



The entrepreneurship research in hospitality and tourism

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ABSTRACT

The purpose of this study is to review entrepreneurship research in hospitality and tourism (H&T), draw a map of the evolving domain, and propose a framework for future research. The entrepreneurship literature is categorized by identifying the antecedents and consequences in the context of H&T. The study findings suggest that entrepreneurship research subjects in H&T are extended from developed countries to emerging economies. The research level begins at the meso level (firms) and gradually develops to the micro level (individual entrepreneurs) and macro level (environment). Entrepreneurship in H&T is currently rich in practice but poor in theoretical development. This study is one of the few to critically review entrepreneurship research in H&T. This paper identifies a range of research issues in H&T entrepreneurship.

1. Introduction

Entrepreneurship and its derivatives have influenced all industries and levels of society, because it deals with innovation, competitiveness, productivity, wealth generation, and job creation (Jones et al., 2011; Liu and Fang, 2016; Luu, 2017). Scholars have addressed many issues involved in entrepreneurship, including why, when, and how opportunities are explored and exploited (Shane and Venkataraman, 2000, p. 218), and what the outcomes of entrepreneurship are (Fadda and Sørensen, 2017; Phan, 2004; Shane and Venkataraman, 2001). Hence, the volume of research related to entrepreneurship in academic journals has increased significantly and comprehensively (Kuratko et al., 2015; López-Fernández et al., 2016; Rey-Martí et al., 2016; Servantie et al., 2016; Stewart and Cotton, 2013; Volery and Mazzarol, 2015).

Consistent with the increase in the volume of the literature, scholars have elucidated the progress of entrepreneurship research from many different perspectives, including regionalism (Jing et al., 2015), dependent variables (Wang and Jessup, 2014), research methods (Anderson and Starnawska, 2008; Bygrave, 1989; Coviello and Jones, 2004; McDonald et al., 2015; McElwee and Atherton, 2005), nature of community (Gartner et al., 2006), small business (Grant and Perren, 2002; Kallmuenzer, 2018), social entrepreneurship (Kraus et al., 2014), and thematic analysis. However, entrepreneurship research focusing on industrial or sectorial scope (Li, 2008) is limited, although industrial dynamics (McGhan and Poter, 1997; Rumelt, 1991) and industry life

cycle (Karniouchina et al., 2013) significantly influence strategy formulation and implementation.

As noted in Shepherd (2015), past successes in the entrepreneurship literature may lead us into a “competency trap” (Levitt and March, 1988), in which we believe it is sufficient to use “accepted” theories and approaches to address the growing number of research questions in the field of entrepreneurship (Shepherd, 2015). However, we run a very real risk if we fail to acknowledge that entrepreneurship is activity-based, that in the beginning it faces challenges (Dorado and Ventresca, 2013), and that the ultimate outcomes or consequences of entrepreneurial action may vary due to significant differences in industry characteristics. Hence, we need industry-based review studies in entrepreneurship to identify where we are going and how to succeed.

More specifically, this study focuses on entrepreneurship studies related to the hospitality and tourism (H&T) industry. The H&T industry is a pivotal engine for economic growth in many countries, as it has outperformed the growth rate of many other industries even within environments subject to economic turmoil (Tang and Tan, 2013; Webster and Ivanov, 2014). Small and medium H&T enterprises in particular play an increasingly prominent role in relation to the supply of H&T services, job creation, economic stimulus, and the image building and balanced development of destinations (Carlisle et al., 2013; Gurel et al., 2010; Hallak et al., 2015). Aside from the pursuit of economic gains, entrepreneurship within H&T is nature-based, with a particular focus on preserving and/or destroying the natural

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environment when evaluating the outcomes or consequences of entrepreneurial action to pursue opportunity (Shepherd, 2015). Instead of desiring to maximize profit, entrepreneurs in small and medium enterprises may be largely motivated by the inner drive to utilize organizational slack (e.g. financial slack and human resource slack) to compensate for the economic dilemma caused by seasonality (Dawson et al., 2011). Recognition of the economic and non-economic contributions made by small and medium enterprises has led to a growth in H&T entrepreneurship research in recent years (Altinay, 2010; Li, 2008; Solvoll et al., 2015). Despite the increase in the interest and uniqueness of entrepreneurial activities in H&T, however, very few studies have evaluated the progress of entrepreneurship research in H&T. Only two studies to date have done so. Li (2008) and Solvoll, Alsos, and Bulanova (Solvoll et al., 2015) found that the number of entrepreneurship articles is far less than expected in the area of H&T, which suggests that H&T entrepreneurship is currently rich in practice but poor in theoretical development. This current study aims to build on Li (2008) and Solvoll et al. (2015) and further examine entrepreneurship studies in H&T from the perspective of more specific thematic issues. Consequently, the purpose of this study is to review entrepreneurship research on H&T, map the evolving domain, and propose a framework for future research. The integrative framework proposed in this paper does not replace the work of Shane and Venkataraman (2000); Shepherd (2015), or others (e.g. Carlsson et al., (2013) who have delineated the domain of entrepreneurship research, but rather highlights “what is special” about this research field and “how to generate new insights.”

2. Overview of the entrepreneurship literature

Review studies can be classified into three subgroups (Koseoglu et al., 2016): traditional review studies (systematic review, meta-analysis, and qualitative approaches), evaluative techniques (productive measures, impact metrics, and hybrid metrics), and relational techniques (co-citation, bibliographic coupling, co-word analysis, and co-authorship analysis). Traditional review studies include discipline-focused, theme-focused, methodology/method/statistics-focused, sample-focused, contributor-focused, and journal-focused studies. Discipline-focused studies assess progress on entrepreneurship as a whole. For instance, Amit et al. (1993); Bull and Willard (1993); Cornelius et al. (2006); Low (2001); Morris et al. (2001, 2001a,b), Phan (2004); Shane (2000); Shane and Venkataraman (2000); Venkataraman (1997); Wiklund et al. (2011), and Woo et al. (1991) highlighted progress on various points in the entrepreneurship literature from different perspectives. Kuratko et al. (2015) summarized progress by building a framework of frameworks approach, including a schools of thought framework, integrative framework, typology of entrepreneurs framework, process frameworks, venture typology frameworks, and life cycle frameworks.

