

Trends in Tourism Entrepreneurship Research: A Systematic Review

*Fawwaz A. Alhammad*¹

ABSTRACT

The importance of entrepreneurship for tourism and local community involvement in tourism activities have been recognized by both researchers and practitioners. This article aims at identifying the state of academic research on tourism entrepreneurship and identifying what should be done in the development of the entrepreneurship theories in the tourism field. The research presents a systematic review of tourism entrepreneurship literature following a procedure used in previous studies (i.e., Torraco, 2005; Tafesse and Skallerud, 2017). The findings revealed that tourism entrepreneurship articles significantly increased after 2016. The study offered a synthesis of research findings and provided a discussion and proposals for future research agenda.

Keywords: Tourism, Entrepreneurship, Innovation, Systematic review, Research methodology.

¹ Associate Professor, Amman University College for Financial & Managerial Sciences, Al-Balqa Applied University, Amman, Jordan.
dr.falhammad@bau.edu.jo

Received on 20/10/2019 and Accepted for Publication on 28/1/2020.

اتجاهات بحوث ريادة الأعمال السياحية: مراجعة منهجية

فواز علي الحماد¹

ملخص

هناك تزايد في إدراك أهمية ريادة الأعمال في القطاع السياحي وما تلعبه من دور في تعزيز مشاركة المجتمع المحلي في الأنشطة السياحية. وقد جذبت هذه القضايا اهتمام الباحثين والممارسين في هذا القطاع. لذا تهدف هذه الدراسة إلى الوقوف على الوضع الحالي للنشر العلمي المختص بريادة الأعمال في القطاع السياحي، وذلك لتحديد ما الذي يتوجب القيام به لتطوير نظريات الريادة في حقل السياحة. وتقدم هذه الدراسة مراجعة منهجية لأدبيات الريادة السياحية من خلال استخدام الإجراءات المنهجية المتبعة في الدراسات السابقة بشكل ملحوظ بعد عام 2016. واعتماداً على المقارنات المعمقة لنتائج البحوث المنشورة في هذا المجال، قدمت هذه الدراسة جدول أعمال لتطوير البحث العلمي في هذا الحقل.

الكلمات الدالة: السياحة، ريادة الأعمال، الابتكار، المراجعة المنهجية، منهجية البحث.

1 أستاذ مشارك، كلية عمان الجامعية للعلوم المالية والإدارية، جامعة

البلقاء التطبيقية، عمان، الأردن.

تاريخ استلام البحث 2019/10/20 وتاريخ قبوله 2020/1/28.

1. INTRODUCTION

Tourism is one of the world's largest economic sectors. It offers about 319 million job opportunities worldwide and generates more than 10% of the world GDP (World Travel and Tourism Council, 2019). Tourism industry brings economic and non-economic benefits and plays a significant role as a commercial activity that creates opportunities for many industries. Furthermore, tourism generates more employment and revenues and plays a significant role in development (World Tourism Organization, 2015). It is argued that well designed and executed tourism development strategies can convert a country's natural resources into much-needed economic capital (World Tourism Organization, 2015).

SMEs (Small and medium-sized enterprises) play an increasingly significant role in tourism development programs, including the supply of tourism services and job creation (Hallak et al., 2012). Tourism development programs create jobs and encourage the local community to get involved in tourism activities (Peng and Lin, 2016). Local community culture and heritage are essential components of the tourism products and tourists' experience (Berg et al., 2014). All of these elements prove the interdependence between tourism and entrepreneurship.

Because tourism products are heritage and nature-based the tourism enterprises not only seek financial profit, but also preserve and sustain the heritage and natural environmental resources (Shepherd, 2015). Furthermore, tourism experiences involve engagement with the local community. Therefore, tourism development programs contribute to preserving the local community's culture and heritage.

The previous discussion indicates that tourism is a unique field and that entrepreneurial activities and practices in this field are also unique. There is a need to study entrepreneurship in the tourism field to get better insight

into the theoretical and practical differences in tourism entrepreneurship. To achieve this objective, tourism entrepreneurship literature must be reviewed systematically in order to be able to map the existing body of knowledge (Pahlevan-Sharif, Mura & Wijesinghe, 2019; Pahlevan-Sharif et al., 2019) and "undiscovered public knowledge" (Weed, 2006: 256).

The systematic review is the most widely used synthesis method (Weed, 2006). Systematic review aims to summarize empirical pieces of evidence on a specific topic area using objective and unbiased review procedures (Torraco, 2005; Tafesse and Skallerud, 2017). It has been developed in the medical field and used later in social science (Pahlevan-Sharif et al., 2019).

The tourism field generally has progressed since the 1970s (Airey, 2015) and its knowledge base has gradually expanded (Pahlevan-Sharif et al., 2019). Consequently, in the general field of tourism, several systematic reviews were conducted (e.g., Khoo-Lattimore, Mura & Yung, 2017; Law, Sun, Fong, Fong & Fu, 2016; Pahlevan-Sharif et al., 2019). On the other hand, the tourism entrepreneurship field is still evolving. The initial papers were published during the 1990s. Very few systematic review studies were conducted on tourism entrepreneurship. Only two reviews to date have been found (i.e., Li, 2008; Solvoll et al., 2015). Therefore, there is still a need for a systematic review of what has been published in order to be able to recognize the general picture and identify areas for further improvements.

2. RESEARCH METHODOLOGY

This work analyzes the peer-reviewed journal articles pertinent to entrepreneurship in the tourism context in order to obtain a comprehensive and representative overview of this body of knowledge.

To gain a deeper understanding of the advancement of entrepreneurship research in the tourism field, a systematic review methodology has been adopted in this study. The focus of the systematic literature review is to summarize empirical pieces of evidence on a particular topic area using objective and unbiased review procedures (Torraco, 2005; Tafesse and Skallerud, 2017). Therefore, the following two subsections discuss the three main phases of the current research methodology.

2.1 Data Collection

The data collection protocol is adopted from (Tafesse and Skallerud, 2017). This protocol includes three stages; namely, identification stage, screening stage, and eligibility stage. Two main databases (i.e., Pro-Quest and Science-Direct) were searched using two keywords in each search. Advance search was used to ensure that each keyword is available in the title and (or) the abstract; one keyword represents tourism synonyms and the second represents entrepreneurship synonyms. For tourism, the following keywords were used: (tourism, tourist, hospitality, traveling, destination) and for entrepreneurship, the following keywords were used: (entrepreneurship,

entrepreneur, entrepreneurial, “new venture”, “startup”. The relevant articles are covering entrepreneurship issues in the tourism field. Only full-length peer-reviewed articles were included. The journal articles were selected based on relevance to tourism entrepreneurship. All journal articles related to tourism entrepreneurship were collected and a total of 89 articles were selected for the first phase. The second stage involved reading the original collection of 89 articles to exclude irrelevant articles. Ultimately, 72 journal articles were included in the dataset for coding and analysis.

2.2 Categorizing and Coding

Each journal article was categorized according to its main attributes, methodological attributes and main domain (see Table 1). According to its content, each article was coded to construct the primary data for further analysis. Finally, due to large amount of extracted data, an SPSS file was prepared; it includes the data extracted during the categorizing and coding stage. SPSS was used for more accurate data analysis and synthesis.

Table 1. Journal articles’ coding framework

Categorized group	Contents	Rationale
Main attributes of articles	<ul style="list-style-type: none"> ✓ Year of publication ✓ Region ✓ Journal ✓ Research point of view ✓ Entrepreneurship stage 	Classify articles according to their characteristics to discover trends and topography of entrepreneurship research in the tourism field.
Methodological aspects	<ul style="list-style-type: none"> ✓ Level of analysis ✓ Methodology ✓ Theoretical framework ✓ Theoretical contribution 	Describe methodological aspects of the selected articles and evaluate the theoretical contribution of the selected articles.
Main domain of articles	<ul style="list-style-type: none"> ✓ Personal factors ✓ Entrepreneurial environment factors ✓ Firm factors ✓ Destination development factors 	Define the research domains of the selected articles.

2.3 Analysis

Each article was examined in terms of year of publication, region, journal, research point of view and the entrepreneurship stages covered in the study. For the methodological aspects, each article was classified by its level of analysis, type of methodology, theoretical framework and theoretical contribution. Finally, each article was classified into one of the following four domains: Personal, entrepreneurial environment, firm or destination development factors. If the article is covering more than one of the four domains, the dominant domain was chosen.

3. RESEARCH FINDINGS

The findings of the current study were presented in three sub-sections; namely, the main attributes of the selected articles, the methodological aspects and finally the main domain of the selected articles.

3.1 Articles Main Attributes

This sub-section focuses on the main attributes of the selected articles. The main attributes include the year of publication, region, journal, research point of view and finally the entrepreneurial stage covered in the study.

