

# TOURISM MICROENTREPRENEURSHIP

# BRIDGING TOURISM THEORY AND PRACTICE

## Series Editors:

Jafar Jafari

Department of Hospitality and Tourism, University of Wisconsin-Stout, USA.

Email [Jafari@uwstout.edu](mailto:Jafari@uwstout.edu)

Noel Scott

School of Tourism, University of the Sunshine Coast, Australia.

Email [dr.noel.scott@gmail.com](mailto:dr.noel.scott@gmail.com)

Recognizing the increasing gap between what is researched in academic community and what is practiced in industry, this series aims to bring together academic and industry leaders in their respective fields to discuss, exchange, and debate issues critical to the advancement of tourism. The book series intends to not only create a platform for academics and practitioners to share theories and practices with each other, but more importantly, to serve as a collaborative venue for meaningful synthesis.

Each volume will feature a distinct theme by focusing on a current or upcoming niche or “hot” topic. It shows how theories and practices inform each other; how both have evolved, advanced, and been applied; and how industry best practices have benefited from, and contributed to, theoretical developments. Volume editors have both strong academic credentials and significant consulting or other industry engagement experiences. Chapter contributors will be identified through professional conferences and trade conventions. In general, the book series seeks a synergy of how concepts can inform actions, and vice versa. The book series will inspire a new generation of researchers who can translate academic discoveries to deliverable results valuable to practitioners.

BRIDGING TOURISM THEORY AND  
PRACTICE VOLUME 12

# TOURISM MICROENTREPRENEURSHIP

EDITED BY

**DUARTE B. MORAIS**

*North Carolina State University, USA*



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## ABOUT THE CONTRIBUTORS

**Kathleen M. Adams**, PhD, is Professorial Research Associate at SOAS University of London, Professor Emeritus of Anthropology at Loyola University Chicago, and Adjunct Curator of Southeast Asian Ethnology at the Field Museum of Natural History in Chicago, Illinois. She has authored *Art as Politics: Recrafting Identities, Tourism, and Power in Tana Toraja, Indonesia* (2006) and coedited several volumes including *Everyday Life in Southeast Asia* (2012) and *Home and Hegemony: Domestic Service and Identity Politics in South and Southeast Asia* (2000), as well as numerous journal articles. Her research interests center on heritage, critical tourism studies, museums, identity dynamics, art and material culture, and insular Southeast Asia. Email: [kadams@luc.edu](mailto:kadams@luc.edu)

**Sara Albino**, PhD, holds a double degree in Tourism Planning and Development from the University of Lisbon and University of Exeter, and she is a Researcher of the School of Social Sciences at the University of Évora in the field of Tourism Planning Studies. She is an Integrated Researcher and Scientific Council Member of the research center CIDEHUS and a Member of the UNESCO Chair team in “Intangible Heritage and Traditional Know-How: Linking Heritage” (University of Évora, Portugal). She is also a Member of CIEBA: Research Center of Studies of Fine Arts (University of Lisbon) and Cofounder of Buinho Creative Hub, the Rural Fablab of Baixo Alentejo. Email: [saralb@uevora.pt](mailto:saralb@uevora.pt)

**Deserie Avila**, MBA, is the Former Administrative Chair and Lecturer of Business and Accounting in the Faculty of Management and Social Sciences at the University of Belize, located in the city of Belmopan, Belize. Avila is currently a doctoral candidate and holds a master’s degree in Business Administration from Galen University in Belize. Avila has been in the teaching profession for 18 years and has mainly taught courses in the Business and Accounting fields. She has also held leadership positions in the varying institutions that she had served. Avila’s research interests include microfinance and small businesses. Email: [davila@ub.edu.bz](mailto:davila@ub.edu.bz)