Theme-focused review studies include those focusing on international entrepreneurship (Autio et al., 2011; Coviello et al., 2011; Jones et al., 2011), sustainable entrepreneurship (Dean and McMullen, 2007), history (Lohrke and Landström, 2010), women’s entrepreneurship (de Bruin et al., 2006), entrepreneurial decision-making (Shepherd, 2011), entrepreneurship education (Katz, 2003; Kuratko, 2005), family firms (López-Fernández et al., 2016), corporate entrepreneurship (Aldrich, 2012), sustainable entrepreneurship (2011), cognitive perspectives (Grégoire et al., 2011), and social entrepreneurship (Kraus et al., 2014). Additionally, several studies have assessed methodology/methods/statistics in the entrepreneurship literature (see Anderson and Starnawska, 2008; Bygrave, 1989; Coviello and Jones, 2004; Davidsson and Wiklund, 2001; McDonald et al., 2015; McElwee and Atherton, 2005). Based on these studies, Wang and Jessup (2014) developed an integrative model of dependent variables. This model has four main components: environmental characteristics, entrepreneurs’ individual characteristics, other agencies’ support, and investors’ individual characteristics; it focuses on both pre and post approaches.

There are only a few studies in the contributor-focused and journal-focused categories (see Stewart and Cotton, 2013; Crump et al., 2009; Volery and Mazzarol, 2015), and these use evaluative techniques (Crump et al., 2009) and relational techniques to identify the intellectual structure of entrepreneurship via co-citation (Cornelius et al., 2006; Gartner et al., 2006; Jing et al., 2015; Kraus et al., 2014; Landstrom et al., 2012; Ratnatunga and Romano, 1997). No study has yet used co-word and co-authorship techniques to elucidate the contextual and social structures of entrepreneurship, respectively. This gap indicates new avenues for entrepreneurship scholars to gain deeper understanding by exploring areas so far neglected in the entrepreneurship literature (see Koseoglu et al., 2016).

To sum up, previous review studies have examined the knowledge domain of entrepreneurship research. However, review studies focusing on industries or sectors are still limited. Therefore, this study addresses the knowledge domain of entrepreneurship research in the H&T industry from three perspectives: a thematic framework related to individual entrepreneurs and destination development, an entrepreneurship framework, and a dependent variables framework.

3. Methodology

To gain a deeper understanding of the progress of entrepreneurship research in H&T, a systematic review method (Lai et al., 2018; Marasco et al., 2018; Weed, 2006) was used in this study. Systematic review has been widely used as a method of synthesis in various fields, including H&T (Ip et al., 2011), to appraise the extent and nature of knowledge in a specific field and ensure that reconciliation and interpretation are based on the “best evidence” (White and Schmidt, 2005). We analyzed journal articles pertinent to entrepreneurship in the H&T context to obtain a comprehensive and representative overview of entrepreneurship research in H&T.

3.1. Database and related articles selection

Three major databases (Web of Science, Emerald, and Science Direct) were searched using the following keywords: “entrepreneur (entrepreneurship, entrepreneurial),” “new firms,” “new ventures,” “start-up/startup,” and “venture”; and one or more of these keywords: “tourism,” “hotel,” and “hospitality.” The criteria followed Terjesen et al. (2013), and their article referring to these keywords was included in the review. All the articles related to entrepreneurship in H&T were obtained from Social Science Citation Index-listed (SSCI-listed) journals (accessed via the Web of Science), which are internationally recognized and comprehensively representative of high-quality research, in that they provide valuable academic references (Ip et al., 2011). Quality control was achieved by limiting the search to SSCI-listed journals, which are most regularly read in H&T entrepreneurship research. Articles published in SSCI-listed journals both shape the perception of H&T entrepreneurship and direct future research (Weed, 2006). Entrepreneurship in the H&T industry refers to research on entrepreneurial activities in the field of H&T. The articles were chosen on the basis of relevance to H&T entrepreneurship, and came not only from H&T journals but from other academic journals, which gives the findings broader applicability (Ip et al., 2011). Only full-length articles were included that made original contributions to entrepreneurship research in H&T. Book reviews, prefaces, and introductory notes were excluded, so the data would include only full articles that were peer reviewed. To ensure data validity and reliability, two of the authors of this study individually answered the question “Is the article related to entrepreneurship in H&T?” by reading the original collection of over 200 articles and reaching a consensus. To reach a 100% inter-coder reliability rate, when there were conflicts between these two authors, another author of this study helped them to reach consensus. Hence, reaching 100% consensus for articles that originally led to disagreement between two researchers strengthened inter-coder reliability and

Table 1
Literature review classification framework.

Classified group	Contents	Rationale
Descriptive attributes	<ul style="list-style-type: none"> - Authorship (by period, collaboration, region) - Publication channels - Affiliated hospitality and tourism sectors - Research methodologies - Definitional issues and theoretical concerns 	Describe characteristics of selected articles; Explore similarities and differences of definition and determine the range of theories applied
Research domain	<ul style="list-style-type: none"> - Theoretical Perspective - Individual Factors - Firm-related factors - Destination-related factors 	Define the antecedent and consequences being conducted in the field

thus increased the validity and reliability of the study. Ultimately, 108 studies were included in the dataset.

3.2. Analysis

Each article was examined in terms of time period, authorship, region, publication outlet, methodology, and key findings by content analysis (see Table 1). For authorship and region, the ranking in recent years is given. With regard to the publication outlet, we provide the ranking in frequency. For methodology, each article was classified by research method, sample, and data analysis methods. Each author grouped and classified the articles independently to ensure objectivity and reliability. The following section analyzes the empirical findings and presents the current entrepreneurial research domain and trends in H&T. The final section addresses conclusions, limitations, and future research directions.

4. Research findings

4.1. Descriptive attributes

4.1.1. Authorship

Our selection comprised 108 articles that made original contributions to the development of entrepreneurial knowledge in H&T in the past 22 years (1995–2016). Table 2 illustrates the descriptive statistics on authorship by period (number of articles per year), by collaboration (average number of authors per published article), and by region (articles published annually, by region). Europe emerged as the leading region with 40 articles, followed by Asia (27), Oceania (13), the entire world (11), North America (10), and Africa (7).

4.1.2. Publication channels

As Table 3 shows, 89 articles were published in 15 H&T journals. Another 19 articles were published in 14 journals covering different subject areas.

4.1.3. Affiliated H&T sectors

An analysis of affiliated sectors included in research on entrepreneurship identified a wide range of H&T-related functional sectors. Most of the research was conducted in the context of tourism in general (46), hospitality in general (18) and rural tourism (13); whereas there were few studies conducted in the context of wineries (2), tour

Table 2
Descriptive statistics on authorship (1995–2016).

