

# Examining the Challenges & Problems Faced by Tourism Social Entrepreneurs in Restoring Craftsmanship at Conflict-ridden Tourist Destinations

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## Abstract

*This study examines the problems and challenges faced by the tourism social entrepreneurs in Kashmir Valley of the erstwhile state of Jammu and Kashmir, India, which has been witnessing a crisis due to political instability. This research aims to investigate how social entrepreneurship in the tourist industry affects artisans' livelihoods and the different trends in the development of craftsmanship. This research study employs a quantitative methodology and includes a sample size of 259 respondents selected through purposive sampling. The data was analysed utilising SPSS version 25.0, and the results demonstrate that marketing, financial issues, infrastructure deficiencies, and erroneous planning are the main impediments and difficulties faced by social tourism entrepreneurs in Kashmir. Furthermore, the results indicate that social entrepreneurship in the tourism industry can take several forms with effective administration and assistance. These activities may present substantial job prospects for skilled artisans. The findings of this research study can be utilized by academics, professionals, and researchers to formulate ideas and make progress in the field.*

**Keywords:** Tourism, Social entrepreneurship, Craftsmanship, Development, Challenges, Jammu and Kashmir, India.

## Introduction

There is a growing emphasis on social entrepreneurship, and many parallel approaches in the existing literature attempt to explain social entrepreneurship (Tehrani et al., 2022). Though there is no uniformity in the definition, it is an accepted notion that the positive influence of social entrepreneurs on society has helped it attract scholarly attention (Cho, 2006). Tourism social entrepreneurship is viewed as a viable option to promote tourism without compromising ethical and sustainable principles, which the business continuously seeks (Aquino et

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al., 2018; Hassan et al., 2023). Social entrepreneurship is about incorporating viable business practices in the functioning of not-for-profit organizations, and it is unfolding as an innovative approach to address various complicated societal problems. For the first time, William Drayton, a MacArthur Fellow, coined the term “social entrepreneurship” (Dees, 2009). Due to the strategic context of social entrepreneurship gaining traction worldwide, the social half of society’s activities are becoming competitive, entrepreneurial, powerful, and productive as a business enterprise (Sen, 2007). In addition, social entrepreneurship is also linked to several characteristics, including creativity, proactiveness, risk-taking, innovation, inclusion, and leadership (Dees, 2009).

Due to extreme poverty and lack of decent opportunities, especially in developing and underdeveloped countries, social entrepreneurship is receiving increased attention from across different sections of society, and social entrepreneurs are trying to help society positively by addressing varied social problems (Mukkelli, 2015). The kind of impact business entrepreneurs have on the economy and their social counterparts have on society and its development; social entrepreneurs tend to challenge the generally accepted principles and try to develop something more efficient and meaningful (Sofi et al., 2016). According to Peredo and McLean (2006), social entrepreneurs aim to build and increase social value by contributing to the welfare of their community. Businesses should be socially responsible and give back to the community by addressing critical societal requirements to encourage and provide a better and sustainable world (Rahim, Mohtar, 2015). Furthermore, in craftsmanship, the craftsman is closely related to his people rather than by common motives or gains. Thus, the traditional and ancestral legacy of beliefs is transmitted to the next generation as an element of inherited culture (Kramrisch, 1958). According to the Vedic scriptures, craft-making is often considered a discipline and can revive and uphold an age-old traditional culture influenced by a connection to a particular place. Schwarz (2020) argues that craftsmanship is about a skilful workforce to make something of use, and the skills involved in crafting result from continuous practice and training.

The Union territory of Jammu and Kashmir, particularly Kashmir Valley, is beset by many problems. Over the last two decades, residents have been subjected to unprecedented political and economic turmoil (Bose, 2021). Thousands have been killed, often in bizarre situations, wreaking havoc on all parts of life and leaving the people of Jammu and Kashmir in a perilous sociopolitical situation (Shahs, 2005). Even in a relatively tranquil period, the threat of violence serves as a reminder of conflict, which has considerably impacted the labour market and resulted in sociocultural attitudes toward various types of work (Sofi et al., 2016). This study examines the concept of social entrepreneurship and highlights its role in developing handicrafts in conflict-affected tourism locations such as Kashmir. The study adopts a step-by-step approach, identifying social entrepreneurship, handicrafts, and tourism destinations in order and the link between them. At the same time, it is believed that research on social entrepreneurship in general and craftsmanship about tourism, in particular, can provide valuable insights into how we might theorize and conceptualize social impact. In this study, we attempted to determine how social entrepreneurs assist craftspeople in Jammu and Kashmir, constantly threatened by conflict and the resulting chaos (Akbar, 2018). This study highlights various challenges social entrepreneurs face in uplifting craftsmanship in tourism regions with conflict settings. It also focuses on how social entrepreneurs revive local handicrafts in conflict-ridden tourist locations where economic development and cultural preservation struggle. To illuminate the more significant socio-economic effects of the identified difficulties on conflict-ridden tourist destinations beyond social entrepreneurs’ immediate concerns, this study will examine how

addressing these difficulties might restore community identity, economic resilience, and cultural legacy. In addition, this research seeks to provide a holistic perspective on social entrepreneurship, craftsmanship, and tourism in unstable settings to help stakeholders, policymakers, and practitioners promote inclusive and sustainable development in areas where historical conflicts and tourism-related issues persist.

