

Exploring the Factors Affecting Entrepreneurship in Tourism Sector

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Abstract *Entrepreneurship plays a very important role in earlier stages of tourism development which makes many governments around the world believe that entrepreneurship is the key to economic development. This study investigates the opportunities, challenges and education system's role to developing entrepreneurship in the tourism industry in Egypt as a developing country. The research is based upon a questionnaire survey distributed to relevant employees in public government authorities' related to entrepreneurship. Structural equation modeling is used to examine the relationships between opportunities, challenges, tourism entrepreneurship education, and entrepreneurship development of tourism sector. The results indicate entrepreneurship activation in tourism industry is significantly contributing to tourism sector development. This study is useful for policymakers who wish to do their best to improve tourism entrepreneurship in developing countries.*

Keywords: *Entrepreneurship, Tourism, Education, Developing Country, Egypt*

INTRODUCTION

Entrepreneurship is the key to economic development, in both developed and developing countries, and tourism entrepreneurship is vital to destination and community development (Alhroot & Alhroot 2013; Nongsiej & Shimray, 2017). It is now widely recognized that the promotion of entrepreneurship is not only necessary for a healthy economy but also critical for sustaining prosperity and creating new jobs (Kumar et al., 2015; Kim-Soon, et al., 2018).

In general, the literature and academic research on tourism and hospitality entrepreneurship topic in developing countries is scarce and remains understudied and dispersed (Deale, 2016; Khan & Krishnamurthy, 2016). In most less developed countries, there are no clear strategies for development in general and tourism in particular, and tourism has not been integrated with other economic sectors (Manuere et al., 2013; Okharedia, 2017). Hence, to advance the rising of tourism entrepreneurship, more systematic knowledge accumulation is needed (Séraphin, 2013; Solvoll, et al., 2015). Therefore, the encouragement of entrepreneurial

activities is recommended as a way to stimulate economic growth. Consequently, national incentives and education programmes should be developed to stimulate new venture development to be easily accessed and tailored to fit the needs of youth (Olafsen & Cook, 2016). This study aims to investigate the opportunities, challenges and the education system of entrepreneurship in the tourism sector and how these factors encourage entrepreneurship to help develop the tourism sector. This study is useful for policy-makers who plan to develop the tourism sector and encourage tourism graduates to start-up their own businesses and help develop the sector in addition to decreasing the unemployment rate.

LITERATURE REVIEW

Opportunities of Entrepreneurship in Tourism

Governments face resource constraints in providing basic services to their citizens. Therefore, various models of public sector support small enterprises to emerge in industrialized

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countries over the past two decades and have begun to spread it in the developing world over the past ten years (Agapitova, et al., 2017; Marire & Dhurup, 2018). The entrepreneurial system is a relatively favourable environment for small firms and/or individual entrepreneurs and is a driving force for the competitiveness of the economy (Jochaud, 2014; Deale, 2016; Iglesias-Sánchez et al., 2016; Omoruyi, et al., 2017).

The Egyptian government is trying through different governmental entities to support small and micro enterprises, motivate citizens to enter the labour market through their own projects, and spread the culture of entrepreneurship, in addition to providing an integrated package of financial and non-financial services (Samy, 2017; MSMEs Development Agency, 2018).

In 2016, the Egyptian government, via the Central Bank of Egypt (CBE), obliged Egyptian banks to give out 20% of their total loans portfolio to small and medium enterprises (SMEs). This is to provide 350,000 SMEs with EGP 200 billion in four years starting from 2017 at 5% interest rate. The CBE's statement included redefining SMEs to include companies that make EGP 50,000 as annual revenues (Sustainable Development Strategy, 2016; CBE regulation concerning SME's, 2017; Egypt, 2017).

Moreover, CBE launched a tourism initiative to support the tourism sector in 2013. In particular credit facilities granted to customers, to finance the activities of tourism projects (The Central Bank of Egypt, 2018).

Furthermore, Egypt started to prepare for the sustainable development strategy (SDS) where 'Egypt vision 2030' is published by the Ministry of Planning (El-Megharbel, 2015; The Acumen Consulting, 2016). One main goal of the strategy is to reduce the unemployment rate to 5 percent.

