

The Entrepreneurship Research in Hospitality and Tourism

Abstract

The purpose of this study is to review the entrepreneurship research in hospitality and tourism (H&T), draw a map of the evolving domain and propose a framework for future research. 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 is extended from developed countries to emerging economies. The research level by focusing on the meso level (firm) gradually develops into micro level (individual entrepreneur), and macro level (environment). Entrepreneurship in H&T is currently rich in practice but poor in theoretical development. This is one of the few studies that critically reviews entrepreneurship research in H&T. This paper puts forward a series of research issues in H&T entrepreneurship.

Key Words: entrepreneurship research; research domain; hospitality, tourism; review

1. Introduction

Entrepreneurship and its derivatives have influenced all industries and levels of society since it deals with innovation, competitiveness, productivity, wealth generation, and job creation (Jones, Caviello, and Tang, 2011; Liu and Fang, 2016; Luu, 2017). Scholars have addressed the issues including why, when and how opportunities are explored and exploited (Shane and Venkatarman, 2000, p. 218), and what the outcomes of entrepreneurship are (Fadda and Sørensen, 2017; Phan, 2004; Shane and Venkatarman, 2001). Hence, the volume of research related to entrepreneurship has been increasing significantly and comprehensively in academic journals (Kuratko, Morris, and Schindehutte, 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 regional (Jing, Qinghua, and Landstrom, 2015), dependent variables (Wang and Jessup, 2014), research methods (Anderson and Starnawska, 2008; Bygrave, 1989; Coviello and Jones, 2004; McDonald, Gan, Fraser, Oke, and Anderson, 2015; McElwee and Atherton, 2005), nature of community (Gartner, Davidsson, and Zahra, 2006), small business (Grant and Perren, 2002; Kallmuenzer, 2018), social entrepreneurship (Kraus, Filser, O'Dwyer, and Shaw, 2014; Kang-Lin Peng and Pearl M.C. Lin, 2016), and thematic analysis (Liñán and Fayolle, 2015). However, entrepreneurship research focusing on industrial or sectorial scope (Li, 2008) is limited although industrial dynamics (McGahan and Porter, 1997; Rumelt, 1991), and industry life cycle (Karniouchina et al. 2013) influence strategy formulation and implementation significantly.

As noted in Shepherd (2015), the past successes in entrepreneurship literature may lead us to a “competency trap” (Levitt and March, 1988) that it is perfect by using “accepted” theories and approaches to address increasing research questions in the field of

entrepreneurship (Shepherd, 2015). However, we may run the very real risk if we neglect that entrepreneurship is activity-based, it is born with challenges (Dorado and Ventresca, 2013), and 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, where we will go, how we will go beyond.

More specifically, this study focuses on entrepreneurship studies related to the hospitality and tourism (H&T) industry. The H&T industry is viewed as a pivotal engine for economic growth in many countries, as it has outperformed the growth rate of many other industries even under environments of economic turmoil (Tang and Tan, 2013; Webster and Ivanov, 2014). Among them, small and medium H&T enterprises play an increasing role in relation to H&T services supply, job creation, economic stimulus, and the image building and balanced development of destinations (Carlisle, Kunc, Jones and Tiffin, 2013; Gurel, Altinay and Daniele, 2010; Hallak, Assaker and Lee, 2015). Besides the pursuit of economic gains, entrepreneurship within H&T is nature-based with a particular focus on preserving and/or destroying natural environment when evaluating the outcomes or consequences of entrepreneurial action to pursue a potential opportunity (Shepherd, 2015). Instead of the desire to maximize profit, entrepreneurs in small and medium enterprises may be largely motivated by the inner-driver of utilizing organizational slack (e.g. financial slack and human resource slack) in order to compensate the economic dilemma caused by seasonality (Dawson, Fountain and Cohen, 2011). Recognition of the economic and non-economic contributions made by small and medium enterprises has witnessed a growth in H&T entrepreneurship research in recent years (Altinay, 2010; Li, 2008; Solvoll, Alsos, and Bulanova, 2015). Reflecting the increases in the interest and uniqueness of entrepreneurial activities in H&T, very few studies have evaluated the progress of entrepreneurship research in H&T. There are two studies evaluated entrepreneurship research in H&T. For example,

Li (2008) and Solvoll, Alsos, and Bulanova (2015) found that the number of entrepreneurship articles is far less than expected in H&T. This suggests that H&T entrepreneurship is currently rich in practice but poor in theoretical development. In this respect, this current study aims to build on Li's (2008) and Solvoll et al. (2015) studies and further examines entrepreneurship studies in H&T from more specific thematic issues. Given this, the purpose of this study is to review the entrepreneurship research in H&T, draw a map of the evolving domain and propose a framework for future research. The integrative framework proposed in this paper is not to replace Shane and Venkataraman (2000)'s, or Shepherd (2015)'s, or others' (e.g. Carlsson, Braunerhjelm, McKelvey, Olafsson, Persson, and Ylinenpaa, 2013) delineation of the domain of entrepreneurship research, but rather to highlight "what is special" and "how to generate new insights" in this research field when labelled by any industry or sector.

