



الجمعية الثقافية العلمية للأساتذة الجامعات

University Lecturers Cultural Scientific Society

Promoting Entrepreneurship for Tourism Industry Competitiveness in The OIC Countries



COMCEC

20th Meeting of the COMCEC Tourism Working Group

4 May 2023



Prof. Ziad Alrawadieh

Scientific and Cultural Society of University Researchers

Agenda

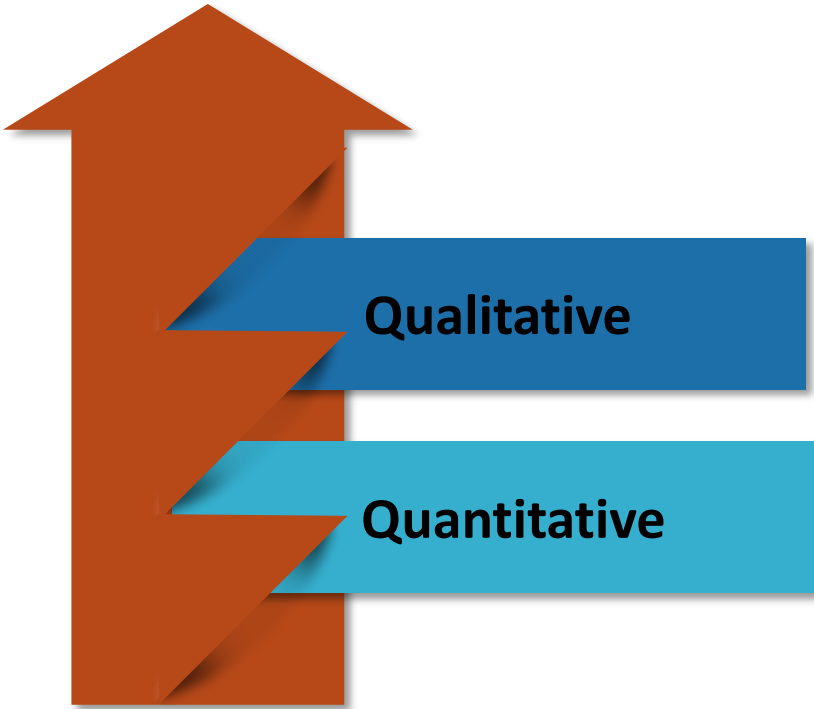
03

Case study of Türkiye and policy recommendations

04

Q & A

Case Studies



General Outlook

- Tourism entrepreneurship in Türkiye evolved in parallel with tourism development.
- Until 1980s, tourism contribution to the Turkish economy was very.



Case Study of Türkiye and Policy Recommendations



Tourism Entrepreneurship, Its Development and Characteristics

Prevalence of small- or medium-sized family businesses

Richness and diversity of services offered by tourism businesses

Strong ability to innovation and adaptation.

Efficient collaboration and networking among tourism entrepreneurs

Entrepreneurship

in



Drivers of Tourism Entrepreneurship

Income
generating

Desire for
autonomy and
independence

Family security
and desire to
continue a
family tradition



Barriers and Challenges to Tourism Entrepreneurship

Key barriers tourism entrepreneurship in Türkiye

Institutional barriers

Economic factors

Attitudes and perceptions

Market dynamics

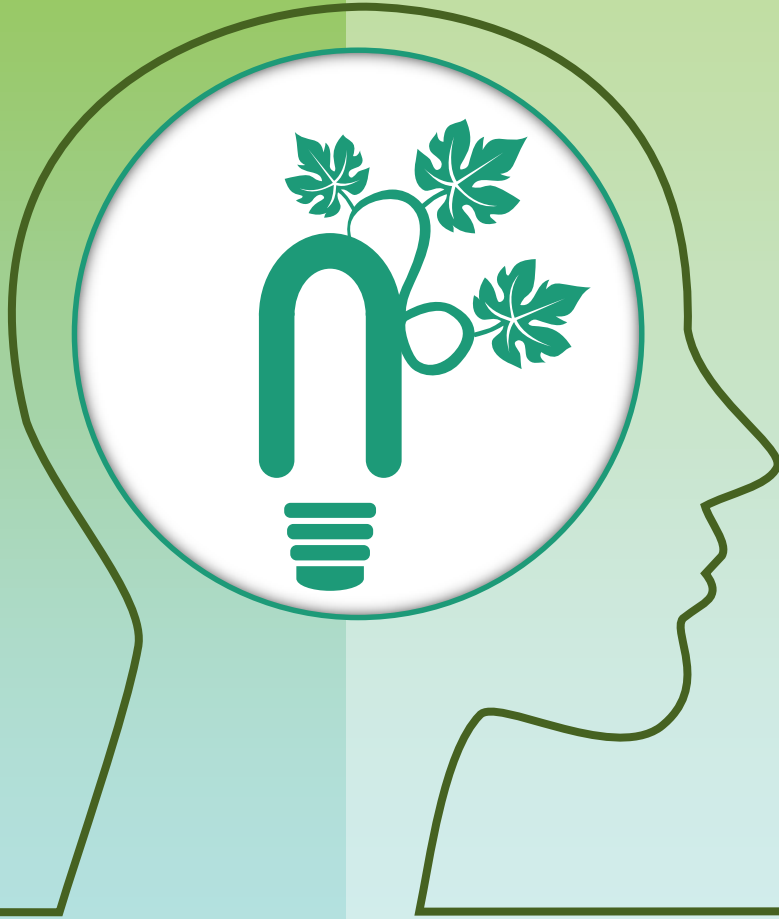


Policy Recommendation for Türkiye



Prioritizing inflation

Policy Recommendation for Türkiye



Encouraging and supporting women entrepreneurship

Policy Recommendation for Türkiye



Enhancing entrepreneurial resilience

Policy Recommendation for Türkiye



Access to entrepreneurial finance

Policy Recommendation for Türkiye



Enhancing entrepreneurship education
and training



Thank you

Any questions?