## Literature Review

### Tourism Social Entrepreneurship

As a market-based strategy for tackling social concerns, tourism social entrepreneurship (TSE) is advocated to maximize benefits and reduce potential drawbacks for host communities (Aquino et al., 2018). The terms “social entrepreneurs” and “social entrepreneurship” were first used in the 1960s and 1970s, but as social inequality increased, they gained popularity in the 1980s and 1990s (Sheldon, Daniele, 2017). Tourism social entrepreneurship is defined as “a process that uses tourism to create novel solutions to immediate environmental, social and economic problems in destinations by mobilizing the resources, ideas, capacities and social agreements required for the destination’s sustainable social transformation from within and outside of the destination” (Sheldon, Daniele, 2017). It can be characterized by their motives, ambitions, justifications, drivers, and impacts rather than focusing on “how social entrepreneurs and organizations act and produce social value (Sigala, 2016). According to Jorgensen et al. (2021), research on social entrepreneurship and social value in the tourism sector is still being determined. Also, due to extreme poverty and lack of decent opportunities, especially in developing and under-developed countries, social entrepreneurship is receiving increased attention from different sections of society (Manhas et al., 2022). Therefore, a more collaborative and comprehensive approach to social entrepreneurship is required in the tourism sector so that it creates an environment in which things will improve in some areas of the community and acts as a platform for engagement and progress that go beyond tourism growth (Tehrani et al., 2022).

While effective implementation of a social business remains challenging, adopting tools to devise a mechanism to lessen this problem is vital to establishing the validity of social entrepreneurship as a field of study (Mair, Marti., 2006). Moreover, organizations can pursue commercial, social, or a combination of both (Dees, 2009). Some scholars even refer to organizations that seek commercial and social objectives as hybrids (Davis, 1997). There is widespread agreement that social entrepreneurs and their endeavours are motivated by social aims or the desire to help society by creating social value (Austin et al., 2006). This is another way of saying that a social entrepreneur strives to improve “social value” or contribute to the welfare or well-being of a specific human group (Peredo, McLean, 2006). In addition, social enterprises are primarily local businesses that provide goods and services that have an individual and a collective impact on communities and society at large (Sheldon, Daniele, 2017). Therefore, local differences in service provision, access to services, and skill levels can contribute to the development of social value by assisting persons in acquiring the skills needed for efficient work (Haugh, 2005).

Despite the differences between social and commercial entrepreneurship, some scholars claim that a continuum exists for which commercial and social entrepreneurship serve as anchors (Austin et al., 2006; Peredo, McLean, 2006). Assessing and evaluating varied oppor-

tunities and selecting the most appropriate options highlight a social entrepreneur's potential to stand out and help society face different challenges (Austin et al., 2006). Researchers and practitioners must spell out the crucial questions and significant distinguishing characteristics of social entrepreneurship, which originates in entrepreneurship and public policy (Certo, Miller, 2008). Those social entrepreneurs who explore game-changing ideas, which in turn leads to a cascade of follow-on innovations, adaptations, and local implementations, have the potential to have a significant social impact (Aquino et al., 2018). Many entrepreneurs are becoming well-known for their creative approaches to addressing complex social challenges (Sherman, 2003).

Social entrepreneurship is pursuing sustainable solutions to neglected problems with positive externalities (Santos, 2012). Even though social entrepreneurship has gained traction in both the academic and corporate realms, more research on its precise definition still needs to be done in the academic literature (Peredo, McLean, 2006). Due to these shifts, marketing researchers are becoming more interested in the function of social entrepreneurship in nonprofits (Hartigan, 2002). The future growth of social entrepreneurship research is a critical agenda for reaching consensus across many fields on the definition and significant components of social entrepreneurship (Certo, Miller, 2008). Therefore, there is a need for both theoretical and empirical research on social entrepreneurship and related activities because there are no widely agreed definitions (Sherman, 2003).

As social entrepreneurs work to transform the whole system, they demonstrate a clear vision and unwavering determination regarding mission and operational characteristics (Lange, Dodds, 2017). Even though the entrepreneurship and nonprofit literature provide a broad backdrop, they do not address critical environmental factors for patternchanging social entrepreneurs (Sherman, 2003). In addition, within the context of the social economy, the combination of different and conflicting rationalities and logic in shaping the social economy and its consequences for political action has been a highly debated topic in the literature. (Aji, 2020; Hassan et al., 2023). Therefore, due to rising competitiveness, social entrepreneurs are forced to develop novel marketing tactics for delivering their services while maintaining their social objective and the purpose they started (Sullivan et al., 2003).

## Craftsmanship

A growing emphasis on product and service quality and authenticity in today's economy distinguishes it from competitors (Klamer, 2012). Many authors define craftsmanship as a skilled activity in which a craftsman uses their skills to create something useful, and in most cases, the skills and distinctive procedures are passed or learned by a master of the craft (Rafiq, 2019). In many cases in India, the craft culture is passed down from generation to generation (Gupta et al., 2010). Handicrafts, or crafting using hand or homemade tools following ancestral techniques, comprise a significant portion of the economy of Jammu and Kashmir (Islam et al., 2018). Shawl making (Kashmiri weavers use a distinctive technique of passing a weft over and over and under two warps to weave a shawl, and it generally takes about four days to complete one shawl), silverware, carpet weaving, paper mache, gabba making (*embroidered Kashmiri rug*), namdha making (*Felting low-quality wool rather than weaving it with a small quantity of cotton*), wood carving and other handicrafts are among the many that both men and women work on to support themselves (Shah, 2019). Even though there is a pool of artisans, the opportunity to earn a decent living from the crafting business is not encased due to poor accessibil-

ity, hilly terrain, harsh climatic conditions, poor infrastructure, and, most importantly, political unrest, which has repeatedly hampered all kinds of activity, including the crafting business (Rafiq, 2019).

