

THE CONCEPT OF SOCIAL ENTREPRENEURSHIP IN TOURISM: A BIBLIOMETRIC ANALYSIS FOR TOURISM LITERATURE¹
TURİZMDE SOSYAL GİRİŞİMCİLİK KAVRAMI: TURİZM LİTERATÜRÜNE YÖNELİK BİBLİYOMETRİK BİR ANALİZ

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ABSTRACT

The need to travel has become a habit and necessity for consumers over the years and alternative travel types have emerged to luxury consumption to meet the desires of consumers in tourism. Changing travel patterns and motivations led to the emergence of many new concepts in tourism. One of the requirements for realizing this understanding is social entrepreneurship. Social entrepreneurship is an enterprise which is different from commercial entrepreneurship and considers social benefit. This concept has started to take its place in the tourism literature in time and has been examined in different ways by researchers.

The aim of the research is to contribute to the knowledge accumulation of social entrepreneurship in tourism literature and reveals the subjects that researchers work more frequently and the areas of study with deficiencies. After literature review, social entrepreneurship research conducted in tourism literature were analyzed by bibliometric analysis. In this research, 35 articles in tourism literature related to social entrepreneurship in Turkish and English language are evaluated. According to the findings, concept of social entrepreneurship has an 11-year history in the field of tourism. The majority of social entrepreneurship related research in tourism literature are related to sustainable tourism, responsible tourism, eco-tourism and rural tourism. Another finding is that social entrepreneurship research is insufficient in Turkish tourism literature as well as international tourism literature.

Keywords: Social Entrepreneurship, Entrepreneurship, Tourism, Bibliometric Analysis, Tourism Research

ÖZET

Seyahat etme ihtiyacı yıllar içinde tüketiciler için bir alışkanlık ve zorunluluk haline gelmiş ve turizmde tüketicilerin isteklerini karşılamak amacıyla lüks tüketime alternatif seyahat türleri ortaya çıkmıştır. Değişen seyahat şekilleri ve motivasyonları, turizmde birçok yeni kavramın ortaya çıkmasına neden olmuştur. Bu anlayışı gerçekleştirmenin gerekliliklerinden biri de sosyal girişimciliktir. Sosyal girişimcilik, ticari girişimcilikten farklı olan ve sosyal fayda sağlayan bir girişim türüdür. Sosyal girişimcilik, zamanla turizm literatüründe de yer almaya başlamış ve kavram araştırmacılar tarafından farklı şekillerde incelenmiştir.

Bu çalışmanın amacı, turizm literatüründe yer alan sosyal girişimcilik konusunda bilgi birikimine katkıda bulunmak ve araştırmacıların daha sık çalıştıkları konuları ve eksiklikleri olan çalışma alanlarını ortaya koymaktır. Yapılan literatür taramasının ardından turizm literatüründe yapılan sosyal girişimcilik konulu araştırmalar bibliyometrik analiz tekniği ile analiz edilmiştir. Çalışmada turizm

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literatüründe Türkçe ve İngilizce dillerinde sosyal girişimcilikle ilgili 35 adet makale incelenmiştir. Bulgulara göre, sosyal girişimcilik kavramının turizm alanında 11 yıllık bir geçmişi bulunmaktadır. Turizm literatüründeki sosyal girişimcilik araştırmalarının büyük çoğunluğu sürdürülebilir turizm, sorumlu turizm, eko-turizm ve kırsal turizm ile ilgili araştırmalardır. Bir diğer bulgu ise Türk turizm literatüründe olduğu kadar uluslararası turizm literatüründe de sosyal girişimcilik araştırmalarının yetersiz olduğu bulgusudur.

Anahtar Kelimeler: Sosyal Girişimcilik, Girişimcilik, Turizm, Bibliyometrik Analiz, Turizm Araştırmaları

1. INTRODUCTION

The social structure that is formed with the increasing world population and the intense interaction between people brings many needs. In the environment where human relations are intensified, social and cultural relations, use, preservation and future mobilization of resources require a common action. Over time, while economic concerns have increased, studies have been taking shape for direct this interaction and overcome the concerns and have become versatile. With the fact that one of the significant factors in achieving financial development and recovery is the solidity of social structure, the importance given to social issues also increases. Interest and support for social enterprises which are increasing importance in academic studies and society and these enterprises have an important place in ensuring social development, development and sustainable living standards.