	By Period	By Collaboration	By Region
Mean	4.9	2.4	18
S. D.	6.3	0.8	12.8
Max	25	5	40
Min	0	1	7

Table 3
Distribution of analyzed articles in SSCI journals

Name of Journal	Frequency
Subject categories: hospitality, leisure, sports and tourism (15 Journals)	89
International Journal of Contemporary Hospitality Management	21
Tourism Management	16
International Journal of Hospitality Management	11
Annals of Tourism Research	9
Asia Pacific Journal of Tourism Research	6
International Journal of Tourism Research	6
Journal of Sustainable Tourism	4
Tourism Geographies	4
Journal of Travel Research	3
Scandinavian Journal of Hospitality and Tourism	3
Current Issues in Tourism	2
Cornell Hospitality Quarterly	1
Journal of Hospitality and Tourism Research	1
Journal of Tourism and Cultural Change	1
Tourism Review	1
Subject categories: business, management and others (14 Journals)	19
Journal of Business Research	2
Journal of Business Venturing	2
Journal of Rural Studies	2
Procedia - Social and Behavioral Sciences	2
African Journal of Business Management	1
Forest Policy and Economics	1
Journal of Cleaner Production	1
Journal of Economic Psychology	1
Journal of Small Business Management	1
Ocean & Coastal Management	1
Revue De Geographie Alpine-journal of Alpine Research	1
Service Industries Journal	1
South European Society and Politics	1
The Amfiteatru Economic Journal	1
Urban Geography	1

operators (1), and heritage tourism (1).

4.1.4. Research methods

To gain a better understanding of academic studies in the field of H&T entrepreneurship, the articles' methodological approaches were analyzed (see Fig. 1). In terms of data collection methods, surveys and interviews were widely used, followed by secondary sources, observation, and others. In terms of data analysis methods, content analysis was the predominant tool. Interestingly, a dramatic increase in the application of quantitative methods was noted in recent years.

4.1.5. Definitional issues and theoretical concerns

As discussed earlier, consensus on the definition of the H&T entrepreneurship has not been yet achieved. Of the papers reviewed, 51 articles used existing definitions; 29 did not use any definitions; 21 incrementally changed existing definitions. Only 7 articles developed their own definitions, proposed without reference to other sources. Within 79 papers with definitions, we found that conceptual schema of

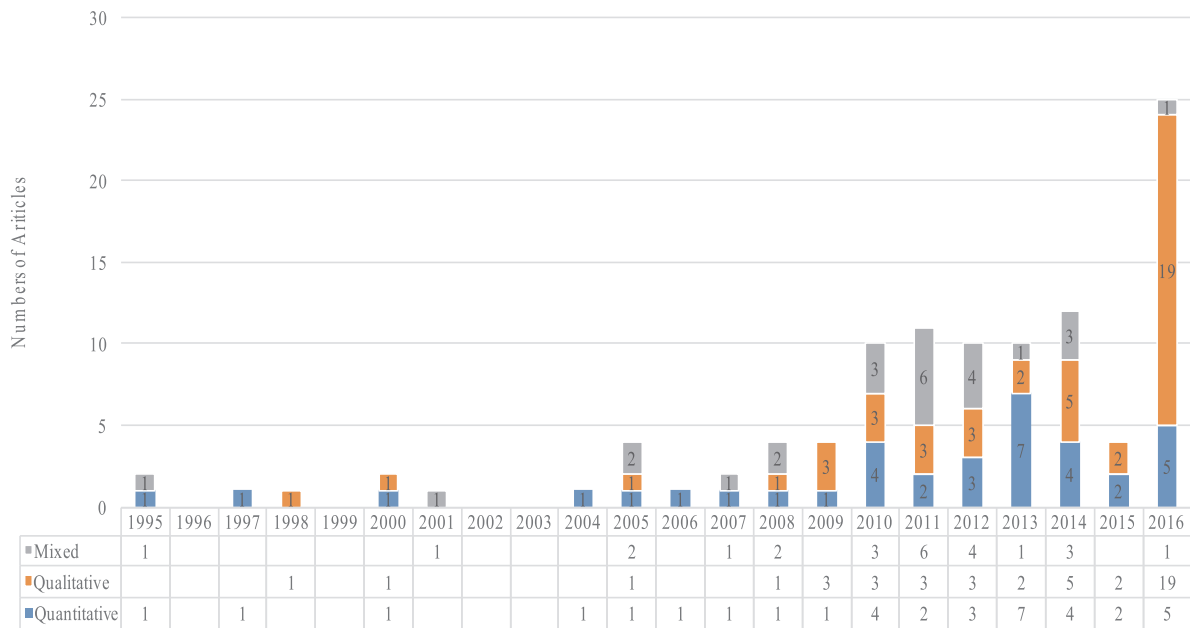


Fig. 1. Research methods.

H&T entrepreneurship can be classified into two categories: activity (when H&T entrepreneurship was described as an action by an entrepreneur) and process (when it was described as a set of relevant activities). The criteria ranged from “micro” to “macro,” which influences the nature of the definition proposed and may explain the disagreement in the field. Study results indicate that 44 articles viewed H&T entrepreneurship as a simple activity, and 34 framed it as a set of processes.

According to Handfield and Melnyk (1998), there are six categories of theory-building activities: discovery (to discover areas for theory or research development), description (to explore territory and nature of the field), mapping (to identify the key attributes and draw maps of research territory), relationship-building (to identify the linkage between variables and determine the “why” underlying the relationships), theory validation (to test relevant theories and predict future results), and theory extension/refinement (to extend the theory map and better structure the observed outcomes). As shown in Table 4, 87 papers involved more theory-related activities.

4.2. Research domain

As shown in Table 5, the research domains of the analyzed articles differed in two aspects: antecedents and entrepreneurial outcomes. Antecedent variables contain the “personal” aspect of the proposed venture and destination environment that influence entrepreneurial activities. Entrepreneurial outcomes include firm growth and destination development. When the research covered more than one topic, the predominant area was considered.

As shown in Fig. 2, research on the antecedents of entrepreneurial

Table 4

Purpose of theory-related researches.

Research strategy	Frequency
Discovery	7
Description	25
Mapping	16
Relationship building	21
Theory validation	9
Theory Extension/refinement	9
Not applicable	21

activities in H&T remains at a relatively high level, while entrepreneurial outcomes regarding destination development have attracted more attention in the past five years. Given the emergent status of entrepreneurship research in H&T, we explore the antecedents and outcomes further in the next section to propose directions for future research.

