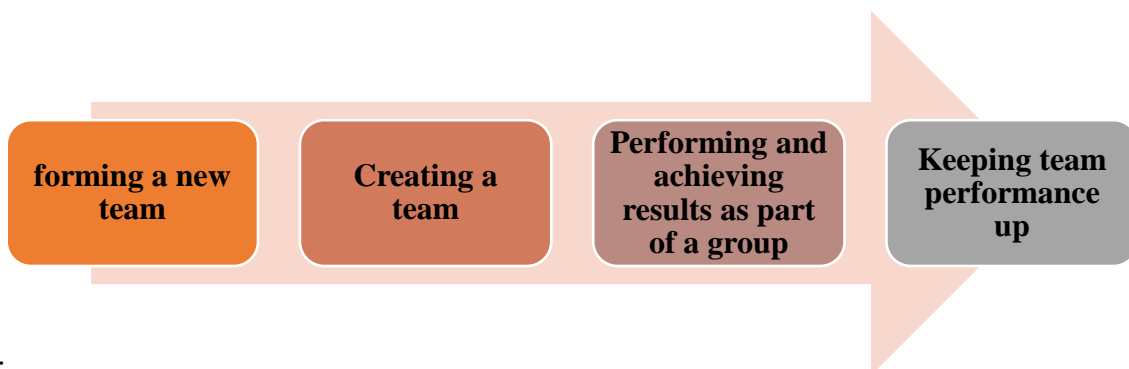

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Figure 1 Team stage models

Team leadership models must go beyond applying leadership styles to team growth stages. Each level demands focus. At the start of a difficult project, senior management addresses the team. The team appreciates top management's support. Team leaders or teammates must meet team members' requirements to achieve goals. Regardless of how requirements are fulfilled, team performance will increase if needs are met quickly and efficiently (Kogler-Hill, 2007). Hill's Team Model may be the most popular since it gives the leader or a chosen team member a mental road map to diagnose and fix team issues (Northouse, 2007). Team growth requires different leadership approaches. We will examine a team leadership paradigm that incorporates four types for each stage of team development: steering, supporting, stimulating, and synergizing. Several studies informed this team leadership model: (Northouse, 2016).

The first box in Figure 2.3 suggests that leaders' decisions affect their teams' effectiveness in both direct and indirect ways, via the leaders' internal and external actions that they can take or not take. Leader Intervention Decisions, Task, Relational, Environmental, and Team Effectiveness are all components of Hill's Team Leadership Model (Northouse, 2007, Kogler-Hill, S. E. 2007).
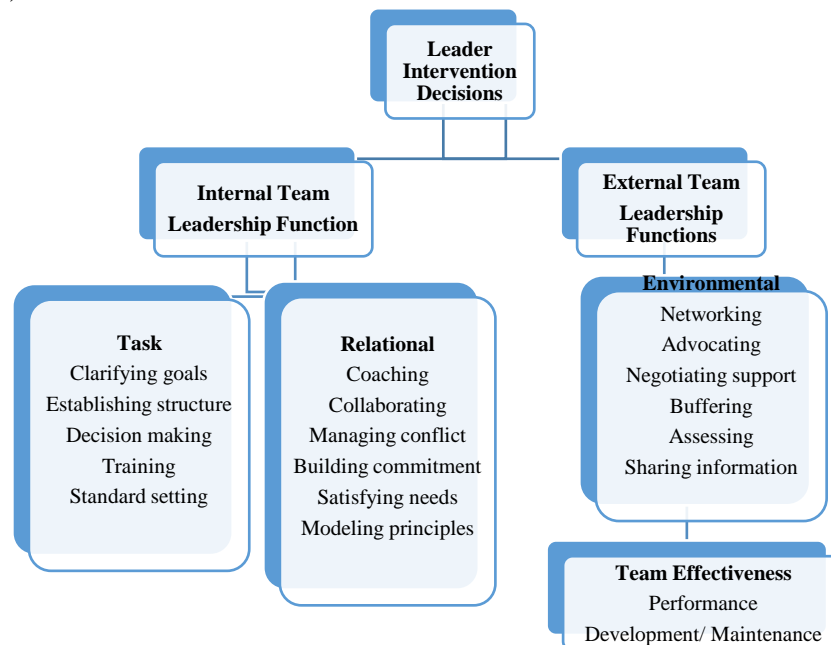

