

**TITLE:        Developing an Interdisciplinary Applied Research Agenda  
                 in Enterprise Development & Tourism**

**HOST:        Mark Milstein and Megan Epler Wood**

**DATE:        March 8, 2013**

ABSTRACT: The topical lunch, led by Mark Milstein (Johnson) and Senior Professional Fellow Megan Epler Wood, will focus on efforts to develop an interdisciplinary applied research agenda in the tourism-related fields of destination management, community enterprise development, small and microenterprise development and management in rural areas and buffer zones of protected areas, and hotel supply chain management intended to create markets and enterprise that alleviate poverty and benefit those in need in developing regions.