

ENTREPRENEURSHIP AND INNOVATION IN TOURISM THE ENTREPRENEURSHIP IN SPORTS TOURISM

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Vasileios Vlassas

Teaching Staff at University of West Attica, PhD Candidate

vasilisvlassas94@hotmail.gr

Abstract

The purpose of this research is to study entrepreneurship and innovation in the tourism industry. In this research, is studied entrepreneurship and innovation in general, the analysis of entrepreneurship in tourism has been performed as well as the social dimension of entrepreneurship in tourism and the innovation in the tourism industry. An extensive literature review of the subject has been performed. The results showed that the tourism industry is in dire need of innovation for its development and can also contribute to the economic development of the tourist destination. A very important role for innovation is played the contribution of employees with innovative ideas as well as the legal framework in force at the tourist destination. Through the unique case of sports tourism, a simple destination can become a tourist destination without having any other attraction or advantage.

Keywords: *tourism, entrepreneurship, innovation, sports.*

Introduction

A common economist's question is whether they should subsidize poor destinations or poor people. However, by stimulating the economy, advantages are also achieved for the poor (Busso et al. 2013). Through the flourishing of an economy, more jobs are found more easily, as the entrepreneurship of the destination increases. In addition, in an area where there is an increased unemployment and new businesses is being created, it is easier to be staffed (Glaeser et al, 2010; Rosenthal and Strange 2010; Stern, 2010). This can lead to a reduction in unemployment and an improvement in the level of the local economy. Samila and Sorenson in 2011 researched entrepreneurship and came to the conclusion that they are facing the phenomenon of unemployment.

Entrepreneurship and Innovation

Research by Glaeser et al (2012) has shown that businesses based near rocky areas and mines seem to be thriving. So they help local entrepreneurship. It is logically to take into account the fact that mines contain rocks that are useful for many business processes. However, while we are experiencing financial well-being for the mining company, local entrepreneurship may face difficulties due to a large business of processes near mining (Greenstone et al, 2010). So it doesn't always work well for the local economy and local development. In terms of innovation, it seems that there are areas and cities with a tradition in innovation. It is no coincidence that patent registration is 20% more common in cities where there is a high frequency of patent registration (Kerr, 2010). This showed that one entrepreneur is influenced by the other. A patent that acts as a business in a local community with the way of entrepreneurship is very likely to lead to a number of new patents (Agrawal et al, 2012; Gompers et al, 2009; Chatterji, 2009). We must also take into account the contribution of science and universities to innovation. Hausman (2012) through his research concluded that the cooperation of companies with universities, leads to innovative actions.

Furthermore, an important question that arises is whether it is appropriate to hire permanent residents in businesses.

To develop a region in the economic sense, it seems that businesses would be better off hiring local residents (Genaiolli et al, 2013; Simon and Nardinelli, 2002; Glaeser and Saiz 2004). Here, however, the question arises as to whether a city's level of education plays a role in business.

The level of education of a city, for the workforce, does not play such an important role in the development of entrepreneurship according to Glaeser and Kerr (2009). In terms at the age of the employees, the new companies, where they are in their early stages, seem to choose employees close at the age of 40. This is probably because they need the knowledge from the great professional experience they possibly have (Bonte et al, 2009). Chatterji et al (2013) point out that local communities need to create innovation-friendly and entrepreneurial legislation to help them grow, and in order to be rich through entrepreneurship, the company must make the most of its comparative advantages, relationship with other companies and through comparative advantages to innovate (Ireland & Webb, 2007). It is not uncommon for a tradition of an area to contribute to the development of an innovation. In African countries, local tradition leads entrepreneurs to new business ideas (Palmer 2007; Mcgrath & King 1999). It is not something hidden that the global literature proves that a business must be constantly innovating in order to be a source of profit. After all the innovative operations of a business lead it closer to profit and to a financially successful business (Baumol et al, 2007). However, the development of networks between companies also plays an important role, as cooperative innovation moves between many companies can lead to more beneficial results for all participating companies (Barney & Mackey, 2005) because innovative ideas among many businesses create a better business network, which leads to better execution of the new innovation (Ketchen & Hult, 2007).