3.1.1 Year of Publication

The selection comprised 72 studies on tourism entrepreneurship in the past 24 years. The first article was published in 1995. As shown in Table 2, less than 5% of the selected articles were published during the first ten years (1995-2005). Publication percent has grown dramatically during the second ten years of the study period (2005-2015); the percentage increased from less than 5% to almost 46%, while more than 50% of the selected articles were published during the last three years. This is a piece of significant evidence that entrepreneurship research in the tourism field is getting popular among researchers.

Table 2. Publications by year

Year	Frequency	Percent	Cumulative Percent
1995	1	1.4	1.4
1999	1	1.4	2.8
2005	1	1.4	4.2
2006	1	1.4	5.6
2007	1	1.4	6.9
2008	3	4.2	11.1
2009	2	2.8	13.9
2010	3	4.2	18.1
2011	4	5.6	23.6
2012	2	2.8	26.4
2013	2	2.8	29.2
2014	6	8.3	37.5
2015	6	8.3	45.8
2016	12	16.7	62.5
2017	10	13.9	76.4
2018	11	15.3	91.7
2019	6	8.3	100.0
Total	72	100.0	

Table 3. Publications by region

Region	Frequency	Percent
Europe	27	37.5
Asia	11	15.3
The USA and Caribbean	6	8.3
Africa	8	11.1
No Location	12	16.7
Canada	1	1.4
Middle East	3	4.2
Australia	3	4.2
Developing Countries	1	1.4
Total	72	100.0

3.1.2 Publications by Region

Distribution of the selected articles by region is shown in Table 3. More than 70% of the selected articles were published in four main regions; namely, Europe, Asia, Africa and the USA and the Caribbean. The largest percentage of the articles was published in Europe with more than 37% of the selected articles, followed by Asia, Africa and the USA and the Caribbean (15.3%, 11.1% and 8.3%, respectively). Almost 17% of the studies were conducted from a general perspective without focus on any specific country or region. Less than 12% of the tourism entrepreneurship research was conducted in the rest of the

world. Despite the importance of the Middle East on the tourism map, it received scant attention from tourism entrepreneurship research (4.2%).

3.1.3 Publications by Journal

As shown in Table 4, the selected articles were published in 35 journals. The journals were classified into three main categories; namely, tourism and hospitality category (13 journals), entrepreneurship and SMEs category (5 journals) and business and others category (17 journals). More than 58% of the articles were published in tourism and hospitality journals, which is an indicator of that tourism journals are interested in entrepreneurship research in the tourism field. Tourism Management and Annals of Tourism Research published more than 27% of the articles. These 2 journals were considered among the top 5 most influential journals in the field of tourism and hospitality (Gursoy & Sandstrom, 2016). Entrepreneurship and SMEs journals seem less interested in tourism and hospitality issues. Only 12.5% of the articles were published in this category of journals. Furthermore, journals with broader scopes published 29.2% of tourism entrepreneurship research.

Table 4. Publications by journal

Journal Name	No. of Articles	Percent
Subject Categories: Tourism, Hospitality and Leisure Journals (15 Journals)	42	58.3
Worldwide Hospitality and Tourism Themes	1	1.4
Tourism Review	4	5.6
International Journal of Contemporary Hospitality Management (IJCHM)	6	8.3
Journal of Environmental Management and Tourism	1	1.4
Tourism and Hospitality Management	1	1.4
Revista de Turismo y Patrimonio Cultural	1	1.4
International Journal of Culture, Tourism And Hospitality Research	1	1.4
International Journal of Hospitality Management	2	2.8
Journal of Tourism Challenges and Trends	1	1.4

Journal of Hospitality Application & Research	1	1.4
Annals of Tourism Research	10	13.9
Tourism Management	10	13.9
Journal of Hospitality Management	1	1.4
Journal of Hospitality, Leisure, Sport & Tourism Education	1	1.4
Journal of Hospitality and Tourism Management	1	1.4
Subject Categories: Entrepreneurship, Small Business and Enterprise Journals (5 Journals)	9	12.5
International Journal of Entrepreneurial Behaviour & Research	3	4.2
International Journal of Gender and Entrepreneurship	2	2.8
Journal of Small Business and Enterprise Development	2	2.8
International Journal of Entrepreneurship	1	1.4
International Entrepreneurship and Management Journal	1	1.4
Subject Categories: Economic, Business and other Journals (17 Journals)	21	29.2
Amfiteatru Economic	3	4.2
Revue Management & Avenir	1	1.4
Higher Education, Skills and Work-based Learning (HESWBL)	1	1.4
Problems and Perspectives in Management	1	1.4
Journal of Regional Research	1	1.4
International Journal of Business and Society	1	1.4
Economics of Agriculture	2	2.8
Journal of Enterprising Communities: People and Places in the Global Economy	1	1.4
Social Enterprise Journal	1	1.4
Economy Transdisciplinary Cognition	1	1.4
European Research Studies	1	1.4
Romanian Economic and Business Review	1	1.4
Education and Training (ET)	1	1.4
International Journal of Emerging Markets (IJOEM)	1	1.4
Environ. Dev. Sustain.	1	1.4
Journal of Knowledge and Economics	1	1.4
Social and Behavioral Sciences	2	2.8
Total	72	100.0

3.1.4 Research Point of View

The selected articles were conducted from four different points of view; namely, supply side, authors', residents', tourism stakeholders' and consumers' points of view (see Table 5). More than 40% of the articles were conducted from supply-side perspective; this includes entrepreneurs, managers and destinations. According to Omerzel (2016), authors' perspective refers to the articles that are mainly theoretical in nature, in which the authors' evaluation and discussion of some project results in tourism are presented,

or articles in which secondary data is analyzed by the authors, using either quantitative or qualitative methods. 27.8% of the research was conducted from the authors' perspective; this type of research focuses on previews and research analysis. 19.4% of the articles were conducted from tourism stakeholders' perspective, while 8.3% of the articles were conducted from the residents' perspective. Tourists' perspective was not given enough attention, where less than 3% of the studies investigated their point of view.

Table 5. Research point of view

Point of View	Frequency	Percent
Supply-side View	30	41.7
Authors' View	20	27.8
Residents' View	6	8.3
Tourism Stakeholders' View	14	19.4
Consumers' View	2	2.8
Total	72	100.0

3.1.5 Entrepreneurial Stages

According to their level of involvement, entrepreneurs were classified into three main stages; namely, pre-stage, early-stage and late-stage entrepreneurs (Wasdani & Mathew, 2014). According to Wasdani and Mathew, the pre-stage refers to potential entrepreneurs; individuals planning to start ventures but have not started yet. Early stage includes entrepreneurs who are in the process of starting a venture which is less than 3 years old. Late stage includes entrepreneurs who established their venture more than 3 years ago. As shown in Table 6, most studies were conducted without a focus on a specific entrepreneurial stage. less than 9% of the articles considered the entrepreneurial stages.

Table 6. Entrepreneurial stages

Entrepreneurs stages	Frequency	Percent
Pre-stage	2	2.8
Early stage	3	4.2
Late stage	2	2.8
Not specified	65	90.3
Total	72	100.0

Table 7. Level of Analysis

Level of analysis	Frequency	Percent (%)
Micro-level	23	31.9
Macro-level	20	27.8
General level	29	40.3
Total	72	100.0

3.2 Methodological Aspects

The methodological aspects were analyzed according to the level of analysis, the methodology adopted, the theoretical framework used and finally the study contribution.

3.2.1 Level of Analysis

The tourism entrepreneurship literature was classified into three levels of analysis; namely, the micro-level, the macro-level and the general level (Omerzel, 2016). According to Omerzel, the micro-level refers to entrepreneurship studies conducted at the company level, while the macro-level refers to studies conducted at the society, regions and tourism destinations and the general level refers to studies aiming at improving destinations, developing regions or interweaving ideas developed in firm clusters and their implementation in destinations. As shown in Table 7, 31.9% of tourism entrepreneurship studies were conducted at the micro-level, while 27.8% were conducted at the macro-level and 40.3% were conducted at the general level. As shown in Figure 1, in the first twelve years, entrepreneurship research in tourism was conducted at the general level. In the last 5 years, since 2014, a large portion of studies was conducted at the micro -and macro- levels.