The concept of social entrepreneurship (SE) refers to the process of bringing together different resources to evaluate opportunities and create social benefits at the same time. It is understood that tourism and SE are compatible working areas when considering social, environmental, political and economic impacts of tourism. Tourism is an important sector that has a direct impact on the social, economic, cultural and environmental structure of the world. Tourism is related to cultural interaction, economic structure, social sharing, environmental features and protection. These features have made tourism an effective field in all areas of human life. Tourism is directly related to society and open to any kind of interaction. Although studies on SE in tourism have started to take place in the literature in recent years, there is a steady increase in practices.

This research aims to contribute to the knowledge accumulation of SE in tourism literature. In this respect, data collected around the international literature, especially SE studies in Turkish tourism literature were brought together.

2. LITERATURE REVIEW

Before defining social entrepreneurship (SE) the term "entrepreneurship" should be clearly understood. If the concept of "entrepreneurship" is not correctly understood, the notion of "social entrepreneurship" may also be misunderstood (Martin and Osberg, 2007). The word "entrepreneurship" comes from the root of the word "entreprendre" used in the middle ages. It means the person who does the job (Varol and Güler, 2005). In its simplest definition, "entrepreneurship" is the process of generating returns by combining factors of production with new methods (Stam and Stel, 2009) and expediting the creation, spread and implementation of new ideas (Varol and Güler, 2005). Entrepreneurship involves identification, exploitation, discovery and evaluation of opportunities (Shane and Venkataraman, 2000). Entrepreneurship is important for innovation; perform a job, the social and economic development of a nation (Van Praag and Versloot, 2007). According to Venkataraman (1997) entrepreneurship is a field of research that seeks to understand how future goods and services can arise, how opportunities are discovered, created and used, by whom and with what results. Success in entrepreneurship depends on sustainability and challenge to the status quo (Levie et al., 2004).). Entrepreneurship, which extends the boundaries and scope of many economic activities, also has the driving force of economic development and provides importance to development in both developed and developing countries (McMillan and Woodruff, 2002; Levie et al., 2004; Kokkranikal and Morrison, 2011).

SE is mostly associated with "non-profit organizations". While some researchers describe it as anything that constitutes any non-profit organization, others try to define the concept by mentioning establishment owners that carry out social responsibility-related operations. (Dees, 1998). Looking at US history research, we see that there are many concepts that can be associated with SE as; "social enterprise, non-profit entrepreneurship, social innovation, community wealth enterprise, social-purpose endeavor, non-profit venture, social-purpose business, public entrepreneurship" etc. In the early 1990s, when field initiatives began with inspiring Italian social cooperatives, the concept did not begin to spread at that time. Academic work has been intensified especially since the second half of the 1990s. In this period, both conceptual and empirical research have been started (Defourny and Nyssens, 2010).

SE has a long history as an integral element of economic and social values. However, many years it has not been fully defined and no clear relationship has been established with other areas (Mair and Marti, 2006). However, the concept has increased its importance in the world economy in time and it has become a real phenomenon, especially in developed countries (Santos, 2012).

There are many definitions of SE which brings more lasting and interesting resolutions to social issues (Koe Hwee Nga and Shamuganathan, 2010). Some researchers describe social entrepreneurship as a nonprofit enterprise and seeking different funding tactics or making operation plans for creating social value (Boschee, 1998). According to Fowlet (2000), social entrepreneurship is the creation of livable economic structures, establishments, relationships, organizations and applications that enable social utility to be achieved and sustained. The concept is also defined as the process of using and integrating innovative resources to catalyze social change and/or seek opportunities for social requirements (Mair and Marti, 2006). According to Austin et al. (2006) social entrepreneurship, unlike commercial entrepreneurship, aims to fulfill basic human requirements and to evolve the quality of life in society and it is generally defined as entrepreneurial activities carried out for social purposes.

Some opinions still indicate that SE is not fully understood or understood poorly (Martin and Osberg, 2007). Nevertheless, different perspectives have been created about SE. Some researchers presented different views on social tourism, made alternative explanations, explained how they address social issues and how they are effective in creating wealth (Austin et al., 2006; Bornstein, 2004; Dorado and Ventresca, 2013; Dees et al., 2004). According to some other researchers, SE brings innovative solutions to complicated social issues and does so using traditional and business-market models (Pearce and Doh, 2005; Spear, 2006; Shaw and de Bruin, 2013; Mair and Noboa, 2003; Dorado, 2006). For this reason, SE efforts are an alternative to greed and selfish culture and provide values such as personal, ethical, moral values and social responsibility awareness (Bull et al., 2010; Hemingway, 2005; Chell et al., 2016; Arvidsson, 2014).