Artisans feel neglected due to urbanization and the large-scale development of products and services. They cannot market their products at the prices expected for the hard work they put in to ensure their quality and originality (Kramrisch, 1958). Industries' rapid expansion and proliferation have resulted in a quality compromise, further marginalizing craftspeople by providing them with few or no options for finding buyers for their finely created craft products (Chartrand, 1988). Since handicrafts are more labour-intensive, many continue to practice even today, working full-time or part-time (Islam et al., 2018). In addition, if the meticulously crafted items of the artisans are appropriately marketed, it will benefit them and allow them to earn a good and decent living while also allowing the crafting culture to grow (Shah, 2019). Currently, the condition is such that the next generation is unable to accept their ancestral heritage, which has been passed down from generation to generation, and to carry on the traditional legacy of craftsmanship because the art of crafting has lost its glory to a large extent (Klamer, 2012). According to Asali (2020), craftspeople are trained in these guild systems to give technical and social know-how to contextualize those structures within the regional limits. Although culture, crafts, and tourism are all intertwining more and more, before beginning an assignment of constructing something utilizing conventional know-how and essential tools, viewing them as an extension of his body assists him in accurately completing the task (Kramrisch, 1958). Traditional businesses present the cultural past through handicrafts, and as stated, crafting culture connects the historical setting with current economic operations, and every product made by a craftsman has a backstory, which is frequently combined with storytelling (Schwarz, 2020).

Although artisans are very crucial to the success of the crafting industry, they place a high value on their abilities, know-how, and skills to generate income and employment by creating exclusive, high-value items (Bhandari, Kalra, 2018). As a result, it is essential to properly conserve and convey artisans' know-how and abilities (Latilla et al., 2019). On the other hand, craft consumption refers to activities that people make and consume themselves, and the commercialization of crafts is a hot topic in many fields these days (Harrod, 1999). Research shows traditional handloom textiles are possibly the oldest Indian arts and crafts (Gupta et al., 2010). Due to how the social movement of opposition to industrial production, known as "arts and crafts", evolved in the United Kingdom, the integration of craft labour in the creative industries is limited to a few types of products in the artistic sector (Torres, 2016). Also, the distinguishing feature of craftsmanship is that it meets the growing demand for quality, uniqueness, and authenticity and plays a more significant part in shaping the future economy (Klamer, 2012). Artisans' knowledge is thus essential for the long-term survival and profitability of arts and crafts organizations, and its transmission demands a proper codification policy so that the next generation of artisans can keep the skills and know-how of earlier artisans (Latilla et al., 2019). In addition, local cultures, by definition, are more accessible to locals than to outsiders, and visitors' cultural experiences must be made transparent and accessible to comprehend and appreciate them (Richards, 1999). Therefore, tourists are drawn to the tradition of the local culture and the uniqueness of tradition in the community's daily life, including craftsmanship (Bhandari, Kalra, 2018). It is crucial to develop a cultural bridge between the native and visitor cultures so that the crafts goods must be tailored to the needs and wishes of the buyer (Richards, 1999).

## Tourism Social Entrepreneurship and Craftsmanship

Although social entrepreneurs typically start with small projects, they frequently focus on issues with local but global relevance, such as education, clean water, small business development, reintegration of individuals into the workforce, waste management, etc. (Zahra, 2008). According to Santos (2012), value creation and capture are more emphasized rather than simply adding new descriptors to the name social entrepreneurship. Only some agree that a person or organization may pursue two goals and be termed a social entrepreneur (Peredo, McLean, 2006). Therefore, profit generation is at the centre of entrepreneurial operations, and these revenues also help entrepreneurs grow personal wealth (Lee, 2017). Furthermore, numerous countries with substantial entrepreneurial capacity encounter marketplaces riddled with conflict (Singh et al., 2021; Cakmak et al., 2021). Therefore, earning profit allows social entrepreneurs to obtain the essential resources needed to achieve the predetermined social objective and create social value at tourist destinations (Sherman, 2003; Singh, Nika, 2019). The fulfilment of essential and long-lasting needs, such as supplying sustenance, hydration, shelter, education, and healthcare to individuals in need, is mainly independent of monetary profit and is closely tied to the primary goal of social entrepreneurship (Certo, Miller, 2008).

On the other hand, craftsmanship is essential in the real world, where the lack of a formalized knowledge transfer system within arts and crafts groups may jeopardize the organizations' long-term survival (Richards, 1999). Ethnic communities, like any other group or community, are vulnerable to some level of marginality (Lee, 2017). Artisans are not usually well-positioned to benefit from the historic tourist industry; their product marketing necessitates understanding tourist needs, access to effective distribution mechanisms, and design, sales, and marketing skills (Richards, 1999). The growth of the craft culture will not only increase possibilities for creative people but will also improve the quality of life for this vulnerable section of society (Klamer, 2012). Furthermore, making crafts may also become an essential part of cultural tourism, allowing visitors to learn about and witness how these crafting products are created (Bhandari, Kalra, 2018). It is consequently critical to comprehend the cultural tourist industry while promoting the work of the craftsman and the tourism sector (Latilla et al., 2019).