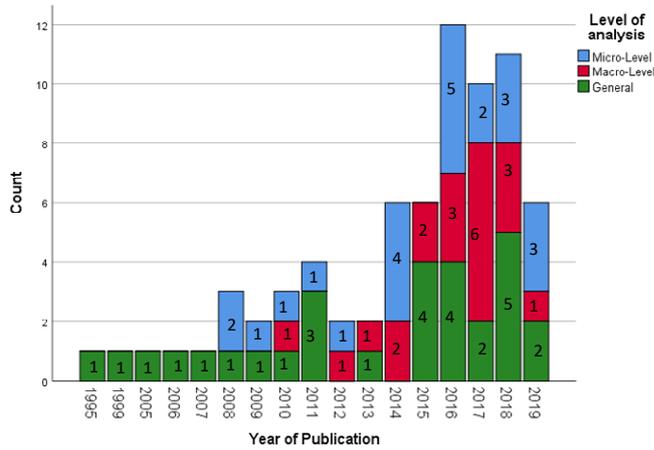


Figure (1): Level of analysis

3.2.2 Methodology

As shown in Table 8, most of the selected articles (58.3%) employed the qualitative methodology. More than 31% of the articles used the quantitative methodology, while very few articles (less than 3%) used mixed methods. About 7% of the selected studies were theoretical papers. Furthermore, despite that the qualitative methodology is dominating tourism entrepreneurship research, the quantitative methodology is getting more popular during the last 5 years (see Figure 2).

Table 8. Methodologies adopted

Methodology	Frequency	Percent (%)
Quantitative	23	31.9
Qualitative	42	58.3
Theoretical Paper	5	6.9
Mixed Methods	2	2.8
Total	72	100.0

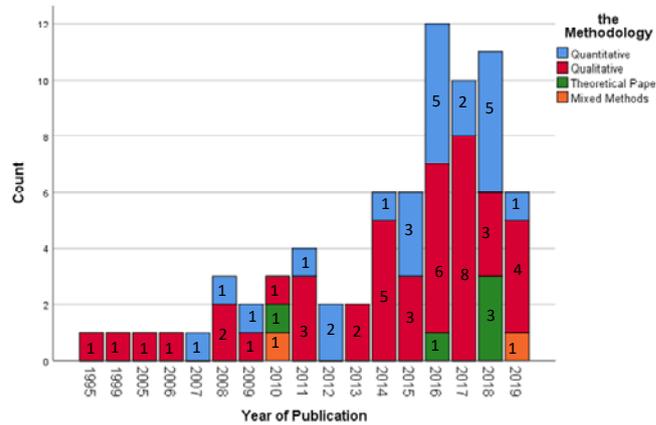


Figure (2): Methodologies adopted

3.2.3 Theoretical Framework and Contribution

Table 9 shows the analysis of theoretical frameworks used by the selected articles 58.3% of the tourism entrepreneurship research was conducted without using a theoretical framework. All articles conducted without using specific theoretical fundamentals were exploratory. In other words, they did not attempt to test or build theories. For instance, a study explored how entrepreneurs could run a tourism business as a “hobby” (Bensemann & Hall, 2010). Another one dealt with how to make profitable and successful tourism business with the world heritage sites without destroying the unique natural environment and the socio-cultural history of the site (Berg et al., 2014). From an indigenous perspective, Kawharu et al. (2017) explored the links between resilience, sustainability and entrepreneurship. 41.7% of the tourism entrepreneurship research used specific theoretical fundamentals and contributed to this field in three different ways; namely, theory testing, theory building and exploring some entrepreneurship issues in the tourism field. 13.9% of the articles attempted to test some entrepreneurship theories in the tourism field. For instance, Wang et al. (2019) tested the social cognitive theory on one type of SMEs in the

tourism field, guest houses, to examine entrepreneurs’ motivations from a dynamic perspective and explore the nature of factors affecting motivation for entrepreneurship. They identified four patterns of change in entrepreneurs’ motivation. This kind of studies usually uses surveys as data collection models and regression and correlation as analysis methods. 16.7% of the articles aimed to establish models that explain entrepreneurial activity in the tourism field. For instance, Ivaniš (2011) suggested how tourism clusters of small entrepreneurs can be a possible model for small entrepreneurship development in tourist destinations. This kind of research uses interviews as a data collection method and content analysis to analyze the data. Based on theoretical foundations, 11.1% of the articles explored some tourism entrepreneurship issues. Năstase et al. (2010) explored the cooperation models between nature-based tourism firms and key stakeholder groups in the Europeanization process context. They used interviews as a data collection method and SWOT analysis technique for data analysis.

Table 9. Theoretical framework and contribution

Theoretical Framework	Theoretical Contribution	Frequency	Percent (%)	
Did not use specific theory	Theory Testing	0	0	
	Theory Building	0	0	
	Exploratory Articles	42	58.3	58.3
Used specific theory	Theory Testing	10	13.9	
	Theory Building	12	16.7	
	Exploratory Articles	8	11.1	41.7
Total		72		100.0

3.3 Main Domains of Articles

As shown in Table 10, the research domains of the

selected articles were classified into three groups of factors; namely, personal factors entrepreneurship

environment factors and firm and destination development factors.

3.3.1 Personal Factors

The content analysis of the personal factors discussed in tourism entrepreneurship research identified three main groups of personal factors; namely, motivations, capacity building and lifestyle.

3.3.1.1 Motivations

Motivations explain the main reasons that make individuals involved in entrepreneurial activities and regional tourism development (Ateljevic, 2009). According to Ateljevic, motivation is linked to the individuals' characteristics, which are created within a broader social-economic context. Two main sub-domains were identified in motivation studies in this context; namely, social entrepreneurship and gender differences in motivations. Recently, researchers in motivation studies focused on investigating the motivations for social entrepreneurship in the tourism field (e.g. Mody, Day, Sydnor & Jaffe, 2016; Power, Di Domenico & Miller, 2017; Walker & Chen, 2018; Zebryte & Jorquera, 2017). Mody et al. (2016) explained the role of dynamic interplay between formal and substantive rationalities that motivate the social behaviour of entrepreneurs. Zebryte & Jorquera (2017) discovered the practices by which entrepreneurs implement their aspirations of balancing profit and social impact obligations within their business models. Power et al. (2017) attempted to explain the motivation for the new trend of socially responsible business models. They found that socially responsible entrepreneurship in tourism is based on some key virtues, such as intuitionism, relationships, humility and benevolence.

Researchers attempted to understand gender differences in entrepreneurial motivations (Costa et al., 2016; McGehee et al., 2007; Pettersson & Cassel, 2014). Costa et al.

(2016) investigated how gender influences entrepreneurial motivations and found that gender roles influence entrepreneurial conceptualizations of what constitute motivations and barriers. Pettersson and Cassel (2014) conducted a study to understand what has motivated farm women to become tourism entrepreneurs. They concluded that farm women were motivated by the image of rural domesticity and presenting themselves as traditional farm women. Some other researchers focused on gender differences in terms of motivations. For instance, according to McGehee et al. (2007), women were found to have higher motivation for agritourism entrepreneurship than men. Moreover, they claimed that women are more focused on expense reduction rather than income-inducing activities preferred by their male counterparts. Ibrahim et al. (2018) conducted a study on the community participation in tourism micro-business in Amanah Ikhtiar, Malaysia. They reported that individuals in this community started their business as a need for survival. The Global Entrepreneurship Monitor (GEM) (2019) indicated that individuals get involved in entrepreneurial activity motivated by either opportunity or necessity. According to GEM, opportunity-driven entrepreneurs start their business to utilize valuable opportunities to improve their situation through achieving independence or enhancing income, whereas necessity-driven entrepreneurs start their business, because they have no better options for work.

3.3.1.2 Capacity Building

Researchers investigated the role of entrepreneurs' knowledge and skills in enhancing their chance to survive in the tourism field (Hallak et al., 2012; Naipaul & Wang, 2009; Nikraftar & Hosseini, 2016; Zhao et al., 2011). As Naipaul and Wang (2009)

argued, entrepreneurs need to make a balance between functional knowledge and industry experience to succeed in hospitality industry. Naipaul and Wang went too far to link successful entrepreneurship with an inherent gene. Personal networks are important for business, particularly in the tourism context, Zhao et al. (2011) found that social capital enhances the tourism business chance for success. Moreover, Hallak et al. (2012) found that a tourism entrepreneur's success depends on their sense of identity with the destination in which their business operates. Entrepreneurs' prior knowledge and social networks contribute to their entrepreneurial alertness. Some of the tourism entrepreneurship research had a practical contribution to this field. For instance, Planinc et al. (2015) explored rural entrepreneurs' beliefs about their self-perceived knowledge to determine their needs for additional knowledge that could help them achieve better results. Based on the finding of their study, they developed a curriculum specialized in rural tourism entrepreneurship.

3.3.1.3 Lifestyle

Tourism entrepreneurship studies investigated the entrepreneurs' lifestyles as stimuli to business formation in order to get insight into how entrepreneurs choose to get involved in a tourism-related business. They considered the phenomena from two different perspectives; on one hand, researchers investigated how entrepreneurs choose a business that suits their lifestyle (e.g. Bensemann & Hall, 2010; Getz & Carlsen, 2005) and on the other hand, researchers explored how entrepreneurs start from their lifestyle and discover business opportunities. For instance, Bensemann and Hall (2010) found that lifestyle and copreneurs run their businesses as a "hobby" with less attention to economic goals. Copreneurs are a husband and wife coming together to establish and manage a business as part of their daily engagement (Myeko & Iwu, 2019). According to Getz and Carlsen (2005), tourism provides

many unique opportunities for business ventures for farm families and investors pursuing a preferred lifestyle (according to Getz and Carlsen, 2005). In this case, growth and profit maximization become less important (Getz and Carlsen, 2005; Bensemann and Hall, 2010). Ratten (2018) examined the entrepreneurial intentions of tourists at a surf event. Ratten focused on lifestyle entrepreneurs and found that some surf tourists are not only interested in surfing as a leisure activity, but also they see the potential business opportunities of this sport.

