

The Moderating Role of Support Facilities in the Relationships between Entrepreneurial Traits and Identification of Opportunities in Tourism Sector in Khulna City, Bangladesh

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Abstract

This study advances the understanding of entrepreneurship in the tourism sector of Bangladesh by investigating the relationship between entrepreneurial traits and opportunity identification. Drawing on the personality trait theory, we hypothesize the relationships between identification of opportunity and personality traits, like the need for achievement, risk-taking propensity, locus of control, self-confidence, tolerance, innovativeness, decision-making capability, ability to learn from failure, capacity for hard work, and independence. Personality trait theory has been used to identify the individual determinants of opportunity identification. We also investigate whether the presence of tourism facilities strengthens the hypothesized relationships. Applying a hierarchical regression model with original data collected from a survey of 150 respondents applying convenience sampling strategy, our results reveal that the need for achievement, tolerance, innovativeness, hardworking and independence have a statistically significant relationship with the identification of tourism opportunities. Our results also support the relationship between personality traits (need for achievement, learn from the failure, and independence) and opportunity identification being strengthened when tourism facilities are available. The findings enhance our understanding of opportunity recognition in the tourism and hospitality industry. Tourism researchers and prospective tourism entrepreneurs will benefit from the research findings.

Keywords: tourism, personality theory, opportunity, tourism facilities

1. Introduction

Entrepreneurship is the process of identifying, evaluating, and exploiting opportunities with the intention of earning profit (Shane & Venkataraman, 2000). Identification of opportunities is a high priority in developing the entrepreneurship needed to cope with the changing demands of tourists (Chang, 2011). It is also evident that entrepreneurial development in developing countries is on the rise (Echtner, 1995). The Tourism sector is very suited to entrepreneurship in a developing country, because it can unfold great positive potential, with several advantages including: earning foreign currency, creating job opportunities, enforcing the government to develop infrastructure, reducing spatial disparities, exploiting as well as promoting rural areas, preserving the biodiversity, funding towards protected areas (Boo, 1990; Lindberg, Furze, Staff, & Black, 1998), reawakening traditional business and craftsmanship, renovating and protecting cultural sites (Gormsen, 1990), and even controlling political instability (Drongshar, 1991). Lordkipanidze et al. (2005) explained the necessity for developing entrepreneurship in the tourism sector as resulting from the decline of agriculture, the outward migration of population, and the diversified and modified demand for tourism activities. In recent years, tourism entrepreneurship has been gaining popularity day by day owing to the propensity of the current generation to be self-employed.

The rapid growth of tourism in developing countries has created an immediate demand for the facilities and the personnel required to serve tourists (Echtner, 1995; Ateljevic & J. Page, 2009; Aquino, Lück, & Schänzel, 2018; Ertac & Tanova, 2020). This situation leads to the creation of further tourism opportunities in developing countries that can be explored. Potential entrepreneurs need to have particular traits, such as a need for

achievement, and the willingness to take risks (Pinar, 2015; Zhang, Lu, & Sun, 2021). Entrepreneurial traits, when combined with critical business practices, can determine the success and likelihood of survival of a venture in a market (Ateljevic & J. Page, 2009; Ratten, 2020). Furthermore, entrepreneurial traits can influence creative opportunities for firms, and the manner in which they are managed (Neneh, 2011; George, Parida, Lahiti, & Wincent, 2016; Sheldon, Pollock, & Daniele, 2017; Power, Di Domenico, & Miller, 2017). Scholars have suggested various traits, like the need for achievement, risk-taking propensity, locus of control, self-confidence, tolerance, ability to learn from failure, innovativeness and independence, are common to almost every entrepreneur (Adegbite, Ilori, Irefin, Abereijo, & Aderemi, 2007; Phelan & Sharpley, 2012; Abdulwahab & Al-Damen, 2015; Yukongdi & Lopa, 2017). It is expected that entrepreneurs having such traits would be able to identify tourism opportunities. It is said that, in markets, entrepreneurial opportunities will be likely to generate demand (Farrokh, Kordnaeij, & Zali, 2016). The sources of entrepreneurial opportunity have been assorted by researchers in many different ways: by discipline, e.g. economics, management, sociology, and psychology; by the institutional landscape; by government policy as well as by demand and supply factors (Fuduric, 2014; Ertac & Tanova, 2020; Alhammad, 2020).

