

**For Immediate Release**  
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## **Global tourism entrepreneurship event explores challenges of growing industry**

WATERLOO – The NeXt Research Centre in the Laurier School of Business & Economics will host an international conference on Tourism Entrepreneurship at Wilfrid Laurier University, April 26-27.

The symposium, which will investigate the new field of tourism entrepreneurship research, has attracted delegates from around the world, including the United Kingdom, Ireland, Italy, the United States, the Philippines, Macao, South Africa and Kenya. The event will examine several entrepreneurial themes, including organizational performance, external influences, rural entrepreneurship, nascent entrepreneurship, networks and the characteristics of an entrepreneur.

Dr. Alison Morrison, hospitality management professor at the University of Surrey, is the keynote speaker for the event. A distinguished scholar in the field of entrepreneurship, tourism and hospitality, Morrison will open the discussion with a presentation titled, *Tourism Entrepreneurship: Worlds, Voices and Truths*.

“Alison’s support for this conference indicates the timeliness and relevance of this issue,” said Laurier human geography professor Dr. Barbara Carmichael, organizer of the event. “This is the first time a group of international researchers have come together to explore this topic.”

A panel discussion on the challenges and future prospects of the tourism entrepreneurship industry in Southern Ontario will be held Tuesday, April 27 starting at 7:30 a.m. in Laurier’s Senate and Board Chamber. The panel will be moderated by Bill Allen, president of the Tourism Industry Association of Ontario, and will include panellists Mark Bingeman, general manager of Bingemans Inc., Alex Mustakas, artistic director and chief entertainment officer of Drayton Entertainment, and Rob Thorburn Sr., chairman and owner of Scenic Caves Nature Adventures. Tickets are \$35. To register, please visit [http://www.wlu.ca/page.php?grp\\_id=505&p=16342](http://www.wlu.ca/page.php?grp_id=505&p=16342) or call Susan Chilton at 519-884-0710 ext. 2130 for more information.

Registration for the 2010 NeXt Conference is \$135 and \$75 for students. To register, please visit [http://www.wlu.ca/page.php?grp\\_id=505&p=15463](http://www.wlu.ca/page.php?grp_id=505&p=15463) or call Patrycja Gadomski-Cebo at 519-884-0710 ext. 3280 for more information.

Founded in 2004, the mandate of the NeXt Research Centre is to support research in entrepreneurship, areas of high-technology incubation and the promotion and support of nascent entrepreneurship. The mission of the centre is to develop and sponsor research linkages and share and discuss the implications of this research with industry and government representatives.