The Strategy suggested some clusters to achieve the ambitious economic goals (The Acumen Consulting, 2016; Sustainable Development Strategy, 2016). One cluster is mindset/approach to support domestic industries. This cluster engages SMEs, encompasses the informal sector & promotes entrepreneurship & innovation. In addition, it includes a legislative reform to improve the investment climate and provides greater visibility to potential investors. Furthermore, the strategy invests heavily in the notion of better education and better educational results by focusing on delivering an improved education experience at basic education, higher education and even technical & vocational education. These strategies taken by the government represent some opportunities to encourage entrepreneurship and improves its role in developing the tourism sector.

Challenges of Tourism Entrepreneurship

According to World Bank development indicators about Egypt, in the previous decade, Egypt's population increased and reached 97.55 million in 2017 with a population growth

rate ranging from 1% to 2% (World Bank Group, 2018). This led to the inability of the labour market to produce enough job opportunities (Ahmad & Abdel-Aziz, 2015; World Bank Group, 2018).

According to the Global Competitiveness Report (GCR) and Global Competitiveness Index (GCI) (2017-2018), Egypt needs to improve its education system, and labour market efficiency (Schwab & Sala-i-Martin, 2018). The report showed that there are several factors that may cause problems when doing business in Egypt such as policy instability, inflation, bureaucracy, inadequately educated workforce, and access to financing (The Arab World Competitiveness Report, 2018; The Global Competitiveness Index, 2018). These problems form a set of challenges to encourage entrepreneurship and maximize its role in economic development across all sectors of the country (Acs et al., 2018).

Entrepreneurship Education in Tourism

Many studies have found that there is a positive relationship between human capital and economic development (e.g., Forouzandeh, et al., 2015; Houghton, 2017; Laplume, 2017; Olugbola, 2017; Ali, et al., 2018). Different countries have invested in various entrepreneurship programmes and initiatives in order to develop students' skills and knowledge to see whether students can exploit untapped business opportunities (Hattab, 2014; El-Farra, 2016; Olugbola, 2017).

According to Hattab (2014), El-Farra (2016) and Daniel (2017) the main objectives of entrepreneurship education (EE) are to transform the students' state of behaviours and even intentions to develop their mindsets, skills and capabilities that make them understand entrepreneurship, to become entrepreneurs. Moreover, Chang and Rieple (2013) and Ahmad and Abdel-Aziz (2015) suggested that there are three main objectives for effective entrepreneurship education: developing a wide understanding of entrepreneurship, acquiring an entrepreneurial mindset, and teaching how to start and operate an enterprise effectively. Zhou and Xu (2012) and El-Farra (2016) added that the primary purpose of entrepreneurship education is supporting everyone in day-to-day life at home and in society and providing a foundation for entrepreneurs establishing a social or commercial activity. Thus, entrepreneurship education programmes seek to enhance individual characteristics, to promote a more entrepreneurial culture, and preparing an entrepreneur, who may become self-employed and owner of an enterprise.

Tourism Entrepreneurship

Entrepreneurship is considered a critical factor in tourism development, both regionally and globally, where tourism

entrepreneurship has been recognised as the basic way to provide strategic support for maintaining business development (S raphin et al., 2013; Forouzandeh et al., 2015; Solvoll, 2015; Nongsiej & Shimray, 2017). So, there are relationships between tourism industry and entrepreneurship where both are positively related to each other and in certain tourist areas they are supplement to each other (S raphin et al., 2013; Jaafar et al., 2015; Solvoll, 2015; Sheikh, 2015; Esfandiar et al., 2016).

Tourism entrepreneurship is the field that can flourish the country as well as bring development to a society (Ling, 2015). It can be defined as the professional application of knowledge, skills and competencies and/or of monetizing a tourism related new idea, by an individual or a set of people by launching new enterprise or diversifying from an existing one, thus, to pursue growth while generating wealth, employment and social good (Khanka, 2006).