2. Overview of entrepreneurship literature

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

entrepreneurs' framework, process frameworks, venture typology frameworks, and life cycle frameworks.

Theme-focused review studies include international entrepreneurship (Autio et al. 2011; Coviello et al. 2011; Jones et al. 2011), sustainable entrepreneurship (Dean and McMullen, 2007), history (Lohrke and Landstrom, 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 (Gregoire et al. 2011), and social entrepreneurship (Kraus et al. 2014). Addition to these, several studies assessed methodology/methods/statistics in entrepreneurship literature (see. Anderson and Starnawska, 2008; Brush et al. 2008; Bygrave, 1989; Coviello and Jones, 2004; Davidsson and Wiklund, 2001; Leitch et al. 2012; 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 including environmental characteristics, entrepreneurs' individual characteristics, other agencies' supports and investors' individual characteristics by focusing on pre and post approaches.

There are limited studies in contributor-focused, and journal-focused categories (see Stewart and Cotton, 2013; Crump et al. 2009; Landstrom and Benner, 2010; Volery and Mazzarol, 2015), and conducted via evaluative techniques (Crump et al. 2009; Compos et al. 2012) and relational techniques to identify intellectual structure of entrepreneurship via co-citation (Cornelius et al. 2006; Gartner et al. 2006; Gregoire, 2006; Jing et al. 2015; Kraus et al. 2012; Landstrom et al. 2012; Ratnatunga and Romano, 1997; Schildt et al. 2006). No study has yet employed co-word and co-authorship techniques to elucidate contextual and social structures of entrepreneurship respectively. This gives new avenues for entrepreneurship scholars to gain deeper understandings by exploring unknown structures of entrepreneurship literature (see

Koseoglu et al. 2016; Zupic and Carter, 2015).

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

3. Methodology

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

3.1. Database and related articles selection

Three major databases were searched: Web of Science, Emerald and Science Direct using the following keywords: entrepreneur (entrepreneurship, entrepreneurial), new firms, new ventures, start-up/ startup, venture and one or more of these keywords: tourism, hotel and hospitality. The criteria following the study by Terjesen, Hessels and Li (2013), as such, the article referred to the 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), as they

are internationally recognized and comprehensively representative of high-quality research in that they provide valuable academic references (Ip, Law and Lee, 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-list journals both shape the perception of H&T entrepreneurship and point out the direction of future research (Weed, 2006). Entrepreneurship in the H&T industry refers to the research on entrepreneurial activities in the field of H&T. The articles were chosen on the basis of relevance to H&T entrepreneurship and not only from H&T journals, but also from other academic journals, which give the findings broader applicability (Ip, Law and Lee, 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 for this set so the data would obtain only full articles that were peer reviewed. Two authors of the study individually answered the question “Is the article related to entrepreneurship in H&T?” by reading the original collection of over 200 articles to ensure data validity and reliability by reaching a consensus on the articles selected. To reach 100% inter-coder reliability rate, in the conflicts between these two authors, another author of the study helps them to reach consensus. Hence, by reaching 100% consensus for the articles making conflicts between two researchers inter-coder reliability was strength to increase validity and reliability of the study. Consequently, 108 studies were found for the purpose of this study.

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 the authorship and region, the ranking in recent years were offered. With regard to the publication outlet, we provide the ranking in frequency. For the 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.

Insert Table 1 about here

4. Research findings

4.1.Descriptive attributes

4.1.1. Authorship

Our selection comprised 108 articles that have 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 based on region). Europe emerged as the leading region with 40 articles, followed by Asia (27), Oceania (13), worldwide (11), North America (10) and Africa (7).

Insert Table 2 about here

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.

Insert Table 3 about here

4.1.3. Affiliated H&T sectors

An analysis of affiliated sectors included in the research of entrepreneurship identified a wide range of H&T-related functional sectors. Most of the research was investigated in the context of tourism in general (46), hospitality in general (18) and rural tourism (13); whereas few studies were conducted in the context of winery (2), tour operators (1) and heritage tourism (1).

4.1.4. Research methods

To forge a better understanding of academic studies in the field of H&T entrepreneurship, this study analyzed the extant articles' methodological applications (see Figure 1). In terms of data collection methods, surveys and interviews were widely used, followed by secondary sources, observations 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.

Insert Figure 1 about here

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 all the papers reviewed, 51 articles used existing definitions; 29 articles did not use any definitions; 21 articles incrementally changed existing definitions. Only 7 articles developed their own definitions, which proposed the definition without reference to other sources. Within 79 papers with definitions, we found that conceptual schema of H&T entrepreneurship can be classified into two categories: activity (including circumstances where H&T entrepreneurship was

described as an action by entrepreneur), process (a set of relevant activities). The criterion ranged from “micro” to “macro”, which reflects the nature of the definition that was proposed to assist in explaining 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 process.

