

## **SOCIAL INTERACTION AS A FORM OF DEVELOPMENT OF TOURISM POTENTIAL**

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In developed societies shortcomings of the state (failures) in the management of any sphere of social and economic life successfully compensates for intensive interaction of state bodies with NGOs. Leadership of social entrepreneurship in the tourism sector also has a positive effect. Examples of social entrepreneurship in the tourism industry are no exception [1].

The problem of social entrepreneurship in tourism exacerbated a global scale, because today most people in developed countries live in metropolitan areas. Agricultural areas are abandoned, people forget about the history, connection times, social and environmental responsibility. All this is causing irreparable harm to tourist attractions, destroys competitive advantage in tourism entire regions. In the fight against these trends are included and the state and business and society.

Social entrepreneurship in the field of tourism in the world brings new combinations of existing resources, such as the union of fishermen in the countryside in the company of direct online sales of fish for restaurants, green tourism estates that support the preservation of rare species of animals and others [2]. The innovation of social interaction is also couchsurfing.

Couchsurfing was conceived by computer programmer Casey Fenton in 1999, when he was 25 years old. The idea arose after Fenton found a cheap flight from Boston to Iceland but did not have a place to stay and did not want to stay in a "boring" hotel. Fenton hacked into a university database and randomly e-mailed 1,500 students from the University of Iceland asking if he could stay with them. He ultimately received 50-100 lodging offers. On the return flight to Boston, he came up with the idea to create the website. He registered the couchsurfing.com domain name on 13 June 1999. Couchsurfing International Inc. was formed on 2 April 2003 as a non-profit corporation in the state of New Hampshire. The website was launched on June 12, 2004 with the cooperation of Dan Hoffer, Sebastien Le Tuan, and Leonardo Silveira. The company now encourages the celebration of "International Couchsurfing Day" every year on its June 12 anniversary date. Couchsurfing was originally financed by donations; however, since the change to a for-profit corporation in 2011, it no longer accepts donations.

In 2011, the status of the organization was changed to B-corporation. The transition to a new status is due to the fact that the status of a non-profit organization does not allow it to be managed flexibly enough [3].

In the world recognized the active role of social entrepreneurship in the development of the tourism industry and in general socio-economic development of society. Social entrepreneurship does create additional value, as the trend of development of business in the future, being the creators of innovative new ways to create competitive advantages and their implementation for the benefit of society [4].

Social entrepreneurs in the tourism industry have proven the viability of their ideas are not only sustainable business, but also the social effect, which so wants to modern society in a market economy under the conditions of any political system.

The special merit of social entrepreneurship in tourism – the ability to carry out a "breakthrough" entrepreneurial energy within in its occurrence (at local and regional level) and bring it to the attention of the international community and create a desire to invest indirectly development of a new product of tourism [5].

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