

# Tourism Entrepreneurship: A Structural Equation Modelling Approach to Understand its Role in Peacebuilding

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**Abstract** *The purpose of this paper is to understand the structural relation that can exist among attitude, subjective norms and perceived behavioral control that explain the Theory of Planned behavior as its antecedents. This approach can help to explicate as to how tourism entrepreneurship can offer support in peace building process in the Kashmir Region. The study uses Exploratory Factor Analysis, Confirmatory Factor Analysis and Structural Equation Modelling for investigating the multivariable relationship. The study finds that attitude, subjective norms and perceived behavioral control are significant in measuring the intentions of entrepreneurs towards peace building process. The study offers research inputs to the academia, industry and policy makers to evolve fresh interventions to mitigate the impact of a long standing conflict in the region. The area under study falls in one of the high risk conflict-prone regions of the world that involves two nuclear armed nations and poses substantial threat to the entire region of South Asia. The study pools a fresh narrative from entrepreneurial perspective that can have a mediating effect on the peace process in the region.*

**Keywords:** *Attitude, Subjective Norms, Perceived Behavioral Control, Tourism Entrepreneurship, Peace Building, Kashmir*

## INTRODUCTION

Political instability and armed conflict have taken a front seat throughout the world in the present day world order (Mattoo & Qureshi, 2016). Political instability is a broader spectrum phenomenon manifesting itself in various forms of political resistance (Alisena et al., 1996; Colomb & Novy, 2016; Richter, 1999), gorilla warfare, state sponsored insurgencies (Bevarnage, 2012; Robinson, 2010), intrastate conflicts (Adeleke, 2008) government failure (Cook, 1990). Political insatiability and conflict have created havoc globally with many countries completely being destroyed (Mattoo & Qureshi, 2016; Verma, 2008).

Political instability has much worse consequences than being speculated at present. Political instability might

not be identical to terrorism, but, it is seen as a stringent driving force towards terrorism (Wieviorka, 1994; Mattoo & Qureshi, 2016). Political instability is one of the main causes of decline in businesses and economic growth. Political instability degrades the key macro level economic variables including employment rate, investments and inflation (Rodrick, 2014), as well as restrict the growth in micro economic determinants including business, enterprises as well as the supply and demand (Matta et al., 2018a ; Sumetie & Watabaji, 2019). It acts as a major barrier between functioning of developmental institutions and economic and financial development (Roe & Siegel, 2011).

Tourism sector is no exception to this phenomenon. Rather, tourism sector is considered as the worst sufferer of the ongoing epidemic of political instability globally (Hall,

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2002). Being a territory sector, tourism sector faces huge fluctuations due to long term political instability (Selvanath, 2007; Fletcher & Morakabati, 2008; Saha & Yap, 2014), as well as is hit by short term political instability in the form of terrorist attacks and armed conflicts (Neumayer, 2004; Pizam & Smith, 2000). Political instability, war crimes and socio-political issues have negative fallout on the tourism businesses (Weir, 2005).

Political instability leads to more grave issues in the form of proxy wars and other malformed versions of war, therefore, it becomes important to understand and act upon the basic factors accelerating the political instability (Singh, 2000). The stability in the political system acts as a gateway to the businesses development, especially the growth of the tourism sector. It is important to understand the socio-political system and its fragility to tactfully consider an appropriate sustainable tourism policy development, planning and its implementation (Issa & Altinay, 2006; Yasarata et al., 2010). Political instability in a region can be managed by evolving a solution and consensus based on the opinion of all the stake holders concerned. The solutions, thus, developed can act as a triggering point for the development of tourism in the region (Altinay et al., 2002), thus, creating the antecedents for the restoration of normalcy. In order to resist the downfall of tourism due to political insatiability, it is important to formulate a collaborative policy and destination management approach for the overall development of tourism (Nassar, 2012).

In the opinion of Amartya Sen (2006), it is not possible for any economy to rise beyond the limits without proper utilization of market and enterprises (Ganson, 2014). The available literature argues that the direct or indirect engagement of private sector enterprises in the peace building process can further strengthen peace in conflict areas (Barbara, 2006). The private enterprises have the potential to act as representatives and can assist in conflict management and peace building in the conflict ridden regions (Morrison 2006; Nelson 2000; Joras 2008; Banfield et al., 2006; Gerson 2001). According to Ganson (2014), commerce and business can negate the effect of instability and war.