According to Handfield and Melnyk (1998), six categories were classified in the process 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 the relevant theories and predict the future results) and theory extension/refinement (to extend the theory map and structure the observed outcomes better). As shown in Table 4, 87 papers involved more theory-related activities.

Insert Table 4 about here

4.2. Research domain

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

Insert Table 5 about here

As shown in Figure 2, the research on the antecedents of entrepreneurial activities in H&T remains at a relatively high level, while entrepreneurial outcomes regarding destination development attracted more attention than before over 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.

Insert Figure 2 about here

4.2.1 Antecedent variables of entrepreneurship

(1) “Person” aspect

Numerous studies have described how variables related to the H&T entrepreneur as a person 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 indicates 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 self-reliance (Lerner and Haber, 2001).

Demographics Regarding the age of H&T entrepreneurs, most of them start businesses in the middle-age and older category; that is, 45 or older (Getz and Carlsen, 2000). Chen and Elston (2013) set a more accurate 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 reported to be 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 reflects the influence of traditional culture in some developing countries, in which men have more privileges than women and traditionally act as decision-makers and the head of the family (Goktan and Gupta, 2015; Malmström, Johansson, and Wincent, 2017).

The findings on the owners' or managers' educational levels in the literature 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 (2013) noted that the largest group of respondents in their study was graduates of junior high school (40.4%), followed by high school or vocational school (31.9%). The respondents received at least a college level education occupied only 4.6%. However, Glancey and Pettigrew (1997) observed an equivalent balance between respondents with college level educations and those with secondary educations in Scotland. In terms of the occupations and experiences of H&T entrepreneurs, they have been reported to vary among proprietors before such individuals venture into the H&T industry. 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).

Motivations Based on the motivations driving entrepreneurs to establish new ventures, previous studies have mainly classified tourism entrepreneurs as 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 for 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 interests generated by enterprises (Getz and Petersen, 2005).

Lifestyle-oriented entrepreneurs focus more on improving their quality of life by living in a desired place, building social networks or 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 and Petersen, 2005; Shaw and Williams, 2004; Snepenger et al., 1995; Vaugeois and Rollins, 2007). Lifestyle entrepreneurs established firms to support different interests with less intention of growing companies, especially those marginal H&T entrepreneurs who ran their firms 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. Relatively speaking, lifestyle-oriented entrepreneurs are better at introducing innovative products or services at the destination (Shaw and Williams, 2004), creating niche markets (Koh and Hatten, 2002) and promoting the diversified development of destinations (Bosworth and Farrell, 2011).

(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;

Torrалеja et al., 2009). Economic fluctuations, socio-cultural environments, policy environments and technological development all significantly influence the stimulation or prohibition of entrepreneurial H&T activities (Kaaristo, 2014; Lerner and Haber, 2001; Xu and Ma, 2014; Zhao et al., 2011).

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

The diversified incentive structures stimulate business start-ups in developed countries. Nevertheless, least developed countries might provide more opportunities for potential entrepreneurs due to the low level of employment and great income inequality (Kelley, Bosma, and Amorós, 2011; Reynolds, Hay, Bygrave, Camp and Autio, 2000; Smallbone and Welter, 2006). Researchers claimed that the relationship between unemployment level and entrepreneurial activity is intricate (Baptista and Thurik, 2007). On the one hand, higher unemployment stimulates entrepreneurial activities (Thurik, et al., 2008). On the other hand, low economic growth rate may prohibit business start-ups, which leads to higher levels of unemployment (Bosma and Schutjens, 2011).

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 shaping the opportunity set and consequently evaluating the opportunity cost sustained by potential entrepreneurs (Tucker, 2010). Social climate involves the sociological and institutional aspects of society, shaping the social environments 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 the residential tenure and amount of volunteerism exerted the greatest impact on the perceived entrepreneurship climate in the H&T industry. Thus, a thorough understanding of social and cultural basis of a particular region or community is conducive to identify the environment 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 the empirical analysis of 301 entrepreneurs, Hallak et al. (2012) conclude that H&T entrepreneurs' sense of identity in relation to the place in which their businesses operate contribute directly to entrepreneurial success.

Government policies Alongside focusing on economic environment, several previous studies that destination public sector actors play a crucial role in creating an entrepreneurial climate that facilitates new venture development at the destination (Koh and Hatten, 2002; Lerner and Haber, 2001; Qin et al., 2011; Strobl and Peters, 2013). This is particularly important for the enterprises in developing countries, which are usually faced with a multitude of risks due to negative policy environments, such as the administrative regulation of H&T business and government interference in commerce

operation (Wilks, Pendergast and Leggat, 2006). Government interference is more likely to enhance the environment uncertainty and thus affect the entrepreneurial activities in the H&T industry (Xu and Ma, 2014).