## Theoretical Background

Countries or regions that suffer from weak leadership, unstable governments, vulnerable economies, and social unrest are examined by the fragile state model, often known as the theory of fragile states. The fragile state theory suggests that development status, vulnerability, and low development levels lead to state fragility (Gries, Naude, 2011). According to Stewart and Vail (2007), authority, legitimacy, and capacity define state vulnerability. The fragile states theory stresses the social compact between the state and its citizens, prioritising state interventions, activities, and programs to help persons over non-governmental initiatives. Moreover, as per the network theory, the social compact and the state-society agreement—affect micro-entrepreneurs at the base of the pyramid. This is because entrepreneurship grows within social networks, including state ones (Viswanathan et al., 2014). Providing essential services, preserving the law, and keeping institutions running smoothly are all challenges for delicate states. These variables may impact tourism and other sector sales. Political instability is one of numerous interrelated factors influencing entrepreneurs' attempts to restore craftsmanship in tourist locations in fragile states affected by violence (Gani et al., 2018; 2021). An uncertain and dan-

gerous climate might result from political instability under weak administrations. In politically unstable times, social entrepreneurs in the tourism industry have significant challenges when building long-term projects. Local economic growth can be slowed, supply lines can be disrupted, and insecurity can discourage investment (Roberts, 2023). Therefore, there is a security risk for tourists and businesses in conflict zones such as Jammu & Kashmir. This can make tourists hesitant to go, limit their options there, and hurt companies that rely on tourism. Weak economies, low resources, and high poverty rates characterize fragile states. Business owners in economically depressed areas may struggle to find customers, capital, or other resources necessary to run long-term, sustainable operations, which could hurt local craftsmanship. As a result, communities might be uprooted, cultural assets destroyed, and traditional crafts and skills disrupted by violence (Cakmak et al., 2021; Roberts, 2023; Manhas et al., 2021). Also, the displacement or dispersion of local populations might make it difficult for social entrepreneurs in the tourism industry recovering handicrafts to save and pass on historical knowledge. Restoring handicrafts in tourist hotspots affected by violence requires resilience and community involvement. Hence, social entrepreneurs in the tourism industry may have to collaborate with NGOs, international organizations, and other interested parties to tackle insecurity, encourage peace-building, and pave the way for sustainable tourist development.

## Methodology

The current research study is based on primary data, and it is descriptive. This study aims to investigate the problems and challenges faced by tourism social entrepreneurship in Kashmir and how they help restore craftsmanship in the region. This study adopts a quantitative methodology based on literature and academic discourses on tourism social entrepreneurship and craftsmanship development. The primary information was gathered by self-administered questionnaires distributed among artisans of the Kashmir region (J&K, India). A sample of 259 artisans from 7 districts of Jammu and Kashmir (Kupwara, Bandipora, Srinagar, Anantnag, Baramulla, Ganderbal and Kulgam) were included in the study.

## Research Instrument

For this study, an instrument was adopted and used by the researcher after taking into account the existing literature on tourism social entrepreneurs and craftsmanship development to examine the involvement of tourism social entrepreneurs in addressing difficulties and problems during the restoration of craftsmanship (Abrol et al., 2013; Garg, Walia, 2019). In the research instrument, the first construct scale had 22 items, and it was measured on a Likert scale of 1 to 5, with five representing “strongly agree” and one “strongly disagree”. The factors relating to the problems and challenges faced by tourism social entrepreneurs in restoring craftsmanship were extracted using exploratory factor analysis (EFA). An expert review and pretest were suggested to establish face validity. A pretest effectively determines the research instrument’s content validity and improves the questionnaire design and structure (Dikko, 2016).

Consequently, expert evaluation and pretests of the interview schedule improved the instrument’s face validity. Also, a wide range of literature was consulted to get an overview of existing research on the subject and to establish the validity of the constructs evaluated before

to increase content validity. Although the number of tourism social entrepreneurs actively creating social value in Jammu and Kashmir was limited, only those actively involved were included in the sample population.

## Sampling Design and Data Collection

The study was conducted in the Kashmir Valley, a popular tourist destination in Jammu and Kashmir, India. Local artisans in the area served as the study's sample population. The J&K Department of Handicrafts provided the sample frame. Purposive sampling has been used to get quantitative data from the respondents of these designated and independent sampling units. These artisans were reached personally through door-to-door surveys to gather the data. Data collection took place between September 2022 and October 2022. Target respondents were approached and asked to complete a self-administered structured questionnaire. A purposive selection technique was adopted to guarantee proper representation in the final representative sample. The data was analyzed through SPSS.20, and descriptive statistics were employed to present the investigation results. After incorporating the technique of EFA, the investigation results revealed the significant problems and challenges faced by tourism social entrepreneurs in Kashmir.

## Sample Size

There are several methods for calculating the sample size for a population. According to Hair et al. (1998), A statistical analysis necessitates a minimum sample size of 200 respondents. However, Schumacker and Lomax (1996) noted that certain researchers employed sample sizes ranging from 250 to 500 respondents, with a ratio of 5:1 or 10:1, meaning either 5 or 10 respondents per item in a questionnaire (Hair et al., 2010; Sibona, 2020). To ensure the statistical power of inference, the item-to-respondent ratio was carefully chosen for this study, taking into account a sample size of 259. This decision was made because the population was widely dispersed, and the COVID-19 guidelines imposed by institutions made data collecting challenging.

## Data Analysis and Results

As per the demographics, males account for a higher percentage, 74.9% of the studied population, whereas females constitute only 25.1%. The demographic tabulation has the majority of artisans falling under the age group of 36-46 years 46.3% than the other corresponding age groups, i.e. 26-36 years 40.9 %, 46 years and above 11.2 % and 16–26 years 1.5 % respectively. Table 1, enumerating the list of crafting activities, shows that the majority of the artisans 25.1% work in the wood carving business, followed by needlework at 22.0%, and artisans practising the art of embroidery and pottery at 15.4% and 13.1%, respectively. Willowwork is considered a profession by 11.2% of artisans, whereas artisans working in metalwork constitute 10.8% of the studied population and other crafts-related artisans at a mere 2.3%. Enlisting the years in crafting in Table 1, the highest number of artisans, i.e., 55.2%, falls under the category of having worked between 10 – 15 years, followed by 28.2% of the artisans working for around 5–10 years.