There are many studies focusing on the identification of entrepreneurial opportunities in entrepreneurship research (George, Parida, Lahiti, & Wincent, 2016; Eriksson & Li, 2012; Alhammad, 2020) but such studies are rare in the field of tourism and hospitality. The entrepreneurship research in tourism and hospitality is dominated by issues such as person and destination environment antecedents, and firm growth, destination development (Fu, Okumus, Wu, & Köseoglu, 2019; Aquino, Lück, & Schänzel, 2018). Therefore, the underlying situation of tourism and hospitality research creates spaces for studying opportunity recognition. Opportunity carries special significance as without its identification, no tourism venture can be initiated. Considering the importance, this study intends to identify the determinants of opportunity identification in the tourism sector from the perspective of personality traits.

Entrepreneurial opportunity is a contextualized phenomenon thus its identification should be investigated considering interactions of personality traits with the variable closely connected with the situation (Tleuberdinova, Shayekina, Salauatova, & Pratt, 2021; Kerr, Kerr, & Xu, 2017). Researchers recommend considering interactions among individuals and contextual variables and their influence on entrepreneurship (Abebe & Alvarado, 2018; Hain, Johan, & Wang, 2016; Alhammad, 2020). Extant literature has not clarified how personality traits interacting with other variables contribute to opportunity recognition (Kerr, Kerr, & Xu, 2017; Zhang, Lu, & Sun, 2021). In this backdrop, this study examines the interactive effects of personality traits and tourism facilities on opportunity recognition. More specifically, the objective is to identify the moderating roles of tourism facilities in the relationships between personality traits and opportunity identification. This study makes several contributions to enrich entrepreneurship and tourism literature. It has already been recognized that opportunity is closely related to entrepreneurship. This study by investigating opportunity identification contributes to the development of entrepreneurship in the tourism and hospitality sector. Secondly, entrepreneurship is a highly contextualized phenomenon and there are studies on opportunity conducted in different countries. It is known that depending on the contexts, study findings may vary. Therefore, this study contributes to enhance our understating on the process of opportunity recognition in the tourism and hospitality industries of Bangladesh. Lastly, this study contributes to bridging entrepreneurship and tourism and hospitality research.

2. Research Methodology

2.1 Research Design

This study has been designed to investigate the relationship between personality traits and the identification of opportunities. Considering the nature and characteristics of the study, causal research is appropriate, as it focuses on studying cause and effect relations.

2.2 Sampling and Data Collection

To test causality, data were collected from the entrepreneurs involved in the tourism business located closer to the Sundarbans, the largest mangrove forest and world heritage site situated in Khulna division, Bangladesh. We did not find a formal list of entrepreneurs running such businesses in Khulna. Owing to the constraints of probability sampling, we applied a convenience sampling strategy for collecting opinions, using a structured, closed-ended questionnaire. We appointed a Masters student in the Business Administration Discipline, Khulna University, to conduct the survey, and 150 entrepreneurs were reached, and their opinions on entrepreneurial traits, opportunity identification and tourism facilities were captured. After screening the completed questionnaires, we found 136 free from errors and missing values, which we used for analysis.

2.3 Questionnaire Development

A structured questionnaire was developed including 68 closed-ended questions, of which 8 were about the demographic profile of the entrepreneurs and 60 represented the entrepreneurial traits, opportunity identification and tourism facilities. The questionnaire was simple and easy for the entrepreneurs to answer and avoided ambiguous meanings.

The set of questions was developed in conformity with previous literature (Jaafar, Maideen, & Sukarno, 2010; Pirnar, 2015). Before finalizing the questionnaire, a total of 150 respondents were surveyed and the results were used to check the reliability. Based on the scores, the questionnaire was more or less refitted.