The evolution of tourism at a particular destination is determined by the entrepreneur's role as an agent of change (Alsharif, 2015; Molina, et al., 2015). The entrepreneurial profile of economic agents has been acknowledged as a very important dimension to be studied in tourism development and contributing of the country development (Jaafar et al., 2011; Bohn, 2013; Ling, 2015). In addition, small to medium-sized enterprises (SMEs) in tourism and hospitality businesses require a great deal of entrepreneurship, particularly in rural and ethnic communities where multinational firms and international hotel chains are less likely to invest for their relatively small economic opportunities (Chang, 2011; Sheikh, 2015). Sometimes small business owners in the tourism sector have been referred to as lifestyle (Bohn, 2013; Jaafar et al., 2015).

As stated by Alhroot and Alhroot (2013) the characteristics of entrepreneurship tourist that each successful tourism entrepreneur adds some features not only for himself/herself but for his district and his country as a whole.

Conceptual Framework and Hypotheses Development

Based on the literature review of entrepreneurship and the factors affecting the development of entrepreneurship in tourism sector, the conceptual framework of the current study has been developed. The framework has three antecedents of entrepreneurship in tourism sector. These are opportunities of entrepreneurship, challenges, and entrepreneurship education in tourism. These three factors have been investigated to measure their impact on promoting and activating entrepreneurship in tourism sector and how this activation of entrepreneurship could help develop tourism sector (Fig. 1).

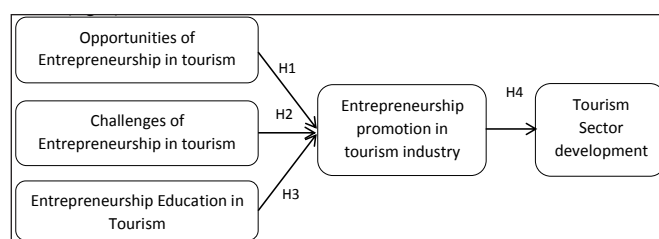


Fig. 1: Research Framework and Hypotheses

From Fig. 1, four hypotheses were developed as follows:

- H1. Opportunities of entrepreneurship have a positive effect on entrepreneurship promotion in tourism sector.*
- H2. Challenges of entrepreneurship have a negative effect on entrepreneurship promotion in tourism sector.*
- H3. Entrepreneurship education in tourism has a significant effect on entrepreneurship promotion in tourism sector.*
- H4. Promoting entrepreneurship in tourism sector has a significant effect on developing the sector.*

RESEARCH METHODS

The deductive approach employing quantitative method was used in this study to test the hypothesized model. There are five constructs in the proposed research model (Fig. 1): opportunities, challenges, and entrepreneurship education, entrepreneurship promotion in tourism industry, and tourism sector development. The constructs are measured using a questionnaire form directed to relevant employees responsible for entrepreneurship activities in public authorities in Egypt. Statements used to measure the research constructs were developed from the literature review and a five-point Likert scale (1=strongly disagree to 5=strongly agree) was used to estimate the respondents' perceptions.

The initial questionnaire form was designed in the English language. It is checked by a panel of academics to ensure it measures what it should do. For the validity issues, the form then translated back into the Arabic language to ensure questions comprehensibility. Once more, the Arabic copy was translated back into English language to be compared with the original version. After that, the questionnaire was piloted on 25 random employees to check its validity. The form included twelve opportunities of entrepreneurship in tourism, eight challenges in addition to six statements on the role of tourism entrepreneurship education, three statements for entrepreneurship promotion in tourism industry and three statements for the role of entrepreneurship in development of tourism sector in Egypt.