4.2.1. Antecedent variables of entrepreneurship

4.2.1.1. “Person” aspect. Numerous studies have described how variables related to the individual H&T entrepreneur are relevant for predicting the success of a new venture (Badulescu et al., 2014; Getz and Carlsen, 2000; Glavas et al., 2014; Hallak et al., 2012; Jaafar et al., 2011; Jones and Guan, 2011; Ramos-Rodríguez et al., 2012; Su, et al., 2013; Zhao et al., 2011), indicating that personality and demographic characteristics make a difference in the outcome of entrepreneurial activities. The word “entrepreneur” itself has certain connotations regarding “the need for achievement” (Camillo et al., 2008), “innovation” (Burgess, 2013), “risk-taking” (Altinay et al., 2012; Gurel et al., 2010), “self-confidence” (Koh and Hatten, 2002), “independence” (Jaafar et al., 2011), and the “ability to learn from failure” (Shepherd et al., 2009). Some authors portrayed H&T entrepreneurs as people who strive to overcome difficulties, with a high internal locus of control, independent character, and strong self-reliance (Lerner and Haber, 2001).

4.2.1.1.1. Demographics. Regarding the age of H&T entrepreneurs, most of them start businesses when they are middle aged or older; that is, 45 or above (Getz and Carlsen, 2000). Chen and Elston (2013) determine a more precise average age of 39.7 years, with more than 83.8% of the sample subjects beginning their businesses between the ages of 31 and 50, and most were married (Getz and Carlsen, 2000). Based on the findings from Jaafar et al. (2011), 60.6% of owners/managers are male, dominating small and medium-sized businesses. This gender imbalance reflects the influence of traditional culture in some developing countries, in which men have more privilege than women and traditionally act as decision-makers at the head of the family (Goktan and Gupta, 2015; Malmström et al., 2017).

The findings in the literature on owners’ or managers’ educational levels are diverse. Previous studies indicated that entrepreneurs had relatively limited education (Koutsou et al., 2009). For example, in Australia, according to Getz and Carlsen’s (2000) study, only 34% of H&T entrepreneurs have a university-level education. Chen and Elston

Table 5
List of research domains and publications.

Research domain	Publications	Number of publications
Antecedent variables		79
“Person” aspect	Snepenger et al. (1995); Williams and Eliza (1995); Glancey and Pettigrew (1997); Chell and Pittaway (1998); Getz and Carlsen (2000); Getz and Petersen (2005); Ednarsson (2006); Vaugeois and Rollins (2007); Camillo et al. (2008); Koutsou et al. (2009); Gurel et al. (2010); Iorio and Corsale (2010); Janet et al. (2010); Lashley and Rowson (2010); Jaafar et al. (2011); Jones and Guan (2011); Zhao et al. (2011); Altinay et al. (2012); Carlbäck (2012); Hallak et al. (2012); Hsu et al. (2012); Ramos-Rodríguez et al. (2012); Burgess (2013); Carlisle et al. (2013); Chen and Elston (2013); Su et al. (2013); Ahmad et al. (2014); Badulescu et al. (2014); Glavas et al. (2014); Kimbu and Ngoasong (2016); Mody et al. (2016); Strobl and Kronenberg (2016); Campopiano et al. (2016); Smith et al. (2016); Sigala (2016); Bredvold and Skålen (2016); Nikraftar and Hosseini (2016); Mottiar (2016)	41
Destination environment	Lerner and Haber (2001); Russell and Faulkner (2004); Lordkipanidze et al. (2005); Haber and Reichel (2007); Karanasios and Burgess (2008); Lugosi and Bray (2008); Einarsen and Mykletun (2009); Torraleja et al. (2009); Tucker (2010); Bosworth and Farrell (2011); Dawson et al. (2011); Qin, et al. (2011); Selby et al. (2011); Bottema and Bush (2012); Jóhannesson (2012); Kwaramba et al. (2012); Lundberg and Fredman (2012); Strobl and Peters (2013); Kaaristo (2014); Matilainen and Lähdesmäki (2014); Xu and Ma (2014); Yang et al. (2014); Dincer et al. (2015); Seilov (2015); Surugiu and Surugiu (2015); Hingtgen et al. (2015); Dai et al. (2015); Wang et al. (2016); Lee et al. (2016); Laeis and Lemke (2016); Campopiano et al. (2016); Sigala (2016); Ngoasong and Kimbu (2016); Yeh et al. (2016); Skokic et al. (2016)	38
Entrepreneurial outcomes		29
Firm growth	Ateljevic and Doorne (2000); Pittaway (2001); Haber and Reichel (2005); Reichel and Haber (2005); Naipaul and Wang (2009); Tajeddini (2010); Hernandez-Maestro and Gonzalez-Benito (2011); Nieto et al. (2011); Hallak et al. (2013); Roxas and Chadee (2013); Hallak et al. (2014); Hernández-Perlines (2016); Vega-Vázquez et al. (2016)	13
Destination development	Prytherch (2002); Johns and Mattsson (2005); Yang and Wall (2008); Jóhannesson et al. (2010); Lemmetyinen (2010); Mykletun and Gyimóthy (2010); Shinde (2010); Butler and McDonnell (2011); Kensbock and Jennings (2011); Barbieri (2013); Hallak and Assaker (2013); Kline et al. (2013); Hernandez-Maestro and Gonzalez-Benito (2014); Kompulla (2014); Lundberg et al. (2014); Peng and Lin (2016)	16

(2013) noted that the largest group of respondents in their study was junior high school graduates (40.4%), followed by high school or vocational school graduates (31.9%). Only 4.6% of respondents had at least a college-level education. However, Glancey and Pettigrew (1997) observed equal numbers of respondents with college level educations and with secondary educations in Scotland. The occupations and experiences of H&T entrepreneurs before they venture into the H&T industry vary. In the UK, about one-third of entrepreneurs have working experience in the H&T industry, whereas others’ experiences derive from agriculture, retail, education, and various other sectors (Szivas, 2001).

4.2.1.1.2. *Motivations.* Based on the motivations driving entrepreneurs to establish new ventures, previous studies have mainly classified tourism entrepreneurs as being growth- or lifestyle-oriented

(Ahmad et al., 2014; Bosworth and Farrell, 2011; Chell and Pittaway, 1998; Getz and Petersen, 2005; Iorio and Corsale, 2010). Growth-oriented entrepreneurs are confident in their ability to operate a business, have a high inclination to risk-taking, and value creative ways of doing things. Their goal is to cultivate businesses that can compete, grow, and create jobs (Getz and Petersen, 2005). Growth-oriented entrepreneurs are more concerned with the economic benefits generated by enterprises (Getz and Petersen, 2005).