The government shapes the overall economic development agenda and sends strong signals regarding which types of entrepreneurial activities will be supported in the H&T industry (Rodrik, 2000). The government plays an important role through the legislation, policy development and regulatory compliance enforcement in the issues of critical entrepreneurial factors, such as labor costs, financing costs, demand changes and even competition intensity-either at the central or local level (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).

Technological advances Developments in information technology (IT) have undoubtedly influenced both H&T companies' strategies and the industry's structures (Ho and Lee, 2007; Karanasios and Burgess, 2008). Such developments facilitate the information sharing and opportunity identification, resulting in more options for the creators of products and services and, ultimately, the final consumers (Spencer, Buhalis and Moital, 2012). New value systems and value chains are emerging, prompting H&T entrepreneurs to redesign their strategies under the power of IT. On the one hand, IT brings strategic benefits and more flexible pricing, lower communication and distribution costs, better specialized and differentiated services and products, closer relationships with tourists, lower entry barriers and more knowledge and acquisition (Fuchs, Hopken, Foger and Kunz, 2010). On the other hand, IT does not assure profitability and involves considerable costs and unpredictable risks. Moreover, a mismatch can emerge between the amount of money that a H&T enterprise spends on IT and actual benefits from that (Gretzel, Yuan and Fesenmaier, 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 makes a difference in the process of 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

(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 equally important as financial measures in the study of entrepreneurial outcomes since most of the H&T enterprises cannot make profits in the early start-ups. H&T enterprises can improve tourists' experiences and financial processes with a consequent effect on performance and profits through entrepreneurial activities (Ateljevic and Doorne, 2000; Haber and Reichel, 2005; Hallak et al., 2013; Hallak et al., 2014; Hernandez-Maestro and Gonzalez-Benito, 2011; Nieto et al., 2011; Pittaway, 2001). Roxas and Chadee (2013) used the H&T industry in the Philippines as a case and suggested that H&T entrepreneurship played an important role in elaborating the effects of the formal institutional environment on firm performance. It was also found that entrepreneurial activities brought great success to Rosen Hotels and Resorts in Orlando over the past several decades, which has been regarded as a benchmark for success in an environment changing positively for some communities (Naipaul and Wang, 2009).

Tajeddini (2010) collected data from those hotel managers and owners located in Switzerland to examine the potential influences of customer orientation, innovativeness, and entrepreneurship on hotel industry performance. He found that these variables positively influenced hotel service performance, as supported by previous research (Tajeddini, Trueman and Larsen, 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, since it is difficult for researchers to obtain the actual financial records (Haber and Reichel, 2005). Unlike the large firms, whose financial records are often made public, small entrepreneurial businesses still remain inaccessible and private (Hallak et al., 2012). Moreover, given the fact that the entrepreneur and the business are treated as one entity in most small H&T enterprises (Lumpkin and Dess, 1996), researchers tend to adopt the entrepreneur's self-assessment in measuring the business performance.

(2) Destination development

Two of the common perspectives in the understanding of destination development are the tendency to emphasize the driving role of capital accumulation (Zhang and Xiao, 2014) and other 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 brings the productivity factor into the H&T industry and determines the rise and fall of a destination in its life-cycle (Ryan, Mottiar, and Quinn, 2012).

Economically, without committed, risk-taking and innovative entrepreneurs, no destination can prosper (Komppula, 2014). Since most of the H&T enterprises are embedded in local communities, the money earned tends to be kept within the region, and they supply large number of employment positions (Mykletun and Gyimóthy, 2010). Local economies benefit from H&T entrepreneurship, such as new investments and job creation (Bosworth and Farrell, 2011; Shinde, 2010). Socially, the entrepreneurial activity in the H&T improves the attractiveness of the destination as a place to live, work, recreate and retire (Hallak and Assaker, 2013; Koh and Hatten, 2002; Prytherch, 2002; Russell and Faulkner, 2004). H&T entrepreneurs introduce the design of 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”, “place”, and allow a glimpse into local life (Middleton and Clarke, 2001). Environmentally, H&T entrepreneurship can increase the local environmental commitment level and help preserving the destination’s natural and artificial resources and facilitate the accomplishment of competitive advantage in a long run (Barbieri, 2013).

4.3. Entrepreneurship Literature Framework in H&T

Considering the antecedent and performance factors of entrepreneurship and their attribution, which includes entrepreneur, organization and destination environment, this

study critically reviewed entrepreneurship research in the H&T field and proposed an integrative framework that combined various variables to explain the antecedents and consequences of entrepreneurship in H&T (see Figure 3).