There were four parts to the questionnaire. The first part involved a few questions about demographic information about the entrepreneurs. The second part contained questions for measuring entrepreneurial traits, whereas the tourism facility was measured using eleven questions in the third part. And, finally, the fourth part involved a few questions about moderating variables. The responses to the questions in the last three parts (last 60 questions) ranged from strongly disagreeing (1) to strongly agreeing (5), i.e., a Likert scale.

2.4 Data Analysis Procedure

We applied hierarchical multiple regression to test causality between entrepreneurial traits and the identification of entrepreneurial opportunities. Apart from that, we applied descriptive statistical tools.

2.4.1 Dependent Variables

Identification of the tourism opportunity was standardized by eleven items (e.g. I have observed that the number of tourists is increasing). Reliability scores on the items was found acceptable ($\alpha = 0.739$).

2.4.2 Independent Variables

To determine the variable "Need for achievement", four items were asked entrepreneurs to know about their intensity of satisfaction with their own effort after performing a task perfectly (e.g. I become satisfied only when I can reach the desired level of result). The scale reliability showed acceptable ($\alpha=0.819$).

To determine the variable "Locus of control" four items were asked entrepreneurs to know about their own recognizable intense of supremacy over all types of loci affecting their lives (e.g., I can control myself when there is a more attractive option). Reliability scores on the items was found acceptable ($\alpha=0.723$).

To determine the variable "Locus of control" four items were asked entrepreneurs to know about their fearlessness to take risks (e.g., I do not hesitate to invest my money into a new business). The scale was found to be satisfactory ($\alpha=0.683$).

Innovative behavior was based on four items that asked entrepreneurs to assess their innovativeness (e.g., Coming up with new and innovative ideas is an important trait for surviving in business). Reliability scores on the items showed satisfactory ($\alpha= 0.676$).

Tolerance was based on four items that asked to entrepreneurs about the degree to which they could tolerate any type of uncomfortable circumstance (e.g., I am able to endure uncomfortable situations). The scale reliability was found to be satisfactory ($\alpha=0.681$).

Self-confidence was based on four items. The items asked about the extent to which the entrepreneurs perceived they were confident enough to run the business (e.g., When unexpected problems occur, I do not panic, as I know that everything will be okay in time). Reliability score was found to be accepted ($\alpha=0.812$).

Decision-making capability was based on four items that assess the entrepreneurs' ability to make decisions simultaneously (e.g., I rarely avoid decisions, even during my hard days). Reliability scores on the items were found acceptable ($\alpha=0.792$).

Ability to learn from failure was based on four items that asked entrepreneurs to assess their eagerness as well as their ability to learn from their previous failure (e.g., I try to learn from mistakes and improve my activities). Reliability scores on the items revealed satisfactory ($\alpha=0.641$).

Energetic behavior was based on four items that asked to entrepreneurs about the degree to which they were capable of doing work to a full extent (e.g., I am capable of doing any job for a long time at a constant level of effort). Reliability scores on the items was found acceptable ($\alpha=0.801$).

Independence was based on four items that determine entrepreneurs' independent behavior (e.g., I never let anyone interfere with my business). Reliability score was found to be satisfactory ($\alpha=0.722$).

2.4.3 Moderating Variables

Tourism facilities were measured by nine items (e.g., supportive rules and regulations for the betterment of the tourism sector, availability of transport links, accommodation, facilities etc.). Reliability scores on the items found acceptable ($\alpha=0.705$).

2.4.4 Control Variables

Demographic variables, like age, gender, marital status, level of education, getting training before or after starting the business, previous working experience and motives for starting up in business are not directly related to opportunity identification. But due to these variables, the responses of entrepreneurs may be varied and this is why they are used as control variables in the model.