Lifestyle-oriented entrepreneurs focus more on improving their quality of life by living in a place that they desire, building social networks, and being part of a community, rather than maximizing profits (Ahmad et al., 2014; Bosworth and Farrell, 2011; Carlbäck, 2012; Getz and Carlsen, 2000; Janet et al., 2010; Lashley and Rowson, 2010; Nilsson et al., 2005; Shaw and Williams, 2004; Snepenger et al.,

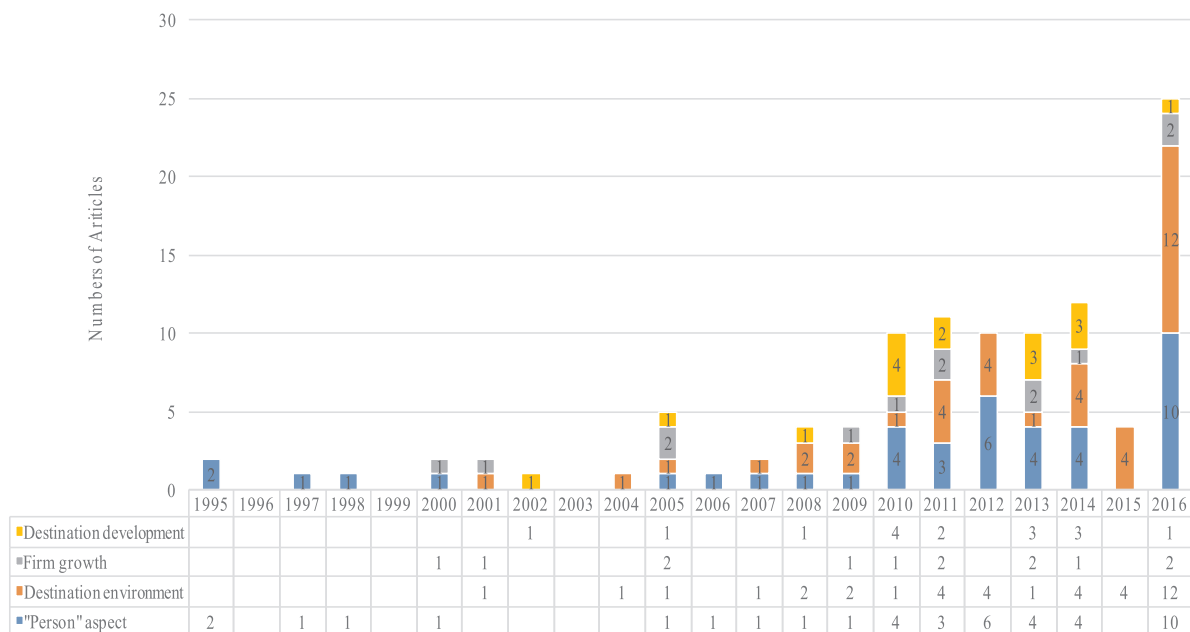


Fig. 2. Research domain.

1995; Vaugeois and Rollins, 2007). Lifestyle entrepreneurs establish firms to support their different interests and they have less intention of growing their firms, especially marginal H&T entrepreneurs in the informal sector of the industry, such as hawkers, unlicensed tour guides, and street vendors (Koh and Hatten, 2002). They might have migrated to the destination solely for the purpose of establishing a new venture and a different lifestyle. Lifestyle-oriented entrepreneurs are thus better at introducing innovative products or services at the destination (Shaw and Williams, 2004), creating niche markets (Koh and Hatten, 2002), and promoting diversified development of destinations (Bosworth and Farrell, 2011).

4.2.1.2. Destination environment/Location. H&T enterprises are embedded in local communities, and the exploitation of entrepreneurial opportunities is largely dependent on destination environments that provide incentives for and support entrepreneurial activities (Bottema and Bush, 2012; Dawson et al., 2011; Haber and Reichel, 2007; Matilainen and Lähdesmäki, 2014; Torralaja et al., 2009). Economic fluctuations, socio-cultural environments, policy environments, and technological development all significantly stimulate or constrain entrepreneurial H&T activities (Kaaristo, 2014; Lerner and Haber, 2001; Xu and Ma, 2014; Zhao et al., 2011).

4.2.1.2.1. Economic issues. Economics substantially influence opportunities for the creation of business ventures (Lundberg and Fredman, 2012; Selby et al., 2011; Xu and Ma, 2014; Zahra, 1993). Economic conditions are fundamental to venture creation, especially for entrepreneurs short of start-up funding (Xu and Ma, 2014). Numerous H&T entrepreneurs are prevented from pursuing innovative ideas due to limited access to financing, and the result is a high rate of failure among start-up attempts (Zhao et al., 2011). Prior studies suggested that developed countries offer more incentive structures for business start-ups than developing countries (Haber and Reichel, 2007; Lerner and Haber, 2001; Lordkipanidze et al., 2005). For example, Australia has developed a favorable economic environment for H&T entrepreneurial activities on the Gold Coast by providing diversified financial support, which in turn promotes the sustainable development of the local H&T industry (Russell and Faulkner, 2004).

Diversified incentive structures stimulate business start-ups in developed countries. Nevertheless, less developed countries might provide more opportunities for potential entrepreneurs, due to the low level of employment and high income inequality (Kelley et al., 2011; Reynolds et al., 2000; Smallbone and Welter, 2006). Researchers have found a complex relationship between unemployment levels and entrepreneurial activity (Baptista and Thurik, 2007). While higher unemployment stimulates entrepreneurial activities (Thurik et al., 2008), low rates of economic growth may prevent business start-ups, which leads to higher levels of unemployment (Bosma and Schutjens, 2011).

4.2.1.2.2. Socio-cultural factors. H&T entrepreneurship is embedded in a social context that both constrains and facilitates entrepreneurs' behavior (Jóhannesson, 2012; Lugosi and Bray, 2008). Social context plays an important role in the opportunity set and opportunity cost for potential entrepreneurs (Tucker, 2010). Social climate involves the sociological and institutional aspects of society, and shapes the contexts in which H&T entrepreneurs develop entrepreneurial activities. People who grow up in a climate or social group that is in favor of entrepreneurial behavior are more likely to become entrepreneurs (Lordkipanidze et al., 2005). Kline et al. (2013) evaluated residents' perceptions of entrepreneurial climate using ecological systems theory, and found that residential tenure and amount of volunteerism had the greatest impact on perceived entrepreneurship climate in the H&T industry. Thus, a thorough understanding of the social and cultural basis of a particular region or community is conducive to identifying environments that are more entrepreneurially oriented (Lordkipanidze et al., 2005).

Place identity is another important variable positively related to entrepreneurial self-efficacy, community support, and entrepreneurial

performance (Einarsen and Mykletun, 2009; Hallak et al., 2012). Based on an empirical analysis of 301 entrepreneurs, Hallak et al. (2012) concluded that H&T entrepreneurs' sense of identity in relation to the place in which their businesses operate contributes directly to entrepreneurial success.

