

# **Entrepreneurship In Hospitality And Tourism: A Global Perspective By Maureen Brookes And Levent Altinay**

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278-292 Levent Altinay, Maureen Brookes, Ruth Yeung, Gurhan Aktas, (2014) and Levent Altinay Department of Hospitality, Leisure and Tourism Management, Oxford identifies that 77 per cent of the top 100 global franchises (Franchise Direct, .. (1988) Perspective of US partner Four criteria (in order of importance): 1

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Jun 5, 2015 In: Entrepreneurship in hospitality and tourism: a global perspective. Brookes, Maureen and Altinay, Levent, eds. Goodfellow Publishers.

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Entrepreneurship in Hospitality and Tourism. A Global Perspective. Maureen Brookes, Levent Altinay. ISBN: 978-1-910158-27-2 hbk; 978-1-910158-28-9 pbk

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Entrepreneurship is the engine that drives any successful industry or economy. In the rapidly evolving hospitality, tourism and leisure sector worldwide this is

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By Levent Altinay. approaches, processes and criteria Levent Altinay a, \*, Maureen Brookes a , Gurhan the value of partner selection research from the perspective of the franchisee has . used by entrepreneurial franchisees who ally with established franchise partners. Planning research in hospitality and tourism.

### **Booklist - campus de reims**

34, Global Asset Allocation, 9782067154353, Michelin, Michelin, 2011 . 142, Hospitality Marketing Management, 9782124652952, AFNOR . 209, L'auto- entrepreneur, mode d'emploi, ditions Quae, Etienne, Michel, 2011 Emerald Group Publishing Limited, Brookes, Maureen, Altinay, Levent, Gannon, Judie, 2011.

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Although it is expanding, the literature on tourism entrepreneurship remains dispersed. Scandinavian Journal of Hospitality and Tourism, 12(4),

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### **The internationalisation of hospitality firms:**

184-205 Levent Altinay, Maureen Brookes, (2012), "Factors influencing process Levent Altinay Department of Hospitality, Leisure and Tourism Management, The of additional entrepreneurs around the world (New Business Centre, 2005). . Multinational companies should have a global adaptation perspective and

### **Le7009: entrepreneurship and innovation for**

Module Title: Entrepreneurship and Innovation for International Hospitality and Tourism: Module Code: LE7009: Module Tutor: Douglas Yourston: School: Leisure

### **Scholarworks@umass amherst - tourism travel and**

Entrepreneurship and Sustainability in Hospitality and Tourism: Implications for Education and Practice

### **Bibliography-selected papers**

American hospitality faculty - a research note. / Hyun Kyung Chatfield The behavior of citing: a perspective on science \*entrepreneurship \*tourism policy and organization \*tourist . approaches, processes and criteria / Levent. Altinay, Maureen Brookes, Gurhan Aktas // . When the global meets the local in tourism - cul-.

### **Bibliography for entrepreneurship in the**

Bibliography for Entrepreneurship in the Hospitality and Tourism and Morrison, Alison J. (2004) The family business in tourism and hospitality

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This is particularly true in the hospitality industry where leading hospitality entrepreneurs in all of entrepreneurship in the hospitality industry

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### **Franchisees' perceptions of relationship**

278-292 Maureen Brookes, Levent Altinay, (2011), "Franchise partner Levent Altinay and Maureen Brookes School of Hospitality Management, Oxford Brookes the antecedents of franchise relationship development from the perspective of a Although franchising has become an established global entrepreneurial dyad

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### **Staff profile: levent altinay - oxford school of**

Levent's research interests are in the areas of entrepreneurship, strategic alliances Entrepreneurship in Hospitality and Tourism with Maureen Brookes ( 2015). .. Paper presented at the Global Innovation and Knowledge Academy ( GIKA) Altinay, L. and Brookes, M. (2011) 'Franchise Partner Selection: Perspective of

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