**Fiona Eva Bakas**, PhD, is a Critical Tourism Researcher with international teaching experience. She holds a PhD in Tourism from the University of Otago in New Zealand, has 20 years of corporate and academic work experience, is a Lecturer at the Universidade Lusofona in Lisbon, and was a Postdoctoral Researcher in CREATOUR (a nationwide project on creative tourism in rural areas and small cities) at the Center for Social Studies of the University of Coimbra, Portugal. Her research interests are creative and cultural tourism, gender

in tourism labor, qualitative methodologies, cultural mapping, handicrafts, entrepreneurship, rural tourism, and ecotourism. Email: [fionabakas@ces.uc.pt](mailto:fionabakas@ces.uc.pt)

**Robert Bowen**, PhD, is a Lecturer in International Entrepreneurship at the School of Management at Swansea University and a Senior Fellow of the Higher Education Academy, as well as a Visiting Lecturer at Audencia Business School in Nantes, France. Previously, he was a lecturer at Aberystwyth University's School of Management and Business. Bowen's research interests include rural entrepreneurship, destination branding, and SME internationalization, with a specialization in place-based marketing and SME internationalization in the food and drink industry. He has experience of conducting research in the United Kingdom, France, Brazil, and Malaysia. Email [robert.bowen@swansea.ac.uk](mailto:robert.bowen@swansea.ac.uk)

**Craig Brookins**, PhD, is Associate Professor of Psychology and Africana Studies, the Founder and Former Director of the Africana Studies programs, and the Interim Director of the Center for Family and Community Engagement at North Carolina State University. He earned his PhD in Ecological/Community Psychology from Michigan State University, and he was recently a fellow in the American Council on Education. His engagement research and scholarship focus primarily on cocreating interventions with community partners that contribute to transformational changes, primarily with underserved communities of color. Dr. Brookins founded the Africana Studies program at NC State and has extensive experience in international educational programming. Email: [biadnow@ncsu.edu](mailto:biadnow@ncsu.edu)

**Gene L. Brothers**, PhD, is Associate Professor and Coinvestigator in People-First Tourism Lab at North Carolina State University. His research is focused on conducting community assessments and destination development planning that leverages endogenous community assets, promotes circular economies, and improves local quality of life. In his 30 plus years of work, Brothers has conducted engaged research and extension with communities across the state of North Carolina and internationally. Brothers is the Chief Analytics Officer of People-First Tourism Inc., a social startup that commercializes IT innovations that he and his colleagues create to provide microentrepreneurs with improved access to tourist markets. Email: [gbrother@ncsu.edu](mailto:gbrother@ncsu.edu)

**Jovana Čikić**, PhD, is an Associate Professor at the Department of Sociology, Faculty of Philosophy, University of Novi Sad, Serbia. She is a (co)author of five books and more than 90 scientific papers. Čikić participated in more than 25 research projects as a researcher or project coordinator. The main areas of her sociological interest are family life and rural issues. She is especially interested in rural tourism, family farms, diffusion of innovation, and gender aspect of rurality reproduction. Čikić is also involved in sociological research of education, food, and deviance. She is a member of Serbian Sociological Society. Email: [jovana.cikic@ff.uns.ac.rs](mailto:jovana.cikic@ff.uns.ac.rs)

**Nancy Duxbury**, PhD, is a Senior Researcher and Co-coordinator of the Cities, Cultures, and Architecture Research Group at the Centre for Social Studies at the University of Coimbra in Portugal. She is the Principal Investigator of the CREATOUR project, a member of the European Expert Network on Culture, and an Adjunct Professor at Simon Fraser University and Thompson Rivers University in Canada. Her research interests include culture in local sustainable development, culture-based development models in smaller communities, creative tourism, and cultural mapping. Duxbury's engaged scholarship bridges academic inquiry, community practice, and artistic approaches to better understand and articulate place. Email: [duxbury@ces.uc.pt](mailto:duxbury@ces.uc.pt)

