

CREATING COLLECTIVE VISION THROUGH EFFECTIVE PUBLIC PARTICIPATION: SOCIAL INNOVATION IN PRACTICE

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ABSTRACT

In order to avoid the unfavorable effects of tourism, it is critical that planners understand that the enhanced welfare of the host community is the key success for a competitive destination and therefore allocate extra attention and thoughts to the lifelong benefit of the host population. Community participation and conservation activities through sustainable development and planning create appropriate development strategies that ensure positive local attitudes, conservation of local resources and more importantly, the protection and improvement of the quality of life of communities influenced by tourism development. This study propose a framework which provides a new combined effective strategy for implementation of community participation as a social innovation phenomenon.

THEORETICAL FRAMEWORK

The first step of community participation process needs to be taken initially inside the organizations. Therefore, in order to move towards capacity building for social innovation and revolve ideas into reality, a new governance framework need to be built. Because to build strong coordination and performance mechanism, integrated community participation requires government acceptance and support in all the stages of decision-making and planning.

Pursuing combination of mixed strategies simultaneously will support lateral and creative thinking to solve problems and foster the generation of innovative plans for the development of a new approach for community integrated tourism through social innovation.

Social innovation occurs alongside a strong community awareness of how to deal with problems collectively and proactively. Endorsement of tourism territorial innovation changed the way people think dramatically. People now act in a perspective of community and in a spirit of cooperation and are more aware of the restrictions and deficiencies of underdevelopment. So in the new framework of participation development, people must have a say in decisions affecting them.

The advantage of collective decision-making process is that it provides the space to initiate innovative methods that encourage integration and sustainability, and link planning closely to implementation. Value decisions bring citizens effectively to the core of decisions. Such decisions also bring new solid voice to the democracy by also respecting individual idea.

CONCLUSION

The key point of achieving integrated community development passing through social innovation is understanding the fact that each region must build their innovation generation model in accordance with its reality. According to Ramos and Santos (2005) each area is capable of promoting specific assets and differentiations based on innovative processes. Appropriate creative, involving and learning techniques, such as scenarios should be utilized and the application of scenarios as a device to help develop and integrate a community's tourism goals should be consider as an introduction to further planning.

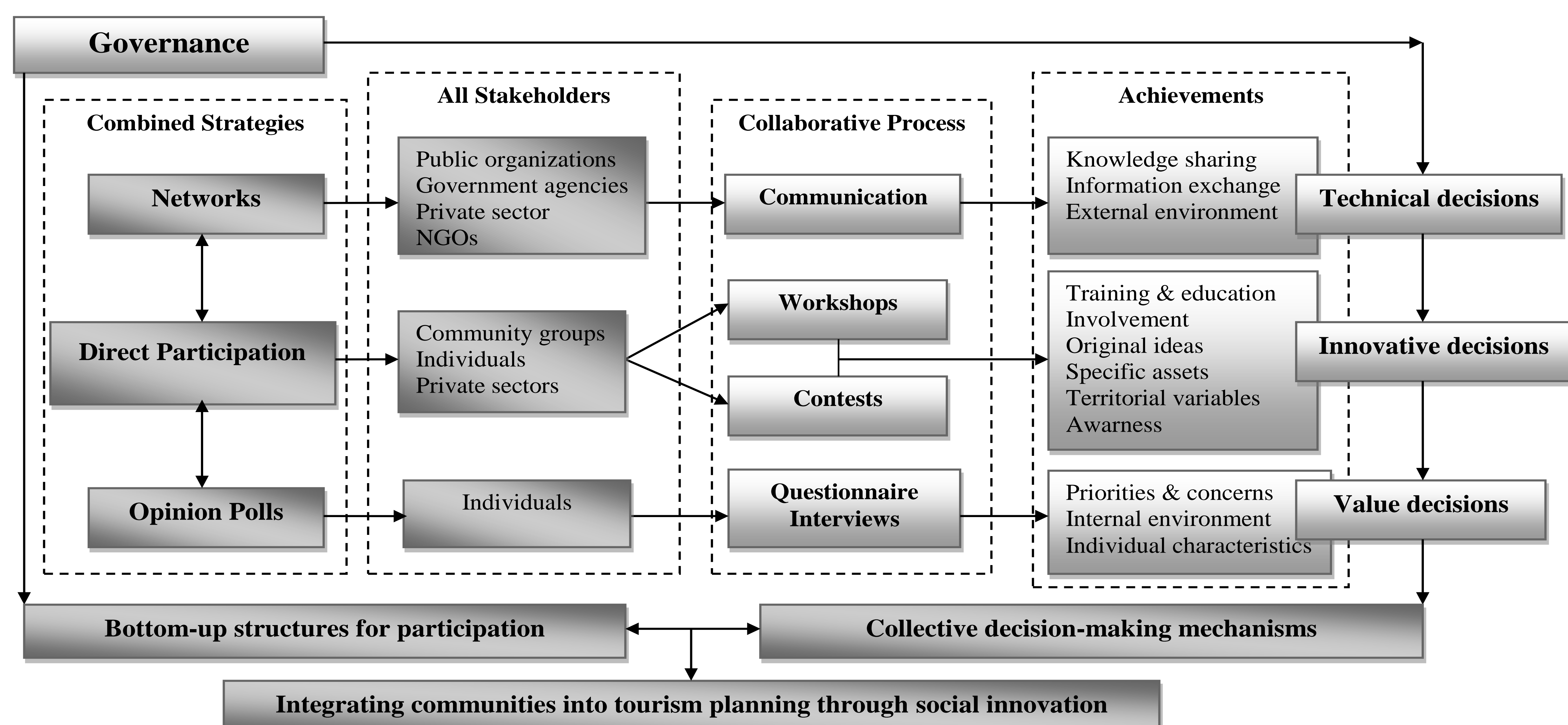


Fig 1. Integrating Communities into Tourism Planning through Social Innovation

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