It is important to understand and consider the view points of various stake holders in peace building process. Rather, they must be involved through various ways in the peace building process. Most importantly private sector and more specifically the enterprises must be directly or indirectly involved in the peace building process. They can act as important elements to strengthen transition towards the peace building process (Wennmann, 2011).

Tourism industry is among the worst hit industries in the Kashmir region due to prolonged political instability. However, it is among very few industrial sectors that can pave way for sustainable development of the Kashmir

region and act as driver for peace building process. Tourism entrepreneurs in Kashmir must be encouraged to diversify their portfolio and focus on alternate forms of tourism, as it is necessary for attracting tourists and creating sound atmosphere for peace building in the region (Issac, 2011; Chari et al., 2011).

Tourism can have positive impact on the peace process if planned properly (Richter, 1999). Otherwise, deteriorating business ecosystem can have negative impact on the peace building process (Tripathi & Gunduz, 2008). Therefore, judicious tourism planning is a prerequisite in regions facing any form of political instability. Tourism planning should consider various approaches and plans to counter the ill effects of the political instability. It is mandatory for the policy makers and tourism enterprises to generate and channelize the kind of growth that can create jobs and business opportunities and largely curtail the scope of political instability by delivering basic services to the people (Gunduz & Vaillant, 2006). It is important for tourism enterprises to sort out how tourism can contribute towards long term peace building plans, rather than focusing on short term plans (Hall & Sullivan, 1996). Efforts need to be made to help the region to overcome its history of political instability and attract more international tourist arrivals and put in place the economic reconstruction measures (Tang & Abosedra, 2014). Moreover, tourism can be an important intervention for socio-cultural revival of the destination facing political instability and can help in countering identity conflicts (Causevic & Lynch, 2011).

The purpose of this study is to comprehend the structural relations that can be present among attitude, subjective norms and perceived behavioral control as supported by the Theory of Planned Behavior and offer an explanation as to how tourism entrepreneurship can assist to build peace in the Kashmir Region.

In the present study, the entrepreneurial intention has been considered as the willingness of the tourism entrepreneurs to contribute to the peace building process through indulgence. Entrepreneurs can contribute to the economic development through innovation and competition (Acs & Amoros, 2008). Entrepreneurs have higher appetite for risk taking (Cramer, 2015), and are agents of change (Lewis & Green, 1998; Russell & Faulkner, 1999). This important characteristic makes them one of the most important elements of peace building process by exploiting the opportunities created by changes in the environment. Rather, it has been seen that the investments in the entrepreneurial sector grow amid the political instability due to the increased and atomistic opportunities arising out of the chaos (Stacey, 1992).

In the context of this study, the antecedent of attitude in the theory of planned behaviour indicates the magnitude of willingness in tourism entrepreneurs to work towards peace

building process. Subjective norms indicate the push or pull factor, a thrust by the peer group that includes family and business partners and the third antecedent is the perceived behaviour control that indicates the perceived ease or dangers in gearing the enterprise towards peace building process.

The study puts forward research based observations for the all the stakeholders including academia, researchers, industry and policy makers to develop novel methods to alleviate the effect of a protracted conflict. The area under study comes under one of the high pitched conflict-prone regions of the world that includes two nuclear armed nations. The study adds a new narrative from entrepreneurial viewpoint that can have an arbitrating effect on the peace process in the region.

## REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

Entrepreneurship is continuously growing as one of the fundamental factors for economic growth globally (Baumol, 1993; Lumpkin & Dess, 1996; Reynolds, 1999; Nishumura & Trastan, 2011). Kashmir being a land locked region facing political instability, the entry of foreign companies seems to be difficult. Therefore, local entrepreneurship is needed to rebuild the economy of the Kashmir region. Tourism sector is among the few business sectors having potential for growth and can contribute towards peace building in the region (Mattoo & Qureshi, 2016).

Therefore, tourism entrepreneurship can act as an important driver for peace building process in the region. This makes it important to understand the intentions and behaviour of tourism entrepreneurs to get insight of their willingness and attitude towards the peace building process in the Kashmir region. Least attention has been paid towards understanding the intentions and behaviour of entrepreneurs in the peace building process. The present study uses the antecedents of the Theory of Planned Behaviour to understand the behavioural intentions of entrepreneurs towards peace building process. This is one of the most commonly used theoretical frameworks (Schlaegel & Koenig, 2012) to understand the intentions and behaviour of the individuals (Lortie & Castogiovanni, 2015) in the field of research.