Social Entrepreneurship and Tourism

In the literature of tourism, SE is mentioned together with the sustainable tourism. In this context, the link between concepts as responsible tourism, green tourism, eco-tourism, rural tourism and social entrepreneurship practices draw attention (Günlü, 2015). In the study conducted by Kim, Uysal and Sirgy (2013), searched for answers to questions such as "*Does tourism have effects on society (economic, social, cultural and environmental)? If so, does tourism affect the well-being and life satisfaction of communities in their living spaces?*" According to the findings of Kim et al. (2013) and İçöz (2007), it is concluded that tourism and society have a cycle affected by each other. Therefore, the impact of tourism and entrepreneurship practices in tourism, which is a social phenomenon, has become inevitable in terms of social development and sustainability of this development. The tourism movement is directly related to society and is open to all kinds of interactions. Tourism is one of the important areas where people from different cultures come together in destinations. The management of intercultural differences (Kömürçü et al., 2016) plays an important role in communication and development between communities. Although the effects of social initiatives in tourism on social development and the efforts to make social development sustainable are not sufficiently mentioned in the literature, they are continuously increasing in practice. One such example is TATUTA farms, which are established in rural tourism areas and are increasing in number every day. TATUTA is the

short name of the Exchange of Agricultural Tourism and Voluntary Knowledge, Experience in Ecological Farms project (<http://www.tatuta.org>) and is an example of SE that can be associated with tourism. The other example of SE applied in restaurant business called “Hayata Sarıl Lokantası”. Özden, et al., (2018) mentioned that this enterprise supports disadvantaged individuals in society by serving them free meal, job opportunities and psychological support with the money they earn from restaurant operation. It can be said that tourism and social entrepreneurship have close ties and the number of relevant examples can be increased.

3. METHODOLOGY

In this study, “bibliometric analysis technique” was used. A bibliometric analysis was conducted to determine the contents of the publications in the field of SE in tourism literature. Bibliometric analysis is a statistical and mathematical method used for analyzing written communication and the structure and development of academic disciplines and it is one of the quantitative research methods (Pritchard, 1969:348). Although this analysis technique has been used in different disciplines for many years, it was first used in the field of tourism literature in 1989 by Weaver and Mc Clearly. In this context, all articles which were searched in national and international article databases and written about SE in tourism were examined. The aim of this analysis is to determine the research of the concept of SE, which has been entered into tourism literature in recent years, although it has been researched in literature for a long time, and to reveal research fields. The study was carried out between January 2019 and April 2020. SE in tourism was searched in databases and all articles were used as a sample of the study. In this context, all studies conducted in Science Direct, Google Scholar, Ebsco, Ulakbim, Dergi Park related to SE and tourism in English, and Turkish languages were examined. As a result of the examination, it was found that there were 35 articles that were suitable for the purpose of the research. Articles and information about the articles are given in Table 1 below. In this research, key bibliometric indicators include the number of articles, distribution of studies by years, authors’ productivity, the productivity of journals, state of research in national literature and research fields related to SE in tourism.

4. FINDINGS AND DISCUSSION

35 articles on SE in tourism from national and international article databases have been analyzed. In Table 1 below, these articles are examined under the main titles of authors, name of the article, publication year, journal name and related research fields. The journals where the articles are published are coded according to their initials. The coding for journals are as follows; Education, Knowledge and Economy (EKE), Consortium Journal of Hospitality and Tourism (CJHT), Journal of Sustainable Tourism (JST), Procedia Economics & Finance (PEF), Journal of Enterprising Communities: People and Places in the Global Economy (JECPPGE), Worldwide Hospitality & Tourism Themes (WHTT), Tourism Planning & Development (TPD), International Journal of Innovative Research and Development (IJIRD), Tourism, Leisure and Global Change (TLGC), ARA Journal of Tourism Research (ARAJTR), The International Indigenous Policy Journal (TIIPJ), Sosyal & Beşeri Bilimler Araştırmaları Dergisi (SBBAD), International Journal of Contemporary Hospitality Management (IJCHM), International Journal of Humanities Social Sciences and Education (IJHSSE), Tourism Management (TM), International Journal of Leisure and Tourism Marketing (IJLTM), International Entrepreneurship and Management Journal (IEMJ), Annals of Tourism Research (ATR), Tourism Geographies (TG), Girişimcilik & İnovasyon Yönetimi Dergisi (GİYD), Journal of Hospitality & Tourism Management (JHTM), Journal of Awareness (JA), Turizm Akademik Dergisi (TAD), Tourism: An International Interdisciplinary Journal (TIIJ) and Journal of Sustainable Tourism (JST).