Artisans who have worked for about five years and above form 15.4% of the total, while the least number of years, i.e., 1–5 years, only 1.2% of artisans fall in that category.

**Table 1. Demographic profile of respondents**

Demographics Variables		Frequency	Percentage
Gender	Male	194	74.9
	Female	65	25.1
Age	16 - 26 Years	4	1.5
	26 - 36 Years	106	40.9
	36 - 46 Years	120	46.3
	46 - Above	29	11.2
Crafting Activity	Embroidery	40	15.4
	Wood Carving	65	25.1
	Pottery	34	13.1
	Willow Work	29	11.2
	Needlework	57	22.0
	Metal Working	28	10.8
	Other	6	2.3
Years in Crafting	1- 5 Years	3	1.2
	5-10 Years	73	28.2
	10-15 Years	143	55.2
	15 Years and above	40	15.4

## Results of Factor Analysis

EFA was executed on the sample population related to the problems and challenges. Four factors, namely Marketing of craft products (MCP), Financial problems (FPF.P, Infrastructural Deficiency (IDI.D.and Erroneous Planning (EPE.P. were extracted, which accounted for 69.09 per cent of the total variance explained (Table 2). The values of Kaiser Meyer Olkin value were .748, and the Bartlett test of Sphericity (Chi-Square = 4604.25; df: 66; sig. = .000) indicates the data adequacy for factor analysis (Singh, Nazki 2023; Manhas et al 2012). (Table 2).

**Table 2. Results of factor analysis**

Attributes	Factor loading	Mean	SD	VE
Factor 1: Marketing				
Lack of demand for the products in the market	.942	4.57	.548	35.64%
Unable to deal with the modern marketing system	.934	4.44	.512	
Lack of training for innovation and marketing of products	.879	4.54	.530	
Lack of networking with the marketers	.852	4.47	.508	
Take help from intermediaries who pay less than the market price	.816	4.38	.509	
Overall Mean & S.D.		4.47	.334	

Attributes	Factor loading	Mean	SD	VE
<b>Factor 2: Financial problems</b>				
Insufficient finance	.921	4.66	.520	13.99%
High-cost credit	.885	4.39	.595	
Overhead costs (transport/excise duty)	.874	4.25	.581	
People are living in miserable conditions	.845	4.27	.586	
Overall Mean & S.D.		4.39	.321	
<b>Factor 3: Infrastructural deficiency</b>				
Lack of infrastructure and management	.912	4.30	.584	11.81%
Failure to step up to the present ICT world	.910	4.41	.560	
Limited access to overseas market	.875	4.27	.621	
Absence of niche market	.849	4.29	.609	
Access to a global audience	.841	4.26	.578	
Design Element	.832	4.24	.594	
Overall Mean & S.D.		4.29	.360	
<b>Factor 4: Erroneous Planning</b>				
Participation in planning	.892	4.22	.641	7.65%
Lack of skilled labour	.857	4.30	.643	
Lack of traditional tools/ handmade tools	.839	4.32	.642	
Negligence by authority	.801	4.38	.546	
Supply-demand (low demand/high production cost)	.800	4.27	.589	
Issues with licensing/labour regulations	.789	4.32	.616	
Uncertain sociopolitical scenario in the valley	.819	4.20	.598	
Overall Mean & S.D.		4.28	.349	
KMO Measure of Sampling Adequacy		.748		
Bartlett's Test of Sphericity	ChiSquare	4604.253		
	df	66		
	Sig.	.000		

Note: S.D. = Standard Deviation, VE = Variance Extracted, and KMO = Kaiser Meyer Olkin.

In summary, Factor 1, “Marketing”, comprised five items that explained 35.64% of the variance. The eigenvalue was 6.530, and the overall mean was 4.47. In factor 2, “Financial problems”, four items explained 13.99% of the variance, the eigenvalue being 2.562 with an overall mean of 4.39. Six items under the heading Factor 3, “Infrastructural deficiency”, explained 11.81% of the variance. The eigenvalue of this factor was 2.989, and the overall mean was 4.29. Factor 4, “Erroneous planning”, comprised seven items that explained 7.65% of the variance, 1.057 being the eigenvalue and 4.28 the mean.

Initially, issues with missing values and outliers were discovered. Hence, Cronbach alpha ( $\alpha$ ) Cronbach to assess reliability. Since Cronbach alpha ( $\alpha$ ) values were higher than the threshold of 0.70 (Table 3), it indicated that the data was internally consistent (Nunnally, 1978).

**Table 3. Reliability Statistics**

Dimensions	No.of items	Cronbach Alpha
Marketing	05	.805
Financial problems	04	.764
Infrastructural deficiency	06	.723
Erroneous Planning	07	.883
Problems	22	.829
Avenues	06	.783
Viable profession	04	.914
Livelihood	04	.734
Overall	36	.858

Note: Cronbach Alpha ( $\alpha$ ) for all the constructs are above the threshold level of .70

The normality of the variables was assessed by evaluating their skewness and kurtosis. The result that fell within the range of 2.00 (Table 4) indicates that the data is average. Furthermore, the initial set of twenty-two items was reduced to only four factors. A latent root criteria (Eigenvalue) value of above 1.0 (Pett et al., 2003) and a factor loading of 0.50 were employed as thresholds to determine which items to include in a factor.