Mostly previous researches have focused on intentions and planned behaviour (Kolvereid & Isaksen 2006; Krueger & Reilly, 2000; Krueger et al., 2000; Shook et al., 2003, Lortie & Gary Castogiovanni, 2015) of nascent (Kolvereid & Isaksen, 2006; Stenholm, 2011), students (Krueger et al., 2000; Linan & Chen, 2009; Shook & Bratian, 2010, Soliman, 2011) or general individuals (Kautonen et al., 2015; Davidsson, 1995) with very few focusing on the operative entrepreneurs. There is hardly any study that has taken into consideration the intentions and behaviour of entrepreneurs to contribute towards peace building process particularly with the context of the Kashmir region.

Many Intention-Behaviour models have been developed in the recent past including (Bird, 1988; Kolvereid, 1996; Krueger, Reilly & Carsrud, 2000) in various fields including entrepreneurship (Kautonen, 2015). The researchers in the past have usually utilized two models of behavioural study to analyse the entrepreneurial intent. Earlier model given by Shapero and Sokol (1982) called Shapero's Model of Entrepreneurial Event (SEE) and later on Ajzen (1991) proposed the Theory of Planned Behaviour (TPB)

Both the models have a lot of commonalities between the factors and both of them show almost same prognostic capabilities (Krueger et al., 2000). Shapero's SSE Model includes (1) Perceived desirability: It arises from the individual preferences indicating how much an individual wants to be an entrepreneur; (2) Propensity to act: It indicates the temperament of an individual to act upon the potential opportunities that may arise from the environment and; (3) Perceived Feasibility: It shows the level of conviction that an individual holds towards his capabilities to start the work (Tiago et al., 2015).

The determinants of intention according to the model proposed by Ajzen (1991) include Attitude: It indicates the willingness or the positive or negative assessment of performing the given set of behavioral modulation ((Prieto et al., 2012; Jimmieson et al., 2008; Ajzen, 1991), stands common with the perceived desirability given in SEE model (Krueger et al., 2000; Gelderen et al., 2008). The second determinant given by Ajzen (1991) is Perceived Behavioural Control: It indicates the ease or difficulty that an individual perceives in performing a given behaviour (Prieto et al., 2012; Jimmieson et al., 2008; Ajzen, 1991). This determinant of intention in TPB is common with the Perceived feasibility given in SEE model (Krueger et al., 2000; Gelderen et al., 2008). The final and the third variable given in Ajzen's TPB model is Subjective Norms: It indicates the perceived support and the pressure that an individual perceives in performing certain behavioral action (Prieto et al., 2012; Jimmieson et al., Ajzen, 1991).

According to the Ajzen's TPB, the impressions that are created about the attitude, subjective norms and the perceived behaviour are linked to the behaviour of an individual through the mediation of intentions (Kolvereid, 1996). Theory of planned behaviour considers intention as the direct prevent of the behaviour (Ajzen, 2011). Intentions define the strength of the behavior and in cases where the intentions show stronger approach, the behavioural presentation is more visible in the performance of an individual (Shook & Bratianu, 2010; Armitage & Conner, 2001; Schlaegel & Koenig, 2014). Intention is the interest or magnitude preparedness of a person to perform a given behaviour (Ajzen, 1991). Intention is determined by three psychological features: 1) Attitude: It is evaluation of the plausibility towards the intended behaviour; 2) Subjective

Norms: It is effectively the function of descriptive beliefs (Armitage & Conner, 2001) and acquire the thoughts of the social group towards execution of the behaviour, and; 3) Perceived Behavioural Control: It is the perception about the ease of performing the given behaviour (Ajzen, 1991; Kolvereid, 1996; Linan & Chen, 2009; Gelderen et al., 2008).

Entrepreneurship like most of the other businesses has direct or indirect effects on the peace process in politically unstable regions. It is part of the core that has the characteristic to strengthen the transition from conflict to peace (Wennmann, 2011). Political instability can be countered using tourism as an intervention (Richter, 1999). Relationship between crisis and entrepreneurial behaviour is based on the factors of change and opportunities arising from the political instability (Bygrave, 1993). Political instability can bring in a new order into the market or retrench the stagnant enterprises, thus paving a path for competent enterprises to exploit the possible opportunities (Bygrave, 1993).

