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Bibliometric analysis of social entrepreneurship in gastronomy tourism

Abstract

The definition of "entrepreneurship" briefly stands for setting up a new business by taking financial and other risks to gain profits. Phenomenon of "social entrepreneurship" has emerged as a follow up concept of entrepreneurship, as a critical issue in the context of both improvement and wellbeing of societies. Social entrepreneurship focuses on social problems rather than profit maximization and is especially important for gastronomy tourism due to the social local benefits as cultural integration and employment it brings. In order to understand the promising research areas and explore the research gap in the gastronomical social entrepreneurship applications, bibliometric analysis is chosen since studies are limited in the gastronomy tourism as well as social entrepreneurship. The research in subject area consisted on keywords that are used as search items for articles title section to select articles that are more accurate for the aim of the research. The analysis shows that there are 20 articles with the combination of related key word variations. When the methodologies of the related articles is analyzed, it is understood that qualitative research with multiple and comparative case study is chosen for almost all the related articles. The reason might be due to the characteristics of the research topic and novelty, thus, rarity of true to life gastronomical social innovation applications. This study is expected to guide future studies by providing general overview of the studies and the research gap in social entrepreneurship and gastronomy tourism.

Key words: social entrepreneurship; social entrepreneur; gastronomy tourism; bibliometric analysis

1. Introduction

Although it is a relatively new study of field; social entrepreneurship has been studied by many academics who support the notion that; social entrepreneurship has becoming crucial progressively in the development and wellbeing of many societies. According to Santos (2012, p. 350) social entrepreneurship is an innovation process that works with its own understanding and rules with the logic of social value creation.

Gastronomy tourism has been a rising star for global industry (Ozer Sari & Nazli, 2019) for the benefits of one of the oldest forms of social gathering, profit-gathering business and niche local applications available for better quality of life and welfare of society. Gastronomy tourism related industries have a huge economic impact and also take the greatest portion from global GDP (Gross Domestic Product) in both developed, developing and undeveloped countries' economies. Social entrepreneurship is especially vital for gastronomy tourism due to the social local benefits as cultural integration and employment it brings, thus there are niche global applications like David Hertz from Brazil and Ebru Baybara from Mardin.

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In addition to all of these, Hosseininia and Ramezani (2016) summarized the benefits of any social entrepreneurship activity which held in gastronomy tourism as such; social innovation, protection and improvement of culture, economic and social sustainability, social value creation and improved quality of local life. Furthermore, Smart (2003) listed the benefits provided by social entrepreneurship within the gastronomy tourism as; social interaction with local cultures, dissemination of local food culture, keeping and improving the local food culture and also an opportunity for integration with social cultures for immigrants and non-local entrepreneurs.

2. Literature review

Undoubtedly, terms "entrepreneur" and "entrepreneurship" are the most striking and blended issues for both researchers and managers within the today's competitive business environment (Cole, 2007). The word of "entrepreneur" was first used as a loanword which originates from French in 13th century that referred as a person activities include "to do something" or "to undertake" (Sobel, 2008). As being an academic term, "entrepreneur" has first used by the Irish-French economist Richard Cantillon in the late 17th. As Cantillon asserted "entrepreneur" is a specialist who willing to taking a business related risks to gain much more profits than before (Casson, 1993). In other words, Richard Cantillon determined the framework of entrepreneur phenomenon as a "risk-taker" or "adventurer". From the similar angle, Schumpeter (1934) explained "entrepreneur" as a person who is highly willing to take risks and extremely talented in terms of converting a new ideas into innovations. In addition to this, he defined "entrepreneur" as the innovator who implements changes within markets through the carrying out of new combinations. According to Investopedia, entrepreneur is an innovator business leader who runs a small business and takes all business related risks that offers new ideas and different business processes than others. Furthermore, Burch (1986) determined the character traits of entrepreneurs. According to his point of view; desire to achieve, desire to work for themselves, acceptance of huge responsibility, being a workaholic, optimism, profit and reward orientation are the commonly well-known features of entrepreneurs. From the similar angle, Kurotko (2016) listed the common characteristics keywords of entrepreneurs namely; drive to achieve, opportunity orientation, tolerance for uncertainty, problem solving skills, seeking constant feedback, internal locus of control, calculated risk taking, tolerance for failure, vision and mission targeting, creativity, innovativeness and teambuilding. As it is seen, the studies related to entrepreneurs have continuously developed and expanded so far from the earlier decades. To sum up though, an entrepreneur may be defined as an individual who sets up / launches a new business/businesses with the purpose of profit gains through change and creativeness (Zapalska & Brozik, 2017).

