

Tourism and Entrepreneurship: A South African Literature Review

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How to cite this article: Ramukumba, T. (2023). Tourism and Entrepreneurship: A South African Literature. African Journal of Hospitality, Tourism and Leisure, 12(2):535-554. DOI: <https://doi.org/10.46222/ajhtl.19770720.384>

Abstract

This study's main objective was to investigate connections that might exist between entrepreneurship and tourism. The importance of entrepreneurs and new company start-ups in the tourism sector for innovation and value creation is reflected in the increased focus given to entrepreneurship in tourism research. Despite this, the literature on tourism entrepreneurship is still fragmented regardless of its growth. This article, therefore, investigated research articles on entrepreneurship and tourism published in the Department of Higher Education and Training (DHET) accredited journals, Scopus, IBSS, Norwegian, DOAJ, and WoS (ISI) between 2000 and 2022 in South Africa. The research articles were analysed using bibliometric techniques based on established criteria. The study found 19 research articles about tourism and entrepreneurship published in various journals whose focus was South Africa. Results from this study revealed that published research about entrepreneurship and tourism in South Africa had the following themes/variables: family business, social entrepreneurship, women/female entrepreneurs, entrepreneurship policies, tourism entrepreneurship, small, medium, and micro enterprises, and corporate entrepreneurship amongst others. The survey also discovered that since the year 2000, knowledge output in the tourism and entrepreneurial field has increased. This study is anticipated to contribute to relevant literature and serve as a foundation for further studies in this area by offering a more in-depth look at the subject of entrepreneurship and tourism.

Keywords: Entrepreneurship, tourism; entrepreneurs; small and medium enterprises; tourism sector

Introduction

Carton et al. (1998) claim that entrepreneurship is a concept that is derivative from a French word called "entreprende" and this concept refers to "undertake". These authors went further to suggest that the concept of entrepreneurship is used in diverse disciplines. Low and MacMillan (1988) noted that these different disciplines use the concept of entrepreneurship in terms relevant to their context. Nootboom (1993) argues that while the literature now in use suggests that there are countless strategies for entrepreneurship and that these strategies appear to share a common history and lingo, the roles that entrepreneurs play indicate otherwise. Richard Cantillon used the term "entrepreneurship" for the first time in 1755, according to Parker (2004), who attempted to trace the perspectives on the subject. During this time, Richard Cantillon proposed that the term "entrepreneurialism" refers to several kinds of people, including landowners, business owners, and employees (Hébert & Link, 1989). Parker (2004) further noted that in the 18th century, entrepreneurs were seen to be at the time, the economic system's focal point, Dees (1998) and Drucker (2002: 21) added that entrepreneurs were in charge of controlling the factors of production, generating income, and being crucial in the distribution of financial resources to high-efficiency industries.

There were further developments in the concept of entrepreneurship in the 20th century when it was observed that entrepreneurship required innovation. During this period entrepreneurs were seen to be responsible for being creative and innovative and doing things in a new way (Parker, 2004). During this time, there was also an effort to define entrepreneurs

by identifying the qualities they should possess. According to Parker (2004), these qualities included leadership, motivation, crisis-solving skills, and taking calculated risks. According to Iraz (2010), there was an attempt to define entrepreneurs at the beginning of the 20th century from the standpoint of personal and psychological traits. It was found that entrepreneurs exhibited specific behaviours, such as forming close relationships, gaining power, and succeeding, which were all based on their needs.

Menon (2010) noted that due to global economic growth and increased prosperity, tourism is one of the fastest-growing industries with yearly growth rates of 10%. This trend necessitates that business owners and new ventures respond to growing markets to create value (Lordkipanidze et al. 2005). The tourism industry is subject to change because of shifting consumer preferences and the introduction of new technology (Hall & Williams, 2008). Particularly, the structural transformation and transition to more experience-based products in the tourism business call for entrepreneurial behaviour to implement the necessary improvements (Sundbo et al., 2007). Experience-based services and products are supplanting and partially replacing traditional forms of hospitality products and services linked to lodging, transportation, and food (Alsos et al., 2014). To a certain extent, established businesses and larger businesses have been able to adapt and enhance their services in response to the rising need for memorable, engaging, and emotionally engaging experiences for tourists. As a result, the tourist sector depends heavily on new businesses to support market expansion, innovation, and the industry's transition to the sale of experience-based products. To increase innovation and value creation, regulations aimed at boosting the tourism industry have also placed a strong emphasis on entrepreneurship. In addition, tourism is increasingly being referred to as a means of fostering economic growth in underdeveloped areas (Jo'hannesson & Huijbens, 2010), and numerous nations provide financial assistance for the establishment of new tourism businesses, especially in developing areas.