Moreover, the enterprises act as the change representative in a politically unstable environment, thus leading towards peace building process through stabilizing the market and growth (Wennmann, 2011). Keeping in view the geopolitical features of the Kashmir region, chances of foreign investments are negligible, thus making tourism entrepreneurship as one of the few viable and reliable sectors to decrease the intensity of conflict through peace building process (Mattoo & Qureshi, 2016). Tourism entrepreneurship in the Kashmir valley has faced the brunt of the ongoing conflict, but, tourism entrepreneurship has seen resilience during the ongoing conflict. It becomes important to understand the intention of the tourism entrepreneurs in the Kashmir valley, as it can assist in devising a better strategy to accelerate the peace building process in the Kashmir region (Mack, 2004).

## RESEARCH METHODOLOGY

### Research Instrument

The survey instrument used is a self constructed questionnaire developed after thorough analysis of the already existing questionnaires (Ajzen, 1991; Mei et al., 2016; Carr & Sequeira, 2007; Shook & Bratianu, 2010; Kautonen et al., 2015) formulated to study intention using the Theory of Planned Behaviour (TPB). The scale used contains 1 as strongly disagree to 5 as strongly agree as remarks. Besides this, statements based on demographic variables were also used in the questionnaire. Pilot study was conducted on 50 respondents located in the capital city of Srinagar in Kashmir.

The pilot study was conducted to validate the questionnaire and shape up the final usable questionnaire for the study.

### Sample Design and Data Collection

The data for the study was collected from the existing tourism entrepreneurs located in the Kashmir valley. Tourism entrepreneurs operating at the major tourist destinations in the valley were contacted for the study. A total of 378 entrepreneurs were approached for the study using stratified random sampling. The sample size was calculated by using the sampling formula. All the questionnaires were retrieved back, however, 342 were found usable for the study (response rate of 90.42%). The leftover questionnaires were either incomplete or outliers. Self administered structured questionnaire based on five point Likert scale has been utilized to attain the data.

## DATA ANALYSIS

### Exploratory Factor Analysis (EFA)

In order to explore the factors and possible item retention into the scale, Exploratory Factor Analysis (EFA) was performed on the instrument. In total, EFA was performed on 25 items, out of which 22 items having factor loading above the threshold level of 0.50 (Hair, Black, Babin & Anderson, 2018) were considered. The items were divided into four factors including Attitude, Subjective Norms, Perceived Behavioural Control and Entrepreneurial Intention. The computed value of K.M.O for the instrument is .739. Bartlett's test of sphericity is statistically significant at  $P < .000$  with degree of freedom 230 at 1415.801 chi-square value (Bartlett, 1954).

Initially 8 statements from Attitude, 6 statements from Subjective Norms, 6 Statements from Perceived Behavioural Control and 6 statements pertaining to Entrepreneurial Intentions were included. However, after performing EFA, 2 statements from Attitude and one statement from Subjective Norms were left out. The final questionnaire for further analysis included 6 statements related to Attitude (AT1-AT8) with AT5 & AT8 deleted, 5 statements related to Subjective Norms (SN1-SN6) deleting SN4 and 6 statements (PBC1-PBC6) to understand Perceived Behavioural Control. In order to determine the intentions of the tourism entrepreneurs in peace building process, 5 statements (ER1-ER5) were included in the questionnaire. Reliability of the scale and the variables deduced after performing EFA was performed.