Correspondingly, the definition of "entrepreneurship" comes from the nature of entrepreneur description which can be clarified as a practice of setting up a new business (Mescon & Montanari, 1981; Gartner, 1990) by taking financial risks to gain much more profits (Drucker, 1985; Hull & Bosley, 1980). According to Schumpeter (1934) entrepreneurship is the driving force of the economy and the entrepreneur as a person can break the existing balance through presenting innovations in the form of new production methods and new products and new markets to the system.

Yet, as a special type of entrepreneurship, social entrepreneurship is gaining interest from scholarly researches (Granados, Hlupic, Coakes, & Mohamed, 2011) due to its' many benefits as creating social value, generating employment opportunities and increasing wealth and local quality of life. It is a popular research field, as the bibliometric research on social entrepreneurship indicates "the bibliometric analysis of 2984 social entrepreneurship research documents gathered from the Web of Science (WOS)

database shows that 1951 are scientific articles" (Rey-Marti, Ribeiro-Soriano, & Palacios-Marqués, 2015, p. 1655). Social entrepreneurship has recently emerged as a follow up concept of entrepreneurship which gains increased popularity and also become a critical issue in the context of both improvement and wellbeing of many societies (Abu-Saifan, 2012). Put it differently; as a notion "social entrepreneurship" has been gaining more consideration since it was recognized as the combination of social welfare and commercial aspects (Doherty, Haugh, & Lyon, 2014; Short, Moss, & Lumpkin, 2009). From this point of view, social entrepreneurship can simply described as a relatively new term that is performed by social entrepreneurs trying to produce permanent and sustainable (Mair & Marti, 2006) solutions to the social problems or needs such as poverty, unemployment, insufficient education or public health through the application of general entrepreneurship principles. More precisely, Johnson (2000) defined social entrepreneurship as an alternative business model that created by social enterprises with the purpose of eliminating various types of social problems within the social environment. From the similar angle, Ersen, Kaya, and Meydanoglu (2010, p. 7) asserted that social entrepreneurship is a type of enterprise that focuses on social problems rather than profit maximization, as he revealed the difference between the terms social entrepreneurship and entrepreneurship.

3. Methodology

The purpose of this study is to explore the research gap in social entrepreneurship in gastronomy tourism. In order to reach that aim, bibliometric analysis is chosen as the amount, distribution and contents of the various studies related to social entrepreneurship and gastronomy tourism are studied and a detailed table is derived as a summary of the related research. More precisely, this study has a descriptive design and foremost aim of this research is to declare systematic information of secondary research about social entrepreneurship researches within the gastronomy tourism.

As being a popular qualitative research method especially in nowadays; bibliometric technique is preferred for this research to analyze secondary data by using selected field related keywords. The research in subject area consistent on 25 different searching keywords that determined to get the correct articles for analysis (as presented in Figure 1); "social entrepreneur" and "culinary", "social entrepreneur" and "food", "social entrepreneur" and "foodie", "social entrepreneur" and "gastronomy", "social entrepreneur" and "restaurants", "social entrepreneurship" and "culinary", "social entrepreneurship" and "food", "social entrepreneurship" and "foodie", "social entrepreneurship and "gastronomy", "social entrepreneurship" and "restaurants", "social enterprise" and "culinary", social enterprise" and "food", "social enterprise" and "foodie", "social enterprise" and "gastronomy", "social enterprise" and "restaurants", "social business" and "culinary", "social business" and "food", "social business" and "foodie", "social business" and "gastronomy", "social business" and "restaurants".

Figure 1
Searched keywords

SOCIAL	entrepreneur	AND	culinary
	entrepreneurship		food
	enterprise		foodie
	business		gastronomy
			restaurants

*Searched in TI Title.

**Source types: Academic journal.

These selected keywords acted as a search items for articles title section to get more accurate articles for the reach the aim of the research. Also within this study, "Web of Science", "Emerald", "EBSCO",

"Elsevier", "Scopus" databases are used to select journals to find the suitable articles for bibliometric analysis. Using the keywords in article title area (TI), in total 20 articles are found suitable for the research analysis purpose. Since some articles contain both keywords they are placed into only one section. The analysis is conducted by thorough examination of these articles and classification of them respectively under the titles of name of the publication, authors and year, research methodology chosen and summary of results. Table 1 shows the related keywords and number of articles in the literature.