3.3.2 Entrepreneurship Environment Factors

The content analysis of the entrepreneurship environment factors discussed in tourism entrepreneurship research identified five main groups of environmental factors namely, government intervention, sustainability, socio-cultural factors, economic factors and innovation.

3.3.2.1 Government Intervention

Tourism entrepreneurship research addressed government intervention and its role in destination development (Cobo-Soler et al., 2018; Echtner, 1995; Ivaniš, 2011; Melnic, 2015; Ndou et al., 2018). Cobo-Soler et al. (2018) studied the effects of government and public initiatives on entrepreneurship and destination development. They provided a regional analysis regarding entrepreneurial tourism-related public policies in Spain. Ivanis (2011) highlighted the key advantages and benefits of establishing a tourism cluster for small entrepreneurship development in the tourist destination and its role in enhancing destination competitiveness. This implies government intervention, in the sense of designing new programs for cluster founding, raising awareness on its positive impact and education programs due to the importance of investing

in entrepreneurship education (Sandri, 2016). In Romania, for example, entrepreneurs indicated the school as the main source of their entrepreneurial training and education (Melnic, 2015). Echtner (1995) identified the political and social issues facing the educators of tourism entrepreneurs in developing countries. To improve tourism education, it is essential to include entrepreneurial curriculum. Recently, universities, particularly European universities, have begun including modules and contents related to entrepreneurship in their tourism educational programs (Ndou et al., 2018). Organizational entrepreneurship plays a significant role in helping governmental universities achieve their strategic goals (Al-Hawajreh, 2018).

3.3.2.2 Sustainability

Sustainability is an important research area for tourism destination development, because sustainability is a crucial determinant of tourist destination competitiveness (Cucculelli & Goffi, 2016), while tourism development may threaten the sustainability of tourism resources (Musavengane, Siakwah & Leonard, 2019). Researchers referred to lack of social entrepreneurship projects and lack of awareness of the existing projects (De Lange & Dodds, 2017). De Lange and Dodds suggested encouraging industry sustainability through tax breaks incentive programs. Cooperation between nature-based tourism companies and the critical stakeholder groups is essential to enhance the social sustainability of companies (Nastase et al., 2010). Furthermore, culturally sustainable projects sustain and enhance the community's values and traditions for their self-defined benefits that may preserve the community (Swanson and Devereaux, 2017). There is an indication of the prevalence of sustainability concept among young entrepreneurs in the tourism sector. Sardanou et al. (2016) found that younger entrepreneurs are more aware of the potential of sustainability and favour sustainable tourism practices.

3.3.2.3 Socio-cultural Factors

Understanding the entrepreneurial process is best served by reference to the cultural, industry setting and organizational contexts within which entrepreneurs are embedded (Morrison, 2006). Tourism entrepreneurship researchers investigated the challenges facing indigenous entrepreneurs in the tourism sector. For instance, Chili & Mabaso (2016) studied the development opportunities for black-owned tourism enterprises in South Africa. They focused on the challenges of developing small tourism enterprises for black entrepreneurs and claimed that the South African tourism industry is highly dominated by a small elite nonblack-owned group of tourism organizations. Also, Kawharu et al. (2017) explored the links between resilience, sustainability and entrepreneurship from an indigenous perspective and demonstrated the role of the socio-cultural values in dealing with exogenous challenges and crises in an entrepreneurship context. Researchers in this context suggested facilitating local community involvement in tourism activities. LaPan et al. (2016) claimed that local community collaboration can help maintain tourism benefits locally and reduce the costs of tourism development in the destination. Furthermore, Hingtgen et al. (2015) recommended improving internet access, developing both wholesaling and financing systems, business education and legalization of additional tourism professions, in order to support private enterprises.

3.3.2.4 Economic Factors

For established businesses, Laeis and Lemke (2016) found that the dependency on external funding is the main reason that some tourism enterprises did not reach their full potential. For graduates, their inability to access initial capital is the main reason for

the low level of their participation in tourism entrepreneurship (Owusu-Mintah, 2014). Ngoasong and Kimbu (2016) examined the direct role of informal micro-finance institutions in funding small tourism firms and helping them adapt to the informal sector threats, thereby promoting development-led tourism entrepreneurship.

3.3.2.5 Innovation

Castro-Spila et al. (2018) defined social innovation as the process of transforming the relationship between threats and capacities that structure a specific type of vulnerability. They designed a hybrid social innovation business model. This model provides a setting for the development of experimental education models that connect the dilemmas of conventional tourism with social innovation, to reinforce new learning environments oriented toward sustainable tourism practices. Innovations, such as social media marketing, create not only opportunities, but also challenges for tourism entrepreneurs (Surugiu and Surugiu, 2015). According to Surugiu and Surugiu, social media helps in developing the marketing mix and targeting strategies. On the other hand, consumers are now present on social networks and become more empowered due to Internet development, thus businesses must adapt to the on-line environment to be closer to their customers. Because of technological innovations, topics such as social media, internationalization and innovation are significant themes in tourism literature (Williams and Shaw, 2011). According to Williams and Shaw, this represents a significant change in the international environment of tourism enterprise, particularly the increasing importance of global connectivity with entrepreneurs, labour and tourists. De Bruin and Jelincic (2016) provided a theoretical construct to better explain types of active tourist participation that have emerged from new technological and social innovations.

3.3.3 Firm Performance Factors

In terms of tourism business performance, researchers identified not only financial indicators, but also social indicators. Eyana et al. (2018) found a positive relationship between the level of education and the financial performance measures. They also considered employment size as a non-financial performance indicator. Saffu et al. (2008) found that education and experience have an impact on tourism venture performance. According to Sidi (2018), the growth intention of the tourism venture is controlled by the financial resources and opportunities in the tourism sector. Kallmuenzera et al. (2019) investigated the configurations of factors that lead to high firm performance. They identified six different configurations. They grouped the six configurations into high or low environmental uncertainty settings. Based on a deep analysis of the identified configurations, they suggested a successful path to enhance tourism firm performance. Despite the increasing importance of social indicators of tourism business performance, financial indicators are still vital. For instance, McCarthy (2008) identified the main challenges facing tourism ventures, such as managing the tension between creativity and financial returns. McCarthy argued that partnership between tourism industry, state agencies, social entrepreneurs and local community has the potential to influence socio-economic outcomes. Companies build their image and competitive advantages to be able to enhance their performance. Dincer et al. (2015) identified the most important factors of economic competitive advantage as low production costs, high quality, fast service provided and more profitable customers.

3.3.4 Destination Development Factors

The content analysis of the destination development factors discussed in tourism entrepreneurship research identified three main groups of factors; namely, product development, impact and destination prosperity.

3.3.4.1 Product Development

Tourism entrepreneurship researchers gave attention to the tourism product development (Nemirschi & Craciun, 2010; Ona & Solis, 2017; Peng & Lin, 2016; Polat & Arslan, 2019). Polat and Arslan (2019) provided insight into how Thomas Cook & Son's entrepreneurial spirit contributed to the contemporary patterns of tourism management. This study provided an important elaboration on the importance of entrepreneurial spirit in destination development. Researchers identified some countries that could not develop competitive tourist products compared to their neighborhood (Nemirschi and Craciun, 2010). In tourism product development, it is essential to take the tourism stakeholders (particularly the local community) interests into consideration (e.g. Alhammad, 2012; Peng and Lin, 2016; Skribc et al., 2018). Ona and Solis (2017) investigated the indigenous crafts that can be publicly shared as tourism products. Also, they assessed the landscape within which indigenous entrepreneurship can be undertaken. Tourism product development could offer product innovation based on cultural creativity to provide job opportunities and an integrated service system that fulfills various requirements of stakeholders and promotes sustainable tourism practices (Peng and Lin, 2016). Popescu et al. (2014) emphasized the importance of not only capitalizing on tourism resources, but also having a good strategy to deliver high-quality tourism experiences and give attention to decent marketing strategy to reach the target market. Furthermore, attention must be paid to the entrepreneurial reputation of actors, the strength and density of ties in the destination network and the strength of

the informal relationships between actors for destination governance (Strobl and Peters, 2013).