Figure 2 Hill's Team Leadership Model

3. Concept of Perceived Value
3.1 The Concept of Perceived Value

Value perception drives customer satisfaction. Perceived worth precedes emotion-focused fulfilment in Bagozzi's coping paradigm (Bagozzi & Yi, 1988). Research shows that value perception boosts happiness. Mcdougall and Levesque (2000) evaluated dental, automotive, beauty, and food service data. Perceived value related service quality, satisfaction, and willingness to act. Perceived value boosted client satisfaction in numerous service circumstances (Chen, 2008; Hutchinson et al., 2009). Panda had an intellectual edge (2019). This study assessed students' perceptions of their school's history, service, and reliability. It investigates university reputation mediation. Multiple methods collected data. Qualitative interviews and focus groups reveal students' schooling priorities. To test the hypothesis, survey

Americans and Indians. Regressions corroborate these relationships. Students succeed in the US and India with a distinct reputation. This study examines Thai university image and student contentment. "Perceived value" is commonly confused with "values," "utility," "price," and "quality" in the literature, despite substantial research on these topics (Lapierre et al., 1999). Some marketing analysts confuse "value" and "values," despite their distinction. Value is the evaluation's standards, rules, criteria, norms, aims, or ambitions, not the evaluation (Holbrook, 1994, 1999). Payne and Holt (2001) describe "value" as a "trade-off" between positives and disadvantages and a seller-buyer conversation. A person's decision-making "values" are unspoken. We operate according to these "ultimate end-states of being" criteria (Flint et al., 1997: 169). Thus, personal and perceived "value" diverge (Day and Crask, 2000; Oliver, 1996; Woodruff, 1997) Two main ideas should formalise value in studies. First way oversimplifies value perception. Self-reported items can evaluate perceived value, according to Agarwal and Teas (2002), Brady and Robertson (1999), and Sweeney et al (1999). The technique allows for the possibility that Monroe's thesis, Zeithaml's methodology, and other research may alter this one-dimensional construct, but it does not consider value as an aggregate notion. The second approach sees value as a multifaceted phenomena that reflects life's complexities. Studying the service encounter's three-dimensional value structure. Danaher and Mattsson (1994) used Hartman's (1967, 1973) axiological framework to show that their three value dimensions—each positive and negative—could be happiness causes. Lemmink et al. (1998) validated the value dimensions in a restaurant, whereas Danaher and Mattsson (1998) examined the three-dimensional value structure in three service-delivery systems of various complexity. Finally, Huber et al. (2000) included "perceived risk" to their triangular structure.

This article demonstrated value is relative, desired, and perceived (Holbrook, 1994, 1999; Payne and Holt, 2001). This literature evaluation offers recognised merit research. We need further clarification on this multidimensional entity's formative interaction with its constituent aspects, value's dynamic character, the establishment of a comprehensive and effective measurement scale, and the concept's link to other criteria like satisfaction, comparative value, commitment, and loyalty. It is comparative, personal, situational, preferred, and perceptual (Holbrook, 1994, 1999; Payne and Holt, 2001). This study revealed perceived value's primary characteristics. This literature evaluation offers recognised merit research. This multidimensional entity's formative interaction with its constituent parts, value's dynamic nature, the construction of a complete and effective measuring scale, and the concept's relationship to other elements need more elaboration.

4. Concepts of Social Innovation
4.1 Concept of Social Innovation

Drucker and Young addressed social innovation. Jacques Rosanvallon, Fournier, and Attali noted it in 1970s. Social innovation is old. Benjamin Franklin believed little community structure adjustments may alleviate issues (Howaldt, Kopp, & Schwarz, 2015). Karl Marx, Max Weber, and Émile Durkheim studied social change, while 19th-century radical reformers like Robert Owen, founder of the cooperative movement, promoted social change. Gabriel Tarde's imitation research has helped social scientists comprehend social innovation and change. Howaldt, Kopp, and Schwarz (2015) found that 20th-century technologies affected society without explicitly promoting it. Innovation impacted Joseph Schumpeter's creative

destruction theory and his description of entrepreneurs as those who combine resources to create new goods and services. 1980s studies showed societal effects of new technologies. Howaldt, Kaletka, Schröder, and Zirngiebl (2018) argue "social innovation" is industry-wide. Universities, think tanks, for-profits, and philanthropies innovate socially. It must be distinguished from social work and innovation. Innovation spurs social innovation. It promotes production and cooperation (Klievink, B., & Janssen, M., 2014).