**Table 4. Normality Results**

Variable	Skewness	Kurtosis
Problems	0.101/0.124 = 0.814	0.187/0.247 = 0.757
Avenues	0.046/0.124 = 0.370	0.372/0.247 = 1.506
Viable profession	.112/0.124 = 0.903	0.198/0.247 = 0.806
Livelihood	.117/0.124 = 0.943	0.254/0.247 = 1.02

The majority of respondents agreed that there had been problems and challenges with the marketing of the craft product, and respondents strongly asserted that insufficient finance. (mean = 4.66) Along with the lack of demand for products in the market (mean = 4.57), this contributes significantly to the problems and challenges faced by social tourism entrepreneurs. According to the data collected, the respondents agreed that training and innovation for product marketing (mean = 4.54) and poor networking with the marketers (mean = 4.47) add to the craftsman's problems. It was evident from the results that the artisans could not cope with modern marketing techniques (mean = 4.44), which consequently led to taking help from the intermediaries, which fetches much less than the market value (mean = 4.38).

**Table 5. Descriptive Statistics Results of Problems**

No of Items	Mean	Std. Deviation
Insufficient finance	4.66	.520
Lack of demand for the products in the market	4.57	.548
Lack of training for innovation and marketing of products	4.54	.530
Lack of networking with the marketers	4.47	.508
Unable to deal with the modern marketing system	4.44	.512
Take the help of intermediaries who pay them very less than the market price	4.38	.509

No of Items	Mean	Std. Deviation
Negligence by authority	4.38	.546
Failure to step up to the present ICT world	4.41	.560
High-cost credit	4.39	.595
Lack of skilled labour	4.30	.643
Lack of traditional tools/ handmade tools	4.32	.642
Issues with licensing/labour regulations	4.32	.616
Supply-demand (low demand/high production cost)	4.27	.589
Overhead costs (transport/excise duty)	4.25	.581
Limited access to overseas market	4.27	.621
Lack of infrastructure and management	4.30	.584
Absence of niche market	4.29	.609
People are living in miserable conditions	4.27	.586
Access to a global audience	4.26	.578
Design Element	4.24	.594
Participation in planning	4.22	.641
Uncertain sociopolitical scenario in the valley	4.20	.598

Also, as recorded in response, artisans agree that the authorities have been showing pure negligence (mean = 4.38). There has been no initiative to help set up facilities to cope with the current information and communication technology (mean = 4.41). The respondents have agreed that the high cost of credit (mean = 4.39) and lack of skilled labour (mean = 4.30) have proved to be a significant challenge. In addition, the unavailability of traditional/handmade tools makes it even worse (mean = 4.32). With each passing day, abiding by the rules and regulations (mean = 4.32) becomes a significant drawback as there is no check as such, leading to incomplete and lag in getting the licenses and completing the registration formalities. The low demand and high production cost (mean = 4.27) and overhead cost (mean = 4.25) have further deteriorated the craft product marketing scope.

Moreover, the artisans agreed that limited access to the overseas market (mean = 4.27) is a challenge that contributes to the already existing lack of infrastructure and management (mean = 4.30). Artisans have shown strong agreement towards the problem of the unavailability of a niche market (mean = 4.29) and have also expressed their agreement with living in miserable conditions. No access to a global audience (mean = 4.26) is also a drawback of the design element for the crafting produce, yet another debacle (mean = 4.24). According to the respondents, the reason for the fiasco in the marketing of crafting products is the participation in planning (mean = 4.22) as well as the uncertain sociopolitical scenario in the valley (mean = 4.20), which adds up to the problems and challenges as agreed by the artisans.

**Table 6.** *Descriptive Statistics Results of Avenues of Social Entrepreneurship*

No of Items	Mean	Std. Deviation
Opportunity for business diversification	3.90	.475
Employment opportunities	3.96	.434
Institutional MOUs	4.36	.555
Collaborated with big e-commerce Giants	4.53	.558
Women empowerment	4.52	.545
Example for others to follow	4.46	.558

Concerning the available avenues and opportunities for business diversification, the artisans in the research study were somewhat inclined towards greenness (mean = 3.90). Also, he seconded the employment opportunities (mean = 3.96) available regarding avenues available for social entrepreneurs in J&K (Jammu & Kashmir). The participating respondents agreed that institutional MOUs (Memorandum of Understanding) can help in a significant way (mean = 4.36). In contrast, elaboration with commercial giants (mean = 4.53) can be a great move towards development. Women's empowerment (mean = 4.52) was a positive factor, and the respondents agreed that avenues of social entrepreneurship can help the marginalized sections of society. Also, the respondents agreed that the avenues and opportunities (mean = 4.46) can boost the morale of others and can be held as an example to follow.

**Table 7.** *Descriptive Statistics Results of Social entrepreneurship (as a viable profession)*

No of Items	Mean	Std. Deviation
Focus on commercial opportunities to empower artisans	4.37	.500
Incremental change can help artisans by making craftsmanship commercially viable	4.29	.486
No traditional craft skill can live on unless it has a viable economic environment	4.52	.538
Traditional craft skills can't be sustained in the long future unless there is a viable scope in the market	4.51	.531

Most participants agreed that social entrepreneurship should be considered a viable profession, as is evident by the fact that many respondents agreed that the focus on commercial opportunities to empower artisans (mean = 4.37) is paramount. In contrast, they also decided that incremental change can help artisans by making craftsmanship commercially viable (mean = 4.29). It was found to be in agreement that no traditional craft skill can be sustained unless it has a likely economic environment (mean = 4.52). In addition, the artisans agreed that conventional craft skills cannot be encouraged further in the long run unless there is a viable market scope (mean = 4.51).