4.2.1.2.3. Government policies. In addition to focusing on the economic environment, several previous studies have found that public sector actors play a crucial role in creating an entrepreneurial climate that facilitates new venture development in a destination (Koh and Hatten, 2002; Lerner and Haber, 2001; Qin et al., 2011; Strobl and Peters, 2013). This relationship is particularly important for enterprises in developing countries, which usually face a multitude of risks due to negative policy environments, such as the administrative regulation of H&T business and government interference in commercial operations (Wilks et al., 2006). Government interference is likely to enhance environment uncertainty and thus affect entrepreneurial activities in the H&T industry (Xu and Ma, 2014).

The government shapes the overall economic development agenda and sends strong signals about which types of entrepreneurial activities are supported in the H&T industry (Rodrik, 2000). The government plays an important role through legislation, policy development, and regulatory compliance enforcement in critical entrepreneurial factors, such as labor costs, financing costs, demand changes, and even competition intensity, at both the central and local levels (Lundberg and Fredman, 2012). Policies and programs should specifically target the entrepreneurial sector to nurture an entrepreneurial culture and climate and support the development of the skills and capabilities needed to start and run businesses (Kwaramba et al., 2012).

4.2.1.2.4. Technological advances. Developments in information technology (IT) have influenced H&T companies' strategies and the industry's structure (Ho and Lee, 2007; Karanasios and Burgess, 2008). Such developments facilitate information sharing and opportunity identification, resulting in more options for creators of products and services and, ultimately, consumers (Spencer et al., 2012). New value systems and value chains are emerging, prompting H&T entrepreneurs to redesign their strategies in response to the power of IT. IT offers strategic benefits and more flexible pricing, lower communication and distribution costs, better specialized and differentiated services and products, closer relationships with tourists, lower barriers to entry, and more ability to acquire knowledge (Fuchs et al., 2010). However, IT does not assure profitability and involves considerable costs and unpredictable risks. Moreover, a mismatch can emerge between the amount of money an H&T enterprise spends on IT and the actual benefits (Gretzel et al., 2000).

Glavas et al. (2014) revealed the relationship between the values of IT-enabled entrepreneurs and firms' inclination to develop and initiate international activities. Although H&T is a location-based industry, IT facilitates internationalization. The Internet provides H&T enterprises with significant opportunities to expand and thus the ability to develop knowledge values, access international information, and maintain international network relationships (Glavas et al., 2014; Karanasios and Burgess, 2008).

4.2.2. Entrepreneurial outcomes

4.2.2.1. Firm growth. Flexibility, strategic agility, creativity, and continuous innovation are important for H&T entrepreneurs. Accordingly, in all organizations, successful entrepreneurial activities reward risk-taking, learning, curiosity, and innovation (Teng, 2007). Lumpkin and Dess (1996) proposed a framework to examine the relationship between entrepreneurship and firm performance. The results indicate that non-financial measures may be as important as financial measures in the study of entrepreneurial outcomes, because most H&T enterprises cannot make a profit in the early start-up period. Through entrepreneurial activities, H&T enterprises can improve tourists' experiences and financial processes, with a consequent effect on performance and profits (Ateljevic and Doorne, 2000; Haber and

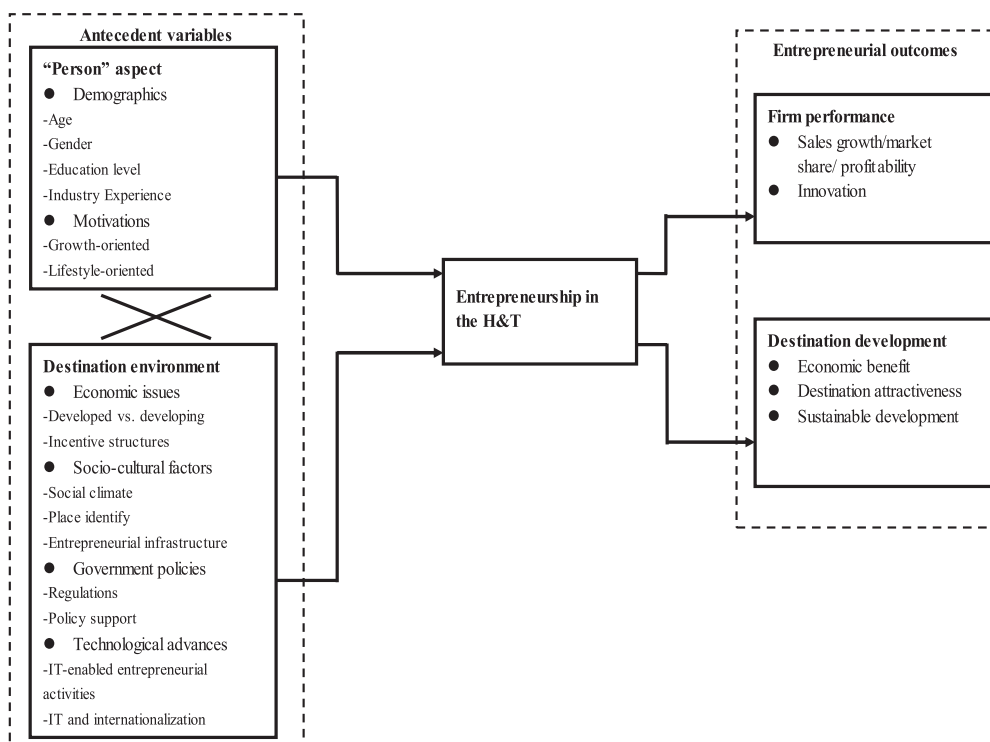


Fig. 3. An integrative framework for entrepreneurship research in H&T.

Reichel, 2005; Hallak et al., 2013, 2014; Hernandez-Maestro and Gonzalez-Benito, 2011; Nieto et al., 2011; Pittaway, 2001). Roxas and Chadee (2013) examined the H&T industry in the Philippines and suggested that H&T entrepreneurship played an important role in the effects of the formal institutional environment on firm performance. They also found that entrepreneurial activities led to the success of Rosen Hotels and Resorts in Orlando over the past several decades, which has been regarded as a benchmark for H&T success leading to positive community change (Naipaul and Wang, 2009).

Tajeddini (2010) collected data from hotel managers and owners in Switzerland to examine the potential influences of customer orientation, innovation, and entrepreneurship on hotel industry performance. He found that these variables positively influenced hotel service performance, a conclusion supported by previous research (Tajeddini et al., 2006). He also noted that higher levels of entrepreneurial orientation were associated with improved business performance; specifically, entrepreneurial orientation had a significantly positive effect on long-term H&T industry performance (Roxas and Chadee, 2013).

