

10 Entrepreneurship in the Post-Pandemic Tourism Industry

After reading this chapter, you should be able to:

- Identify and explain the role of tourism start-ups in post-pandemic recovery and sectoral transformation.
- Evaluate the key components of entrepreneurial resilience, including psychological, behavioural, and institutional factors.
- Analyse innovative tourism business models that have emerged in response to crisis-driven market shifts.
- Critically assess investment strategies in the tourism sector, including the application of blended finance and impact investment.
- Apply theoretical frameworks (e.g., adaptive performance, business model innovation) to real-world examples of tourism entrepreneurship.

Introduction

This chapter will explore the critical role of tourism entrepreneurship in driving resilience and transformation in a post-pandemic global tourism landscape. Drawing on international examples and theoretical insights, it begins by analysing how start-ups have emerged as pivotal actors in recovery efforts, not merely surviving the crisis but actively innovating across digital, social, and environmental dimensions. Entrepreneurial resilience is unpacked through psychological traits and external factors such as institutional orientation and adaptive performance. This chapter will then examine how business models have evolved in response to systemic shocks, highlighting shifts toward digitalisation, localism, hybrid services, and sustainability. Creative business models are presented as strategic responses to changing consumer values, enabled by