3.3.4.2 Impact

Jegdic et al. (2017) associated tourism investment in rural tourism destinations, the growth of income made from rural tourism and the economic development in the area. To achieve destination development, they suggested supporting entrepreneurial projects that balance between effective investment and modern trends of demand. To enhance destination development, previous studies have identified a set of preconditions. Skribc et al. (2018) argued that local community involvement in developmental activities is one of the key requirements for success. According to Skribc et al., this also includes relying on local resources and promoting local capacities. Women need to be encouraged to get involved, Qureshi and Ahmed (2012) investigated tourism-related business opportunities for rural women at tourist destinations of Aurangabad, India. They found that more than 80% of women were not even aware of the financial support schemes offered by the government to rural tourism projects. Furthermore, Berg et al. (2014) discussed how entrepreneurs could make profitable and successful tourism business without destroying the unique natural environment and the socio-cultural history of the site. Finally, tourism entrepreneurship studies discussed the challenges that tourism business faces, including the effect of seasonality and the need to increase territorial cohesion innovation and entrepreneurship (Araujo, 2017).

3.3.4.3 Destination Prosperity

Destination prosperity is defined as the function of the competitiveness of different sectors in the tourism

destination (Tajzadeh-Namin, 2012). Researchers measured the level of tourist spending that remains in the destination as an indicator of destination prosperity. Narangajavana et al. (2016) proposed leakage as a proper measure of social value creation. They defined leakage as the failure of tourist spending to remain in the destination economy. Sokhanvar (2018) found a significant relationship between tourism expenditures and prosperity. Municipalities play a crucial role as facilitators of the entrepreneurial environment. According to Komppula (2014), without

innovative, risk-taking and committed entrepreneurs, no destination will flourish. Komppula highlighted the role of collaboration between small tourism enterprises in enhancing rural destination prosperity. Tourism destinations are supposed to encourage tourists spending during their visit. Researchers such as Padurean et al. (2015) verified the relationship between financing volume, tourism demand and accommodation capacity.

Table 1. Research Domain

Research domain of article	Publications	No. of Publications
Personal factors	(Ateljevic, 2009); (Bădulescu et al., 2014); (Bensemann & Hall, 2010); (Costa et al., 2016); (Ibrahim, Shuib, Ramachandran & Afandi, 2018); (Mody, Day, Sydnor & Jaffe, 2016); (Mohamad & Nasir, 2019); (Naipaul & Wang, 2009); (Nikraftar & Hosseini, 2016); (Pettersson & Cassel, 2014); (Planinc, Sedmak, Planinc & Kociper, 2015); (Ratten, 2018); (Walker & Chen, 2018); (Zebryte & Jorquera, 2017); (Çakmak, Lie & McCabe, 2018); (Carlisle, Kunc, Jones & Tiffin, 2013); (Dahles & Bras, 1999); (Bosworth & Farrell, 2011); (Getz & Carlsen, 2005); (Hallak, Brown & Lindsay, 2012); (McGehee et al., 2007); (Power, Di Domenico & Miller, 2017); (Sibbritt, Volgger, Weber & Geneste, 2019); (Wang, Hung & Huang, 2019); (Sigala, 2016); (Zhao, Ritchie & Echtner, 2011).	26 (36%)
Entrepreneurial environment factors	(Castro-Spila, Torres, Lorenzo & Santa, 2018); (Chili & Mabaso, 2016); (Cobo-Soler, Fernández-Alcantud, López-Morales & Santamaría-García, 2018); (de Bruin & Jelinčić, 2016); (de Lange & Dodds, 2017); (Ivaniš, 2011); (Kawharu, Tapsell & Woods, 2017); (Laeis & Lemke, 2016); (LaPan, Morais, Barbieri & Wallace, 2016); (Melnic, 2015); (Morrison, 2006); (Năstase, Chaşovschi, Popescu & Scutariu, 2010); (Owusu-Mintah, 2014); (Echtner, 1995); (Hingtgen, Kline, Fernandes & McGehee, 2015); (Ndou, Mele & Del Vecchio, 2018); (Ngoasong & Kimbu, 2016); (Polat & Arslan, 2019); (Strobl & Peters, 2013); (Sardianou et al., 2016); (Surugiu & Surugiu, 2015); (Swanson & DeVereaux, 2017); (Williams & Shaw, 2011); (Zhou, Chan & Song, 2017).	24 (33%)
Firm factors	(Eyana, Masurel & Paas, 2018); (Popescu & State, 2015); (Saffu, Obeng Apori, Elijah-Mensah & Ahumatah, 2008); (Dincer, Dincer & Yilmaz, 2015); (Ali, 2018); (McCarthy, 2008); (Kallmuenzer, Kraus, Peters, Steiner & Cheng, 2019).	7 (10%)

Destination development factors	(Araújo, 2017); (Berg, Syrjälä & Laaksonen, 2014); (Fiľarská, Kravčáková Vozárová & Kotulič, 2017); (Jegdić, Škrbić & Milošević, 2017); (Narangajavana, Gonzalez-Cruz, Garrigos-Simon & Cruz-Ros, 2016); (Nemirschi & Craciun, 2010); (Ona & Solis, 2017); (Pădurean, Nica & Nistoreanu, 2015); (Peng & Lin, 2016); (POPESCU et al., 2014); (Qureshi, 2012); (Škrbić, Jegdić & Milošević, 2018); (Sokhanvar, Aghaei & Aker, 2018); (Komppula, 2014).	15 (21%)
Total		72

4. DISCUSSION

Tourism and entrepreneurship are interrelated concepts. Tourism sector needs creative and innovative entrepreneurs to develop and enhance a unique and original tourists' experience. However, tourism provides great opportunities for entrepreneurs and SMEs. Various attempts to study entrepreneurship in the tourism context have appeared in the literature. Entrepreneurship has emerged as one of the topics which attracted tourism researchers. The results of the current study clearly show this trend, as they indicate the growing entrepreneurship research that was conducted in the tourism field in the last decade. The study identified the main trends and contributions. Moreover, the main gaps were identified and a future research agenda was proposed.

Tourism could provide a great opportunity for entrepreneurs. The general topography of tourism entrepreneurship research is that 58% of tourism entrepreneurship research was published in tourism and hospitality specialized journals, while nearly 30% was published in economic and business specialized journals and less than 13% was published in entrepreneurship and SMEs specialized journals. In other words, the majority of studies focused on the scope of other areas (tourism, hospitality and general scopes) rather than on entrepreneurship scope. This has its effects on the contribution to the entrepreneurship theory in this context. GEM provided indicators of entrepreneurial activity; These indicators were used in their annual report of international entrepreneurship since 1999. These indicators can be used to measure firm performance.

Firm performance indicators are still not mature enough and there is a need to use GEM's indicators. Moreover, entrepreneurship research identified three main entrepreneurial stages, as explained earlier. These stages imply differences among different entrepreneurs' cohorts. More than 90% of tourism entrepreneurship studies did not specify the entrepreneurial stage of the research population. Since tourism is a unique field, it is essential to investigate the differences between pre-stage, early-stage and late-stage entrepreneurs in the tourism field. Moreover, GEM identified two main different entrepreneurial motivations; namely necessity-motivated and opportunity-motivated entrepreneurs. GEM reports show significant differences between countries according to the entrepreneurial motivations. GEM reported that two-thirds of entrepreneurs in the factor-driven economies were opportunity-motivated rather than starting out of necessity as a result of having no better options for work. It is recommended to conduct comparative studies on entrepreneurial motivations to discover cross-country differences and link these differences with firms' performance indicators.

Local community involvement in tourism activities is important for the quality of tourists' experience. Nevertheless, only 8% of the studies were conducted from the local community perspective. Less than 3% of the studies were conducted from the tourists' perspective. Moreover, there is a need to link entrepreneurship curriculum development with skills and

knowledge assessment within the tourism context. More research is needed to explore sustainability and tourism development. Regarding the research region, the Middle East has received scant attention from tourism entrepreneurship researchers, where only 3 studies were conducted in the Middle East (less than 5%). The Middle East region is rich with different types of tourist attraction (Gursoy et al., 2009). In spite of this, political instability due to the ongoing political crises such as the "Arab Spring" recently, has left its imprint on the tourism sector, particularly of the Arab region (Mansfeld & Winckler, 2015). Therefore, more attention must be given to tourism and entrepreneurship in the Middle East region.

5. CONCLUSION

Entrepreneurship and tourism are interrelated concepts. The mutual importance between these concepts has been recognized by both researchers and practitioners. This study is an attempt to map out the topography of entrepreneurship research and identify the main trends, gaps and academic contributions in this field. The systematic review methodology was used, following procedures used in previous studies (i.e., Torraco, 2005; Tafesse and Skallerud, 2017). Peer-reviewed articles were collected and analyzed. The selected articles were reviewed based on methods suggested in the related literature.

