



الجمعية الثقافية العلمية للأساتذة الجامعات

University Lecturers Cultural Scientific Society

Promoting Entrepreneurship for Tourism Industry Competitiveness in The OIC Countries

20th Meeting of the COMCEC Tourism Working Group

4 May 2023



COMCEC

Prof. Ziad Alrawadieh

Scientific and Cultural Society of University Researchers

Agenda

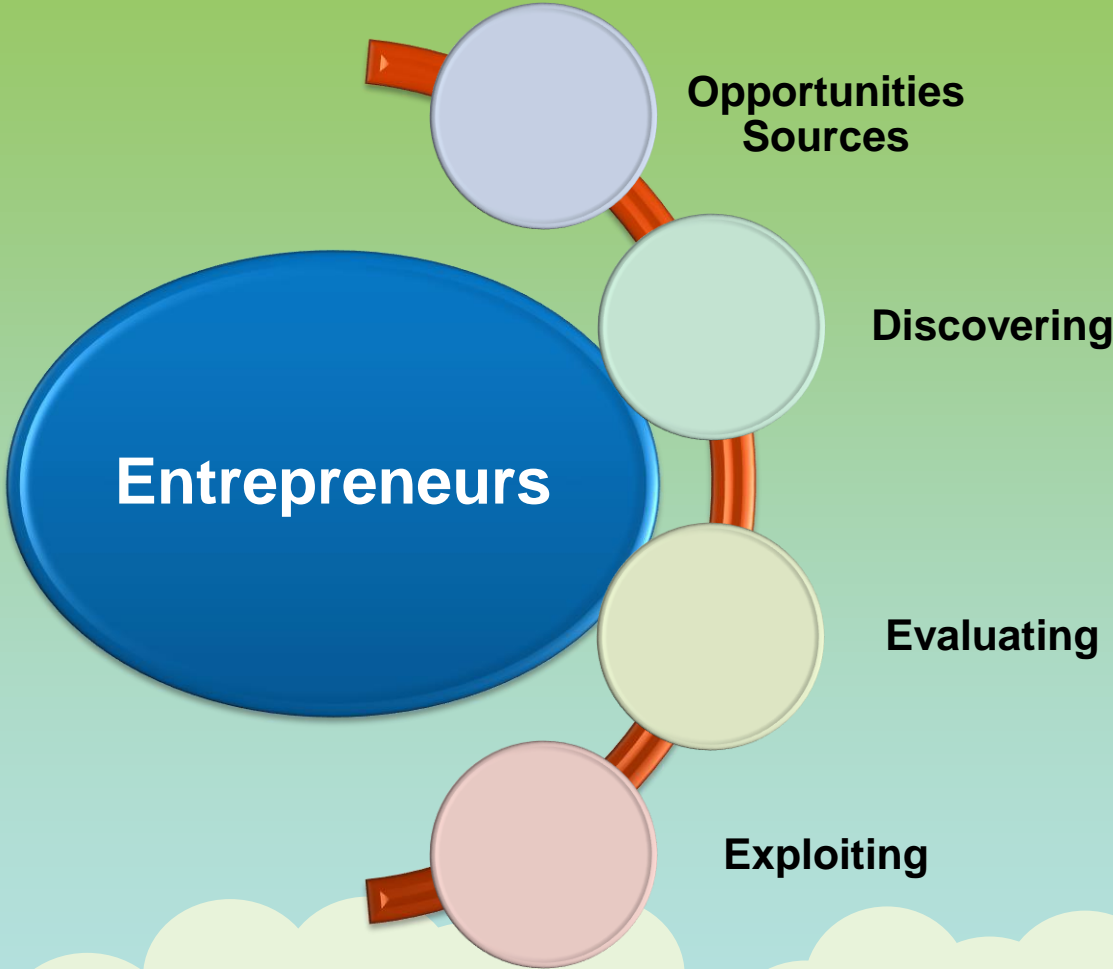
01

Introduction to the study: Promoting Entrepreneurship for Tourism Industry Competitiveness in The OIC Countries