**Bruno S. Ferreira**, PhD, is an Assistant Professor of Tourism Development and Management at the Hainan University – Arizona State University International Tourism College (HAITC) in Haikou, Hainan Province, China. His research is centered on the intersection of tourism, entrepreneurship, and community development, with a particular focus on the psychological and environmental antecedents of tourism microentrepreneurship success among individuals with vulnerable livelihoods. He has worked in Europe, Africa, the Americas, and Asia as a researcher, instructor, project manager, and consultant in community development projects leveraging the economic muscle of tourism, and he draws upon this practical experience to try to make his scholarship more actionable. Email: [bsimoesf@asu.edu](mailto:bsimoesf@asu.edu)

**Jonathan Freeze**, CDME, is Director of Marketing and Communications for the Greater Raleigh Convention and Visitors Bureau in Raleigh, which is North Carolina's capital and second-largest tourism destination. His professional interests include destination brand research and strategy, marketing planning, the impacts of tourism events on county-level economies, localized tourism industry metrics, and destination marketing to LGBTQ tourists. Freeze's interests and destination management training have allowed him to manage three, large-scale destination brand research and implementation projects and to serve on various state and national/international committees and panels in the destination management industry over a career of more than 20 years. Email: [jfreeze@visitRaleigh.com](mailto:jfreeze@visitRaleigh.com)

**Scott A. Hipsher**, PhD, is an American but has lived and worked in East and Southeast Asia for over 20 years, and is currently a Faculty Member of Business and Technology at Webster University in Thailand. His research interests include poverty reduction, microentrepreneurship, economic development, and international business in developing and less-developed economies. He has worked in a number of countries in the private sector, NGOs, and academia. He is an active researcher and writer, and is the author of a number of books, book chapters, academic journal articles, conference papers, and other publications dealing with a variety of issues associated with international business and economic development. Email: [hipshersa@webster.ac.th](mailto:hipshersa@webster.ac.th)

**Susan S. Jakes**, PhD, is Associate State Program Leader for Community Development and an Extension Assistant Professor with NC Cooperative Extension and an Adjunct Professor in Psychology at North Carolina State University in Raleigh, USA. She earned a PhD in Community Psychology from North Carolina State University. In her work as a community development program leader, Jakes partners with communities to design programs that promote systems and community change, particularly in the areas of leadership, appreciative organizational development, nonprofit governance, main street redevelopment, agribusiness innovation, rural tourism and agritourism training, disaster resilience, stakeholder collaboration, and public-private partnerships with vulnerable populations. Email: [susan\\_jakes@ncsu.edu](mailto:susan_jakes@ncsu.edu)

**Tamara Jovanović**, PhD, is Associate Professor at the Department of Geography, Tourism, and Hotel Management, Faculty of Sciences, at the University of Novi Sad in Serbia. She is author and coauthor of more than 70 scientific papers and book chapters, two books, and numerous conference presentations, which have been cited more than 400 times. Jovanović has participated in five multiyear national and international tourism research projects. Her main research interests lie in the field of psychology, specifically psychology of marketing and cyber psychology (social media behavior), with application in the contexts of tourism and education. Email: [tamara.jovanovic@dgt.uns.ac.rs](mailto:tamara.jovanovic@dgt.uns.ac.rs)

**Ilisapeci Matatolu** is an indigenous Fijian “pracademic” (practitioner academic) at the Discipline of Tourism and Hospitality Management at the University of the South Pacific in Suva, Fiji. Ms. Matatolu previously worked as regional director for Tourism Fiji in Australia and the United States. Her tourism industry background includes practical experience in the area of tourism marketing, event management, and niche tourism. She is currently pursuing her doctoral thesis at the University of the South Pacific pursuing her research interests in indigenous tourism and quality of life, tourism microentrepreneurship, and tourism and the indigenous feminist perspective. Email: [ilisapeci.matatolu@usp.ac.fj](mailto:ilisapeci.matatolu@usp.ac.fj)