Table 1: Bibliometric Analysis of Social Entrepreneurship Research in Tourism Literature

Author	Name of Article	Year	Name of Journal	Fields
“Mdee & Emmott”	“ <i>Social enterprise with international impact: the case for Fair Trade certification of volunteer tourism</i> ”	2008	“EKE”	“Volunteer travel, Fair trade, Voluntourism”
“Ergul & Johnson”	“ <i>Social entrepreneurship in the hospitality</i> ”	2011	“CJHT”	“Hospitality”

	<i>and tourism industry: an exploratory approach</i>			Industry, SE Practices”
“Von der Weppen & Cochrane”	<i>“Social enterprises in tourism: an exploratory study of operational models and success factors”</i>	2012	“JST”	“Market Approach, Responsible Tourism, Leadership Organisational Culture,”
“Situmoranga & Mirzanti”	<i>“Social entrepreneurship to develop ecotourism”</i>	2012	“PEF”	“Eco-Tourism, Sustainability of Destination, Tourist Perspective”
“Gordin & Dedova”	<i>“Social entrepreneurship in the informal economy: a case study of re-enactment festivals”</i>	2013	“JECPPGE”	“Festivals, Re-enactment”
“Sloan, Legrand & Simons-Kaufmann”	<i>“A survey of social entrepreneurial community-based hospitality and tourism initiatives in developing economies: A new business approach for industry”</i>	2014	“WHIT”	“Sustainable hospitality, Social value, Developing Countries”
“Kline, Shah & Rubright”	<i>“Applying the Positive Theory of Social Entrepreneurship to Understand Food Entrepreneurs and Their Operations”</i>	2014	“TPD”	“Positive Theory of SE, Food Entrepreneurs”
“Dzisi & Aku Otsyina”	<i>“Exploring Social Entrepreneurship in the Hospitality Industry”</i>	2014	“IJIRD”	“Corporate Social Responsibility, Hospitality Industry”
“Ahmad, Abdurahman, Ali, Khedif, Bohari & Kibat”	<i>“Social Entrepreneurship in Ecotourism: An Opportunity for Fishing Village of Sebuyau, Sarawak Borneo”</i>	2014	“TLGC”	“Community Engagement, Eco-Tourism”
“Gowreesunkar, Van der Sterren & Séraphin”	<i>“Social Entrepreneurship as a tool for promoting Global Citizenship in Island Tourism Destination Management”</i>	2014	“ARAJTR”	“Island Tourism, Global Citizenship, Destination Management”
“Peredo & Wurzelmann”	<i>“Indigenous Tourism and Social Entrepreneurship in the Bolivian Amazon: Lessons from San Miguel del Bala”</i>	2015	“TIIPJ”	“Eco-Tourism, Community-based Tourism, Sustainability, Indigenous Enterprise”
“Elfving”	<i>“Supporting the cause – a case study on social entrepreneurial identity at the Rosenlund heritage site”</i>	2015	“JECPPGE”	“Organizational Identity, Collective Entrepreneurial Cognition”
“Günlü”	<i>“Sosyal Girişimcilik Olgusunun Kavramsal Analizi ve Turizmde Sosyal Girişimcilik”</i>	2015	“SBBAD”	“Social Innovation, Sustainable Tourism, Responsible Tourism”
“Mottiar”	<i>“Exploring the motivations of tourism social entrepreneurs: The role of a national tourism policy as a motivator for social entrepreneurial activity in Ireland”</i>	2016	“IJCHM”	“Entrepreneurial motivations, Event Organizer”
“Wang, Duan & Yu”	<i>“From nonprofit organization to social enterprise: The paths and future of a Chinese social enterprise in the tourism field”</i>	2016	“IJCHM”	“Structuration theory, Nonprofit Organization, Tourism Industry”
“Sigala”	<i>“Learning with the market: A market approach and framework for developing social entrepreneurship in tourism and hospitality”</i>	2016	“IJCHM”	“Social value, Social Transformation, Market Approach”
“Sam, John & Bernadett”	<i>“Social Entrepreneurship in Hospitality Industry. The Case of Operators at the Coastal Tourism Circuit in Kenya”</i>	2016	“IJHSSE”	“Hospitality Industry, Coastal Tourism, Developing Countries”
“Laeis & Lemke”	<i>“Social entrepreneurship in tourism: applying sustainable livelihoods approaches”</i>	2016	“IJCHM”	“Rural development, Sustainable Livelihoods Approach”