**Table 1: Exploratory Factor Analysis (EFA)**

EFA	Loading	Alpha	Commonalities
Attitude (AT)			
<i>(AT1) I can work productively under continuous stress, pressure and instability</i>	.765	.694	.603
<i>(AT3) I can tolerate unexpected changes in business conditions</i>	.615		.620
<i>(AT4) I like to take challenges as an entrepreneur by being creative</i>	.615		.601
<i>(AT6) I hope to add monetary value and wealth into the system that can help in building peace in the region</i>	.817		.621
<i>(AT7) I can identify new areas for potential growth that can help in the peace building process</i>	.558		.645
<i>(AT8) I hope to make contribution to the society and my region by participating in the peace building process</i>	.819		.605
Subjective Norms (SN)			
<i>(SN1) My family supports me to continue business amid political instability</i>	.802	.743	.799
<i>(SN2) Government is involving us in the peace building process</i>	.616		.763
<i>(SN3) The policies of the government are encouraging for building peace in the region</i>	.575		.679
<i>(SN5) Incentives provided by the government encourage us to contribute in peace building process</i>	.509		.706
<i>(SN6) Public support has contributed to my continuation of business amid political instability</i>	.627		.796
Perceived Behavioural Control (PBC)			
I can add to peace building process, because		.711	
<i>(PBC1) I trust in my ability to deal with difficult situations</i>	.782		.777
<i>(PBC2) I can remain calm in the face of all kinds of risk</i>	.814		.701
<i>(PBC3) Given my ability, I can create and maintain work environment for innovation</i>	.598		.667
<i>(PBC4) For me, opportunities are everywhere</i>	.726		.646
<i>(PBC5) I can find solutions to the problems in the best way possible</i>	.818		.726
<i>(PBC6) I have enough experience of operating business in politically instable environment</i>	.530		.756
Entrepreneurial Intention			
<i>(ER1) If I am provided free hand, I will continue to contribute in building peace in the region</i>	.616	.787	.615
<i>(ER2) I have clear plans for continuation of business amid political instability</i>	.670		.723
<i>(ER3) I intend to be part of the peace building process</i>	.587		.659
<i>(ER4) I wish to be part of the peace building process as soon as possible</i>	.603		.657
<i>(ER5) I intend to contribute towards Peace building process as a priority CSR initiative</i>	.884		.606
Scale		.727	

Source: Primary Data.

The reliability of the scale and the variables was confirmed using Cronbach's Alpha. The scale showed Alpha value of .727, thus confirming that the scale is reliable in the present context (Hair et al., 2014). All the factors reveal the Alpha value of more than .60, with AT at .694, SN at .743, PBC at .711 and ER at .787 confirming reliability of the factors used in the present study (Hair et al., 2014).

On performing Exploratory Factor Analysis, the instrument obtained had 4 variables with 23 items. The variable obtained include Attitude (AT) having 6 items, Subjective

Norms (SN) having 6 statements, Perceived Behavioural Control (PBC) having 6 items and Entrepreneurial Intention (ER) computed through 5 items.

The present study has utilised Structural Equation Modelling (SEM) technique for analyzing the data. Being a multivariate regression based study; structural modelling technique is a statistical tool of choice for the present study based on entrepreneurial intentions. The analysis is based on two stage confirmatory modelling technique, consisting of Confirmatory Factor analysis and order II SEM for structural relationship estimation.

## Confirmatory Factor Analysis (CFA)

**Table 2: Validity Measure Estimates**

Variables	Item	Estimate	AVE	CR
Attitude	AT1	.896	0.664	0.908
	AT2	.815		
	AT3	.852		
	AT4	.836		
	AT6	.784		
	AT7	.847		
Subjective Norms	SN1	.840	0.799	0.952
	SN2	.802		
	SN3	.803		
	SN5	.795		
	SN6	.835		
Perceived Behavioral Control	PBC1	.771	0.628	0.910
	PBC2	.783		
	PBC3	.826		
	PBC4	.871		
	PBC5	.815		
	PBC6	.677		
Entrepreneurial Intentions	ER1	.893	0.704	0.934
	ER2	.879		
	ER3	.858		
	ER4	.947		
	ER5	.890		

Source: Primary Data.

The scale was further evaluated by performing CFA in order to confirm the findings of the EFA.

The convergent validity of the instrument was confirmed to validate the dimensionality of the variables already computed through EFA. The convergent validity of the instrument, indicating the level of confidence in indicators