Table 1
Keywords and number of articles in the literature

Keywords			Frequency	Keywords			Frequency
Social entrepreneur	AND	Culinary:	0	Social entrepreneurship	AND	Culinary:	0
		Food:	3			Food:	3
		Foodie:	0			Foodie:	0
		Gastronomy:	0			Gastronomy:	1
		Restaurants:	0			Restaurants:	0
Social enterprise	AND	Culinary:	0	Social business	AND	Culinary:	0
		Food:	9			Food:	3
		Foodie:	0			Foodie:	0
		Gastronomy:	0			Gastronomy:	0
		Restaurants:	1			Restaurants:	0

4. Findings

Although the references to topic social entrepreneurship dates back to 1985's (Granados et al., 2011), the social entrepreneurship studies in the field of gastronomy are very recent and rather rare. Altogether, 20 articles are found with key word combinations searches as; social entrepreneur and food, social entrepreneurship and food / gastronomy, social enterprise and food / restaurants and lastly social business and food. The search of related literature with the keyword combinations of; "social entrepreneur" and "culinary", "social entrepreneur" and "foodie", "social entrepreneur" and "gastronomy", "social entrepreneur" and "restaurants", "social entrepreneurship" and "culinary", "social entrepreneurship" and "foodie", "social entrepreneurship" and "restaurants", "social enterprise" and "culinary", "social enterprise" and "foodie", "social enterprise" and "gastronomy", "social business" and "culinary", "social business" and "foodie", "social business" and "gastronomy", "social business" and "restaurants", led to 0 results indicating the huge gap in the field. Table 2 shows the detailed bibliometric table covering social entrepreneurship in gastronomy tourism articles with the searched keywords on the left column, followed by the year, authors and the name of the publication. The methodology and the results summary as conclusion consist of the last columns of the table.

Table 2
Detailed bibliometric table covering social entrepreneurship in gastronomy tourism articles

Keyword	Year	Title of study	Author(s)	Methodology	Results summarized as conclusion
Social entrepreneur & culinary	X	X	X	X	X
Social entrepreneur & food	2015	Are farmers in alternative food networks social entrepreneurs? Evidence from a behavioral approach	Giuseppina Migliore, Giorgio Schifani, Shadi Hashem, Luigi Cembalo	Mixed methods: survey-questionnaire / face to face interview	The study demonstrates that two types of farmers participate in Alternative Food Networks. One type is more commerce focus whereas the other is closer to social entrepreneurial approach.

Table 2 Continued

Keyword	Year	Title of study	Author(s)	Methodology	Results summarized as conclusion
Social entrepreneur & food	2017	Creating social value through social enterprise marketing: Case studies from Thailand's food-focused social entrepreneurs	Sorawadee Srivetbodee, Barbara Igel, Suthisak Kraisonsuthasinee	Qualitative research method: multiple case study approach (5 case study)	Paper emphasizes that; social entrepreneurs' marketing strategies in creating social value for societies. Once successfully implemented the benefits go beyond entrepreneurs producers and society.
Social entrepreneur & food	2018	Fairness in alternative food networks: An exploration with Midwestern social entrepreneurs	Mary Margaret Saulters, Mary K. Hendrickson, Fabio Chaddad	Qualitative research method: multiple case study approach (4 case study)	It was stated that the dominant industrial food system is not required as a fair food, though, it is not possible to arrive to a generally accepted definition of fair food. Results state the characteristics of a fair food system including transparency and a reliable producer market.
Social entrepreneur & foodie	X	X	X	X	X
Social entrepreneur & gastronomy	X	X	X	X	X
Social entrepreneur & restaurants	X	X	X	X	X
Social entrepreneurship & culinary	X	X	X	X	X
Social entrepreneurship & food	2019	The intersection of social and economic value creation in social entrepreneurship: A comparative case study of food hubs	Tatevik Avetisyan, R. Brent Ross	Qualitative research method: comparative case study for food hubs	Systematic analysis of four different organizational food hubs indicated that; they are all simultaneously focusing on social and economic value creation. Thus their social value proposition is different.
Social entrepreneurship & food	2019	Social entrepreneurship and social movement learning: A reflective account of the history of the TPSS food cooperative	Neal E. Chalofsky	Qualitative research method: reflective approach	The history of TPSS gives a lesson for social entrepreneurs. It is that the larger the organization became, the less it focused on its' social purposes. Focusing on more "the business" may be detrimental to social mission and also, HRD professionals could assist in creating identity that would help the participants advance their cause.
Social entrepreneurship & food	2014	Applying the positive theory of social entrepreneurship to understand food entrepreneurs and their operations	Carol Kline, Neha Shah, Heather Rubright	Qualitative research method: semi-structured interview (w/ three food entrepreneurs)	Results indicated that; all food entrepreneurs are enthusiastic and their traits are associated with value creation for society.
Social entrepreneurship & foodie	X	X	X	X	X
Social entrepreneurship & gastronomy	2018	Hope in gastronomy: as an example of social entrepreneurship "Hayata Saril Lokantasi"	Onur Ozden, Serdar Sunnetcioglu, Ferah Ozkok	Qualitative research method: case study	In this case, in addition to providing aid the entrepreneurship creates social value by providing food support, physiological support, employment opportunity and vocational training.
Social entrepreneurship & restaurants	X	X	X	X	X