Private, public, and vacuum sectors can innovate socially. Cutsem (2015) defines social innovation as "demand-led" (driven by societal challenges and needs rather than supply), "multi-disciplinary" and "multi-stakeholder," "participative," involving the local population and consumers/users," "non-external," "personalised," "not mass-produced," and "open" to knowledge sharing and development. Cambridge, Centre for Social Innovation, and Judge Business School investigate. Studying inter-sectoral cooperative social innovation platforms. Research shows that system improvement requires decades, coalitions, and legislative, legal, and economic institutions. Social entrepreneurs and enterprises operate outside for-profit and public sectors. Social entrepreneurship helps society. Social entrepreneurs innovate and adapt better than institutions. Strategic linkages foster social innovation. Socially conscious enterprises thrive faster with equity and non-equity strategic alliances (Cacciolatti et al., 2020). International business philosophy defined strategic relationships and corporate success in startups with social ideals, essential for growth. (Luca Cacciolatti, 2020). Social innovation involves scholarly creativity and agility. Academics innovate. "Connected difference" outlines three societal changes (Mulgan & Geoff, 2012). Most inventions reuse components. Alone. Finally, they build vibrant communities.

Researches social innovation (Mulgan & Geoff, 2012). Social innovations increase employment, learning, community well-being, and health. These ideals improve civic society. Social innovations include open-source, activism, virtual volunteering, microcredit, and remote learning. Most say social innovation must fulfil social goals, interact with or vary actors, have social repercussions, and be inventive. These factors determine definitions (Milosevic N, Gok A, Nenadic G, June 2018). EU standards emphasise actor interaction and social aims. Social revolution alters problem-causing institutions. (Milosevic, Gok, Nenadic) (Milosevic N, Gok A, Nenadic G). The RSC specifies "new or distinctive solutions that society requires to cope with serious social concerns (RSC), that are more effective, efficient, sustainable, or impactful than the previous ones and contribute to making it stronger and more articulated" (Blanca Herrero de Egaa, 2018). Scholarly publications, blogs, and websites assist social innovation and knowledge-advancing organisations. Egaa Hernandez (2018) Blanca (2018) Anahita (2015). 1) Asia and Scandinavia invented public service. Health, education, and political freedom spur innovation, governments realise. non-profit (sometimes known as "social entrepreneurship") (also known as "social entrepreneurship"). Third, new unfavourable social and environmental research. This paradigm incorporates inclusivity, gender equality, ethical scientific education, open data sharing, and responsible leadership. Since 2000, anybody may volunteer online for NGOs and governments. Sharing product code solves open-source innovation issues. Adaptive systems change their environment. Collaboration between parties who may not be jointly accountable for an action, such as shareholders and labour unions on labour issues or enterprises and the government on regulatory concerns, Innovation distributes ideas, behaviours, and things. Emphasize innovators, early adopters, early majority, late

majority, and laggards. 9) Systemic entrepreneurship emphasises system-level actors to sustain innovations. 10—Services. Tourism social innovation offers inventive ways to incorporate communities in destination planning and decision-making. Modern corporate management must serve society. Social innovation helps. Self-esteem, transitions, and global anxiety improve. Social innovation smartens cities. Local energy may improve life.

4.2 Social entrepreneurship and Entrepreneurs' Role in Tourism Development

Social entrepreneurship involves individuals, groups, startups, and investors. This benefits firms of all sizes, missions, and beliefs (J.L. Thompson, 2002; J. Gregory Dees, 2001). Profit, revenue, and stock price gain define success for for-profit entrepreneurs. Social entrepreneurs "reintegrate" into society as non-profits or for-profits. Measurements vary. Social entrepreneurship supports social, cultural, and environmental goals, frequently through volunteering (J.L. Thompson, 2002). The topic has eluded researchers for decades (Banerjee, S., and Shabam, A., 2019). Scholars have compared it to a legendary monster due to its transience and numerous intellectual lenses. Backgrounds shape scholars' conceptualizations. The researcher should categorise these into five meanings. Founders define entrepreneurship. J.G. Dees (2001) believes innovative and inventive leaders develop social entrepreneurship (Banerjee, S., Shabam, A., 2019). Entrepreneurship, social work, community development, and environmental research produce social entrepreneurs. Thus, identifying social entrepreneurs is hard. David Bornstein (2007) uses "social innovator" and "social entrepreneur" interchangeably since many social service entrepreneurs employ unusual methods. Experts propose confining the title to sales-based business founders. Others have government contracts. Young social entrepreneurs face several challenges. Social entrepreneurs foresee, identify, and creatively solve problems. Social entrepreneurs tackle hypothetical, unstudied challenges including overpopulation, unsustainable energy, and food crises. Social entrepreneurship salaries are lower due to investor shortages. Initially, social entrepreneurs and their employees are underpaid. They have trouble recruiting and retaining employees. Helping the underprivileged fails social entrepreneurs. Capitalism is the act of buying and selling. Social entrepreneurs need non-capital market business methods to survive. Social corporations, unlike charities, are self-sufficient (Elkington, John, Hartigan, and Pamela, 2008). Social entrepreneurs change many things. These businesses have several objectives. They disagree on social transformation too. Community, non-profit, and global social entrepreneurs change society.