Insert Figure 3 about here

A comparison between this framework and Kuratko et al. (2015) and Wandg and Jessup (2014)' frameworks shows that there are significant overlapping areas between streamline/generic entrepreneurship research and H&T entrepreneurship research. However, in details significant gaps also emerge. For example, our study results indicate that a relatively high proportion of scholars adopt existent definitions or make slight modifications to existent definitions. Even though, no clear consensus on a single definition (lack of definitional clarity) has been achieved. This suggests that entrepreneurship research in H&T is still in the stage of development. There is confusion among researchers in terms of the lack of convergence toward a single definition. Despite numerous published articles related to the theory of entrepreneurship in H&T, a generally accepted theory has not yet proposed (Zhao et al. 2011). Majority of previous studies in this area tends to describe entrepreneurship in H&T in terms of activities rather than processes (chains of activities). In terms of purpose of theory, the relative lack of contributions such as mapping and theory extension/refinement will impede the development in the field. This suggests that theory development is at a relative rudimentary stage while further work still remains to be done.

For empirical and theoretical shift in the field, researchers should consider frameworks presented in framework of Kuratko et al. (2015). On the other hand, since current studies on the entrepreneurship in H&T do not describe entrepreneurship as processes (chains of activities), they miss dependent variables indicated in Wang and Jessup

(2014)' framework. This also hinders the development in the entrepreneurship research in H&T. Researchers should (re)design their agendas by focusing on this dependent variables and theory frameworks to integrate H&T entrepreneurship research with mainstream entrepreneurship research and contribute to the mainstream entrepreneurship literature.

5. Conclusions, recommendations and future research

This study reviewed the entrepreneurship research in H&T, drew a map of the evolving domain and proposed an integration framework for further research in H&T entrepreneurship. The research findings offer specific theoretical and managerial implications. They are addressed below by discussing the role individuals, groups, and institutions.

Research Implications

With a dramatic increase of publications from 2010, it reflects the dynamic evolution of entrepreneurship research as a viable research paradigm in H&T for the past five years. In terms of authorship, the increases in the average number of authors indicate more extensive cooperation to increase the diversity of skills and perspectives within a team. In relation to regions, developed economies have been the foci of these studies, but developing countries, especially those with transitional economies such as Brazil, Russia, India, China and South Africa, are playing increasingly important roles worldwide. For the 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 dominant field of H&T in general, rural H&T in general reports the contextual origins of the research. However, the low ratio of multiple sectors and niche sectors has been unexpected. Due to the diverse background of H&T entrepreneurs and entrepreneurial activities, we would expect wider coverage of relevant issues in the field. In terms of methodological issues, diversified methods

imply that the field of H&T entrepreneurship research is flourishing. This study particularly examined the progress in H&T entrepreneurship research by comparing with mainstream entrepreneurship literature. The findings of this current study provide partial support to Li (2008) and Solvoll et al. (2015) and provide additional insights. In addition, many recent studies particularly focus on solving practical problems faced by H&T entrepreneurs, agencies and policy makers (Yang, et al., 2014).

Advancement in Entrepreneurship Studies

Research questions or hypotheses in many studies conducted in H&T have hitherto focused on universality or rarely contingency by mediated and moderated relationships (see Figure 3). Moreover, when the research questions or hypotheses were developed by focusing on only H&T literature, data collection and evaluation processes were conducted according to favored perspectives and practices in H&T. However, when questions that drive both theoretical and empirical research are hinged on different conditions and perspectives, integration between 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 mainstream and H&T entrepreneurship literature.

For theoretical and empirical advancement of entrepreneurship research, replication studies may be a solution. For example, Bettis and colleagues (2016) called strategic management researchers to consider the meaning of the interestingness of a research question as something that they want to learn more about to 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 current study further indicate that the 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 that the interaction of entrepreneur, firm and destination expands the heterogeneity and diversity of this area. As such, more research is needed on exploring the many activities underlying a single entrepreneurial action. Early H&T entrepreneurship research focused on the personal traits of individual entrepreneurs, while the recent stream of research began to examine the influence of destination environment on entrepreneurship activities. In this respect, more research is needed on how destination environment may influence entrepreneurial activities in H&T.

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 destination environment. In order to examine the effects of H&T entrepreneurship more comprehensively, future research can focus on environmental entrepreneurship and social entrepreneurship. Instead of simply or directly borrowing the relevant topics from general entrepreneurship research, we highlight that entrepreneurial activities in H&T may differ when looking into its industry context.

This current study enables us to profile entrepreneurship research in the H&T field succinctly. It particularly offers suggestions on how it should be depicted from a multi-disciplinary perspective, and charts an agenda for future research. It is evident that the previous research led to the creation of the integrated framework that H&T is a multi-faceted phenomenon and multi-paradigmatic in nature. Thus, we argue that the domain of H&T is fundamentally at the nexus of individuals and enterprises within the overall context of destination environments. We propose future research areas 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 destination environment may be especially important.