The need for additional research studies on innovation and transformation in the tourism sector is also emphasised by academics to successfully capture opportunities related to the need for experience-based products (Alsos et al., 2014). Such opportunities require an entrepreneurial activity for exploration and utilisation (Sarasvathy, 2008; Shane & Venkataraman, 2000). In light of this development, several academics have urged for research on entrepreneurship in the tourism industry (Cheng et al., 2011; Hjalager, 2010; Li, 2008). Tourism entrepreneurship as a topic of research has gradually grown from a small number of articles published in the 1970s and 1980s, mostly in the fields of business economics and economic geography, to a broader body of literature with a growing number of studies (Carmichael & Morrison, 2011). But up until recently, entrepreneurship-related topics only made up a small fraction of papers on tourism. According to Ateljevic and Li (2008), just 97 articles, or less than five per year were published in top tourism journals between 1986 and 2006 addressed entrepreneurship. This represents 2% of all publications published during that period. Only one journal has ever identified entrepreneurship as a relevant field in its mission statement, reflecting the minimal attention given to entrepreneurship in tourism journals (Cheng et al., 2011).

According to Küçükaltan (2009), the importance and purpose of entrepreneurship in different arenas have increased directly due to the spread of globalisation worldwide and the continuously competitive market environment. This view was further supporting the assertions by Wennekers and Thurik (1999) who claimed that after the early 1980s, there was a revival of small enterprises that led to increased attention to entrepreneurship. These views give credence to the earlier suggestion by Baumol (1986) who posited that in practice, entrepreneurship is essential to understanding and addressing global macroeconomic issues as well as microeconomic ones. According to Özdevecioğlu and Karaca (2015), entrepreneurship

has helped numerous economic sectors around the world remain stable, grow, and prosper economically. According to Küçükaltan (2009), this has also helped to create macroeconomic pointers that are imperative to state frugality, like state revenue and employment. Ball (2005) said that entrepreneurship helped human growth and offered answers to social problems around the world, summarizing the significance of the field.

Alkn and Işk (2017) recognize and applaud the growing importance of entrepreneurship in the tourist industry as a dynamic economic sector for many nations throughout the world. An earlier study by Crnogaj et al. (2014) asserted that the tourism industry heavily relies on entrepreneurship because its survival is intertwined with entrepreneurship and sustainability. The importance of ongoing research on sustainable tourism practices and responsible tourism is acknowledged (Aquino et al., 2018). This study will aid in determining new directions for the development of the tourism industry as well as community priorities for innovation in tourism entrepreneurship and development plans. Given the foregoing, studies on entrepreneurship in the tourism business, which is growing, are essential. As a result, the pertinent literature is significant yet scarce. Numerous concerns have been covered in previous research on tourism entrepreneurship and this is reflected in that research published in various journals seems to suggest that the publications were mainly on issues such as strategic entrepreneurship-related changes in existing businesses and the significance of entrepreneurship at the regional level (Jo'hannesson, 2012; Viken & Aarsaether, 2013). Such diversity highlights the wide range of tourism industries in which entrepreneurship is pertinent, but given the small number of studies overall, it could also reflect poor levels of knowledge accumulation. More organized knowledge gathering is required to develop conjecturing on tourism entrepreneurship. As a result, despite the rise in studies looking at entrepreneurship in the tourism industry, there is still a shortage of integrated knowledge from which researchers, policy-makers, and practitioners may draw to inform future research in this field. This study aims to review the literature on South African tourism and entrepreneurship research, explore key components of the studies, and evaluate the state of the studies that are currently available.

The fact that entrepreneurship as a subject has adaptations is widely acknowledged; yet, there is still little research on these topics, which has a direct bearing on the generation of essential information (Solvoll et al., 2015). Given the foregoing, it was judged vital for this study to examine the existing literature as well as the growing entrepreneurship themes within the South African tourism sector. It is intended that the study will reveal other themes and concepts in the tourism industry and offer suggestions for uncommon themes and this will assist and offer potential researchers with areas for future research. As a result, the results of this study will be able to summarise what has been accomplished thus far and what remains to be done in South Africa's tourism and entrepreneurship research domains.

The topics covered in this study were found to be primarily rooted in small and medium-sized businesses in the tourism sector; these topics included entrepreneurship policies, women entrepreneurs, and entrepreneurship education in the sector, among others. Forms of private enterprise and education about entrepreneurship in the sector were also covered. The authors and year, title (topic), variables, and journal name have all been taken into consideration while amassing the outcomes of the bibliometric scrutiny.

The literature that is currently available on entrepreneurship in tourism highlights the importance of entrepreneurship in adding value to the industry, although Solvoll et al. (2015) observed that this literature is still agnostic. The literature review conducted for this study found four fundamental research articles on entrepreneurship and tourism around the world. Li (2008) carried out the initial bibliometric examination of the literature on tourism and entrepreneurship and other studies were conducted by Solvoll et al. (2015), Fu et al. (2019), and Cem (2019). The studies mentioned above were all done globally, and this specific study

is only focusing on South Africa. Whilst this study will only be focussing on South Africa, it will be overall, the fifth study to be done on reviewing the literature on entrepreneurship and tourism. Therefore, this study intends to address a vacuum in the pertinent literature that focuses on tourism and entrepreneurship, and to do this, journals accredited by the (DHET), Scopus, IBSS, Norwegian, and WoS indexes were used for data collection.