Most entrepreneurial firms in H&T are small businesses. Therefore, the adoption of subjective measures of performance is not unusual, because it is difficult for researchers to obtain the actual financial records (Haber and Reichel, 2005). Unlike large firms, whose financial records are often made public, the financial records of small entrepreneurial businesses remain inaccessible and private (Hallak et al., 2012). Moreover, given that the entrepreneur and the business are a single entity in most small H&T enterprises (Lumpkin and Dess, 1996), researchers tend to adopt the entrepreneur's self-assessment in measuring business performance.

4.2.2.2. Destination development. There are two common perspectives for understanding destination development; one emphasizes the driving role of capital accumulation (Zhang and Xiao, 2014) and the other focuses on factors that go beyond the accumulation of capital to enhance the supply of human capital (Johns and Mattsson, 2005). Nevertheless, destination development differences are rooted in varied productivity levels. Destinations not only grow by drawing on more

resources for production, but also by better resource mobilization, orchestration, and bricolage, thus promoting productivity-based innovations, which are the major outcome of entrepreneurship in the H&T industry. Entrepreneurship plays a vital role in shaping destination development (Butler and McDonnell, 2011; Hernández-Maestro and González-Benito, 2014; Jóhannesson et al., 2010; Kensbock and Jennings, 2011; Kline et al., 2013; Lemmetyinen, 2010; Lundberg et al., 2014; Russell and Faulkner, 2004; Xu and Ma, 2014; Yang and Wall, 2008). It affects the productivity of the H&T industry and determines the rise and fall of a destination's life-cycle (Ryan et al., 2012).

Economically, without committed, risk-taking, innovative entrepreneurs, no destination can prosper (Komppula, 2014). Because most H&T enterprises are embedded in local communities, the money earned tends to be kept within the region, and they supply a large number of jobs (Mykletun and Gyimóthy, 2010). Local economies benefit from H&T entrepreneurship, through new investment and job creation (Bosworth and Farrell, 2011; Shinde, 2010). Socially, entrepreneurial activity in H&T improves the attractiveness of the destination as a place to live, work, enjoy life, and retire (Hallak and Assaker, 2013; Koh and Hatten, 2002; Prytherch, 2002; Russell and Faulkner, 2004). H&T entrepreneurs introduce new tourism products and services, such as wine tourism and medical services, in contrast to traditional products and services such as sightseeing tours, to make a particular location a popular destination (Roxas and Chadee, 2013). For tourists, entrepreneurial activities can add value socially, in that they may reflect the special values of "host encounters" and "place," giving a glimpse into local life (Middleton and Clarke, 2001). Environmentally, H&T entrepreneurship can increase the local environmental commitment level, helping to preserve the destination's natural and artificial resources and maintain its competitive advantage over the long run (Barbieri, 2013).

4.3. Entrepreneurship literature framework in H&T

Based on the antecedent and performance factors of

entrepreneurship and their attribution to the entrepreneur, organization, and destination environment, this study has critically reviewed entrepreneurship research in the H&T field and proposed an integrative framework that combines various variables to explain the antecedents and consequences of entrepreneurship in H&T (see Fig. 3).

A comparison between this framework and the frameworks of Kuratko et al. (2015) and Wandg and Jessup (2014) shows significant overlaps between mainstream/generic entrepreneurship research and H&T entrepreneurship research. However, significant gaps also emerge. For example, our study results indicate that a relatively high proportion of scholars adopt prior definitions or make slight modifications to such definitions. Nonetheless, no consensus on a single definition has been achieved, leading to a lack of definitional clarity. This shortcoming suggests that entrepreneurship research in H&T is still in the early stage of development. There is confusion among researchers in terms of the lack of convergence toward a single definition. Despite numerous published articles on the theory of entrepreneurship in H&T, a generally accepted theory has not yet been proposed (Zhao et al., 2011). Most previous studies in this area describe entrepreneurship in H&T in terms of activities rather than processes (chains of activities). The relative lack of mapping and theory extension/refinement will impede development in the field. Theory development thus appears to be at a relatively rudimentary stage, and further work remains to be done.

For an empirical and theoretical shift in the field, researchers should consider the frameworks presented by Kuratko et al. (2015). However, because current studies on entrepreneurship in H&T do not describe entrepreneurship as a process (chain of activities), they ignore the dependent variables indicated in Wang and Jessup's (2014) framework. This omission hinders development in entrepreneurship research in H&T. Researchers should (re)design their agendas by focusing on these dependent variables and theory frameworks to integrate H&T entrepreneurship research into mainstream entrepreneurship research and contribute to the mainstream of entrepreneurship literature.

5. Conclusions, recommendations, and future research

This study has reviewed entrepreneurship research in H&T, mapped the evolving domain, and proposed an integrated framework for further research in H&T entrepreneurship. The research findings offer specific theoretical and managerial implications, which are addressed below in relation to the roles of individuals, groups, and institutions.

5.1. Research implications

The dramatic increase of publications beginning in 2010 reflects the dynamic evolution of entrepreneurship research as a viable research paradigm in H&T. In terms of authorship, increases in the average number of authors indicate more extensive cooperation to increase the diversity of skills and perspectives within teams. In relation to regions, developed economies have been the focus of these studies, but developing countries, especially transitional economies such as Brazil, Russia, India, China, and South Africa, are becoming increasingly important on a global scale. For publication channels, H&T entrepreneurship research is spread widely through various publication channels, including non-H&T journals. With reference to affiliated H&T sectors, the dominance of general H&T and rural H&T reflects the contextual origins of the research. However, the low ratio of multiple sectors and niche sectors was unexpected. Due to the diverse backgrounds of H&T entrepreneurs and entrepreneurial activities, we would expect wider coverage of relevant issues in the field. In terms of methodological issues, the diverse range of methods implies that the field of H&T entrepreneurship research is flourishing. This study in particular examined progress in H&T entrepreneurship research by comparing it with the mainstream entrepreneurship literature. The findings of this study partially support Li (2008) and Solvoll et al. (2015) and provide additional insights. In addition, many recent studies

focus on solving practical problems faced by H&T entrepreneurs, agencies, and policy-makers (Yang et al., 2014).

5.2. Advancement in entrepreneurship studies

Research questions and hypotheses in studies of H&T have hitherto focused on universality or (more rarely) contingency by mediated and moderated relationships (see Fig. 3). Moreover, when research questions or hypotheses were developed by focusing only on the H&T literature, data collection and evaluation processes were conducted according to mainstream perspectives and practices in H&T. However, when questions that drive theoretical and empirical research hinge on different conditions and perspectives, integration between the mainstream literature and H&T literature can be achieved. These perspectives can help develop new foundations for comprehensive theories beyond current entrepreneurship perspectives (Kuratko et al., 2015; Wang and Jessup, 2014). In this respect, researchers in our field can contribute to both the mainstream and H&T entrepreneurship literature.