The findings of this study suggest that an increasing number of researchers have begun to shift their attention to developing regions not only due to the increasing role of developing countries, but also due to the distinct characteristics of entrepreneurial activities in developing countries. Additionally, future studies should consider venture typology (Kuratko et al. 2015) including companies based on size and growth rate to design the sample of the studies. 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, it can be suggested that future studies may combine both qualitative and quantitative research methods and such mixed method studies can offer rich and robust findings. Qualitative approaches are inseparable in H&T entrepreneurship research. It will be impossible to seize the essence and richness of entrepreneurial activities without a considerable degree of emic insight. For the field of H&T entrepreneurship, we argue that new theory needs to be put forward more consistently.

This study's findings and discussions further imply 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. With the growing popularity of H&T entrepreneurship, we expect to see an upward trend in both the number and methodology used in entrepreneurship articles appearing in major H&T journals. Entrepreneurship, as a research domain with multi-disciplinary overlap, it covers a broad set of research questions coming from different disciplines (Carlsson et al., 2013). Researchers from various disciplines have explored issues related to entrepreneurship by employing their own theories and methodologies. For researchers in H&T, they should join or form multidisciplinary or interdisciplinary research teams

when undertaking entrepreneurship research projects. In order to probe the complexity and nature of entrepreneurship, we suggest that entrepreneurship researchers should put more efforts on the multi-level research between and among the individual, firm and destination.

Scientific communities have crucial roles in shifting of disciplines (Cannella and Paetzold, 1994; Durand et al. 2017; Nag et al. 2007). However, there is no evidence to precisely define how big or small the entrepreneurship scholar community in H&T is, or how impactful it is. Hence, for advancement in the field the community in H&T should build its own identity. There are a few possible ways to develop this social structure. First, an association or a special interest group engaging in entrepreneurship research in H&T may be formed since 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; McKercher and Tung, 2015). This type of association or a special interest group can contribute to the field from both an academic and a practical perspective. Second, leading H&T schools can help advancement by dedicating specific focus on entrepreneurship research programs or research centers. Last, 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 of the paper included articles from only three databases including Web of Science, Emerald and Science Direct. It is possible that there may be more H&T related entrepreneurship studies published in other databases. Future studies can include more databases for similar studies. Additionally, future studies may consider conference proceedings, books, and doctoral

dissertations. Second, this study utilized the following keywords: entrepreneur (entrepreneurship, entrepreneurial), new firms, new ventures, start-up/startup, venture and one or more of these keywords: tourism, hotel and hospitality, to find the related articles. It is possible that there may be more keywords like innovation, small business, or family business related to entrepreneurship. It is suggested that future studies should include more keywords. Last, some papers cover two or more groups, hence bias might appear when the review studies are classified. Future studies may focus on a systematic review to identify contributors including authors, institutions, and countries. Second, the quality of studies may be investigated by developing scales measuring the quality of research. Third, the performance of the studies by using citation and/or co-citation impacts can be measured. Fourth, collaboration and the social network in these studies may be mapped and/or visualized (Koseoglu, Rahimi, Okumus, and Liu, 2016). Fifth, researchers may look at progress on subfields such as social entrepreneurship (Saebi, Foss, and Linder, 2018; Rawhouser, Cummings, and Newbert, 2017; de Lange and Dodds, 2017), family firms (López-Fernández, Serrano-Bedia, and Pérez-Pérez, 2016), rural entrepreneurship (Pato and Teixeira, 2016), of entrepreneurship literature in H&T industry. Sixth, researchers may investigate intellectual structure of entrepreneurship research in H&T industry by focusing regions such as Americas, Europe, Asia, Middle East, Africa, and Asia-pacific (Berbegal-Mirabent, Alegre, and Ribeiro-Soriano, 2018). Finally, researchers should identify research methods and methodologies used in entrepreneurship research in H&T industry to help researchers generate robust entrepreneurship studies in the field (McDonald et al. 2015).

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Table 1. Literature review classification framework

Classified group	Contents	Rationale
Descriptive attributes	-Authorship (by period, collaboration, region) -Publication channels -Affiliated hospitality and tourism sectors -Research methodologies	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"> -Definitional issues and theoretical concerns -Theoretical Perspective -Individual Factors -Firm-related factors -Destination-related factors - Entrepreneurship Literature Framework (Figure 1) - Dependent variables framework (Figure 2) 	Define the antecedent and consequences being conducted in the field
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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

