

Special Issue

Digital Entrepreneurs in Tourism and Hospitality: Human Resources Challenges and Opportunities in the Tech Era

Message from the Guest Editors

We are pleased to invite you to contribute to this Special Issue of *Merits*, entitled “Digital Entrepreneurs in Tourism and Hospitality: Human Resources Challenges and Opportunities in the Tech Era.” This Special Issue aims to provide valuable insights into the HR challenges and opportunities faced by digital entrepreneurs operating in the rapidly evolving tourism and hospitality sectors. The focus of this Special Issue is on understanding how digital entrepreneurs recruit, manage, and retain talent in an increasingly virtual and competitive environment. Authors are encouraged to submit interdisciplinary, empirical, theoretical, or conceptual contributions that address the current challenges or the explore future opportunities for HRM in digitally driven entrepreneurial environments. Submissions that offer comparative perspectives, industry-specific case studies, or cross-cultural analyses are particularly encouraged. Contributions should aim to inform policy, practice, or future research by addressing the strategic and operational dimensions of HRM in the context of digital entrepreneurship. We look forward to receiving your contributions.

Guest Editors

Dr. Christos Kakarougkas
Prof. Dr. Theodoros Stavrinoudis
Dr. Iason Koufodontis

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About the Journal

Message from the Editor-in-Chief

People at work is the focus of *Merits*, an international, peer-reviewed open access journal. We focus on contemporary research issues related to enabling people at work to thrive. *Merits* recognizes the importance of investing in human performance, so includes the exploration of talent development modalities and frameworks, people analytics, and issues related to coaching and mentoring. We invite your contribution to the field.

Editor-in-Chief

Prof. Dr. Gabriela Topa
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