**Duarte B. Morais**, PhD, is Associate Professor and Tourism Extension Specialist and the Lead In(ve)stigatator of People-First Tourism Lab at the North Carolina State University in Raleigh, USA. He examines how tourism microentrepreneurship can be used by underserved communities to gain agency over their livelihoods and their natural and cultural resources. Morais supports small communities and microentrepreneurs across the state of North Carolina and internationally, and he collaborates with researchers and community development partners globally. Morais is the CEO of People-First Tourism Inc., a social startup that commercializes IT innovations that he and his colleagues created to provide microentrepreneurs with access to tourist markets. Email: [dbmorais@ncsu.edu](mailto:dbmorais@ncsu.edu)

**Apisalome Movono**, PhD, joined Massey University as a Senior Lecturer of Development Studies at the start of 2020 after 10 years serving in various positions at the University of the South Pacific in Suva, Fiji. Movono earned BA and

MA degrees from the University of the South Pacific, and a PhD degree from Griffith University in Australia. His research draws on postmodernist techniques and seeks to improve our understanding of resilience, sustainable livelihoods, climate change, and tourism development among Pacific Island communities. He is currently a member of the NZ Development Network (DevNet), World Indigenous Tourism Alliance (WINTA), and the Pacific Ecology Research Laboratories (PERL) Network. Email: [a.movono@massey.ac.nz](mailto:a.movono@massey.ac.nz)

**Victoria Patterson** graduated from North Carolina State University in 2019 with a BS in Agricultural Business Management and a minor in Parks, Recreation, and Tourism Management. Currently, Ms. Patterson is the Agritourism Program Administrator with North Carolina Department of Agriculture and Consumer Services in Raleigh, USA. While in college, Ms. Patterson conducted research about the impact of tourism microentrepreneurship on family farming operations as a member of People-First Tourism Lab and with the support of an undergraduate research grant. Ms. Patterson continues to work in the provision of tourism services in her fourth generation family farm in North Carolina. Email: [vbpatter@ncsu.edu](mailto:vbpatter@ncsu.edu)

**Michael J. Pisani**, PhD, is Professor of International Business in the College of Business Administration at Central Michigan University located in Mt. Pleasant, Michigan, USA. Pisani holds a PhD in International Business from the University of Texas–Pan American. Pisani has taught, conducted field research, and/or consulted in several countries including Belize, Canada, Costa Rica, El Salvador, Guatemala, Haiti, Mexico, Nicaragua, and Paraguay. Pisani’s research interests include cross-border business and economic phenomena, international business, (Latino) entrepreneurship, sustainability, informality, microenterprise development, and microfinance. He has authored or coauthored four books and more than 100 journal articles and book chapters. Email: [pisan1mj@cmich.edu](mailto:pisan1mj@cmich.edu)

**Seyedeh Elahe Adel Rastkhiz**, PhD, received her BS in Statistics in 2009 from Ferdowsi University of Mashhad, Iran. She then received her MSc and PhD degrees in Entrepreneurship in 2013 and 2018, respectively, from the University of Tehran, Iran. Since 2018, she has been teaching both graduate and undergraduate courses in entrepreneurship at the University of Isfahan and Sheikh Bahaei University. The courses include Entrepreneurship, Business innovation, Small business management, Strategic thinking, and Change management. Her research interests span entrepreneurial opportunities, decision-making, and tourism entrepreneurship. Email: [elahe.adel@ut.ac.ir](mailto:elahe.adel@ut.ac.ir)

**Dirk Sandarupa**, MA, is a PhD Student in English Literature at Hasanuddin University in Makassar, Indonesia. His interests are in linguistic anthropology, philosophy of language, poetry, and fiction. He has published “Ideology and Honorifics in the Toraja Language (An Analysis of Politeness Strategies)” in *Proceedings of the National Seminar on Corpus Linguistics* (2017, Universitas Negeri Yogyakarta), as well as an assortment of poems. Email: [diruku86@gmail.com](mailto:diruku86@gmail.com)