Literature

Since entrepreneurship deals with innovation, competitiveness, productivity, wealth development, and job creation, its effects on all industries, economic sectors, and society are obvious and straightforward (Jones et al., 2011; Liu & Fang, 2016; Luu, 2017). According to Shane and Venkataraman (2000: 218), academic researchers have investigated a range of topics related to the concept of entrepreneurship, such as the reasons for, circumstances surrounding, and methods used to exploit possibilities. Fadda and Sorensen (2017), Phan (2004), and Shane and Venkataraman (2001) further explained that the outcomes of entrepreneurship are of interest to many researchers, and as a result, the number of research and studies done on entrepreneurship in academic journals has pointedly and expansively increased and these views were further supported by (Kuratko et al., 2015; López-Fernández et al., 2016; Rey-Martí et al., 2016; Servantie et al., 2016; Stewart & Cotton, 2013; Volery & Mazzarol, 2015).

Researchers have explained the development of entrepreneurship research from a variety of perspectives, chief among them regionalism (Jing et al., 2015), dependent variables (Wang & Jessup, 2014), research methods (Anderson & Starnawska, 2008; Bygrave, 1989; Coviello & Jones, 2004; Atherton, 2005; McDonald et al., 2015), the nature of community (Gartner et al., 2006), Despite this increase in entrepreneurship research, Li (2008) pointed out that there is still a dearth of studies with an industrial or sectoral scope.

Levitt and March (1988) warned of the competency trap, where we feel it is sufficient to utilise known theories and methodologies to handle the growing number of research issues in the field of tourism and entrepreneurship. Based on the views above, Dorado and Ventresca (2013) warned that we run a very real danger since we would have failed to accept that entrepreneurship is action-grounded, that in the commencement, it faced encounters, the eventual results or costs of entrepreneurial action may differ due to substantial transformations in trade appearances. The aforementioned highlights the necessity of conducting research in entrepreneurship based on industry evaluation studies to be able to pinpoint our destination and determine how to get there successfully.

This study concentrates on entrepreneurial research in the travel and tourism sectors. Numerous authors, including Tang and Tan (2013) and Webster and Ivanov (2014), have emphasised that the tourism sector is a key driver of economic growth for many nations and that it has grown more quickly than many other industries even in countries that have had pandemics and economic unrest. Small, Medium and Micro Enterprises tourism businesses have been recognised for their contribution to the balanced development of tourist destinations, job creation, economic stimulation, delivery of tourism services, and image-building (Carlisle et al., 2013; Gurel et al., 2010; Hallak et al., 2015).

Shepherd (2015) highlighted that because tourist entrepreneurship is nature-based, it is performed with a particular focus on protecting the environment when assessing the results or repercussions of entrepreneurial action aside from the pursuit of financial advantages. According to Dawson et al. (2011), small and medium-sized businesses in the tourism sector may be primarily driven by an internal desire to use organizational slack (such as financial slack and human resource slack) to offset the financial difficulty caused by seasonality rather than by a desire to maximize profits. It is recognised that small and medium-sized businesses

have recently contributed to the expansion of entrepreneurial tourism research from both economic and non-economic viewpoints (Altinay, 2010; Li, 2008; Solvoll et al., 2015).

The value of tourism in economic effects is recognised and it is seen as one of the world's extremely promptly expanding sectors. Nations from around the world, both developed and developing, have noted, and acknowledged that tourism as an economic sector can be instrumental in increasing their income for commercial progress (Hye & Khan, 2012; Krishan, 2010; Lee & Chang, 2008). To boost economic growth through tourism, these countries encourage entrepreneurship in tourism and provide means and support for those who start small businesses in the tourism sector. Even though these nations support tourist entrepreneurship, Ateljevic and Li (2009) argued that, despite the industry's apparent appeal to both investors and entrepreneurs, the notion of entrepreneurship is little understood. According to Crnogaj et al. (2014), the significance of the tourism industry resides in its capacity for strong innovation and businesses that can adapt to the growing and shifting needs of travellers. Jóhannesson and Huijbens (2010) claimed that underdeveloped areas have recognised and are encouraging entrepreneurship in the travel and tourism sector as a means of stimulating the economy. Solvoll et al. (2015) backed up this claim by pointing out that numerous states assist innovative commercial creations within the tourism industry, predominantly those that are started by entrepreneurs in underdeveloped/rural areas. In rural areas, entrepreneurship in tourism mostly takes the form and shape of a small-sized family business, rural tourism enterprises, Agri-tourism, and social entrepreneurship (Beeton, 2002; McGehee & Kim, 2004; Zamani-Farahani, 2011; Pírnar, 2015).