Table 2 Continued

Keyword	Year	Title of study	Author(s)	Methodology	Results summarized as conclusion
Social enterprise & culinary	X	X	X	X	X
Social enterprise & food	2017	Social enterprise, sustainability and community in post-earthquake Christchurch: Exploring the role of local food systems in building resilience	Tracy Berno	Qualitative research method: quasi-case study	Results indicated that; four social entrepreneurs gathered for networked local food system initiation to contribute to community resilience in the post-earthquake context in Christchurch.
Social enterprise & food	2018	The role of social enterprise in food insecurity among asylum seekers	Bronte Claire Haines, Fiona Helen McKay, Matthew Dunn, Kehla Lippi	Mixed methods: survey - questionnaire / semi structured interviews	The research indicated that; food justice truck program is able to provide positive impacts as social settings.
Social enterprise & food	2018	Food-based social enterprises and asylum seekers: The food justice truck	Fiona H. McKay, Kehla Lippi, Matthew Dunn, Bronte C. Haines, Rebecca Lindberg	Qualitative research methods: case study / semi-structured interviews	Results indicated that; even though FJT may provide social connection and positive experiences has drawbacks of creating power in balance.
Social enterprise & food	2017	Eating at the limits: Barriers to the emergence of social enterprise initiatives in the Australian emergency food relief sector	Benjamin Wills	Mixed methods: in-depth interviews / pilot surveys	Results of the study show that; investigated barriers formation of community supermarkets in Australia through government and voluntary sector failure.
Social enterprise & food	2019	The impact of social enterprise on food insecurity – An Australian case study	Rebecca Lindberg, Julia McCartan, Alexandra Stone, Ashleigh Gale, Alice Mika, Marina Nguyen, Sue Kleve	Mixed-method design: application on a case study	Results of the study implies that; social enterprises like the community grocer may help the solution to food insecurity by promoting food security through low cost and nutritious food offerings.
Social enterprise & food	2018	Social enterprise to social value chain: Indigenous entrepreneurship transforming the native food industry in Australia	Danielle Logue, Alexandra Pitsis, Sonya Pearce, John Chelliah	Qualitative research method: case study	This is a case study for teaching purpose which maybe designed for various social entrepreneurship, innovation strategy and management courses. It is an introductory case where social entrepreneurship model may be developed.
Social enterprise & food	2010	Fighting hunger through innovation: evaluation of a food bank's social enterprise venture	Jo Anna Popielarski, Nancy Cotugna	Qualitative research method: project case study	This case study called The Market was designed to minimize the hunger in Delavare US. During the recession period this project proved to sustain itself.
Social enterprise & food	2016	A study of food enterprises' awareness and behaviors for social responsibility	Weimei Zhang	Quantitative research method: survey - 376 questionnaires are used	Results indicated that Chinese Food Enterprises social responsibility awareness is low and they show behave passively.
Social enterprise & food	2017	The governance features of social enterprise and social network activities of collective food buying groups	Tom Dedeurwaerdere, Olivier De Schutter, Marek Hudon, Erik Mathijs, Bernd Annaert, Tessa Avermaete, Thomas Bleeckx, Charlotte de Callatay, Pepijn De Snijder, Paula Fernández-Wulff, Hélène Joachain, Jose-Luis Vivero	Qualitative research method: field interviews/ quantitative research method: 104 semi structured questionnaires	The study results implied the existence of different governance needs related to the social enterprise component and the social network component.
Social enterprise & foodie	X	X	X	X	X