Entrepreneurship in Tourism

Tourism is one of the largest industries in the world as we see a growth of 10% (Menon, 2010). Tourism is a product that is constantly changing form so we would classify tourism as a means to develop innovation (Johanesson & Huijbens, 2010). Tourism entrepreneurship was academically studied in the 1970s, and nowadays there are many scientific articles on tourism entrepreneurship (Carmichael & Morrison, 2011). We also see a tendency for the tourist product to replace the traditional service techniques related to accommodation, transportation and food with professional products and services (Alsos et al, 2014), which are of high quality. However, innovation in the tourism industry must be identified by entrepreneurs in order to become reality. The opportunities encountered in the market are recognized, studied and in the end, if the business risk is worth it, they take shape from the entrepreneurs (Saravathy et al, 2011). When it comes to exploiting an innovative tourism idea by entrepreneurs, we come across new forms such as starting a start-up business, but we also encounter exploitation of existing businesses (Wiklund & Shepherd, 2008). Tourism entrepreneurship could be divided into categories. In these subcategories we find social entrepreneurship (Zahra et al, 2009; Dees, 2001), institutional entrepreneurship (Garud et al, 2007) and sustainable entrepreneurship (Shepherd & Patzelt, 2011; Dean & McMullen, 2007).

Social tourism entrepreneurship has to do with services related to social issues in tourism, while sustainable entrepreneurship has to do with issues that have to do with the tourist exploitation of a business idea. Businesses in recent years, trying to endure more time, and they are trying to create products and services. To achieve this, the resources they use must be in stock and not easily run out. Also, a business in the tourism industry is trying to innovate because is trying to be as viable as possible. Otherwise it may not be viable. In order to be entrepreneurial, the entrepreneur must follow specific sections in tourism, and

through it innovate (Hjalager, 2010). The 21st century is the century of specialization. It's better to be very good at something specific than to be relatively good at everything. In the field of tourism entrepreneurship, it is better for a certain portion of tourists to prefer you than to turn to a wider range of tourists, some of whom may not know you as a business or as an entity.

In order to see entrepreneurship in the tourism industry, and for it to have positive results, there must be the support of the local community (Hallak et al, 2012). The tourist promotion of a tourist destination will bring very important results to local businesses and entrepreneurship in the region in general. The enemy of entrepreneurship is the high seasonality that we encounter during the summer months for tourism businesses. (Pegg et al, 2012; Ioannides & Petersen, 2003). It is an enemy because profits are not evenly distributed throughout the year but with three good trading months many times businesses try to reach a turnover large enough to be viable and continue to operate.

The social dimension of tourism entrepreneurship

Tourism through entrepreneurship can lead to poverty alleviation in developing countries (Ashley, 2006). It is well known that the wealth of countries / states has not been distributed equally, with the result that some countries have more wealth than others. In recent years, developed countries have been trying to help the poorest countries grow economically. That is why they are also considered to developing countries, as they grow economically. Poverty management can be addressed through tourism, because through tourism business processes are increased, and this leads to more jobs. In addition, tourists from developed countries transfer money to developing countries through tourism and thus a form of balance is restored. Entrepreneurship and Innovation have helped make the tourism industry flourish (Bandolet & Sheldon, 2008; Morrisson & Thomas, 2004). Without increased entrepreneurship, the large number of businesses and the innovative ideas of entrepreneurs, there could not be this huge phenomenon in tourism, which is one of the largest 'industries' in the world. It should also be noted that tourism development is directly related to the local community and whether it helps entrepreneurship (Bornhost et al, 2010) but also universities, which are related to entrepreneurship. They helped with strategic plans for the local area to keep local destinations afloat and at the same time to have a business ethic (Klunc & Tiffin, 2011; Etzkowitz, 2008). Through business ethics, workers' labor rights are protected and also the protection of the environment and the protection of human rights are guaranteed.