Crnogaj et al. (2014) assert that to satisfy the needs of various new market visitors, those characterised by evolving lifestyles and travel preferences, entrepreneurs must diversify their tourism products and services. According to Lordkipanidze et al. (2005) and reinforced by Pírnar (2015), the topic of entrepreneurship is crucial in addressing the ongoing shift in traveller tastes, travel reasons, and trends, as well as the rise in demand for new tourism goods and services. As a result of these shifting tourist demands and preferences, Pírnar (2015) argued that tourism Small, Medium and Micro Enterprises (SMMEs) must make the case for entrepreneurial survival to survive in the industry.

Li (2008) argued that there are still few theoretical studies on tourism entrepreneurship. The author went on to criticize the inadequate speculative foundations of the literature and research that are currently accessible on the topic, claiming that many of them display subpar organisational designs, subpar data quality, and subpar organisational intricacy. As a result, Solvoll et al. (2015) expanded the linkages between the literature on tourism entrepreneurship and the mainstream entrepreneurship literature in terms of research topics, theoretical views, and research methodology from research articles that were published between the years 2000 and 2012. In their analysis, these authors noted that it is difficult to define mainstream entrepreneurship research because it encompasses a variety of definitions, viewpoints, and academic fields. However, lately, there has been a significant improvement in intellectual clarity highlighting the uniqueness of free enterprise research (Davidsson, 2008). There are generally at least triad different perspectives on entrepreneurship (Alsos, 2007). The innovation-based approach to entrepreneurship is first connected to Schumpeter's work (1934). According to Landstrom (2000), Schumpeter viewed business owners as the main innovators who creatively pool resources to create products and release them to the market, differentiating themselves from rival companies.

The views of Gartner and Carter (2003) suggest that the establishment of new business entities is seen as entrepreneurship based on the perspectives of business formation. This viewpoint views entrepreneurship as a process that extends from the entrepreneurial goal to the development and establishment of new organizations. Entrepreneurial action produces both

innovative and imitation new enterprises, however, they could have diverse social functions (Aldrich & Martinez, 2001).

Shane and Venkataraman (2000) noted that the third perspective on entrepreneurship is the opportunity-based perspective which focuses on prioritising opportunity-seeking and defines entrepreneurship as the discovery and pursuit of commercial prospects. The prospects in the issue have to do with creating new products and services (Venkataraman, 1997). Entrepreneurs are said to identify, unearth, or create opportunities that are then taken advantage of to sell goods and services (Sarasvathy et al., 2011). There are several methods to take advantage of entrepreneurial opportunities, including new business start-ups and established firms (Wiklund & Shepherd, 2008). As a result, the opportunity-based perspective expands the attention to include other methods of organising opportunity exploitation in addition to new business start-ups. Several new subtopics have emerged because of the expansion of the field of entrepreneurship research, including sustainable entrepreneurship (Dean & McMullen, 2007; Shepherd & Patzelt, 2011), social entrepreneurship (Dees, 2001; & Zahra et al., 2009), community entrepreneurship (Cooney, 2008; Johannisson & Nilsson, 1989), and institutional entrepreneurship (Garud et al., 2007).

Concerning the core literature on entrepreneurship, Solvoll et al. (2015), found that the three different study types published on tourism entrepreneurship were a part of another phenomenon, a divergent approach, and a convergent approach. Research studies by Solvoll et al. (2015), Hjalager (2010), and Alsos et al. (2014) found that studies on entrepreneurship, in general, were primarily published in tourism journals although the subjects under examination were not regarded as having an interest outside of tourism.

Methodology

Bibliometrics was first defined by Pritchard (1969) as the use of mathematical and statistical techniques in books and other forms of communication. To acquire a macroscopic perspective of sizable bodies of academic literature, bibliometric methods are beneficial (van Nunen et al., 2018) and are used to evaluate the effect of academics, institutions, nations, or journals. Bibliometric methods are powerful for assessing journal performances (Cunill et al., 2019; Guzeller & Celiker, 2019), evaluating the progress of a specific field at a given period (Askun & Cizel, 2019; & Dhamija & Bag, 2020) and especially in the evaluation of the international scientific influence of an agent. Bibliometrics is employed in a variety of areas and as an addition to conventional techniques (Zupic & Čater, 2015). Scholars are becoming more and more interested in bibliometrics as a research method due to its objective and trustworthy analyses compared to other qualitative and quantitative reviewing approaches (Aria & Cuccurullo, 2017). Koseoglu et al. (2016) grouped bibliometrics techniques into three categories and they are review studies, relational procedures, and evaluative techniques. These authors went further to define citation, bibliographic, co-word, and co-authorship analyses as relational techniques; systematic reviews, meta-analyses, and qualitative approaches as review studies; productivity measurements, impact metrics, and hybrid metrics as evaluation techniques. Review studies evaluate a scientific study using fundamental statistics or qualitative techniques. Evaluative techniques examine the impact of scholarly work and contrast the performance or scientific contributions of two or more individuals or groups, whereas relational techniques attempt to identify relationships in studies such as the structure of the research fields, new research themes, and techniques (Güzeller & Çeliker, 2018). Bibliometric methods have been used in tourism, leisure, and hospitality to assess the scientific production of the field. Additionally, these were used in the context of various subfields, including smart tourism (Johnson & Samakovlis, 2019), gastronomy (Okumus et al., 2018), the lodging industry (Köseoglu et al., 2018), sustainable tourism (Ruhanen et al., 2015), rural