**Table 8.** *Descriptive Statistics Results of the impact of social entrepreneurship on the livelihoods of artisans*

No of Items	Mean	Std. Deviation
Quality of life is better than before	4.42	.503
There is an increase in the household income.	4.32	.476
Does it have an impact on employment	4.50	.509
Improved standard of living	4.51	.516
Financial stability	4.52	.508

According to the responses from the data collection, most participants agreed to questions posed concerning the impact of social entrepreneurship on artisans' livelihoods. They agreed that social entrepreneurship has helped them improve their quality of life (mean = 4.42) while also assisting them in increasing their household income (mean = 4.32). The artisans agreed that it has positively impacted employment opportunities (mean = 4.50). Furthermore, social entrepreneurship's impact on artisans' livelihood has considerably increased their standard of living (mean = 4.51) and financial stability (mean = 4.52).

## Discussion & Implications

This study aimed to evaluate the difficulties and obstacles experienced by tourism social entrepreneurs in restoring craftsmanship. The findings showed that tourism social entrepreneurship substantially impacts reviving craftsmanship by addressing issues and constraints. The conclusion further reveals that repairing craftsmanship needs to be improved due to a lack of marketing infrastructure, financial constraints, infrastructure absence, and erroneous planning. The findings also confirm that implementing the corrective actions listed below can assist in improving and restoring craftsmanship in the region.

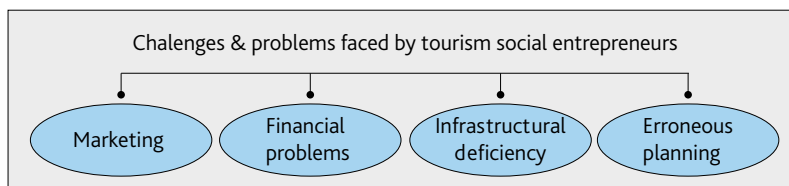


Figure 1. Challenges and Problems Faced by Tourism Social Entrepreneurs (Source: Authors)

## Marketing Craft Products

Marketing involves various activities, including market research, product development, pricing, advertising, and distribution (Pour et al., 2013). Marketing aims to connect a business and its target audience to generate sales and build brand awareness (Ansari et al., 2019). The results from the factor analysis (Table 2) depict that item MCP<sub>1</sub> (*Lack of demand for the products in the market*) has the highest mean (*mean* = 4.57). This indicates that there is significantly less demand for craft products, and the visibility of the products in the market could be much higher. Thus, proper marketing research must be undertaken to know the potential client's specifications and develop the craft product on the same lines (Hassan, Mir, 2021).

Meanwhile, MCP<sub>5</sub> (with the help of intermediaries who pay *less than the market price*) has the lowest mean (*mean* = 4.38), thereby suggesting that the distribution channel should be identified correctly to increase the prospect of the artisans instead of hampering them by paying a minimal amount. Therefore, when the artisans are duly paid, it will, in turn, circulate in the local economy and improve the standard of living. In addition, marketing craft products could be challenging, but several strategies can be effective:

1. Specify your target market: Before marketing your handmade goods, you must decide who your target market is. Consider your ideal customer's age, gender, geography, and interests (Ansari et al., 2019). This will enable you to target the appropriate demographic with your marketing initiatives.

2. Create an online presence: In the current digital era, doing so is crucial. Establish social media profiles, build a website, and display your handmade goods online. Use descriptive text and photographs of the highest calibre to showcase the unique qualities of your products (Khan, Amir, 2013).
3. Arrange fairs and events: These are fantastic venues for showcasing handmade goods and meeting prospective clients. Look for neighbourhood events and think about attending them.
4. Work in collaboration: To reach a larger audience, consider collaborating with other crafters. You could provide a package deal including your wares and another maker's.
5. Discount/offers: make people adore a good deal. Consider running specials and discounts to encourage customers to purchase your handmade products.
6. Use word-of-mouth: Motivate happy consumers to tell others about your handcrafted goods. Customers who refer new clients should receive rewards or discounts (Pour et al., 2013).
7. Quality first: Quality is crucial for crafts (Hassan, Mir, 2021). Be sure that your things are sturdy and well-made. This will enable you to develop a base of devoted clients who will keep doing business with you in the future (Sehnm et al., 2020).

## Financial problems

Like other commercial ventures, numerous small business proprietors, including artisans, often require assistance managing financial limitations. Acquiring or overseeing financial resources is an economic challenge (Shah, Patel, 2017). Financial challenges can arise in diverse contexts, encompassing investments, business operations, and personal monetary matters. Due to limited financial resources and a small scale of operation, artisans cannot engage in advertising and publicity efforts (Rajarajan, Dharmadhurai, 2021), further impedes their firm's financial stability. The study's findings indicate that most respondents expressed a lack of financial resources for their operations, with a mean score of 4.66.

Furthermore, the high cost of credit, with a mean score of 4.39, exacerbates this situation. Hence, it is recommended that artisans undergo training and acquire a comprehensive knowledge of essential financial principles such as budgeting, accounting, and financial reporting. This knowledge will enable them to manage their finances effectively and make better business decisions from the various alternatives available (Rajarajan, Dharmadhurai, 2021). In addition, the government can provide assistance to address the financial issue by offering small business loans or grants (Khan, Amir, 2013; Hassan, Mir, 2021) to support their survival and growth.