Entrepreneurs' various responsibilities must be studied to understand how society achieves goals. Entrepreneurs are typically strongly linked in rural economies and communities. Social entrepreneurs perform the act with a social purpose, not just one's business. This development helps solve important issues and improves the community's well-being. Tourism-related social entrepreneurs seek economic, social, and environmental advantages. They aim to enhance the destination's environment, society, and economy. Niche tourist products are generating many grassroots projects to enhance local communities. Tourism is one of the biggest job creators, and social entrepreneurship is a hybrid business that seeks social value.

RELATED WORKS

Creative activity, community, and network led to eco-friendly cultural travel. Social responsibility affects consumer behaviour more when it involves environmental protection and energy conservation (second point). When tourists have a personal connection to the topic, they consume less carbon. Monitoring and defending their rights and associating with other social groups in the wake of low-carbon tourism are directly related. This analysis groups conceptual, qualitative, and quantitative empirical studies by design. Weilin Zhao's (2016) study compared and contrasted Japan and China's social innovation movements. Japan-China comparisons will inform future analyses. China has many social business groups and incubators, but it must improve to compete globally. The study examines various definitions of social innovation from scholarly works, research reports, and social organizations. The UNWTO (2010) presents a theoretical model for developing a city as a creative tourism destination that combines all the important factors for developing such a city into a single model. These key success factors cannot be addressed in isolation and must be combined to create a comprehensive picture of what it means to develop a creative city.
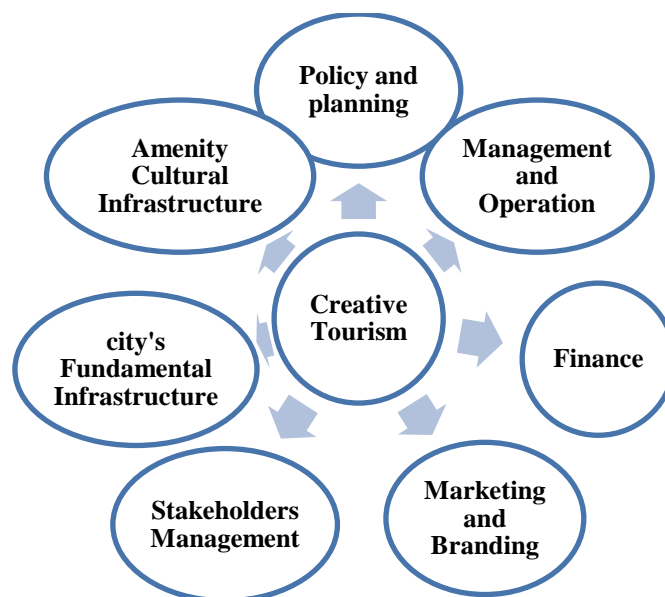

Figure 3 Conceptual Framework: The Seven KSFs for Developing a Creative Tourism Destination of a City

A city's creative tourism can flourish when its private and public sectors work together, its tourism policies are well supported, and its infrastructure and finances are adequate. Collaboration between government agencies and private businesses is also crucial to the smooth running of any city. Also covered are the value of local economies, the significance of tourists' participation and collaboration with locals, and the importance of visitors' access to genuine local experiences. Linking creative tourism to city planning and development gives numerous benefits to a city. In present practice, creative tourism is not included in development plans. City planners and tourism stakeholders do not recognise the benefits or advantages of

applying the notion of creative tourism to the city. The success of a city's creative tourism destination may depend on the level of participation from all relevant parties.

Based on literature reviews and content analysis of concepts, theories, and related research, it has been discovered that it may be used in studies to develop a conceptual framework for study in the future. Because this is a quantitative and qualitative study, independent variables, interstitial variables, and variables are all investigated in order to provide a complete picture. We also performed parallel qualitative and quantitative research investigations with the target audience to get genuine empirical data for further comparison and content synthesis.

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