Innovation in Tourism

Through innovation, the tourist acquires a better tourism package, based on his own needs, as innovation helps the tourist's experience (Cawley & Gilmore, 2008; Getz & Carlsen, 2005). Innovation is anything that differs from what exists in business today (Hjalager, 2010). Anything new, unexplored, and innovation leads to economic growth (Nelson et al., 2006). Innovations are popular with consumers, especially tourists, and bring money to businesses. Through innovation, a tourist destination can be developed and gained strength in the tourism industry (Meyer, 2010, Ashley & Hayson, 2006). Entrepreneurs where it is related to sociability and lifestyle are by definition innovative in their activities (Peters, 2009). The tourism sector is an innovative sector because entrepreneurs are associated with sociability. To build strong entrepreneurial ties, collaboration between stakeholders is needed to create a high-level network in the tourist destination (Arnaboldi & Spiller, 2011). High-level networking can lead to simplification of situations and a favorable environment for innovation. We need to keep in mind that if one form of innovation is implemented in one tourist area, it can be transferred to another (Matusitz, 2010; Veronneau & Roy, 2009). It does not mean that we will not have the innovation of the new destination in this case. We must not forget,

however, that the staff of a company can also contribute to the development of innovative ideas. The professional experience of the staff can lead through their experience to a new innovation in their field of employment in the tourism industry (Williams, 2007) as well as through states we may encounter innovations as Ruisinovic has mentioned. In particular, he noted that in cases of cooperation between many states and businessmen, we often encounter innovative activities in tourism (Ruisinovic, 2008). The easiest way to create a new innovation is to turn businesses to those who directly interested in, tourists. Through consumer inquiries, it is easier to understand what they would like in order to adapt it to a future business venture through an innovative idea (Shaw et al, 2010). Finally, one such good tool is various web applications. Through applications such as tripadvisor, customers have the opportunity to share their experiences and entrepreneurs to be informed immediately about their business (Litvin, 2008).

Sport Entrepreneurship

Sport for many countries has been a field of business. After all, has got a development as a scientific subject and the scientific investigation of the administration of sports and sports activities. However, over the past two decades, researchers interest in sports entrepreneurship seems to be growing. Ratten (2010), who has made a significant contribution to the development of a theoretical framework of sports entrepreneurship, has included any business-related to business activities in the context of sport entrepreneurship.

Sport entrepreneurship appears mainly in infrastructure, where we find it with the construction of sports facilities and the sports equipment industry. Sport entrepreneurship also develops in the organization of sports activities in the form of the product.

In terms of entrepreneurship in sports, sport entrepreneurship has been on the rise in recent years. Ball (2005) believed that entrepreneurship is important in the sports industry because of the consumers and the sports product which needs changes to be attractive. In 1999, Manson divided the benefits of sports entrepreneurship into subcategories. Specifically, he divided them into sports, television rights, player contracts and geographical location. Hall in 2006 estimated that the development of major sporting events is linked between sport and urban entrepreneurship, while Spiling in 1996 saw sports as a pure business activity.

The concept of sports entrepreneurship and its connection to sporting events has been studied and Hall in 2006 concluded that the development of major sporting events is linked between sport and urban entrepreneurship. In addition, sporting events can contribute to economic growth and create an upward trend in existing tourism or create a precondition for tourism development in non-tourist areas (Daniels, 2003). So it is easy to understand that sport entrepreneurship can help in the development of sports tourism and the tourism industry in general.

Conclusion

Businesses, according to the global literature, if they hire locals, they are able to help the overall economic development of an area as the residents of the area gain purchasing power, which can be invested in the community itself. Also, the staff of a tourism business can contribute to the creation of innovative ideas as they know very good what it takes to make a business work better. But in addition to the employees of a business, the legislation of the local community also plays an important role in whether the innovation is friendly. Friendly innovation legislation leads to more attempts to create innovative ideas. More innovative ideas usually lead to more successful innovations. Without innovation, after all, there can be no entrepreneurship in the tourism industry.

Understanding how important innovation is for tourism entrepreneurship, we cannot but take into account the social dimension of entrepreneurship. Entrepreneurship in tourism seems

to help fight poverty, especially in developing countries. New jobs are being created and this helps the overall development of the tourist destination beyond the tourist development. But in order to be able to create an innovation in the hotel industry, innovations must be liked by the consumer public, for this reason businesses that aim to innovate must be addressed directly to those who interested in. Finally, in entrepreneurship we meet intensely innovative entrepreneurs in the fields of sociability and lifestyle. The tourism industry is associated with sociability and therefore seems to need innovative entrepreneurs. As of sports entrepreneurship, through mega events, a simple destination can be transformed into a tourist destination without having any other tourist advantage. In a future study, the social aspect of tourism entrepreneurship can be studied in more details as it seems to be a connection between the fields of tourism, sociability, entrepreneurship and innovation as well as the influence of entrepreneurship to sports tourism in numbers.

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