tourism (Ruiz-Real et al., 2020), wine tourism (Okumus et al., 2019), tourism's economic impact (Köseoglu et al., 2018), social media (Leung et al., 2017), peer to peer studies (Andreu et al., 2020), psychological research on tourism (Güzeller & Çeliker, 2018), and competitiveness and innovation (Okumus et al., 2018).

According to Ruhanen et al. (2015), academic knowledge can be evaluated through bibliometrics, which is a process that uses some statistical analysis, and the procedure is based on variables such as the number of articles, journals, nations, and authors. The bibliometric process is implemented in cases where conducted studies are about gathering and evaluating the excellence and amount of academic knowledge that is available. Van Raan (2005) claimed that ideas about academic knowledge creation over time can be revealed through bibliometric studies and this can project important factors of academic production in research, which ultimately reveal what has been done and what can be done still.

Koseoglu et al. (2016) have noted that there has been a significant increase in studies that have used bibliometrics in the field of tourism since 2008 and there was evidence of studies that used bibliometric analysis before 2008. Studies in the tourist industry on topics including sustainable tourism (Ruhanen et al., 2015), host perceptions (Sharpley, 2014), and tourism planning and policy provide evidence of this (Dredge & Jamal, 2015). Additionally, there is evidence of research on multidisciplinary perspectives in the field of tourism, such as studies on the impact of tourism on the economy (Comerio & Strozzi, 2018) and marketing of tourism (Mulet-Forteza., 2018). In the field of tourism and entrepreneurship, it was previously said that Li (2008), Solvoll et al. (2015), Fu et al. (2019), and Işk et al. (2019) examined the studies from various angles.

This research article's main purpose is to review the published research articles between 2000 and 2022 on tourism and entrepreneurship in South Africa and this means the data sample is based on 12 years. In a previous section of this article, it was mentioned that Işk et al. (2019) noted that knowledge invention in the fields of tourism and entrepreneurship has increased since 2000, and of significance, 1994 was noted as a cutting edge since the first studies that authors could access in the Web of Science database were first published in 1994. The two sub-objectives of this study are to first determine the number of studies based on the number of studies conducted in South Africa and the number of journals that publish these studies and then to build a framework of themes and variables based on these published studies.

The following steps were applied to be able to analyse the researched information. In the first section, the author searched the DHET-accredited journals, Scopus, IBSS, Norwegian, DOAJ, and WoS (ISI) databases between September and November 2022. In this stage, the titles of the research publications were searched using the keywords "tourism" and "entrepreneurship in tourism." In a quest to ensure that all avenues of the search were covered, a search was also conducted on the terms "entrepreneur and entrepreneurship" and articles with these terms were included. The author's second stage comprised checking the research articles' abstracts to make sure that there is inclusion of all research done in the field of tourism and entrepreneurship in South Africa. This second step also involved the search by topic, and all found relevant articles abstracts, literature review sections, and findings were read. The last step involved the capturing of all relevant articles, and these are shown in Table 1. The parameters used to capture the information were the author's details, publication year, the title of the research article, the article's theme/and or variables, and the name of the journal that published the article. The data set which was finalised included 19 research articles that had a focus on tourism and entrepreneurship in South Africa.