The population of the study included relevant employees in government authorities and international banks including Ministry of Investment and International Cooperation (MIIC)

– Medium, Small and Micro Enterprises Development Agency (MSME), Social Fund for Development,– National Project for Community, Human and Local Development (Mashro3ak) – National Bank of Egypt, Banque du Caire, Banque Misr, Arab African International Bank, Housing and Development Bank, NSB Bank representatives of The Central Bank of Egypt, The Ministry of Social – National Council for Women, Ministry of Youth and Sports (Central Administration of Projects and Youth), Fayoum Directorate of Youth and Sports, and Fayoum governorate). A purposive sample was employed to select relevant employees. 169 respondents have been reached and 169 valid questionnaires were collected to be used for statistical analysis. To test the research hypotheses, structural equation modelling, the advanced multivariate technique was used. WarpPLS software is used for analysis purposes. Results were used to draw conclusions

FINDINGS

The Measurement Model

Table 1 shows the standardized loadings of indicators, Cronbach's alpha (CA), composite reliability (CR), Average Variance Extracted (AVE) of constructs and Square Root of AVEs. The coefficient of internal consistency of scale reliability (Cronbach's alpha) and the composite reliability (CR) values were greater than .7 for all constructs. Thus, the internal consistency of the constructs used in this study is evident. Additionally, each construct's AVE is larger than 0.5 which leads to the existence of convergent validity. On the other hand, discriminant validity was investigated by comparing the square roots of the AVE for each construct with the correlations and it was greater than correlations among constructs which is evidence of discriminant validity.

Table 1: The Measurement Model

Construct/Indicator	Loading	($\bar{\rho}$)	CA	AVE	$\sqrt{\text{AVE}}$
Opportunities of Entrepreneurship in Tourism		0.909	0.923	0.501	0.708
Government simplifies legislations related to the registration and operation of new enterprises.	0.752				
Government supports new and growing firms as a genuine priority at national level.	0.753				
The Government cooperates with non-governmental organizations to increase awareness of entrepreneurship.	0.771				
Government has set up various types of funding schemes to encourage entrepreneurship.	0.695				
Financial institutions give out loans with reasonable interest rates for new firms.	0.636				
Financial institutions give credit to start-up companies.	0.696				
Government offer direct subsidies, fiscal incentives to encourage new enterprises.	0.654				
Government presents marketing support to entrepreneurs and new enterprises.	0.730				
Government plans to train small entrepreneurs on different work condition.	0.739				
Government initiatives help starting up companies to increase its success opportunities in the market.	0.664				
Government procurement inject large amount of resources to the entrepreneurial process.	0.741				
The tourism entrepreneurship sector is included in government development agendas.	0.648				
Challenges of Entrepreneurship in Tourism		0.866	0.895	0.519	0.720
Lack of political and economic stability.	0.757				
High taxes and insufficient data on projects.	0.755				
High inflation and its impact on project profitability and competitiveness.	0.786				
Take a long time and multiple procedures to obtain funding and financial support.	0.671				
The difficulty of administrative procedures to obtain loans from banks to start-up enterprises.	0.734				
Too many administrative procedures and obligations to get funds.	0.745				
Youth belief that entrepreneurship is too difficult task and risky.	0.585				
Weak Entrepreneurship education and lack of management skills to manage emerging enterprises.	0.710				

Construct/Indicator	Loading	($\bar{}$)	CA	AVE	$\sqrt{\text{AVE}}$
Entrepreneurship Education		0.850	0.889	0.574	0.758
The university education encourages develop the creative ideas for being an entrepreneur.	0.674				
The university provides the necessary knowledge about entrepreneurship.	0.842				
The university develops the students entrepreneurial skills and abilities.	0.830				
Education helps to raise awareness of the concept of entrepreneurship and its importance to the community.	0.734				
Educational institutions collaborate with industry as a part of Entrepreneurial introduction.	0.734				
There is a focused business training for young entrepreneurs.	0.717				
Entrepreneurship Activation		0.770	0.867	0.686	0.828
There is an impressive progress in reforming and investment policies in recent years to encourage entrepreneurship.	0.790				
There is a significant number of tourism graduates present their business ideas and approved to start up their business.	0.822				
Generally, there is a significant increase in the number of young entrepreneurs in various fields.	0.870				
Tourism Sector Development		0.851	0.910	0.770	0.878
Entrepreneurship is a viable strategy for the development of tourism economy.	0.863				
Promoting entrepreneurship in tourism sector helps build a future innovative generation leader who can help develop the sector in an innovative way.	0.884				
Entrepreneurship promotes and attracts tourism investment.	0.886				

