

# Asia Pacific Journal of Tourism Research

## CALL FOR PAPERS

### Special Issue on: “Entrepreneurship and Small to Medium Enterprises in Tourism and Hospitality”

#### AIM AND SCOPE OF SPECIAL ISSUE:

Tourism businesses are often initiated by entrepreneurs who play significant roles in modifying the supply of recreation and leisure opportunities. While many tourism and hospitality businesses are small to medium sized enterprises (SMEs) which require a great deal of entrepreneurship, little research on the subject of entrepreneurship in tourism and hospitality has been reported. We also have seen recent trends in emergence of farm attractions, home-stays, family style restaurants or cafes and retailing stores that attract and cater to tourists of different types. We have seen a remarkable growth of such SMEs in Asia Pacific. Many Asians, whose world view is deeply influenced by Confucianism, tend to place a great value on family coherence and collectivism. Thus, family-owned and operated businesses in tourism have been found common and often times such businesses are passed down from one generation to another in families. Entrepreneurship also plays a very important role in earlier stages of tourism development, particularly in rural and ethnic communities where multinational firms and international hotel chains are less likely to invest for their relatively small economic opportunities.

This special issue of APJTR aims to create a volume of the state of the art research on the theme of entrepreneurship and SMEs in tourism and hospitality. This special issue is aimed at addressing many questions relating to entrepreneurship and SME development in tourism and hospitality industry. Papers are invited in any topics relating to:

- a. Case studies in tourism and hospitality entrepreneurship and SME businesses
- b. Influence of culture and social values in SME and entrepreneurship development
- c. Success factors for entrepreneurship and SMEs in tourism and hospitality
- d. Role of public sector in promoting entrepreneurship and SMEs

- e. Interaction between public and private sectors in tourism entrepreneurship and SME development
- f. Education and training in tourism entrepreneurship and SME development
- g. Other related topics relevant to the theme of tourism entrepreneurship and SME development.

#### CRITERIA FOR ACCEPTANCE:

Papers will be selected for inclusion in the special issue based on quality of research, relevance to the thematic issue, and application of the research for professionals in the industry.

#### SUBMISSION GUIDELINES:

Extended abstracts of no more than 1,000 words should be submitted by email to the Guest Editor by **January 31, 2010**. Authors will receive feedback on their extended abstracts by **February 28, 2010**. Completed papers incorporating the guest editors' feedback must be submitted via email by **May 15, 2010**. All papers will then be blind reviewed by at least two reviewers. The special issue of the journal will be published in late 2010 or early 2011.

#### SUBMISSIONS:

Please send all submissions (in English) via email, as Microsoft Word attachments to:

**Janet Chang, Ph.D.**  
**Professor and Head**  
**Department of Tourism Industry**  
**Chinese Culture University**  
**Taipei, 111, Taiwan**  
**Email: [jc\\_chang@faculty.pccu.edu.tw](mailto:jc_chang@faculty.pccu.edu.tw)**  
**Tel: (+886) (0)2- 2861 0511, ext: 35705,6**