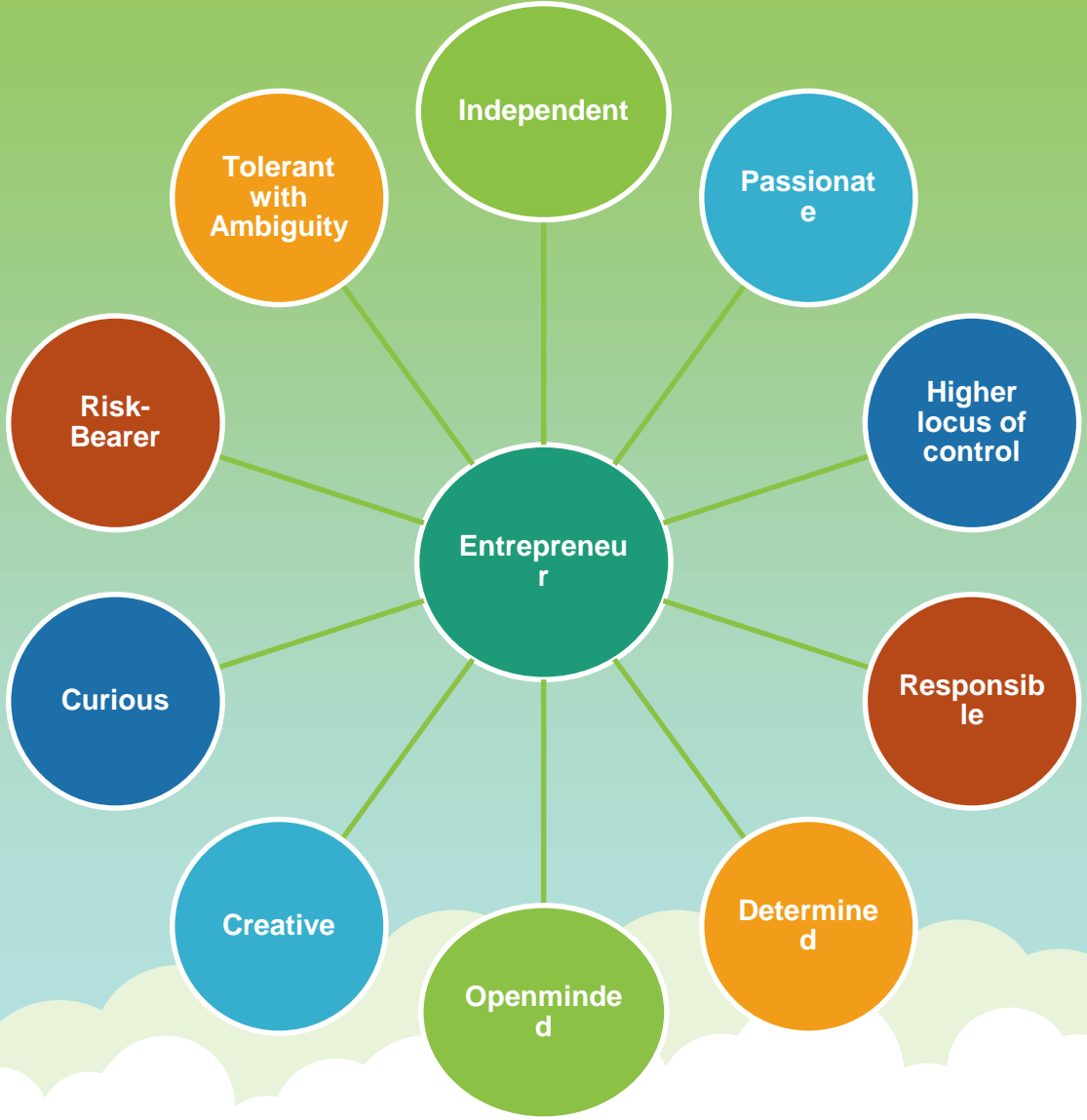
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Q & A

Entrepreneurship: Its Characteristics and Types



Entrepreneurship: Its Characteristics and Types



Benefits of Entrepreneurship and Its Socio-economic Impacts

Economic benefits

Social benefits



Entrepreneurship in Tourism and Its Differences from Mainstream Entrepreneurship

Entrepreneurship in tourism is featured with the prevalence of **SMEs** representing 80% of global businesses in the field.



Motivations, Characteristics and Typology of Tourism Entrepreneurs

Pull factors

- Independence
- Autonomy
- Seizing opportunity
- Time flexibility
- Self-employment
- Lifestyle
- Greater control
- Monetary factors
- Achievement
- Cultural interaction and networking
- Prestige
- Social recognition

Push factors

- Unemployment
- Job uncertainty
- Poverty
- Children upbringing
- Family living expenses
- Lack of career prospects
- Low wages

Entrepreneurship



Entrepreneurial Process in Tourism

Idea generation

Opportunity evaluation

Planning

Company formation/launch

Growth



Challenges Faced by Tourism Entrepreneurs

Access to
funding

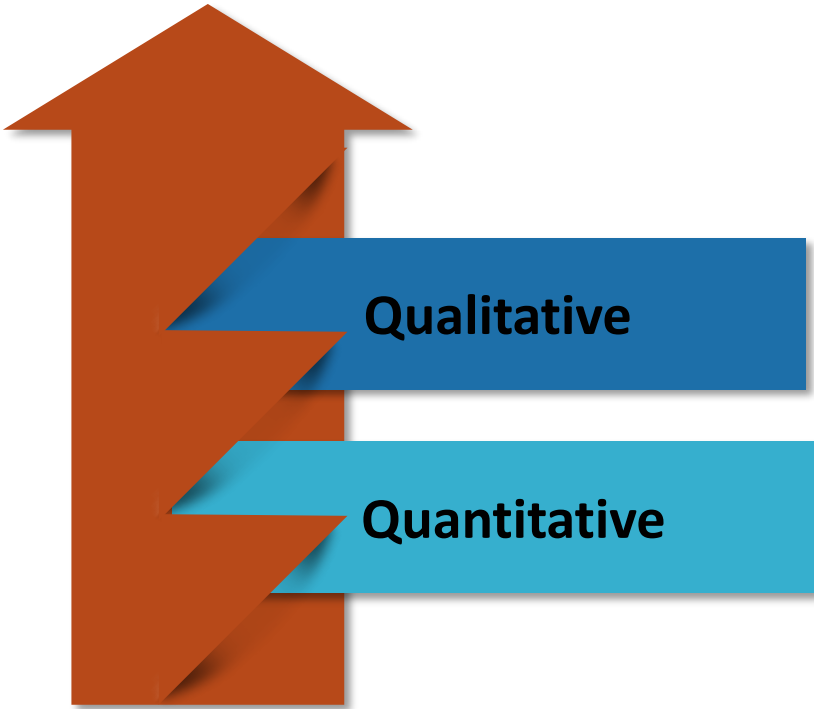
Lack of
incentives

Regulatory
barriers

External
shocks



Case Studies





Thank you

Any questions?