Note: AVE: Average Variance Extracted; Square Root AVE, CA: Cronbach’s Alpha, CR: Composite Reliability

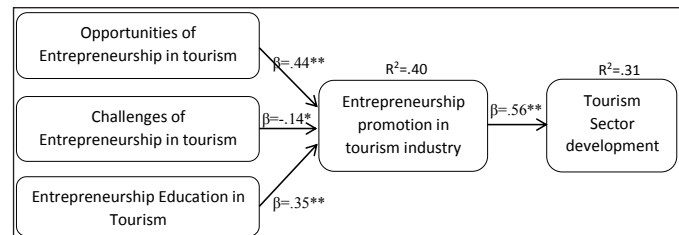
STRUCTURAL MODEL

Structural Model is the causal and regression weights of theoretical independent variables on dependent variables. For the model fit indices, APC = 0.372, P < 0.001, ARS = 0.356, P < 0.001, AARS=0.348, P < 0.001, AVIF=1.067, AFVIF = 1.416, and large Tenenhaus GoF = 0.466, (SPR) = 1.000, (RSCR) = 1.000, (SSR) = 0.750, (NLBCDR) = 0.750 which all falls within target values.

It is revealed that from Fig. 2 that the opportunities of entrepreneurship in tourism is positively affecting the entrepreneurship promotion in tourism industry ($\beta_{opp \rightarrow act} = 0.44$ and P < .01) (H1 is supported), challenges facing tourism entrepreneurship is negatively affecting entrepreneurship activation in tourism industry ($\beta_{chal \rightarrow act} = - 0.14$ and P < .01) (H2 is supported), entrepreneurship education in tourism is positively affecting entrepreneurship promotion in tourism industry ($\beta_{edu \rightarrow act} = 0.35$ and P < .01) (H3 is supported).

To sum up, the three constructs in the model (opportunities, challenges, and education entrepreneurship) are significantly affecting entrepreneurship promotion in tourism industry. These three factors explain 40% of the variance in entrepreneurship promotion in tourism industry. In turn, the entrepreneurship promotion of entrepreneurship in tourism industry is positively affecting the development of tourism and hospitality sector ($\beta_{act \rightarrow dev} = 0.56$ and P < 0.1) (H4 is supported), and explains 31% of the variance in tourism sector development.

It is clear that β values for opportunities and education are low reflecting the need to improve opportunities and education to alleviate entrepreneurship.



* Is significant at 5% and ** is significant at 1%.

Fig. 2: The Structural Research Model

DISCUSSION OF FINDINGS

Critically analyzing the revealed findings, it is clear that the opportunities of entrepreneurship in tourism are the highest factor affecting entrepreneurship promotion in tourism industry. This revealed that government does their best to simplify legislation related to the registration and operation of new enterprises, which is agreed with Omoruyi, et al. (2017). In addition, government promotes the culture of participatory management within organizations and institutions and support new and growing firms as a genuine priority at the national level. This is in line with Jochaud (2014). Then, it is found that the government cooperates

with non-governmental organizations to increase awareness of entrepreneurial activities in society (Ahmad & Abdel-Aziz, 2015).

Subsequently, it is expected that government has set up various types of funding schemes to encourage entrepreneurship, and financial institutions (banks) give out loans with reasonable interest rates for new firms, in addition to, giving credit to start-up companies. This is in line with extant studies claiming that governments acts significantly to promote entrepreneurship and support SMEs by assisting and addressing their lack of capital (i.e., Sustainable Development Strategy, 2016; The Central Bank of Egypt, 2018). In addition, it is thought that government offers direct subsidies, fiscal incentives to encourage new enterprises (MSMEs Development Agency, 2018). The government presents marketing support to entrepreneurs and new enterprises and it is planned to train small entrepreneurs on different work condition, in addition to government initiatives could help to start-up companies to increase its success in the market. Moreover, it injects a large amount of resources to the entrepreneurial process. This is in the line with El-Megharbel (2015); Sustainable Development Strategy (2016); Agapitova, et al., 2017; and the Central Bank of Egypt (2018) which illustrate that there are many opportunities that have a significant effect on the promotion of tourism entrepreneurship.