2.5 Theoretical Framework and Hypothesis Development

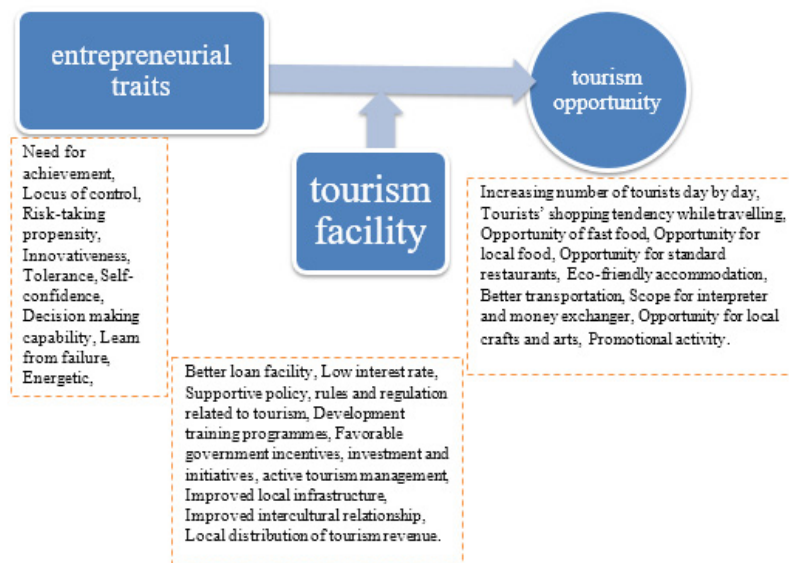


Figure 1. Conceptual framework

Need for achievement is one of the personality traits which illustrate an enduring and dependable characteristic to stipulate and attain high standards of goal achievement. Previous studies conducted on entrepreneurial characteristics have shown that the need for achievement has a strong relationship with entrepreneurship (Abdulwahab & Al-Damen, 2015). The desire to achieve entrepreneurial success is the most important drive for entrepreneurs (Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011). High need for achievement oriented personnels are focused enough for having a strong fascination to become successful in life, that's why their acts are entrepreneurially obligated (Neneh, 2011). So entrepreneurs, who want to be high achievers and have a strong desire for success, have a high need for achievement, and their strong desire for success inspires them to generate entrepreneurial opportunities. Inexplicit nature of entrepreneurial opportunity always equips with challenges, which suits the characteristics with high need for achievement oriented individuals (Harper, 1996). High need for achievement oriented personnel has the thrivingness to set and meet future goals, through information gathering, learning, innovating and performing goal-directed activities over a long period of time, persisting with setbacks, obstacles and other failures (Fuduric, 2014). Thus, entrepreneurs characterized by a high need for achievement tend to identify tourism opportunities (Adegbite, Ilori, Irefin, Abereijo, & Aderemi, 2007; Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Yukongdi & Lopa, 2017). So, it is hypothesized that

H₁: Need for achievement is likely to impact the identification of opportunity positively.

The psychological concept of recognizing own supremacy over the circumstances and occurrences which affect lives can be termed as Locus of control. Fuduric (2014) claimed that entrepreneurs possessing an internal locus of control can persuade an environment and are more likely to explore entrepreneurial opportunities than people with an external locus of control. Again, it is presumed that entrepreneurs possessing an internal locus of control have exceptional abilities and skills to guide their own destinies positively (Neneh, 2011). Especially after

entrepreneurs clamp down on crisis situations strongly, they possess a higher locus of control (Neneh, 2011). In such circumstances, it can be concluded that entrepreneurs possessing with an internal locus of control exhibit high entrepreneurial intentions for exploiting tourism-related entrepreneurial opportunities (Adegbite, Ilori, Irefin, Abereijo, & Aderemi, 2007; Neneh, 2011; Fuduric, 2014; Yukongdi & Lopa, 2017). Therefore, it is hypothesized that:

H₂: Locus of control is likely to have positive influence on the identification of opportunity.