**Hessam Sarooghi**, PhD, is an Entrepreneurship and Innovation Faculty in the Lacy School of Business, Butler University in Indianapolis, USA. He earned his PhD in Entrepreneurship and Innovation from the University of Missouri–Kansas City (2016). His primary research interest is focused on studying the experiential approaches in identifying and developing entrepreneurial opportunities informed by the nuances of design thinking. His research has been published in top entrepreneurship and management journals including the *Academy of Management Review*, *Journal of Business Venturing*, *Small Business Economics*, and *Journal of Small Business Management*. Email: [hsaroogh@butler.edu](mailto:hsaroogh@butler.edu)

**Alexander Trupp**, PhD, is an Associate Professor at the School of Hospitality and Service Management, Sunway University, Malaysia, and editor-in-chief of the *Austrian Journal of South-East Asian Studies (ASEAS)*. He previously worked for The University of the South Pacific, Mahidol University, and the University of Vienna. His research interests include tourism microbusinesses, mobilities and the intersections of tourism and migration, tourism for development, and ethnic/indigenous tourism, with a regional focus on the Asia-Pacific. Alexander is the author of *Migration, Micro-Business and Tourism in Thailand* (2016, Routledge) and coeditor of *Tourism and Development in Southeast Asia* (2020, Routledge). Email: [atrupp@sunway.edu.my](mailto:atrupp@sunway.edu.my)

**Yasong (Alex) Wang**, PhD, is an Associate Professor of Hospitality Management at the Indiana University of Pennsylvania and serving as the board member of Pittsburgh Club Managers Foundation and the editor for *Hospitality & Tourism Management International Journal*. Prior to his employment at Indiana University of Pennsylvania, he had developed extensive experiences in travel and tourism industry through serving for international travel and lodging corporations, as well as the leading tourism organizations. His research interests include leisure constraints, tourism representation, tourism microentrepreneurship, self-ethnography, tourism planning, sociocultural impacts of travel and tourism on host communities, and community-based tourism development. Email: [yswang@iup.edu](mailto:yswang@iup.edu)

# LIST OF CONTRIBUTORS

<i>Kathleen M. Adams</i>	Loyola University Chicago, USA
<i>Sara Albino</i>	University of Évora, Portugal
<i>Deserie Avila</i>	University of Belize, Belize
<i>Fiona Eva Bakas</i>	Lusófona University, Portugal
<i>Robert Bowen</i>	Swansea University, UK
<i>Craig Brookins</i>	North Carolina State University, USA
<i>Gene L. Brothers</i>	North Carolina State University, USA
<i>Jovana Čikić</i>	University of Novi Sad, Republic of Serbia
<i>Nancy Duxbury</i>	University of Coimbra, Portugal
<i>Bruno S. Ferreira</i>	Arizona State University, USA
<i>Jonathan Freeze</i>	Greater Raleigh Convention and Visitors Bureau, USA
<i>Scott A. Hipsher</i>	Webster University, Thailand
<i>Susan Jakes</i>	North Carolina State University, USA
<i>Tamara Jovanović</i>	University of Novi Sad, Republic of Serbia
<i>Ilisapeci Matatolu</i>	The University of the South Pacific, Fiji
<i>Duarte B. Morais</i>	North Carolina State University, USA
<i>Apisalome Movono</i>	Massey University, New Zealand
<i>Victoria Patterson</i>	North Carolina State University, USA
<i>Michael J. Pisani</i>	Central Michigan University, USA
<i>Seyedeh Elahe Adel Rastkhiz</i>	University of Tehran, Iran
<i>Dirk Sandarupa</i>	Independent Scholar
<i>Hessam Sarooghi</i>	Butler University, USA
<i>Alexander Trupp</i>	Sunway University, Malaysia
<i>Yasong (Alex) Wang</i>	Indiana University of Pennsylvania, USA