Table 1: Relevant research articles on entrepreneurship and tourism

Authors	Title	Themes/variables	Journal
Rogerson (2003)	Tourism, Small Firm Development and Empowerment in Post-Apartheid South Africa	Small firm development, Entrepreneurship, Tourism, Empowerment	Small Firms in Tourism: International Perspectives
Ndabeni & Rogerson (2005)	Entrepreneurship in rural tourism: the challenges of South Africa's Wild Coast	Entrepreneurship, rural tourism, rural tourism enterprises, informal sector tourism enterprises	Africa Insight
Nieman, Visser & Van Wyk (2008)	Constraints facing tourism entrepreneurs in South Africa: a study in the Gauteng and Mpumalanga provinces, South Africa	Tourism entrepreneurship, small, medium and micro enterprises, government policies	Development Southern Africa
Brundin & Wigren-Kristoferson (2013)	Where the two logics of institutional theory and entrepreneurship merge: Are family businesses caught in the past or stuck in the future?	Family business; wine farms; institutional theory; entrepreneurial activities; legitimacy	South African Journal of Economic and Management Sciences
Chigamba, Rungani & Mudenda (2014)	The Determinants of Corporate Entrepreneurship for Firms in Adventure Tourism Sector in South Africa	Corporate entrepreneurship, adventure tourism sector, firms	Mediterranean Journal of Social Sciences
Nxopo & Iwu (2015)	The unique obstacles of female entrepreneurship in the tourism industry in Western Cape, South Africa	Female entrepreneurs, economic growth, SMME sector, Obstacles to female entrepreneurs	African Journal of Hospitality, Tourism and Leisure
Laeis & Lemke (2016)	Social entrepreneurship in tourism: Applying sustainable livelihoods	Social entrepreneurship, sustainable livelihoods approach, non-profit tourism organization, complex interrelations and interdependencies between social	International Journal of Contemporary Hospitality Management
Matsiliza (2017)	Seeking strategies for sustainability in Tourism Entrepreneurship in South Africa	Tourism; entrepreneurship, small and medium-sized enterprises, sustainability.	African Journal of Hospitality, Tourism and Leisure
Monalisa & Owusu (2017)	Tourism entrepreneurship: the contours of challenges faced by female owned BnBs and Guesthouses in Mthatha, South Africa	Female entrepreneurs, challenges, guesthouses and bed and breakfast establishments	African Journal of Hospitality, Tourism and Leisure
Nomnga (2017)	Unlocking the Potential of Women Entrepreneurs in the Tourism and Hospitality Industry in the Eastern Cape Province, South Africa	Women Entrepreneurs, Tourism, Hospitality Industry, Women Empowerment, Job Creation	Journal of Economics and Behavioral Studies
Hikido (2018)	Entrepreneurship in South African township tourism: The impact of interracial social capital	Social capital, capital, interracial, women entrepreneurs	Ethnic and Racial Studies
Chili (2018)	Constrictions of emerging tourism entrepreneurship in the townships of South Africa	Constrictions, SMME's, township tourism, entrepreneurship, South Africa	African Journal of Hospitality, Tourism and Leisure
Ngorora & Mago (2018)	Prospects of entrepreneurship in South Africa's rural areas: A case study of Eastern Cape Province's Nkonkobe Municipal Area	Entrepreneurs, Entrepreneurship, Rural, Social Capital, South Africa	African Journal of Hospitality, Tourism and Leisure
Henama (2018)	Disruptive Entrepreneurship using Airbnb: The South African Experience	Airbnb, tourism, South Africa, disruptive entrepreneurship, Cape Town, Western Cape	African Journal of Hospitality, Tourism and Leisure
Lebambo (2019)	The role of entrepreneurial policies in developing rural tourism entrepreneurship in South Africa	Entrepreneurship policies, rural areas, tourism lodging, South Africa	African Journal of Hospitality, Tourism and Leisure
Ntanjana & Mangwane (2019)	Women in Tourism Entrepreneurship in South Africa: Is it a Man's World?	Tourism, Entrepreneur, Gender, Discrimination, Male Privilege	Advances in Tourism, Technology and Smart Systems
Nzama & Ezeuduji (2020)	Gender nuances in tourism-related entrepreneurship in Kwazulu-Natal, South Africa	Women entrepreneurs, tourism-related businesses, access to capital	African Journal of Gender, Society and Development (formerly Journal of Gender, Information and Development in Africa)
Lebambo & Shambare (2020)	Entrepreneurship development framework for small scale rural tourism establishments in South Africa	Entrepreneurial policies, rural areas, small-scale businesses, tourism, South Africa	African Journal of Hospitality, Tourism and Leisure
Ntshangase & Ezeuduji (2022)	The impact of entrepreneurship education on tourism students' entrepreneurial intention in South Africa	Tourism entrepreneurship, entrepreneurship education, entrepreneurial intention, entrepreneurial desirability, entrepreneurial feasibility	Journal of Teaching in Travel & Tourism

Results

As previously mentioned, 19 research publications on tourism and entrepreneurship that were published between the years 2000 and 2022 were found and indexed in the DHET-accredited journals, Scopus, IBSS, Norwegian, DOAJ, and WoS (ISI) databases. Twelve different journals were found to have published these articles with the African Journal of Hospitality, Tourism, and Leisure (AJHTL) being where most (7) of these articles were published. The themes/variables of the published articles were another key finding and although it was difficult to create the themes, the author preferred to cluster the most studied and recurring themes together. According to this grouping, most studies were done on SMMEs (4) which was equal to studies done on female/women entrepreneurs (4). In general, the gathered research articles had the following themes/variables: family business, social entrepreneurship, women/female entrepreneurs, entrepreneurship policies, tourism entrepreneurship and SMMEs amongst others. These themes/variables are now discussed in detail sharing some light into possible reasons why they were of interest in South Africa.