On the other hand, the findings revealed that challenges of entrepreneurship are negatively affecting entrepreneurship promotion in tourism sector. The results revealed the barriers that hinder enabling entrepreneurship including the lack of political and economic stability as one main challenge facing entrepreneurship, which is agreed with Acs, et al. (2018). The high taxes and insufficient data on projects, in addition to, high inflation and its impact on project profitability and competitiveness are a set of barriers that facing entrepreneurship in tourism sector. This result is in line with existing research claiming that there are a lot of taxes and bureaucracy which influence doing business and profitability (The Global Competitiveness Index, 2018). Taking a long time and multiple procedures to obtain funding and financial support was another challenge of entrepreneurship highlighted in this research. In addition, the difficulty of administrative procedures to obtain loans from banks to start-up business is a significant barrier facing entrepreneurship (Jochaud, 2014). Youth's belief, that entrepreneurship is too difficult task and risky, is one of the problems hindering the entrepreneurship. Furthermore, the weak entrepreneurship education and lack of management skills to manage emerging enterprises are other challenges. This finding is in line with Ahmad and Abdel-Aziz (2015); and Schwab and Sala-i-Martin (2018) who found that there is a lack of entrepreneurial education in higher education in Egypt.

One of the most important factors in research contribution to tourism entrepreneurship is entrepreneurship education. This study revealed six perceptions of entrepreneurship education in tourism as perceived by governmental authorities that affecting entrepreneurship enabling in the tourism sector. The respondents assumed that university education encourages develop creative ideas for being an entrepreneur. This finding is in line with the study of El-Farra (2016) about entrepreneurship education in hospitality and tourism. Then, they assumed that the university provides the necessary knowledge about entrepreneurship which is in line with Olugbola (2017). In addition, they thought that the university develops the student's entrepreneurial skills and abilities, education helps raise awareness of the concept of entrepreneurship and its importance to the community. These findings are consistent with a previous study of Hattab (2014). Then, they thought that educational institutions collaborate with industry as a part of the entrepreneurial introduction. Thus, they considered that there is a focused business training for young entrepreneurs, this is in line with Zhou and Xu (2012); Jochaud (2014); and Ahmad and Abdel-Aziz (2015).

To sum up, there is an impressive progress in reforming and investment policies in recent years to encourage entrepreneurship. This is in line with Egypt economic development conference (2015) that shows that Egypt started to prepare a sustainable development strategy to achieve economic growth and increase investment rate. In addition, the entrepreneurship is a viable strategy for the development of tourism economy. This finding is consistent with previous studies specifying the importance of entrepreneurship (i.e., Egypt economic development conference, 2015; sustainable development strategy, 2016; El-Farra, 2016).

Ling (2015); and Jaafar et al. (2015) agree that promoting entrepreneurship in tourism sector helps build a future innovative generation leader who can help develop the sector in an innovative way. In addition, entrepreneurship promotes and attracts tourism investment.

CONCLUSION

In the light of the theoretical framework of the study and through the findings of the empirical results, some recommendations can be developed:

- Government support programmes should be aligned towards enhancing tourism entrepreneurial activity in Egypt.
- Government support for research and development should be expanded by allocating more resources and public investment to encourage R&D efforts. This could be achieved by encouraging research centers in the universities, especially the public ones, to innovate

through dissemination of knowledge, facilitating access to funds, increasing exposure to advanced technologies, and facilitating the commercialization of innovative ideas developed in these centers by building bridges with entrepreneurs.

- Business-related legislations and implementing policies should be reviewed to reduce the tax burden, further streamline procedures for starting a business, and reduce bureaucratic, legal and regulatory barriers to establishing and operating enterprises. Lower taxes and simplified and unified new business registration and licensing procedures are crucial factors in the creation of a more favourable environment for entrepreneurship, new business entries, and growing firms.
- Propaganda campaigns should be carried to promote the entrepreneurship intellectual culture within the society using different media.

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