Table 2 Continued

Keyword	Year	Title of study	Author(s)	Methodology	Results summarized as conclusion
Social enterprise & gastronomy	X	X	X	X	X
Social enterprise & restaurants	2018	Restaurants' social enterprise business model: Three case studies	Carly Dickerson, Ahmed Hassaniien	Qualitative research method: 3 case study	Study results imply that restaurants as social enterprises face many challenges like maintenance of long-term funding, difficulty achieving customer loyalty, necessary of continuous alteration and the contradiction of social model requirements and profitability.
Social business & culinary	X	X	X	X	X
Social business & food	2018	Inclusive innovation and the role of technological capability building The social business Grameen Danone Foods Limited in Bangladesh	Jahan Ara Peerally, Claudia De Fuentes, Paulo N. Figueiredo	Qualitative research method: longitudinal approach / single case study / abductive method	Grameen Danone Foods limited case study indicates that the role of technological capability is vital for inclusive innovation. Inclusiveness effect is increased by unpredictable positive spillovers and using various inside and outside resources.
Social business & food	2013	Social business and Grameen Danone Foods Limited	G.D. Sardana	Qualitative research method: exploratory study	The paper concludes highlighting the challenges GDFL faces and possible solutions.
Social business & food	2009	Social responsibility, business strategy and development: The case of Grameen-Danone Foods Limited	Asad Ghalib, Farhad Hossain, Thankom Arun	Qualitative research method: case study	Case of GDFL is analyzed and compared with various social businesses in dairy sector. GDFL is an important social entrepreneurship business which helps minimizing poverty and creates new employment opportunities.
Social business & foodie	X	X	X	X	X
Social business & gastronomy	X	X	X	X	X
Social business & restaurants	X	X	X	X	X

The table shows that social entrepreneurship in gastronomy tourism is just getting popular since there is one study on 2009 and another one on 2010, it starts getting scholarly attention by the year 2015. It is also understood that for the methodology qualitative research with multiple and comparative case study is chosen for almost all the related analyzed articles. The articles mostly define the know-how of the case applications, compare different applications in accordance of implications and social value as provided benefits and concluding with suggestions for better implications.

5. Conclusion

This paper presents results of a bibliometric analysis of social entrepreneurship literature in gastronomy tourism by summarizing the literature in detail and emphasizing the research gap. Results of the bibliometric study shows that social entrepreneurship in gastronomy tourism is just getting popularity and even though there is one study on 2009 and another one on 2010, it indeed started getting scholarly

attention by the year 2015. Yet, there still exists a considerable amount of gap, since, within the related literature when the keywords are searched as; "social entrepreneur" and "culinary", "social entrepreneur" and "foodie", "social entrepreneur" and "gastronomy", "social entrepreneur" and "restaurants", "social entrepreneurship" and "culinary", "social entrepreneurship" and "foodie", "social entrepreneurship" and "restaurants", "social enterprise" and "culinary", "social enterprise" and "foodie", "social enterprise" and "gastronomy", "social business" and "culinary", "social business" and "foodie", "social business" and "gastronomy", "social business" and "restaurants", 0 results are attained. For words food and social entrepreneur entries there are 3 articles, social entrepreneurship and food again 3 articles, social entrepreneurship and gastronomy 1, social enterprise and food 9 articles, social enterprise and restaurant 1 and finally social business and food there are 3 articles adding up to 20 articles in total which is rather small, indicating the significant research gap in the area.

Interestingly, for the methodology qualitative research with multiple and comparative case study is chosen for almost all the related articles. This might be due to the characteristics of the research topic and novelty, and yet, rarity of true to life gastronomical social innovation applications.

This original study provides an objective summary of the main contributors scholarly work on the field of social entrepreneurship in gastronomy tourism and evolution of the title's scientific impact and visibility. The significance of this study relates to the indicated research gap which may be a road map for future studies. The results offer valuable insights and help understanding and make predictions on research trends of social entrepreneurship's future development in the gastronomy tourism. It is recommended to future authors to apply the case study in different geographies as various location applications, choose methodology other than qualitative research and case study and work on the key words that led to 0 results indicating no research is conducted in those. It is understood that the articles analyzed mostly define the know-how of the case applications, comparison of them according to their implications and provided benefits and suggestions for improvement. As a conclusion, it is suggested that they may be used as benchmarks for similar business launches in other regions or countries.

Important limitation to the to the bibliometric analysis methodology lies in the fact of basing it only on articles published in journals indexed in Web of Science", "Emerald", "EBSCO", "Elsevier", "Scopus" databases thus excluding the other types of outlets, like textbooks and chapters.

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