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

Table 5. List of research domains and publications

Research domain	Publications	Number of publications
Antecedent variables		79
“Person” aspect	Snepenger, Johnson and Rasker (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, Connolly and Kim (2008); Koutsou, Notta, Samathrakakis and Partalidou (2009); Gurel, Altinay and Daniele (2010); Iorio and Corsale (2010); Janet, Chen-Tsang and Yi-Hui (2010); Lashley and Rowson (2010); Jaafar, Abdul-Aziz, Maideen and Mohd (2011); Jones and Guan (2011); Zhao, Ritchie and Echtner (2011); Alonso and Liu (2012); Altinay, Madanoglu, Daniele and Lashley (2012); Carlbäck (2012); Hallak, Brown and Lindsay (2012) ; Hsu, Liu and Huang (2012); Ramos-Rodríguez, Medina-Garrido and Ruiz-Navarro (2012); Burgess (2013); Carlisle, Kunc, Jones and Tiffin (2013); Chen and Elston (2013); Su, Wang and Wen (2013); Ahmad, Jabeen and Khan (2014); Ayala and Manzano (2014); Badulescu, Badulescu, Bac and Sipos-Gug (2014); Glavas, Pike and Mathews (2014); Kimbu and Ngoasong (2016); Mody, Day, Sydnor, and Jaffe, (2016); Strobl and Kronenberg (2016); Campopiano, Minola and Sainaghi (2016); Smith, Rees and Murray (2016); Sigala (2016); Bredvold and Skålen (2016); Andringa, Poulston and Pernecky (2016); Nikraftar and Hosseini (2016); Mottiar (2016)	41
Destination environment	Lerner and Haber (2001); Russell and Faulkner (2004); Lordkipanidze, Brezet and Backman (2005); Haber and Reichel (2007); Karanasios and Burgess (2008); Lugosi and Bray (2008); Einarsen and Mykletun (2009); Torraleja, Vázquez and Franco (2009); Tucker (2010); Bosworth and Farrell (2011); Dawson, Fountain and Cohen (2011); Qin, Wall and Liu (2011); Selby, Petajisto and Huhtala (2011); Bottema and Bush (2012); Jóhannesson (2012); Kwaramba, Lovett, Louw and Chipumuro (2012); Lundberg and Fredman (2012); Strobl and Peters (2013); Kaaristo (2014); Matilainen and Lähdesmäki (2014); Xu and Ma (2014); Yang, Ryan and Zhang (2014); Dincer, Dincer, and Yilmaz, (2015); Seilov (2015); Surugiua and Surugiua (2015); Hingtgen, Kline, Fernandes, and McGehee (2015); Daia, Maob, and Zhang (2015); Altinay, Sigala, and Waligo, (2016); Wang, Duan, and Yu (2016); Lee, Hallak, Shruti, and Sardeshmukh (2016); Laeis and Lemke (2016); Campopiano, Minola, and Sainaghi (2016); Alegre and Berbegal-Mirabent (2016); Sigala (2016); Ngoasong and Kimbu (2016); Yeh, Ma, and Huan (2016); Skokica, Lynch, and Morrison (2016)	38
Entrepreneurial outcomes		29
Firm growth	Ateljevic and Doorme (2000); Pittaway (2001); Haber and Reichel (2005); Reichel and Haber (2005); Naipaul and Wang (2009); Tajeddini (2010); Hernandez-Maestro and Gonzalez-Benito (2011); Nieto, Hernández-Maestro and Muñoz-Gallego (2011); Hallak, Brown and Lindsay (2013); Roxas and Chadee (2013); Hallak, Assake and O’Connor (2014); Hernández -Perlines (2016); Vega-Vázquez and Cossío -Silva (2016)	13
Destination development	Prytherch (2002); Johns and Mattsson (2005); Yang and Wall (2008); Jóhannesson, Huijbens and Sharpley (2010); Lemmetyinen (2010); Mykletun and Gyimóthy (2010); Shinde (2010); Butler and McDonnell (2011); Kensbock and Jennings (2011); Barbieri (2013); Hallak and Assaker (2013); Kline, McGehee, Paterson and Tsao (2013); Hernández-Maestro and González-Benito (2014); Kompplu (2014); Lundberg, Fredman and Wall-Reinius (2014); Peng and Lin (2016)	16

