

Tourism and hospitality entrepreneurship research proposal samples

[Business](#), [Management](#)



Abstract

Hospitality and Tourism entrepreneurship is a multidisciplinary field of study that involves preparation of persons to become innovative entrepreneurs, consultants, managers and even community and offer exemplary services to the tourist community at large. Tourism and hospitality entrepreneurship involves the general industry that seeks to offer food, accommodations, and tourism services to the holiday-maker. Hospitality and Tourism entrepreneurship as a field of study, draws a lot from other basic disciplines to provide the fundamental and relevant knowledge and skills that are necessary to fulfill the diverse demands placed upon individuals in managerial positions within the tourism and hospitality industry. It focuses on the contents of business basics with a tourism covering, cross cultural, social competence, and leadership and professional competence with the aim of leaving a memorable feeling and experience to its end users and at the same time providing income to the entrepreneur.

With globalization, it is now easier for people to migrate with ease from one place to the other, thus the concept of international tourism and hospitality entrepreneurship. This has resulted into a surge of various hospitality and tourism industries coming up with claims to offer better services due to the competition. A better understanding of the necessary management entrepreneurial skills needed with respect to what hospitality and tourism entails would offer much satisfactory results to the industry and to the entrepreneur. The research entails an in depth look at various aspects involved in hospitality and tourism entrepreneurship with respect to both

local and international tourism with the aim of realizing factors with optimal effects within the entrepreneurial industry.

Research Objectives and Questions

- What are some of the previous practices used in Tourism and hospitality entrepreneurship and is there a window of improvement to any?
- What are some of the concepts employed in Tourism and hospitality entrepreneurship?
- Are there still virgin windows of avenues that remain untouched within the tourism and hospitality sector?
- How does tourism and the society at large correlate in the mind of an entrepreneur?
- How does tourists' psychology affect tourism in respect to tourism and hospitality entrepreneurship?
- What are the factors that need to be considered in analyzing factors affecting tourist decision making process; for instance, perception, motivation, personality and knowledge that will ultimately affect a tourist entrepreneur?
- What are the social determinants of tourism entrepreneurship?
- What are the concepts and principles that govern HRM in tourism management and hospitality entrepreneurship?
- What are the emerging trends within HRM entrepreneurship and their effects therein in light of tourism management and hospitality?
- What are the challenges posed by global cultural diversity with respect to HRM entrepreneurship in light of tourism and hospitality sector?

- What are the concepts behind tourism and hospitality entrepreneurship economics?
- What are the multiplier effect and linkages between economics and tourism entrepreneurship?
- What are the global and local economic trends in reference to the hospitality and tourism entrepreneurship?

Key words

Entrepreneurship: Tourism and Hospitality Entrepreneurship: Tourists or guest: Hospitality and Tourism Management (HTM): Tourism Economics.

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