The attribute of risk taking is an individual's proneness to take chances that might have undesirable ramifications. Risk-taking is one of the vital acts of entrepreneurs (Fuduric, 2014). As the entrepreneurs are ultimately responsible for taking decisions, they have to take humongous risks obviously (Stewart, Watson, Carland, & Carland, 1999). Abdulwahab and Al-Damen (2015) show that entrepreneurial risk-taking is the propensity towards decision-making in a turbulent environment with minimal information and unclear results. While Landqvist and Stålhandske (2011) believe that entrepreneurs are generally associated with opportunity formulation and continuous firm growth. Thus, it has been found that entrepreneurs having higher risk-taking propensity are capable of making decisions in difficult situations and, thus, to generate entrepreneurial opportunities (Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Karunanithy & Jeyaraman, 2013; Pirnar, 2015; Yukongdi & Lopa, 2017). Thus, it is hypothesized that:

H₃: Risk taking propensity is likely to have positive influence on the identification of opportunity in tourism sector.

Innovativeness is the quality of being innovative, tending to innovate; or introduce something new or different from others. It is the affinity and capability to incorporate swift changes rapidly into business operations by creating and/or adopting new ideas to enhance value in a competitive and sustainable way. In some cultures, it is considered that entrepreneurship is a symbol of innovativeness and success (Yukongdi & Lopa, 2017). According to Fuduric (2014) entrepreneurial opportunisms anchored in the alpha individuals of society, who are capable of engendering innovative forms of entrepreneurship. Neneh (2011) added that innovative ideas are needed to refurbish the outdated ways and traditional systems of doing business, not only to survive, but also to enhance success and achieve ultimate goals in business. Jaafar (2011) focused that tourism industry-based entrepreneurs are both innovative and willing to occupy with risky activities to locate tourism opportunities. Therefore, different research evidence suggests that entrepreneurs demonstrating a high level of innovativeness express a high level of entrepreneurial opportunism related to tourism (Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Yukongdi & Lopa, 2017). Thus, it is hypothesized that:

H₄: Innovativeness has positive effects on the identification of opportunity.

Tolerance is the capacity to endure hardship. Tolerant individuals may be motivated strongly to embark on entrepreneurial careers. Entrepreneurs generally face various uncertain situations in which there may be no perfect results, and the prospects for success are indeterminable (Yukongdi & Lopa, 2017). Because of tolerant of ambiguity, entrepreneurs have a greater capacity for dealing with environments where the overall framework is poorly defined (Landqvist & Stålhandske, 2011). Thus, entrepreneurs are believed to tolerate unstructured situations and to generate entrepreneurial opportunities related to tourism (Neneh, 2011). Therefore, it is hypothesized that:

H₅: Tolerance of ambiguity is likely to have influence the identification of opportunity.

The attribute of an individual's belief in his/her capabilities, competence and judgments can be termed as Self-confidence. Busenitz and Barney (1997) found that where people do not have enough information, over-confidence encourages them to take risks. Abdulwahab and Al-Damen (2015) found that the researchers believe a self-confident entrepreneur can lead his organization towards success. Othman et al. (2006) found that one of the main psychological characteristics of the entrepreneurial personality is self-confidence. Good (2003) stated that entrepreneurs who display more self-confidence, can overcome all challenges on their passage to success by accomplishing their desired goals. According to Neneh (2011), self-confident entrepreneurs never believe in luck for becoming successful in new business depends, they are confident enough to achieve their desired goals, through conquaring various setbacks. Jaafar et al. (2011) claimed that self-confidence, for entrepreneurs, leads to business success through encouraging competitiveness in manipulating entrepreneurial opportunities. Thus, according to several scholars, entrepreneurs who express strong self-confidence in tourism-related occupational challenges are likely to find more tourism opportunities (Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Neneh, 2011; Abdulwahab & Al-Damen, 2015). Thus, it is hypothesized that:

H₆: Self-confidence is likely to positively impact on the identification of opportunity.

With respect to the demands of a situation, the process or technique of determining and identifying solutions from various potential solutions to a problem can be termed as Decision-making. Decision-making capability is a vital component of success that is closely related to competence. It is the thinking process of selecting a logical choice from the available alternatives. Al-Tarawneh (2012) argued that everyday entrepreneurs face a multitude of necessary decisions in this current complex and fast changing business environment. Generally, the choice to focus on decision-making is dependent on circumstances (Al-Tarawneh, 2012). As there are humongous techniques for making decisions, the best one depends upon various factors like decision-maker characteristics, resource availability, nature of the problem, cost, time etc. (Al-Tarawneh, 2012). From this, it can be concluded that entrepreneurs having strong decision-making capabilities are able to identify opportunities. Thus, it is hypothesized that:

H₇: Decision-making capability is likely to positively impact the identification of opportunity.