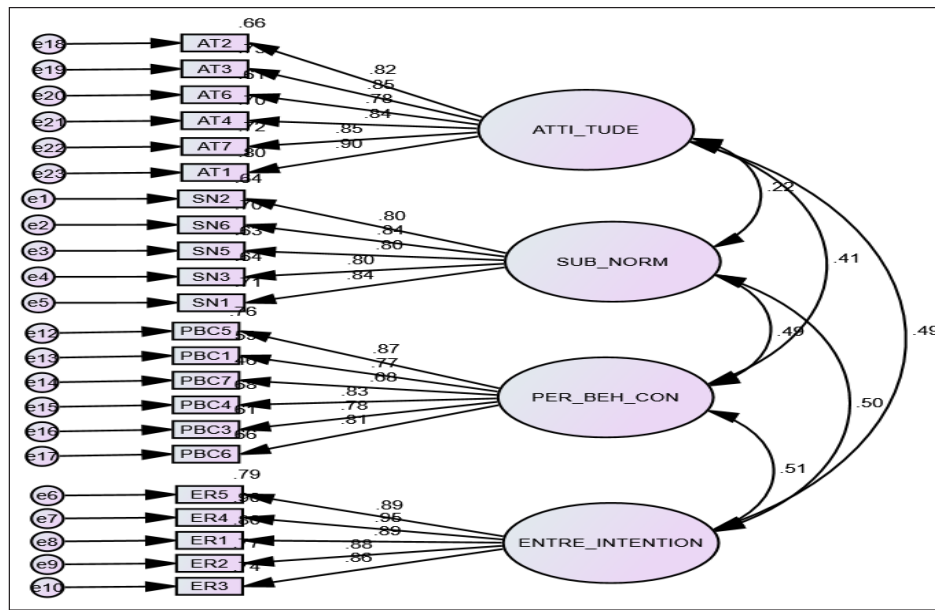
for measuring well a construct, was calculated using factor loading, composite reliability (CR), and average variance extracted (AVE). Table 2 provides the extract of the estimates of the items of all the four variables. The estimates depict internal reliability and convergent reliability of all the four variables. The factor loading for all the four variables exceed the threshold limit of .50. Thus, all the items included evaluate well the variables. The AVE for all the constructs is above the recommended level of .50, as given in the Table 2. Convergent reliability is considered more dependable measure of reliability than Cronbach's Alpha. The estimates in the Table 2 indicate that all the variables have CR value well above the threshold level of .70.

Discriminant validity is another important measure included in the CFA, which evaluates the level of differentness of one variable with others. Difference in the shared variances of constructs with the variance of the construct measures the discriminant validity. The discriminant validity of the scale can be confirmed by the estimates of the loadings and the AVE and CR computed in the Table 2. The measurement model computed on the basis of the variables indicate that the values of the convergent validity, reliability and discriminant validity are adequate, thus, fit to be used for further analysis.

## RESULTS

### Measurement Model

In order to obtain the measurement model, Amos 23 was used in the present study. The first order measurement model given in the figure 1 presents values for goodness of fit indices as CFI=0.969, GFI=0.901, AGFI=0.878, CMIN/DF=1.786, SRMR=0.034, RMSEA=0.052 & P.Close=0.357. All the measurement indices given in the model are well above the prescribed level. Thus, indicating that the first order IPI model obtained in the study has excellent goodness of fit. This indicates the model is suitable for the estimation of the underlying variables.



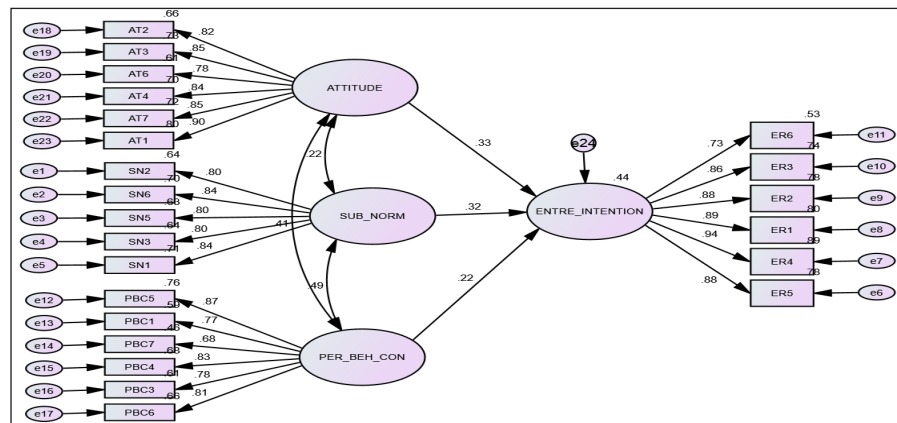
Notes: AT= Attitude; SN=Subjective Norms; PBC= Perceived Behavioural Control & EP=Entrepreneurial Intention  
Source: Primary Data.