“Alegre & Berbegal Mirabent”	“Social innovation success factors: hospitality and tourism social enterprises”	2016	“IJCHM”	“Social Innovation, Social Business Models, Hospitality and Tourism Sector”
“Altinay, Sigala & Waligo”	“Social value creation through tourism enterprise”	2016	“TM”	“Social Value Creation, Service Dominant Logic”
“Yeh, Ma & Huan”	“Building social entrepreneurship for the hotel industry by promoting environmental education”	2016	“IJCHM”	“Hotel Industry, Environmental Education”.
“Boukas & Chourides”	“Niche tourism in Cyprus: conceptualising the importance of social entrepreneurship for the sustainable development of islands”	2016	“IJLTM”	“Island Tourism, Sustainable Tourism, Niche Tourism”
“Narangajavana, Gonzalez Cruz, Garrigos-Simon & Cruz-Ros”	“Measuring social entrepreneurship and social value with leakage. Definition, analysis and policies for the hospitality industry”	2016	“IEMJ”	“Social Value, Hospitality Industry, Concept of Leakage”
“Kimbu & Ngoasong”	“Women as vectors of social entrepreneurship”	2016	“ATR”	“Women Social Entrepreneurs Social Transformation”
“Mody, Day, Sydnor & Jaffe”	“Examining the motivations for social entrepreneurship using Max Weber’s typology of rationality”	2016	“IJCHM”	“Typology of Rationality, Motivation, Responsible Tourism”
“Peng & Lin”	“Social entrepreneurs: innovating rural tourism through the activism of service science”	2017	“IJCHM”	“Rural Tourism, Service Science, Service Innovation”
“Biddulph”	“Social enterprise and inclusive tourism. Five cases in Siem Reap, Cambodia”	2017	“TG”	“Inclusive Tourism, Inclusive Development”
“Işik & Aydın”	“Kişisel Değerlerin Sosyal Girişimcilik Eğilimine Etkisi: Turizm Öğrencileri Üzerine Bir Araştırma”	2017	“GYİD”	“Personal Values, Tendency of SE., Innovation”
“De Lange & Dodds”	“Increasing sustainable tourism through social entrepreneurship”	2017	“IJCHM”	“Sustainable Tourism, Tourism Industry”
“Mottiar, Boluk & Kline”	“The Roles Of Social Entrepreneurs In Rural Destination Development”	2018	“ATR”	“Rural Tourism, Destination Development”
“Aquino, Lück & Schänzel”	“A conceptual framework of tourism social entrepreneurship for sustainable community development”	2018	“JHTM”	“Sustainable Community Development, Social Innovation”.
“Özden, Sünnetçioğlu & Özkök”	“Gastronomideki Umut: Bir Sosyal Girişimcilik Örneği Olarak Hayata Sarıl Lokantası”	2018	“JA”	“Gastronomy, Food Entrepreneurs”
“Çiftçi & Zencir”	“Turizm Sektöründeki Sosyal Girişim Çalışanlarının Sosyal Girişimcilik Davranışı, İş ve Yaşam Tatmini: Tatuta Projesi Narköy Örneği”	2019	“TAD”	“SE Workers, Job Satisfaction, Life Satisfaction”
“Celebi, Pirnar & Eris”	“Bibliometric analysis of social entrepreneurship in gastronomy tourism”	2020	“TIJ”	“Gastronomy Tourism, Food Entrepreneurs”
“Dahles, Khieng, Verver & Manders”	“Social entrepreneurship and tourism in Cambodia: advancing community engagement”	2020	“JST”	“Community engagement, Responsible tourism, Community development”

According to the findings obtained from Table 1, SE studies related to tourism have been researched since 2008. Thus the concept of SE has an 11-year history in tourism literature. In the first two years (2008-2009) research are focused on social enterprises and the journals are not directly related to

tourism. The concept of SE takes place in the tourism literature in 2011 with the journal of "Consortium Journal of Hospitality & Tourism". Most of the research about SE in this field are published in "International Journal of Contemporary Hospitality Management". 9 out of all 35 research which are about SE in tourism, are published in this journal. In addition, the largest number of studies was conducted in 2016.