Individual's tendency and ability of leaning from the previous mistakes can be termed as learn from failure. According to Jaafar et al. (2011), the capability of learning from failure is one of the significant characteristics for entrepreneurs to get success in business through reduction of repeatative mistakes to grasp the entrepreneurial opportunities. That's why entrepreneurs with the capability of learning from previous failures can guide to identify new opportunities (Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011). Therefore, it is hypothesized that:

H₈: Ability to learn from failure has positive impact on the identification of opportunity.

Hard working capability is one of the key traits to be successful in business. It is considered that entrepreneurs are proactive who constantly hunt and unveil the opportunities (Neneh, 2011). An entrepreneur's level of energy act vital role to complete tasks, to achieve desired goals and to overcome challenges. It also exhibits that an entrepreneur is capable of organizing mandatory resources, using effective skills and competencies and enforcing enforce required actions to obtain desired success. O'Gorman and Cunningham (2007) defined the ambitious, initiative and energetic characteristics of an entrepreneur as "Type A" behaviour. Neneh (2011) endorsed O'Gorman and Cunningham (2007) that entrepreneurs with "Type A" behaviour maintain their energy level and enthusiasm for new innovative ideas, even though the improvement is slow. A hard-working entrepreneur can easily detect new opportunities (Neneh, 2011; Phelan & Sharpley, 2012; Karunanithy & Jeyaraman, 2013). So, it is hypothesized that:

H₉: Hard working capability is likely to positively impact the identification of opportunity.

Independence is a person's recognizable stability and continuity of current service. According to Neneh (2011), successful entrepreneurs prioritize individuality, independent thoughts and self-reliance as well as autonomy. Abdulwahab and Al-Damen (2015) mentioned independence as one of the core traits needed for an entrepreneur to be successful. Entrepreneurs actively seek opportunities that empower them to "do their own things" and always love to take the accountability for the results (Neneh, 2011). Entrepreneurs, depending densely upon their intuitive capabilities, exploit entrepreneurial opportunities (Fuduric, 2014). Therefore, it is convincing that entrepreneurs who possess more independence generate higher entrepreneurial opportunities (Jaafar, Maideen, & Sukarno, 2010; Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Neneh, 2011; Abdulwahab & Al-Damen, 2015) (McMullen, Bagby, & Palich, 2008). So, it is hypothesized that:

H₁₀: Independence is likely to positively impact the identification of opportunity.

A business venture cannot be started, managed and run in a vacuum rather a congenial environment must be created for sustainable growth and expansion. Such an environment consists of physical components such as road, transport system, accommodations and non-physical such rules, financial assistance, and many others. All of these physical or non-physical components are known as infrastructure or facilities. The facilities directly or indirectly assist in managing a venture in any industry including tourism. The importance of facilities for the growth and expansion of tourism is already echoed in existing literature. Therefore, the necessity of the tourism facilities cannot be ignored for the development of tourism sector in Bangladesh. It is expected that when tourism facilities interact with personal traits, entrepreneurs will be more spontaneous in searching for unexplored opportunities. So, it can be hypothesized that

H₁₁: The presence of tourism facilities is likely to positively moderate the relationship between entrepreneurial traits (need for achievement, locus of control, risk-taking propensity, innovativeness behavior, tolerance, self-confidence, decision making capability, learn from failure, and energetic behavior) and identification of opportunities.

3. Analysis

3.1 Descriptive Statistics

Following table represents the results of descriptive statistics. It reveals that most of the variables show moderately positive, statistically significant relationship.