The topography of tourism entrepreneurship research can be explained as follows: the first articles were published during the 1990s. The findings revealed that tourism entrepreneurship publications significantly increased after 2016. Most of the selected articles were published in tourism- specialized journals and business economics-specialized journals. Only a few articles (less than 13%) were published in entrepreneurship and SMEs-specialized journals. Most of the research did not consider entrepreneurial stages. entrepreneurship research has been

conducted mainly in Europe, Asia, Africa and the USA. Only a few studies were conducted in the Middle East region, despite that this region has a significant place on the world tourism map. Most of the studies were conducted from the supply side and the authors' view. Only a few studies were conducted from the local community and tourists' perspective.

Based on the systematic review of the tourism entrepreneurship literature, the study offered a synthesis of the researcher's findings and provided a discussion and proposals for the future research agenda. It is highly recommended to have entrepreneurship theories and concepts employed and tested in the tourism context. For instance, GEM's entrepreneurial activity indicators need to be used to develop tourism firm performance measures. Entrepreneurial motivations need further investigation in the tourism context.

6. Limitations and Further Research

However, this study is not free of limitations. Data collection included articles from only two databases; namely, Pro-Quest and Science-Direct. It is possible that there may be more tourism-related entrepreneurship studies listed in other databases. Future studies can draw on more databases for their samples. Moreover, in order to find related articles, this study utilized the following keywords: "tourism", "tourist", "hospitality", "traveling", "destination"; and one or more of the following keywords: "entrepreneurship", "entrepreneur", "entrepreneurial", "new venture" and "startup." It is possible that there are more keywords related to entrepreneurship (e.g. "family business", "innovation"). Thus, future studies should include more keywords.

REFERENCES

- Airey, D. 2015. 40 Years of Tourism Studies: A Remarkable Story. *Tourism Recreation Research*, 40 (1): 1-6. <https://doi.org/10.1017/CBO9781107415324.004>
- Alhammad, F. 2012. Residents' Attitudes Towards Tourism Development in Al-Salt City, Jordan. *Canadian Social Science*, 8 (1): 152-163. <https://doi.org/10.3968/j.css.1923669720120801.2024>
- Al-Hawajreh, Kamel Mohammad. 2018. The Mediating Role of Business Intelligence Capabilities between Organizational Entrepreneurship and Strategic Success at Jordan Governmental Universities. *Jordan Journal of Business Administration*, 14 (3): 413-444
- Ali, R. S. 2018. Determinants of Female Entrepreneurs Growth Intentions: A Case of Female-owned Small Businesses in Ghana's Tourism Sector. *Journal of Small Business and Enterprise Development*, 25 (3): 387-404. <https://doi.org/10.1108/JSBED-02-2017-0057>
- Araújo, L. 2017. Portuguese Tourism Strategy 2027 Leading the Tourism of the Future. *Worldwide Hospitality and Tourism Themes*, 9 (6): 646-652. <https://doi.org/10.1108/WHATT-09-2017-0052>
- Ateljevic, J. 2009. Tourism Entrepreneurship and Regional Development: Example from New Zealand. *International Journal of Entrepreneurial Behaviour and Research*, 15 (3): 282-308. <https://doi.org/10.1108/13552550910957355>
- Bădulescu, A., Badulescu, D., Bac, D. & Sipos-Gug, S. 2014. Attitudes and Intentions of Business Master Students towards Sustainable Tourism and Entrepreneurship. *Amfiteatru Economic*, 16 (Special Issue.8): 1110-1124.
- Bensemam, Jo & Hall, C. M. 2010. Copreneurship in Rural Tourism: Exploring Women's Experiences. *International Journal of Gender and Entrepreneurship*, 2 (3): 228-244. <https://doi.org/10.1108/17566261011079224>
- Berg, P., Syrjälä, H. & Laaksonen, P. 2014. Natural Uniqueness and Sustainable Tourism Business: Small Tourism Enterprises in the Finnish Kvarken Archipelago World Natural Heritage Site. *Management & Avenir*, 69 (3): 187. <https://doi.org/10.3917/mav.069.0187>
- Bosworth, G. & Farrell, H. 2011. Tourism Entrepreneurs in Northumberland. *Annals of Tourism Research*, 38 (4): 1474-1494. <https://doi.org/10.1016/j.annals.2011.03.015>
- Çakmak, E., Lie, R. & McCabe, S. 2018. Reframing Informal Tourism Entrepreneurial Practices: Capital and Field Relations Structuring the Informal Tourism Economy of Chiang Mai. *Annals of Tourism Research*, 72 (October 2017): 37-47. <https://doi.org/10.1016/j.annals.2018.06.003>
- Carlisle, S., Kunc, M., Jones, E. & Tiffin, S. 2013. Supporting Innovation for Tourism Development through Multi-stakeholder Approaches: Experiences from Africa. *Tourism Management*, 35: 59-69. <https://doi.org/10.1016/j.tourman.2012.05.010>
- Castro-Spila, J., Torres, R., Lorenzo, C. & Santa, A. 2018. Social Innovation and Sustainable Tourism Lab: An Explorative Model. *Higher Education, Skills and Work-Based Learning*, 8 (3): 274-290. <https://doi.org/10.1108/HESWBL-03-2018-0032>
- Chili, N. S. & Mabaso, S. L. 2016. The Challenges of Developing Small Tourism Enterprises in Townships: Case of Umlazi, South Africa. *Problems and Perspectives in Management*, 14 (1): 201-205. [https://doi.org/10.21511/ppm.14\(1-1\).2016.08](https://doi.org/10.21511/ppm.14(1-1).2016.08)
- Cobo-Soler, S., Fernández-Alcantud, A., López-Morales, J. M. & Santamaría-García, M. 2018. Public support for Entrepreneurship, Human Capital and Talent in the Context of Spanish Tourism. *Investigaciones Regionales*, 2018 (42): 53-74.
- Costa, C., Breda, Z., Bakas, F. E., Durão, M. & Pinho, I. 2016. Through the Gender Looking-Glass: Brazilian Tourism Entrepreneurs. *International Journal of Gender and Entrepreneurship*, 8 (3): 282-306. <https://doi.org/10.1108/IJGE-07-2015-0023>
- Cucculelli, M. & Goffi, G. 2016. Does Sustainability

- Enhance Tourism Destination Competitiveness? Evidence from Italian Destinations of Excellence. *Journal of Cleaner Production*, 111: 370-382. <https://doi.org/10.1016/j.jclepro.2014.12.069>
- Dahles, H. & Bras, K. 1999. Entrepreneurs in Romance: Tourism in Indonesia. *Annals of Tourism Research*, 26 (2): 267-293. [https://doi.org/10.1016/S0160-7383\(98\)00098-X](https://doi.org/10.1016/S0160-7383(98)00098-X)
- de Bruin, A. & Jelinčić, D. A. 2016. Toward Extending Creative Tourism: Participatory Experience Tourism. *Tourism Review*, 71 (1): 57-66. <https://doi.org/10.1108/TR-05-2015-0018>
- de Lange, D. & Dodds, R. 2017. Increasing Sustainable Tourism through Social Entrepreneurship. *International Journal of Contemporary Hospitality Management*, 29 (7): 1977-2002. <https://doi.org/10.1108/IJCHM-02-2016-0096>
- Dincer, F. I., Dincer, M.Z. & Yilmaz, S. 2015. The Economic Contribution of Turkish Tourism Entrepreneurship to the Development of Tourism Movements in Islamic Countries. *Procedia - Social and Behavioral Sciences*, 195: 413-422. <https://doi.org/10.1016/j.sbspro.2015.06.483>
- Echtner, C.M. 1995. Entrepreneurial Training in Developing Countries. *Annals of Tourism Research*, 22 (1): 119-134. [https://doi.org/10.1016/0160-7383\(94\)00065-Z](https://doi.org/10.1016/0160-7383(94)00065-Z)
- Eyana, S. M., Masurel, E. & Paas, L. J. 2018. Causation and Effectuation Behaviour of Ethiopian Entrepreneurs: Implications on Performance of Small Tourism Firms. *Journal of Small Business and Enterprise Development*, 25 (5): 791-817. <https://doi.org/10.1108/JSBED-02-2017-0079>
- Filárská, J., Kravčáková Vozárová, I. & Kotulič, R. 2017. Analysis of Tourism in the Slovak Republic in the Period after Accession to the European Monetary Union. *Journal of Environmental Management and Tourism*, 8 (6): 1157-1165. [https://doi.org/10.14505/jemt.v8.6\(22\).01](https://doi.org/10.14505/jemt.v8.6(22).01)
- Getz, D. & Carlsen, J. 2005. Family Business in Tourism. State-of-the-Art. *Annals of Tourism Research*, 32 (1): 237-258. <https://doi.org/10.1016/j.annals.2004.07.006>
- Gursoy, D., Baloglu, S. & Chi, C. G. 2009. Destination Competitiveness of Middle Eastern Countries: An Examination of Relative Positioning. *Anatolia*, 20 (1): 151-163. <https://doi.org/10.1080/13032917.2009.10518901>
- Gursoy, D. & Sandstrom, J. K. 2016. An Updated Ranking of Hospitality and Tourism Journals. *Journal of Hospitality and Tourism Research*, 40 (1): 3-18. <https://doi.org/10.1177/1096348014538054>
- Hallak, R., Brown, G. & Lindsay, N. J. 2012. The Place Identity-Performance Relationship among Tourism Entrepreneurs: A Structural Equation Modelling Analysis. *Tourism Management*, 33 (1): 143-154. <https://doi.org/10.1016/j.tourman.2011.02.013>
- Hingtgen, N., Kline, C., Fernandes, L. & McGehee, N. G. 2015. Cuba in Transition: Tourism Industry Perceptions of Entrepreneurial Change. *Tourism Management*, 50: 184-193. <https://doi.org/10.1016/j.tourman.2015.01.033>
- Ibrahim, M. R., Shuib, A., Ramachandran, S. & Afandi, S. H. M. 2018. Community Participation in Tourism Microenterprises among Amanah Ikhtiar Malaysia Borrowers in Semporna, Malaysia. *International Journal of Business and Society*, 19 (S1): 88-102.
- Ivaniš, M. 2011. General Model of Small Entrepreneurship Development in Tourism Destinations in Croatia. *Tourism and Hospitality Management*, 17 (2): 231-250.
- Jegdić, V., Škrbić, I. & Milošević, S. 2017. Models of Entrepreneurship Development in Rural Tourism Destinations in Vojvodina. *Economics of Agriculture*, 55 (30): 221-238.
- Kallmuenzer, A., Kraus, S., Peters, M., Steiner, J. & Cheng, C. F. 2019. Entrepreneurship in Tourism Firms: A Mixed-method Analysis of Performance Driver Configurations. *Tourism Management*, 74: 310-330. <https://doi.org/10.1016/j.tourman.2019.04.002>
- Kawharu, M., Tapsell, P. & Woods, C. 2017. Indigenous