Fig. 1: Measurement Model

**Structural Equation Model (SEM)**

The structural model represents the causal relationship between the latent variables projected in the research model. The structural equation model helped us to estimate the direct relationship between the dependent and the independent variables. In order to check the feasibility of the SEM model, various model fit indices are taken in consideration based on their importance and frequency of usage in previous studies. The indices mostly used to assess the goodness of fit are likelihood ratio chisquare statistic ( $X^2$ ), Root Mean Square Error Approximation (RMSEA), Goodness of

Fit Index (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Root Mean-squared Residual (RMR), Standardized Root Mean-squared Residual (SRMR) and P.Close (Joreskog & Sorbom, 1996; Schermelleh-Engel & Moosbrugger, 2003). The values for Goodness of Fit Indices as presented in the SEM model given in the Fig. 2 are CFI=0.969, GFI=0.898, AGFI=0.869, CMIN/DF=1.759, SRMR=0.035, RMSEA=0.051 & P.Close=0.419. All the measurement indices given in the model are well above the prescribed level. Thus, indicating that the SEM model obtained in the study has excellent goodness of fit.



Notes: AT= Attitude; SN=Subjective Norms; PBC= Perceived Behavioural Control & EP=Entrepreneurial Intention.  
Source: Primary Data

Fig. 2: SEM MODEL

From the analysis of the model, it can be ascertained that there is a positive relationship between Attitude and Entrepreneurial Intentions and can act towards peace building process significantly as given in the Table 3. Similarly, Subjective Norms and Entrepreneurs Intentions

are positively correlated and can contribute towards peace building process significantly at  $P < 0.01$ . Again the relationship between Perceived Behavioural Control and Entrepreneurial Intentions is positive and has the potential to contribute towards peace building process.

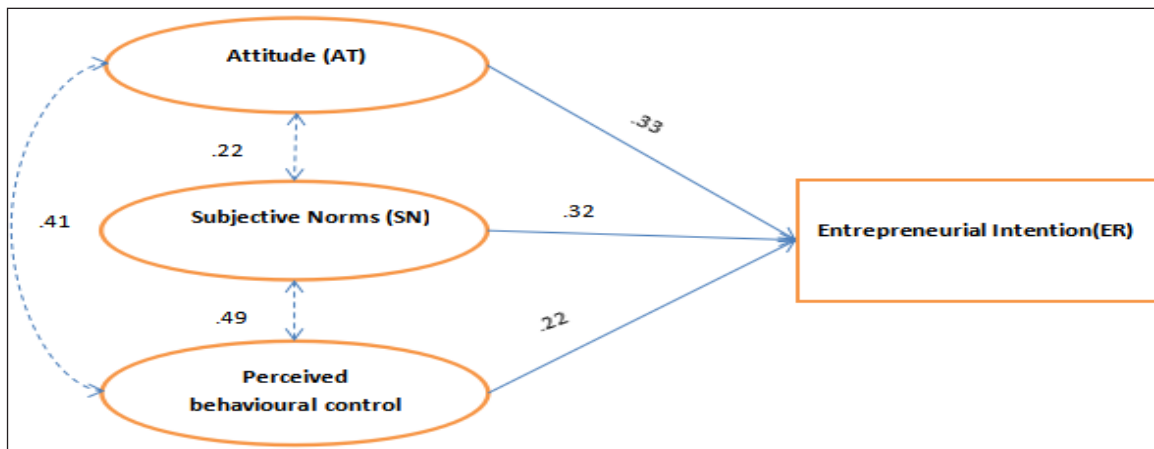
**Table 3: Relationship between Exogenous and Latent Endogenous Variables**

Latent Endogenous Variable		Exogenous Variable	Estimate	S.E.	C.R.	P
ENTRE_INTENTION	<---	ATTITUDE	.329	.057	5.931	***
ENTRE_INTENTION	<---	SUB_NORM	.321	.064	5.398	***
ENTRE_INTENTION	<---	PER_BEH_CON	.224	.060	3.604	***

Notes: \*\*\*  $P < 0.01$   
Source: Primary Data.