	Mean	SD	1	2	3	4	5	6	7	8	9	10	11
Facilities	2.32	0.70											
Opportunities	4.43	0.50	.247**										
Independent	4.28	0.48	-.089	.009									
Energetic	4.28	0.55	.002	.251**	.613**								
Learning	4.56	0.38	-.029	.223**	.486**	.476**							
Decision Making	4.17	0.53	-.109	.070	.499**	.329**	.363**						
Self-confidence	4.31	0.57	.001	.205*	.534**	.444**	.424**	.504**					
Tolerance	4.33	0.46	.196*	.259**	.372**	.339**	.339**	.372**	.400**				
Innovativeness	3.93	0.52	-.010	.027	.272**	.190*	.101	.317**	.331**	.380**			
Risk Taking	4.13	0.44	.029	.290**	.315**	.367**	.267**	.319**	.251**	.554**	.356**		
Locus of Control	4.32	0.46	.305**	.192*	.196*	.305**	.203*	.124	.326**	.545**	.221**	.451**	
Need for Achievement	4.17	0.53	.145	.096	.261**	.224**	.210*	.116	.345**	.386**	.365**	.445**	.651**

3.2 Regression Statistics

Variables	Model 1	Model 2	Model 3
Gender	.035	-.086	-.560
Age	.103	.180	.216**
Marital Status	.040	.067	.066
Education Level	-.081**	-.148***	-.112**
Training Before	-.098	-.031	-.018
Training After	.336*	.252	.323*
Working Experience	.049*	.016	.012
Start-up Motives	.020	.018	.016
Need for Achievement		-.244*	-1.450***
Locus of Control		.123	.740
Risk taking Propensity		.004	.605
Innovativeness		.216*	.084
Tolerance		.275*	-.302
Self-Confidence		.111	.716*
Decision making Capability		-.031	.013
Learn from Failure		.017	-.657
Energetic/Hard working		.379***	-.268
Independent		-.426***	.795*
Need for Achievement × Ent. Facilities			.491***
Locus of Control × Ent. Facilities			-.345
Risk taking Propensity × Ent. Facilities			-.234
Innovativeness × Ent. Facilities			.034
Tolerance × Ent. Facilities			.212
Self-Confidence × Ent. Facilities			-.268
Decision making Capability × Ent. Facilities			-.012
Learn from Failure × Ent. Facilities			.339*
Energetic × Ent. Facilities			.223

Independence × Ent. Facilities			-.420**
R ²	.232	.486	.609
R ² Change	.232	.254	.124
F Change	4.796	5.768	3.394
p value	.000	.000	.001

Notes. * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$.

Hierarchical regression analysis was conducted to measure the impact of entrepreneurial traits on opportunity identification in tourism industry. Before running the model, several precautionary steps were taken to make the model robust. Following Aiken and West (1991), all individual variables were mean centered before interaction to reduce multicollinearity. The model does not suffer from the problem of multicollinearity as the variance inflation factor is less than the critical value ($VIF < 10$). Besides, there is not autocorrelation problem in the model as Durbin-Watson value does not exceed the acceptance limit ($DW < 2$).

Model 1 included the demographic profiles, like age, gender, marital status, level of education, attending training before and after business, working experience and start-up motives for business, which acted as control variables. In Model 2, entrepreneurial traits – need for achievement, locus of control, risk-taking propensity, innovativeness behavior, tolerance, self-confidence, decision making capability, ability to learn from failure, hardworking capability and independent behavior were entered. Apart from the control and main variables, interaction variables are entered in model 3.

In the results for Model 1, education level is negatively related to the development of tourism-related entrepreneurial opportunities ($\beta = -0.081$; $p < 0.01$). Less-educated tourism entrepreneurs have a stronger impact on tourism opportunity development than more educated entrepreneurs. In addition, entrepreneurs who have attended training after starting businesses related to tourism (coded 1=yes; 2=no), have a higher impact ($\beta = 0.336$; $p < 0.05$) on identifying tourism opportunities than those who haven't. In Model 1, working experience is also significant, and has a positive impact ($\beta = 0.049$; $p < 0.05$) on locating tourism opportunities. This model is statistically significant [$F(8, 127) = 4.796$; $p < 0.001$] and explains 23.2 percent of the variance in identifying tourism opportunities. Gender, marital status, attendance at training before starting a business, and start-up motives do not contribute to Model 1.

