Book Review

Reviewed by Melinda Ratkai

Email: m.ratkai@hotelschool.nl

Handbook of Tourism Entrepreneurship
by: Rob Hallak and Craig Lee (Editors)
Published 2024
by Edward Elgar Publishing, Cheltenham, UK
and Norhampton, MA, USA, 426 pages
ISBN: 9781803920016 (cased), 9781803920023 (eBook)

As the tourism industry continues to evolve, *The Handbook of Tourism Entrepreneurship* stands out as a significant contribution, offering to explore contemporary entrepreneurial challenges and opportunities. Divided into five chapters and comprising 29 individual studies, this book bridges theoretical concepts with diverse real-world perspectives, equipping readers to meet the multifaceted demands of tourism entrepreneurship. **It emphasises key themes such as human capital, leadership, and digital transformation, essential for fostering resilience and adaptability in the face of contemporary challenges.** Additionally, the book aligns with current trends in sustainable tourism, encouraging entrepreneurs to harness technologies like augmented reality, virtual reality, and crowdfunding to drive innovation and engage tech-savvy audiences. **Its utility as a handbook makes it particularly valuable for students and educators, providing a rich resource for academic instruction or supplementary reading.**

The book's strongest asset is its foundational approach. Chapter 1 introduces essential concepts in tourism entrepreneurship and knowledge exchange, offering a robust framework for understanding the core dynamics of the industry. Chapter 2 further highlights the importance of human capital and leadership, emphasising personal and professional growth to prepare leaders for the unique challenges of the tourism sector. Editors Rob Hallak and Craig Lee enhance the book's accessibility by incorporating diverse perspectives, addressing family firms, gender dynamics, and lifestyle motivations. This inclusive approach broadens its appeal, making it relevant to readers from various backgrounds. The forward-looking focus on digitalisation, including discussions on virtual reality and the sharing economy, ensures the book's relevance in **aligning tourism entrepreneurship with emerging technological trends.**

Chapter 3 delves into the structural and operational aspects of tourism enterprises, discussing human and social capital alongside business growth challenges, business models (such as family-owned businesses), and innovation across business life cycles. It also examines branding and marketing through detailed case studies in agritourism, boutique hotels, and music festival enterprises. These case studies seamlessly connect to

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the themes in Chapter 4, which explores destination management with examples from the Pacific and Japan while shedding light on the role of government in supporting tourism initiatives. The final chapter excels in its focus on digitalisation and IT solutions, covering topics such as online food delivery platforms, online travel agencies, crowdfunding types and campaign successes. Notable highlights include a Spanish case study on immersive technologies that enhance sensory experiences, showcasing practical innovation applications in tourism.

Despite its strengths, the book has limitations. As is often the case with academic texts, emphasising theoretical exploration may leave practitioners seeking more actionable strategies. While **the case studies offer inspiration,** some readers may find the content needs concrete, step-by-step guides for direct implementation. Additionally, the book could benefit from more extensive cross-cultural perspectives, as certain entrepreneurial insights may only partially resonate in regions with distinct business practices. However, these shortcomings do not overshadow the book's overall value as a resource for understanding tourism entrepreneurship.

In conclusion, *The Handbook of Tourism Entrepreneurship* provides a thoughtful and well-rounded introduction to the field, making it an **excellent resource for students, educators, and practitioners** alike. Although it may only partially satisfy readers looking for practical, hands-on guidance, its balanced coverage of emerging trends, business models, and IT solutions ensures its relevance in the rapidly evolving tourism sector. The book successfully bridges the gap between theory and practice, offering a springboard for deeper exploration into the entrepreneurial challenges and opportunities within tourism. Educators, in particular, will find the case studies and conceptual discussions valuable for keeping their curriculum current and engaging. This work encourages readers to engage with the entrepreneurs' critical challenges and opportunities, bridging the gap between theory and the dynamic realities of the tourism business.