Concerning the theoretical and empirical advancement of entrepreneurship research, replication studies may be a solution. For example, Bettis and colleagues (Bettis et al., 2016) called for strategic management researchers to consider a research question interesting if it is something that they want to learn more about, and proposed they build cumulative knowledge of strategic management phenomena through replications and publication of non-results (p. 260). This call can also help entrepreneurship researchers shift the field. Hence, H&T entrepreneurship research studies are expected to formulate research questions or hypotheses under different conditions.

The research findings of this study further indicate that H&T entrepreneurship research as a scholarly discipline is a field with exponential growth potential for researchers from different fields. H&T entrepreneurship is far from a homogeneous phenomenon, and the interaction of entrepreneur, firm, and destination expands the heterogeneity and diversity of this area. As such, more research is needed to explore the many activities underlying a single entrepreneurial action. Early H&T entrepreneurship research focused on the personal traits of individual entrepreneurs, while recent research has begun to examine the influence of the destination environment on entrepreneurship activities. More research is thus needed into how the destination environment may influence H&T entrepreneurial activities.

Given the importance of entrepreneurship to destination development, there is a need to quantitatively examine the criterion-related validity of entrepreneurship. The effects of entrepreneurship may vary with entrepreneurial motivations and the destination environment. To examine the effects of H&T entrepreneurship more comprehensively, future research can focus on environmental entrepreneurship and social entrepreneurship. Instead of merely borrowing the relevant topics from general entrepreneurship research, it is important to recognize that entrepreneurial activities in H&T may differ due to the specific industry context.

This study enables us to succinctly profile entrepreneurship research in the H&T field. In particular, it offers suggestions for how to depict it from a multi-disciplinary perspective, and charts an agenda for future research. It is evident that previous research led to the creation of an integrated framework reflecting the multi-faceted, multi-paradigmatic nature of H&T. Thus, H&T is fundamentally at the nexus of individuals and enterprises within the overall context of a destination environment. Future research is needed to better understand the interplay of individual, firm, and destination. For example, individual attributes may partially mediate the relationship between destination environment and entrepreneurial outcomes. We suggest that further research be conducted to ascertain the conditions under which the destination environment is especially important.

This study has found that an increasing number of researchers have shifted their attention to developing regions, due to both the increasing

role of developing countries and the distinct characteristics of entrepreneurial activities in these countries. Future studies should also consider venture typology (Kuratko et al., 2015), including companies based on size and growth rate when designing their samples. Quantitative research is expected to be more popular in the future, as data can be easily summarized and analyzed while theoretical work remains still at a relatively low level. However, future studies may combine qualitative and quantitative research methods, and such mixed method studies can offer rich and robust findings. Qualitative approaches are inseparable from H&T entrepreneurship research. It is impossible to capture the essence and richness of entrepreneurial activities without a considerable degree of emic insight. In the field of H&T entrepreneurship, new theory needs to be put forward more consistently.

This study has found that previous studies in H&T have focused primarily on a unitary dimension. Team collaborations can help researchers form a systematic and diverse view when conducting research projects in H&T. Given the growing popularity of H&T entrepreneurship, we expect an upward trend in both the number of entrepreneurship articles appearing in major H&T journals and the range of methodologies used. Entrepreneurship, as a research domain with multi-disciplinary overlaps, covers a broad set of research questions from different disciplines (Carlsson et al., 2013). Researchers from various disciplines have explored issues related to entrepreneurship using their own theories and methodologies. Researchers in H&T should join or form interdisciplinary research teams when undertaking entrepreneurship research projects. To probe the complexity and nature of entrepreneurship, researchers should put more effort into multi-level research into individuals, firms, and destinations.

Scientific communities play a crucial role in shifting disciplines (Cannella and Paetzold, 1994; Durand et al., 2017; Nag et al., 2007). However, it is unclear how big or small the scholarly H&T entrepreneurship community is, or how impactful it is. Hence, for advancement in the field, the H&T community should build its own identity. There are several possible ways to develop this social structure. First, an association or special interest group engaging in entrepreneurship research in H&T may be formed, because H&T has vibrant and broad academic and business environments and communities around the world, and these communities interact with many other scientific disciplines and businesses (Cheng et al., 2011; Mc Kercher and Tung, 2015). This type of association or group can contribute to the field from both an academic and a practical perspective. Second, leading H&T schools can advance research in this area by creating specific entrepreneurship research programs or research centers. Lastly, there is no graduate program dedicated to H&T entrepreneurship. To support the growing social structure of entrepreneurship research in the field, dedicated graduate programs or tracks may be needed.

6. Limitations and future research

This study has several limitations. First, the sample included articles from only three databases, Web of Science, Emerald, and Science Direct. It is possible that there may be more H&T-related entrepreneurship studies listed in other databases. Future studies can draw on more databases for their samples. Additionally, future studies may consider conference proceedings, books, and doctoral dissertations. Second, to find related articles this study utilized the following keywords: “entrepreneur (entrepreneurship, entrepreneurial),” “new firms,” “new ventures,” “start-up/startup,” and “venture”; and one or more of these keywords: “tourism,” “hotel,” and “hospitality.” It is possible there may be more keywords related to entrepreneurship, like “innovation,” “small business,” or “family business.” Future studies should include more keywords. Third, some papers cover two or more groups; hence bias might appear when review studies are classified.

Future studies should investigate a number of areas. First, they may focus on a systematic review to identify contributors including authors, institutions, and countries. Second, the quality of studies should be

investigated by developing scales measuring the quality of research. Third, the performance of studies can be measured using citation and/or co-citation impacts. Fourth, collaboration and social networks in these studies may be mapped and/or visualized (Koseoglu et al., 2016). Fifth, researchers may look at progress in subfields of the entrepreneurship literature in the H&T industry, such as social entrepreneurship (Saebi et al., 2018; Rawhouser et al., 2017; de Lange and Dodds, 2017), family firms (López-Fernández et al., 2016), and rural entrepreneurship (Pato and Teixeira, 2016). Sixth, researchers may investigate the intellectual structure of entrepreneurship research in the H&T industry by focusing on regions such as the Americas, Europe, Asia, Middle East, Africa, and Asia-Pacific (Bergebég-Mirabent et al., 2018). Finally, researchers should identify research methods and methodologies used in entrepreneurship research in the H&T industry to help researchers generate robust studies in the field (McDonald et al., 2015).

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