## Infrastructural Deficiency

Inadequate infrastructure can be a substantial obstacle to attracting investment and promoting economic advancement. Poor infrastructure can make a firm more expensive, dissuade entrepreneurs from launching new businesses, and restrict job options for locals (Ashley et al., 2000; Manhas, Ramjit, 2015). Due to inadequate infrastructure, artisans require assistance obtaining vital services and facilities (Khan, Amir, 2013; Hassan, Mir, 2021). For instance, insufficient road infrastructure might impede the transportation of individuals and resources, creating difficulties in commuting to work or obtaining supplies for the manufacturing busi-

ness and even increasing the cost of transportation. Similarly, limited access to energy and water limits economic growth and diminishes people's quality of life. The findings of the factor analysis, as shown in Table 2, indicate that item ID2 (Failure to adapt to the current ICT landscape) has the highest mean value (mean = 4.41). This suggests that the region faces challenges in digital transformation, either due to a lack of progress or resistance to change. The artisans reached a consensus that there is a restricted availability to international markets (mean = 4.27) and worldwide audiences (mean = 4.26). To overcome these difficulties and boost the economic prospects of a particular region, governments and private sector actors often have to spend on infrastructure development (Rajarajan, Dharmadhurai, 2021). Nevertheless, resolving infrastructure issues may require significant time and exertion (Shah, Patel, 2017).

## Erroneous Planning

Erroneous planning creates a poor or inaccurate plan that may have unfavourable outcomes (Azimi, Hajipour, 2008). Several causes might contribute to this phenomenon, including a *lack of comprehension, insufficient analysis, incorrect assumptions, biases, or decision-making mistakes*. Poor planning can result in various issues, including suboptimal resource utilisation, project delays, ineffective implementation, and significant financial setbacks (Hassan, Mir, 2021). Hence, it is imperative to detect and correct any mistakes that arise during the initial planning step before initiating the execution stage. (Howard, 2008). The factor analysis results, as presented in Table 2, indicate that item EP4 (Negligence by authority) has the greatest mean value (mean 4.38). The finding suggests that the absence of responsibility among authorities in the crafting industry might lead to numerous detrimental outcomes. It can result in a deterioration in the calibre of handicrafts, a reduction in the quantity of competent artisans, and the degradation of traditional knowledge and expertise. Moreover, EP3 and EP6, which feature the lack of conventional equipment or the utilisation of handmade instruments, together with difficulties with licencing and labour limitations, exhibit a superior average rating of 4.32. This implies the need for careful and thorough planning and efficient implementation by those responsible.

Therefore, it is advisable for authorities to either enforce current laws or establish sufficient legal protections for intellectual property rights, such as copyrights or trademarks. The absence of adequate safeguards for artists could potentially dissuade them from disseminating their traditional knowledge and expertise, resulting in the irretrievable erosion of a priceless cultural legacy (Hassan, Mir, 2021). Furthermore, the inadequate attention given by authorities to conducting inspections and quality assessments might lead to the manufacturing inferior handicrafts that fail to satisfy international standards (Singh, Nazki, 2019). Such actions can harm the industry's reputation and deter prospective purchasers from purchasing (Khan, Amir, 2013; Shah, Patel, 2017).

## Conclusion

The present investigation revealed that tourism social entrepreneurship substantially impacts reviving craftsmanship by addressing various problems and challenges. The study's findings show that insufficient finances for operation (mean = 4.66) and the high cost of credit (mean = 4.39) make it worse for the artisans to continue their business enterprise. Hence, local governments must provide subsidized loan grants without complications and delays. Promot-



ing regional marketplaces for handmade goods and incentivizing local purchases can further boost the sales of the artisan (Khan, Amir, 2013). Governments may also implement regulations that encourage the use of handmade items in public places like government buildings and museums to encourage artisans. As per the results from the factor analysis (Table 4), item MCP<sub>1</sub> (Lack of demand for the products in the market) has the highest mean (mean = 4.57). Subsequently, authorities can frame regulations supporting regional and local markets for handcrafted goods to enhance market access. Governments can also encourage the export of handicrafts by forging trade pacts with other nations and offering financial incentives to artisans who participate.

In addition, the findings reveal that failure to comprehend and use ICT (*mean* = 4.41) clubbed with limited access to overseas markets (*mean* = 4.27) and global audiences (*mean* = 4.26) further hampers the crafting industry (Shah, Patel, 2017). Therefore, to overcome the infrastructural limitations, the crafting industry needs to be addressed holistically, including enhancing ICT infrastructure, facilitating access to equipment and raw materials, fostering market access, and offering education and training programmes to the artisans and the allied people (Hassan, Mir, 2021). Finally, it takes a concerted effort by communities, nongovernmental groups, and governments to restore craftsmanship. We may protect intellectual property rights, advance sustainable economic growth, and assist the livelihoods of craftspeople through fostering local marketplaces, spreading awareness, and supporting artisans.

## Limitations and Future Research Directions

Quantitative approaches provide statistical rigour but could miss some qualitative aspects that social entrepreneurs face, which can, in turn, guide future researchers to improve the studies by making them more reliable, robust, and applicable. Additionally, qualitative data collected through focus groups or in-depth interviews supplement quantitative findings in future studies, making them more evidence-based. Hence, this mixed methodology will help comprehensively understand tourist social entrepreneurs' perspectives and experiences. In addition, due to security concerns, restricted access, and people's reluctance to interact, gathering data in conflict regions could be challenging. Therefore, researchers can employ other methods, such as using preexisting datasets, conducting surveys remotely, relying on interviews conducted by local partners, or a mix of both techniques. Also, while in the data collection phase, the sample could not fully represent the diversity of social entrepreneurs working to revive handicrafts as many were hesitant to participate due to security reasons of not letting their professional and financial information open to the public, which was even clarified to be kept as anonymous. Consequently, academics must aim for a more extensive and diverse sample in the future, including the sampling framework from various conflict-ridden areas; the region of study can be broadened to include many profiles of entrepreneurs and their pattern of dealing with the situation and in doing so the use of stratified sampling can be considered to ensure a sufficient representation of the sample.

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