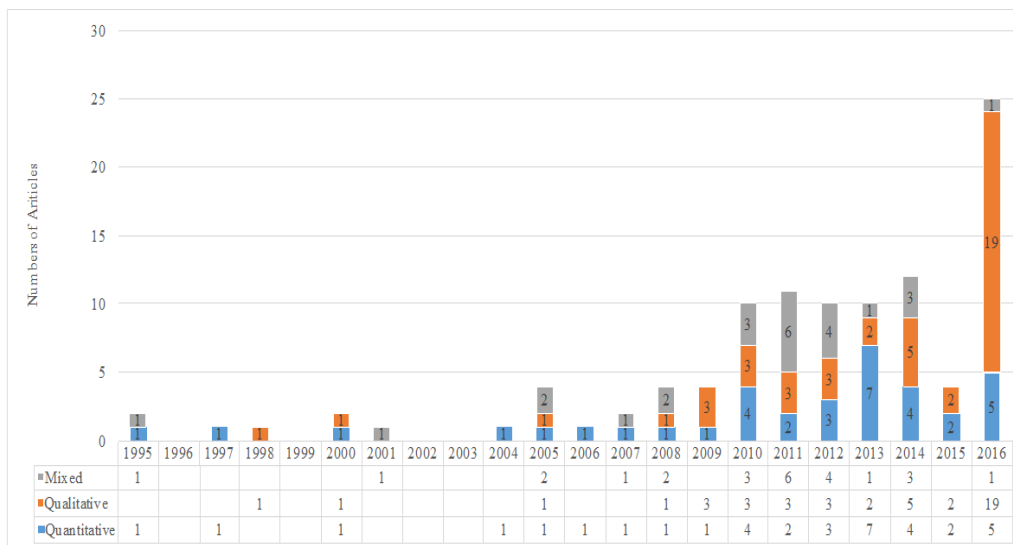


Figure 1. Research methods

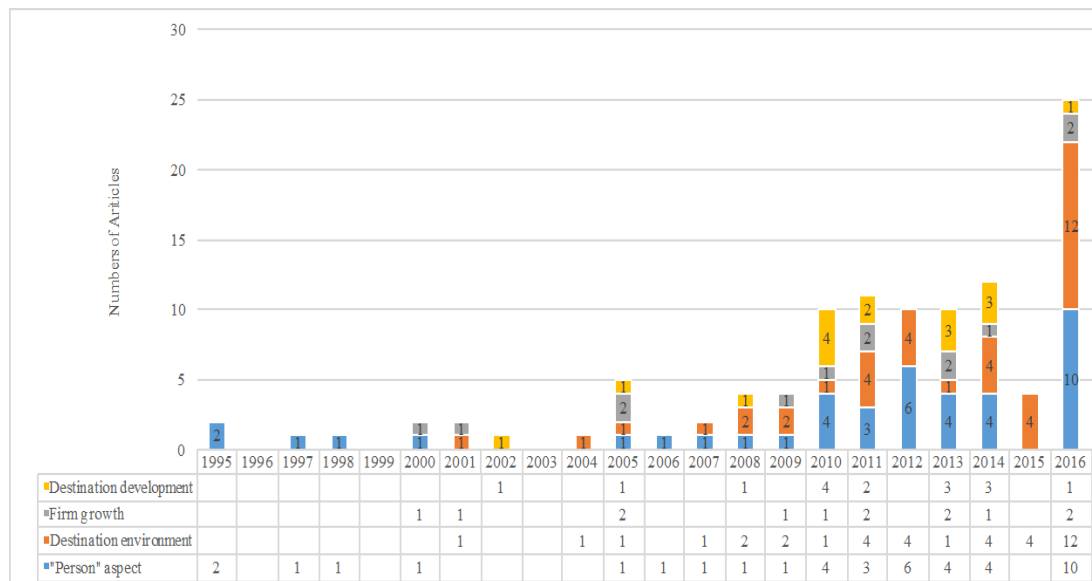


Figure 2. Research domain

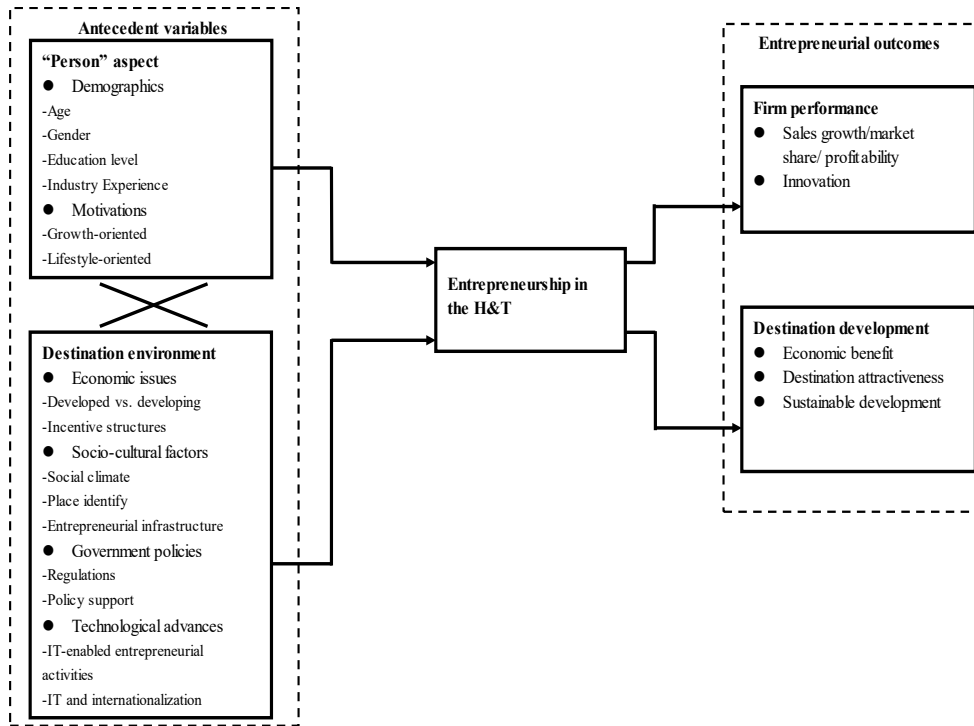


Figure 3. An integrative framework for entrepreneurship research in H&T