GCSMES

## 7th Global Conference On SME, Entrepreneurship & Service Innovation

## American University of Cyprus, 26-28 April 2023

Track: **Tourism Mgt. & Tourism Entrepreneurship**

The tourism industry is widely regarded as being competitive and fast-moving. The visibility of tourism entrepreneurship in this context and the importance attributed to innovation and alternative forms of tourism make it the right time to start discussing tourism management and tourism entrepreneurship themes, in a rapidly advancing society due to expected or even unexpected influences.

Our track invites researchers to submit case studies and conceptual, empirical, or practitioner papers that enhance and question our knowledge of current theories and practices related to tourism entrepreneurship, hospitality, tourism, and leisure industries. We also welcome research of any methodology that can evolve the existing approaches or produce new perspectives, with adequate support for business practitioners, policymakers, researchers, and other stakeholders.

Co-track chairs:

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