- Entrepreneurship in Aotearoa New Zealand: The Takarangi Framework of Resilience and Innovation. *Journal of Enterprising Communities*, 11 (1): 20-38. <https://doi.org/10.1108/JEC-01-2015-0010>
- Khoo-Lattimore, C., Mura, P. & Yung, R. 2017. The Time has Come: A Systematic Literature Review of mixed-Method Research in Tourism. *Current Issues in Tourism*, 22 (13): 1531-1550. <https://doi.org/10.1080/13683500.2017.1406900>
- Komppula, R. 2014. The Role of Individual Entrepreneurs in The Development of Competitiveness for a Rural Tourism Destination - A Case Study. *Tourism Management*, 40: 361-371. <https://doi.org/10.1016/j.tourman.2013.07.007>
- Laeis, G. C. M. & Lemke, S. 2016. Social Entrepreneurship in Tourism: Applying Sustainable Livelihoods Approaches. *International Journal of Contemporary Hospitality Management*, 28 (6): 1076-1093. <https://doi.org/10.1108/IJCHM-05-2014-0235>
- LaPan, C., Morais, D. B., Barbieri, C. & Wallace, T. 2016. Power, Altruism and Communitarian Tourism: A Comparative Study. *PASOS Revista de Turismo y Patrimonio Cultural*, 14 (4): 889-906. <https://doi.org/10.25145/j.pasos.2016.14.058>
- Law, R., Sun, S., Fong, D. K. C., Fong, L. H. N. & Fu, H. 2016. A Systematic Review of China's Outbound Tourism Research. *International Journal of Contemporary Hospitality Management*, 28 (12): 2654-2674. <https://doi.org/10.1108/IJCHM-06-2015-0323>
- Li, L. 2008. A review of Entrepreneurship Research Published in the Hospitality and Tourism Management Journals. *Tourism Management*, 29 (5): 1013-1022. <https://doi.org/10.1016/j.tourman.2008.01.003>
- Mansfeld, Y. & Winckler, O. 2015. Can This Be Spring? Assessing the Impact of the "Arab Spring" on the Arab Tourism Industry. *Tourism Review*, 63 (2): 205-223.
- McCarthy, B. 2008. Case Study of an Artists' Retreat in Ireland: An Exploration of its Business Model. *Social Enterprise Journal*, 4 (2): 136-148. <https://doi.org/10.1108/17508610810902020>
- McGehee, N. G., Kim, K. & Jennings, G. R. 2007. Gender and Motivation for Agri-Tourism Entrepreneurship. *Tourism Management*, 28 (1): 280-289. <https://doi.org/10.1016/j.tourman.2005.12.022>
- Melnic, A. S. 2015. Entrepreneurship for Tourism in Bacau County. *Economy Transdisciplinarity Cognition*, 18 (1): 5-11. Retrieved from <http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=108503055&site=ehost-live>
- Mody, M., Day, J., Sydnor, S. & Jaffe, W. 2016. Examining the Motivations For Social Entrepreneurship Using Max Weber's Typology of Rationality. *International Journal of Contemporary Hospitality Management*, 28 (6): 1094-1114. <https://doi.org/10.1108/IJCHM-05-2014-0238>
- Mohamad, Z. & Nasir, A. 2019. Comparative Analysis of Sustainable Entrepreneurship among the East Coast Homestays in Malaysia. *International Journal of Entrepreneurship*, 23 (1): 1-13.
- Morrison, A. 2006. A Contextualization of Entrepreneurship. *International Journal of Entrepreneurial Behaviour & Research*, 12 (4): 192-209. <https://doi.org/10.1108/13552550610679159>
- Musavengane, R., Siakwah, P. & Leonard, L. 2019. Does the Poor Matter " in Pro-poor- driven sub-Saharan African cities? Towards Progressive and inclusive Pro-poor Tourism. *International Journal of Tourism Cities*, (August. <https://doi.org/10.1108/IJTC-05-2019-0057>
- Myeko, Z. & Iwu, C. G. 2019. Obstacles Faced by African Copreneurs in Black Townships of the Western Cape, South Africa. *Journal of Reviews on Global Economics*, 8: 1-11. <https://doi.org/10.6000/1929-7092.2019.08.01>
- Naipaul, S. & Wang, Y. 2009. Entrepreneurship and Leadership in Hospitality: Insights and Implications for Hospitality and Tourism Education – Mr Harris

- Rosen in Conversation with Drs Sandra Naipaul and Youcheng Wang. *International Journal of Contemporary Hospitality Management*, 21 (6): 639-658. <https://doi.org/10.1108/09596110910975936>
- Narangajavana, Y., Gonzalez-Cruz, T., Garrigos-Simon, F. J. & Cruz-Ros, S. 2016. Measuring Social Entrepreneurship and Social Value with Leakage. Definition, Analysis and Policies for the Hospitality Industry. *International Entrepreneurship and Management Journal*, 12 (3): 911-934. <https://doi.org/10.1007/s11365-016-0396-5>
- Năstase, C., Chașovschi, C., Popescu, M. & Scutariu, A. L. 2010. The Importance of stakeholders and Policy Influence Enhancing the Innovation in Nature-based Tourism Services Greece, Austria, Finland and Romania Case Studies. *European Research Studies Journal*, 13 (2): 137-148.
- Ndou, V., Mele, G. & Del Vecchio, P. 2018. Entrepreneurship Education in Tourism: An Investigation among European Universities. *Journal of Hospitality, Leisure, Sport and Tourism Education*, (October): 1-11. <https://doi.org/10.1016/j.jhlste.2018.10.003>
- Nemirschi, N. & Craciun, A. 2010. Entrepreneurship and Tourism Development in Rural Areas: Case of Romania. *Romanian Economic and Business Review*, 5 (1): 138-143.
- Ngoasong, M. Z. & Kimbu, A. N. 2016. Informal Microfinance Institutions and Development-led Tourism Entrepreneurship. *Tourism Management*, 52: 430-439. <https://doi.org/10.1016/j.tourman.2015.07.012>
- Nikraftar, T. & Hosseini, E. 2016. Factors Affecting Entrepreneurial Opportunities Recognition in Tourism Small and Medium-sized Enterprises. *Tourism Review*, 71 (1): 6-17. <https://doi.org/10.1108/TR-09-2015-0042>
- Omerzel, D.G. 2016. A systematic Review of Research on Innovation in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management*, 28 (3): 516-558. <https://doi.org/10.1108/IJCHM-10-2014-0510>
- Ona, J. G. & Solis, L.S.L. 2017. Challenges and Opportunities for the Development and Promotion of Ibaloy Crafts As Tourism Products. *International Journal of Culture, Tourism, and Hospitality Research*, 11 (4): 593-607. <https://doi.org/10.1108/IJCTHR-11-2016-0112>
- Owusu-Mintah, S. B. 2014. Entrepreneurship Education and Job Creation for Tourism Graduates in Ghana. *Education and Training*, 56, 826-838. <https://doi.org/10.1108/ET-01-2014-0001>
- Pădurean, M. A., Nica, A.-M. & Nistoreanu, P. 2015. Entrepreneurship in Tourism and Financing. *Amfiteatru Economic*, 17 (38): 180-194.
- Pahlevan-Sharif, S., Mura, P. & Wijesinghe, S. N. R. 2019. A Systematic Review of Systematic Reviews in Tourism. *Journal of Hospitality and Tourism Management*, 39: 158-165. <https://doi.org/10.1016/j.jhtm.2019.04.001>
- Peng, K. L. & Lin, P. M. C. 2016. Social Entrepreneurs: Innovating Rural Tourism through the Activism of Service Science. *International Journal of Contemporary Hospitality Management*, 28 (6): 1225-1244. <https://doi.org/10.1108/IJCHM-12-2014-0611>
- Pettersson, K. & Cassel, S. H. 2014. Women Tourism Entrepreneurs: Doing Gender on Farms in Sweden. *Gender In Management*, 29 (8): 487-504. <https://doi.org/10.1108/GM-02-2014-0016>
- Planinc, T., Sedmak, G., Planinc, S. & Kociper, T. 2015. What Knowledge Is Missing for More Successful Rural Tourism? Evidence From Slovenia. *Conference Proceedings of the International Scientific Conference*, 295-304. Retrieved from http://search.proquest.com/openview/6203b6c0c778fe2434c430c98e38d0c3/1?pq-origsite=gscholar&cbl=426334&casa_token=1hC1zIsMN2kAAAAA:L5NYjzGHEgh53Sbkkyh9dG7IDP3yzzooKi22VXEZfk6fw0TzppzPWAGcEE4r-Ux6QkK_W3uIlg
- Polat, H. A. & Arslan, A. 2019. The Rise of Popular Tourism in the Holy Land: Thomas Cook and John