Family business in tourism

The research in the field of the family business in tourism-by-tourism scholars can be attributed to the presumption that family businesses are the first businesses in the world business history and still, in the world economy and family businesses have a huge accelerant impact on developed and developing countries' economies (Pirnar, 2016). The family business has been dominating local economies globally, and since tourism industry providers comprise mostly family businesses, the topic is especially important for research and practice. Research in tourism family business recently has been motivated by the need to find innovative ways to localize the global village to satisfy the growing local needs of global customers, thus leading to a new terminology called “glocalization” which family firms are experts in (Liu et al., 2014).

The changing demand profile of tourists (Pirnar, 2016) also impacts the trend of localization in global, international, and national tourism establishments since new customers tend to be more culture and local experience-oriented guests. Consequently, this localization trend has also led many local and family business entrepreneurs to start up their own businesses in various innovative forms like boutique hotels, thematic accommodations, and sustainable travel agencies organizing eco-tours and slow or concept restaurants (Salazar, 2005). Successful family businesses operating in the tourism sector not only contribute to regional development but also positively impact local sustainability, create new jobs, and provide a better quality of life for the residents in relation to the economic contribution to the local area (Kucukaltan & Pirnar, 2016). The provision of new jobs and chances for quality of life makes family businesses in tourism an interesting area of research in South Africa given the challenges of high levels of unemployment. In general, family businesses make up 85% of all companies in the region, making them a very important source of economic development and well-being (Soler & Gemar, 2016). Since most of the businesses in the tourism industry are family owned and managed (Getz & Petersen, 2004), family business in the tourism industry is a vital element for economic development.

Social entrepreneurship

According to Naderi et al. (2019), social entrepreneurship is seen as a complicated phenomenon that has been researched from several angles, including sociology, economics, and strategic management. It can be seen as a manifestation of entrepreneurial behavior carried out with the goal of advancing society or the local community (Naderi et al., 2019). Social entrepreneurs can be found in three different sectors: the voluntary sector or non-governmental organizations; profit-seeking businesses that have some commitment to assisting society; and social

enterprises that are primarily established for social goals (Jalilvand et al., 2019). It encompasses institutional and social embeddings of market-driven entrepreneurial behaviour. Social entrepreneurship emphasises the role of social and institutional determinants in forming and sustaining the entrepreneurial process. Entrepreneurship occurs through an enterprise's commitment to market orientation and bringing together unique resources to take advantage of market opportunities. The idea that researchers are looking to understand the three types of social entrepreneurs in the tourist space and how they function inside the tourism business appears to be what is driving the avalanche of study in this area in South Africa.

Women/female entrepreneurs in tourism

According to Iwu and Nxopo (2015), there is a belief that tourism has historically been seen as a fertile field for entrepreneurial endeavors. This is attributed to a predominance of small businesses and relatively low entry barriers and due to this, there has been a lot of interest in research in this field in South Africa, specifically in relation to women entrepreneurs (Hlanyane & Acheampong, 2017). The same characteristics have frequently led to the assumption that the tourist industry has the ability to empower women (Hlanyane & Acheampong, 2017) and that, it offers chances specifically for female entrepreneurs (Acheampong & Tseane-Gumbi, 2016). Given South Africa's extremely high unemployment rates, the volume of studies conducted in this area is not surprising. The United Nations World Tourism Organization (UNWTO) (2019) implied that tourism can empower women through income-generating opportunities in small and larger-scale tourism enterprises, which served as the impetus for the research conducted in this area by tourism researchers.

There are varying opinions on whether or not women can find employment in the tourism industry, which makes the subject of female entrepreneurs in this industry an intriguing one for investigation in South Africa. Martinez Caparros (2018) cautioned that while tourism is frequently portrayed as an economic sector that holds the potential to empower women due to its diverse, dynamic, and flexible nature (Acheampong & Tseane-Gumbi, 2016), it remains a highly gendered activity that reinforces traditional gendered performances by providing temporary and part-time employment in traditionally gendered skills. As a result, this supports unequal labour divisions. Martinez Caparros (2018) cautions that in the quest to "empower" women, much discourse has concentrated on money generation, supposing that empowerment translates to getting any type of economic revenue with little consideration to the context through which "empowerment" occurs. Cole (2018) has highlighted that language portraying tourism as liberating for women is continuously overdone and urged a rethinking of how women can conceptualize tourism entrepreneurship beyond its artificial economic, masculinist framings.

Entrepreneurship policies

It is not surprising that entrepreneurship policies in South Africa were another theme/variable that was most investigated in the area of entrepreneurship and tourism given the wide range of policies that the country has in place to promote entrepreneurship across the board. According to Lebambo (2019), in the mainstream entrepreneurship literature, the tone for the discussion of entrepreneurship policy was established in 1997 with the creation of the Global Entrepreneurship Monitor (GEM). Policies like the Preferential Procurement Act (200), the Broad-based Black Economic Empowerment Act (2003), and the Competition Act (2000) in South Africa try to level the playing field for the majority of burgeoning businesspeople in the mainstream sector and particularly for black people, women, and those from rural or under-developed communities. According to the theory, this can be done by developing a market for small business goods and services through links with the corporate sector, state-owned

enterprises (SOEs), and government procurement and tendering. However urban-based SMMEs continue to be the main beneficiaries at the expense of rural and women owned enterprises of funding and resources from the government regardless of these policies (Lebambo & Shambare, 2020).