When the content of the studies is examined, it is found that the majority of SE research in tourism literature are related to the environmental friendly and responsible tourism concepts such as eco-tourism, sustainable tourism, rural tourism and responsible tourism. Some studies have linked the concept of SE to typologies as Positive Theory, Structuration Theory, Market Approach, Livelihood Approach and Social Business Model.

Another important finding is that SE research is insufficient in Turkish tourism literature. As it is understood from Table 1, most of the research are international. Just four articles are written in the Turkish language. The concept of SE was first studied by Günlü (2015) in Turkish tourism literature. In the study, the phenomenon of SE was examined conceptually. A study conducted by Işık and Aydın (2017), the relationship between personal values and SE tendency was investigated. In 2018, a case study was conducted by Özden et al. (2018) about the restaurant, Hayata Sarıl, which is a different SE application in Gastronomy. Çiftçi and Zencir (2019) investigated the job satisfaction of the social enterprise employees in their case study about one of TATUTA Farm. Çelebi et al. (2020) conducted a bibliometric analysis to identify studies on SE in gastronomy tourism. When the Turkish tourism literature is examined, it has been observed that studies focusing on SE and gastronomy have been concentrated since 2015.

Another finding is that there are few studies on women entrepreneurs. In addition, while the majority of SE studies related to tourism are examining the applications of hospitality and tourism operations, there are a few studies about destinations, accommodation establishments and food and beverage establishments. Also, fields such as inclusive tourism and volunteer tourism, which are one of the current fields of study in tourism, have been associated with SE.

5. CONCLUSION

In order to evaluate the current state in academic research, it is of great importance to analyze the publications in-depth. Analyses made by bibliometric research give researchers the opportunity to provide comprehensive information about the theoretical framework and to recognize the deficiencies in the field. In this study, first of all, social entrepreneurship and study fields related to this concept are examined. With the analysis, it was aimed to give detailed information about the place of the concept of SE in the tourism literature and thus contribute to the existing knowledge. With this purpose, research on SE in tourism literature is exposed. In addition, the analysis reveals the subjects that researchers work more frequently and the areas of study with deficiencies.

According to the findings obtained, most of the researches related to social entrepreneurship are focused on accommodation and tourism management in the tourism literature. Ergul and Johnson (2011) focused on SE in the hospitality industry and tried to determine the characteristics of social entrepreneurs. Dzisi and Otyina (2014) explored SE in the hospitality industry. Ahmad et al. (2014) and Situmoranga and Mirzanti (2012) examined Social Entrepreneurship and Ecotourism. On the other hand, Wang, et al. (2016), emphasized that SE is more interested in hospitality and tourism in recent years. However, there are few publications that link social entrepreneurship with tourism in both international and national tourism literature. Social entrepreneurship research in tourism is very limited and it is an open research field for new research. Social entrepreneurship in tourism emerges as a new and yet unexplored research area. Thus, there are many fields of study to be developed.

One of the other important finding of the study is that SE in tourism is mostly associated with sustainable tourism, responsible tourism, eco-tourism and rural tourism. Günlü (2015) also draws attention to the connection between social entrepreneurship practices and sustainable tourism, responsible tourism, eco-tourism, rural tourism and green tourism. Thus, this study supports the

findings. When social entrepreneurship research conducted by Turkish researchers is examined, it is found that studies tend to associate mostly with gastronomy tourism. The fact that gastronomy tourism is a new phenomenon and open research area supports this trend.

This research will guide interested researchers. The limitation of the research is that the articles are examined only in two languages (Turkish and English). The content of the study can be expanded with the participation of researchers who have mastered different languages in future studies. Thus, social entrepreneurship research in tourism can be examined worldwide and more comprehensive.

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