- Mason Cook's Enterprise Skills that Shaped the Travel Industry. *Tourism Management*, 75 (January): 231-244. <https://doi.org/10.1016/j.tourman.2019.05.003>
- Popescu, D. & State, C. 2015. Crowdsourcing: An Alternative for the Dynamic Development of Entrepreneurship in the Romanian Tourism. *Amfiteatru Economic*, 17 (38): 162-179.
- Popescu, L., Bădișă, A. & Mazilu, M. 2014. Can Rural Tourism Foster Local Development? Perspectives on the Future of Rural Tourism in Romania. *Journal of Tourism Challenges and Trends*, 7 (1): 69-88.
- Power, S., Di Domenico, M. L. & Miller, G. 2017. The Nature of Ethical Entrepreneurship in Tourism. *Annals of Tourism Research*, 65: 36-48. <https://doi.org/10.1016/j.annals.2017.05.001>
- Qureshi, D. M. L. A. 2012. Entrepreneurship of the Rural Women. *Journal of Hospitality Application & Research*, 7 (1): 54-66. Retrieved from <http://search.proquest.com/openview/95a870c61b8354e7b622a4a9137c8b57/1.pdf?pq-origsite=gscholar&cbl=2030935>
- Ratten, V. 2018. Entrepreneurial Intentions of Surf Tourists. *Tourism Review*, 73 (2): 262-276. <https://doi.org/10.1108/TR-05-2017-0095>
- Saffu, K., Obeng Apori, S., Elijah-Mensah, A. & Ahumatah, J. 2008. The Contribution of Human Capital and Resource-based View to Small- and Medium-sized Tourism Venture Performance in Ghana. *International Journal of Emerging Markets*, 3 (3): 268-284. <https://doi.org/10.1108/17468800810883684>
- Sandri, Serena (2016) The Need for Entrepreneurial Education in Jordan- An Empirical Investigation. *Jordan Journal of Business Administration*, 12 (2): 417-435.
- Sardianou, E., Kostakis, I., Mitoula, R., Gkaragkani, V., Lalioti, E. & Theodoropoulou, E. 2016. Understanding the Entrepreneurs' Behavioural Intentions towards Sustainable Tourism: A Case Study from Greece. *Environment, Development and Sustainability*, 18 (3): 857-879. <https://doi.org/10.1007/s10668-015-9681-7>
- Shepherd, D. A. 2015. Party on! a Call for Entrepreneurship Research That Is More Interactive, Activity Based, Cognitively Hot, Compassionate, and Prosocial. *Journal of Business Venturing*, 30 (4): 489-507.
- Sibbritt, K., Volgger, M., Weber, P. & Geneste, L. 2019. An Exploration of Collaborative Economy Entrepreneurs in the Tourism Industry through the Novel Prism of Epistemic Culture. *Journal of Hospitality and Tourism Management*, 40 (October 2018): 103-113. <https://doi.org/10.1016/j.jhtm.2019.06.005>
- Sigala, M. 2016. Learning with the Market: A Market Approach and Framework for Developing Social Entrepreneurship in Tourism and Hospitality. *International Journal of Contemporary Hospitality Management*, 28 (6): 1245-1286. <https://doi.org/10.1108/IJCHM-06-2014-0285>
- Škrbić, I., Jegdić, V. & Milošević, S. 2018. Pro-poor Tourism for the Purpose of Rural Environment Development. *Ekonomika Poljoprivrede*, 65 (1): 373-389. <https://doi.org/10.5937/ekopolj1801373s>
- Sokhanvar, A., Aghaei, I. & Aker, Ş. 2018. The Effect of Prosperity on International Tourism Expenditure. *Tourism Review*, 73 (1): 44-54. <https://doi.org/10.1108/TR-07-2017-0108>
- Solvoll, S., Alsos, G.A. & Bulanova, O. 2015. Tourism Entrepreneurship-Review and Future Directions. *Scandinavian Journal of Hospitality and Tourism*, 15 (1): 120-137. <https://doi.org/10.1080/15022250.2015.1065592>
- Strobl, A. & Peters, M. 2013. Entrepreneurial Reputation in Destination Networks. *Annals of Tourism Research*, 40 (1): 59-82. <https://doi.org/10.1016/j.annals.2012.08.005>
- Surugiu, M.R. & Surugiu, C. 2015. Heritage Tourism Entrepreneurship and Social Media: Opportunities and Challenges. *Procedia-Social and Behavioral Sciences*, 188: 74-81. <https://doi.org/10.1016/j.sbspro.2015.03.340>
- Swanson, K. K. & DeVereaux, C. 2017. A Theoretical

- Framework for Sustaining Culture: Culturally Sustainable Entrepreneurship. *Annals of Tourism Research*, 62: 78-88. <https://doi.org/10.1016/j.annals.2016.12.003>
- Tajzadeh-Namin, A. 2012. A Review on Value Creation in Tourism Industry. *Management Science Letters*, 2 (1): 203-212. <https://doi.org/10.5267/j.msl.2011.09.004>
- Walker, N. K. G. & Chen, Y. 2018. Social Innovation in Tourism: Unleashing The Time-Money Constraint. *Journal of the Knowledge Economy*. <https://doi.org/10.1007/s13132-018-0534-0>
- Wang, S., Hung, K. & Huang, W. J. 2019. Motivations for Entrepreneurship in the Tourism and Hospitality Sector: A Social Cognitive Theory Perspective. *International Journal of Hospitality Management*, 78 (December 2017): 78-88. <https://doi.org/10.1016/j.ijhm.2018.11.018>
- Wasdani, K. & Mathew, M. 2014. Potential for Opportunity Recognition along the Stages of Entrepreneurship. *Journal of Global Entrepreneurship Research*, 2 (1): 7. <https://doi.org/10.1186/2251-7316-2-7>
- Williams, A. M. & Shaw, G. 2011. Internationalization and Innovation in Tourism. *Annals of Tourism Research*, 38 (1): 27-51. <https://doi.org/10.1016/j.annals.2010.09.006>
- World Travel and Tourism Council. 2019. *Travel and Tourism: World Economic Impact 2019*.
- Zebryte, I. & Jorquera, H. 2017. Chilean Tourism Sector “B Corporations”: Evidence of Social Entrepreneurship and Innovation. *International Journal of Entrepreneurial Behaviour and Research*, 23 (6): 866-879. <https://doi.org/10.1108/IJEBR-07-2017-0218>
- Zhao, W., Ritchie, J. R. B. & Echtner, C. M. 2011. Social Capital and Tourism Entrepreneurship. *Annals of Tourism Research*, 38 (4): 1570-1593. <https://doi.org/10.1016/j.annals.2011.02.006>
- Zhou, L., Chan, E. & Song, H. 2017. Social Capital and Entrepreneurial Mobility in Early-stage Tourism Development: A Case from Rural China. *Tourism Management*, 63: 338-350. <https://doi.org/10.1016/j.tourman.2017.06.027>