Attitude (AT) positively affects the latent variable Entrepreneurial Intention (ER) to act towards peace building process. The path constant between Attitude and Entrepreneurial Intention is .33, which indicates that a change in Attitude brings 33% change in the Intention of the entrepreneurs towards peace building process. Subjective Norms (SN) also positively affects the dependent variable Entrepreneurial Intention (ER) towards the peace building process. The path constant between Subjective Norms and Entrepreneurial Intentions is .32, indicating a change in

Subjective Norms brings 32% change in the intention of the entrepreneurs towards peace building process. Similarly, Perceived Behavioural Control (PBC) is also positively affecting the dependent variable Entrepreneurial Intention (ER) towards the peace building process. The path constant between Perceived Behavioural Control and Entrepreneurial Intentions is .22, indicating a change in Perceived Behavioural Control brings 22% change in the intention of the entrepreneurs towards peace building process as given in the Fig. 3.



Source: Primary Data.

**Fig. 3: Measurement Model Diagram (SEM ANALYSIS)**

## DISCUSSION AND CONCLUSIONS

The intention of this paper has been to comprehend the structural relation that can exist among attitude, subjective norms and perceived behavioral control that explain the theory of planned behavior as its antecedents and uses Structural Equation Modelling. This approach was chosen to gain a fresh understanding as to how these variables can measure Entrepreneurial Intent and explain the role of tourism entrepreneurship

in peace building within the context of the Kashmir region.

The research undertaken indicates that all the three exogenous variables attitude, subjective norms and perceived behavioral control identified in the study are important factors in measuring the intentions of entrepreneurs towards peace building process.

Attitude emerges as significant predictor of entrepreneurial intent for participating in the peace building process in

the Kashmir region. Entrepreneurial willingness to work productively under continuous stress, pressure and instability, tolerate unexpected changes in business conditions, take challenges by being creative, add monetary value and wealth into the system that can help in building peace in the region, identify new areas for potential growth that can help in the peace building process, make contribution to the society and the region by participating in the peace building process show a significant relationship among attitude, entrepreneurial intent and peacebuilding process.

Subjective norms also explain the role of tourism entrepreneurship in peacebuilding process in the Kashmir region. Family support to continue business amid political instability, conducive government policies for entrepreneurs to contribute in the peace building process and availability of public support for continuation of business amid political instability indicate a significant relationship among subjective norms, entrepreneurial intent and peacebuilding process.

Perceived Behavior control further explains the relationship between tourism entrepreneurship and peacebuilding. Trust of entrepreneurs in their ability to deal with difficult situations, remain calm in the face of all kinds of risk, create and maintain work environment for innovation, belief that opportunities are everywhere, find solutions to the problems in the best way possible, experience of operating business in a politically instable environment suggest again a significant relationship between perceived behavioral control, entrepreneurial intent and peacebuilding process.

Entrepreneurial intent indicates its significant relationship with the peacebuilding process in the region. The tourism entrepreneurs in the Kashmir region believe that they have plans to participate and contribute in the peacebuilding process. However, they want more freedom in their business operations and wish to participate in the peacebuilding process at the earliest. It was also indicated that they want it to be one of their prioritized CSR initiatives.

The study offers research support to the academia, industry and policy makers to develop fresh interventions to tone down the impact of a long drawn conflict. The study was initiated in the area that is a flash point between India and Pakistan that are two nuclear powers and pose a significant threat to the entire South Asian region. The study adds a fresh narrative from entrepreneurial perspective that can have a mediating effect on the peace process in the region.

## POLICY IMPLICATIONS

The findings of this research increase our understanding that the antecedents of the theory of planned behavior are momentous in evaluating the intentions of entrepreneurs

towards peace building process. The present investigation offers research inputs to the academia, industry and policy makers to develop novel interventions to alleviate the shock of a long standing conflict. The area under study is located in one of the towering conflict-prone zones of the world that involves two nuclear armed nations. The study adds a new discourse to the existing literature on peace through tourism studies

## FUTURE STUDY PROSPECTS

The present study aimed to evaluate the intentions of the tourism entrepreneurs towards the peace building process. Therefore, the present study offers a platform for future researchers to investigate if the intentions lead to developing of peace building behavior among the tourism entrepreneurs. Moreover, the study has used the theory of planned behaviour to measure the intentions of the tourism entrepreneurs. However, in future more theories must be tested to determine the factors affecting the intentions of tourism entrepreneurs towards peace building process.

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