Tourism entrepreneurship and SMMES

Since it deals with innovation, competitiveness, productivity, wealth production, and job creation, entrepreneurship, and its derivatives have an impact on all sectors of the economy and societal levels (Lebambo, & Shambare, 2017). Numerous themes related to entrepreneurship have been discussed by academics, such as the reasons for, circumstances surrounding, and methods of exploitation of opportunities (Lebambo & Shambare, 2020) as well as the results of entrepreneurship (Henama, 2018). As a result, there is now a considerable and comprehensive amount of entrepreneurship-related research published in academic publications (Rey-Mart et al., 2016; Volery & Mazzarol, 2015). Scholars have explained the advancement of entrepreneurship research from a variety of perspectives, including regionalism (Jing et al., 2015), dependent variables (Wang & Jessup, 2014), research methods (McDonald et al., 2015), the nature of community and small business (Gartner et al., 2006). Shepherd (2015) warns that past achievements in the entrepreneurship literature could put us in a "competency trap" (Levitt & March, 1988), where we assume that using "accepted" theories and methods will suffice to address the increasing number of research questions in the field of entrepreneurship. However, if we ignore the fact that entrepreneurship is activity-based, that it initially faces difficulties, and that the ultimate results or consequences of entrepreneurial action may differ due to notable variations in industry characteristics, we run a very real risk of being content in our research. Therefore, to understand where we are heading and how to succeed, we need industry-based evaluation studies in entrepreneurship. Tourism and hospitality have been a key driver of economic growth in many nations, outpacing the growth of many other sectors even in times of economic uncertainty (Henama, 2014). In the provision of tourism and hospitality services, job creation, economic stimulation, image-building, and balanced development of destinations, small and medium-sized tourism, and hospitality firms in particular play an increasingly significant role (Tauoatsoala et al., 2015). In addition to pursuing financial rewards, tourism, and hospitality-based entrepreneurship places a strong emphasis on nature, with special attention paid to the preservation and/or deterioration of the environment while assessing the results or consequences of entrepreneurial action to pursue opportunity (Shepherd, 2015). The field of tourism and hospitality entrepreneurship study has expanded recently because of the recognition of the economic and non-economic contributions provided by small and medium-sized businesses (Solvoll et al., 2015).

Conclusion

In the realm of tourism, bibliometric studies can be beneficial for academics, policymakers, and consultants, and they can also give important and timely information, particularly to researchers, according to Koseoglu et al. (2016). The review of this study concentrated on the link between entrepreneurship and tourism. Entrepreneurship has been studied within well-established fields including economics, psychology, sociology, and management (Landstrom, 2005). Themes and variables in published research articles may reflect both the established focus areas and those that have not yet been adequately studied (Ireland et. al, 2005). According to Grant and Perren (2002) and Hallak et al. (2013), the complexity of entrepreneurship as an arena of management studies is evident from this. There is evidence of a broad scale of literature on entrepreneurship in tourism, especially from the perspective of alternative tourism, including social entrepreneurship and developing a sustainable community (Aquino et al.,

2018), as well as women entrepreneurs and SMMEs (Chipfuva., 2012). This study has revealed what has been done as far as research is concerned in South Africa regarding tourism and entrepreneurship and in doing so, future research in this area can build on what has already been done.

Research gaps and a future research agenda

Most countries are now paying attention to entrepreneurship, especially through SMMEs in the tourism industry and this has seen many researchers focusing on research in this area. The availability of literature that can provide an update on the state of study on tourist entrepreneurship is made possible by scholars' interest in this area. By examining research articles that have been published in prestigious academic journals about tourism and entrepreneurship, this study sought to establish the link between entrepreneurship and tourism. The specified criterion for selecting pertinent studies employed terms related to tourism and entrepreneurship in the study articles, abstracts, and keywords. Although the research was intended to cover all relevant papers, it is crucial to note that some studies that are pertinent to tourism and entrepreneurship may have been missed from the search list.

An important strength of this study was the ability to scrutinise the themes/variables of studies conducted in this field. These themes and variables offer a window into the work that has been done thus far while also offering a platform for additional studies in this area. There is evidence of a slow rise in the number of research papers conducted in the areas of entrepreneurship and tourism, which can be linked to academics' growing interest in these areas. Only published research articles related to tourism and entrepreneurship were included in this study. As such, dissertations/theses, conference papers, and books were not included; this could be an area of interest for future studies.

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