The results for Model 2 indicate that among personality traits, innovative behavior ($\beta = 0.216$; $p < 0.05$), tolerance ($\beta = 0.275$; $p < 0.05$) and hardworking ($\beta = 0.379$; $p < 0.001$) have a positive impact on the identification of opportunity in the tourism sector. Therefore, hypotheses 1, 4, 5, 9 and 10 have received support and, thus, they are accepted (Model 2). But the need for achievement ($\beta = -0.244$; $p < 0.05$) and independent behavior ($\beta = -0.426$; $p < 0.001$) are identified as being negatively related to the identification of tourism opportunities. Model 2 is statistically significant [$F(18, 117) = 6.137$; $p < 0.001$] and, as a whole, explains 48.6 percent of the total variance in building tourism-related entrepreneurial opportunity. The introduction of entrepreneurial traits explains additional variance of 25.4 percent in growing tourism opportunities. Locus of control, risk-taking propensity, self-confidence, decision making capability and ability to learn from failure have not received evidence that can prove effects on identifying opportunity in the tourism sector. In developing and underdeveloped countries, entrepreneurs are categorized as “necessity entrepreneurs” who are pushed into business due to the lack of employment opportunities (McMullen et al., 2008). They are involved with typical ventures replicating other ideas without exploring novel opportunities. This may be a reason why these variables are not positively related to opportunity identification in the tourism sector in Bangladesh.

And finally, Model 3 is statistically significant [$F(28, 107) = 5.964$; $p < 0.001$] and, as a whole, explains a total variance of 60.9 percent of tourism opportunity development. The introduction of moderators (entrepreneurial traits are multiplied by the entrepreneurial support infrastructure) explains the additional variance of only 12.4 percent in creating tourism opportunity. Model 3 indicates that the entrepreneurial traits needed for achievement ($\beta = 0.491$; $p < 0.001$), and ability to learn from failure ($\beta = 0.339$; $p < 0.05$), interacted by the tourism facilities, have a significantly positive impact on tourism-related entrepreneurial opportunity development. But the available tourism facilities modify the relationship between independent behavior and entrepreneurial opportunities negatively ($\beta = -0.420$; $p < 0.01$; Model 3). Therefore, the results certify that the need for achievement, and learning from previous failure, contribute more to the generation of entrepreneurial opportunities when a tourism facility is present. Necessity based entrepreneurs are forced to start their own venture to get relief from unemployment (McMullen et al., 2008). They tend to start with what they have without considering any support they may receive from the surrounding environment. Therefore, our study does not

provide sufficient evidence in favor of the hypotheses formulated to establish the moderating effects of support facilities on the relationship between entrepreneurial traits and opportunity identification.

4. Discussion and Conclusion

This study was intended to identify what personality traits affect opportunity identification in the tourism sector and whether the relationship is strengthened by the presence of available tourism facilities. It reveals that innovativeness, tolerance and hardworking have positive and statistically significant relationships with the identification of opportunities in the tourism sector. This result signifies that entrepreneurs should be innovative, they must be tolerant, and they must have the propensity for hard work, if they want to explore the lucrative opportunities related to the tourism and hospitality sectors in Bangladesh. It also reveals that the need for achievement has a negative relationship with opportunity identification.

New, customized services always demand creative and innovative ideas. Entrepreneurs, having innovative ideas, are more capable of developing exciting tourism opportunities because this industry is highly service-dominated. Entrepreneurs need the trait of tolerance, i.e., the capacity to endure continuing pressure. The tourism sector handles a variety of people with multiple backgrounds in terms of location, race, religion and culture. Therefore, embracing exceptionality is a common requirement.

Entrepreneurial capability and strength are evaluated through the trait of energy or the capacity for hard work. Tourism entrepreneurs are always busy assembling supportive gear for arranging flawless tour operations. Their success depends on the perfect acquisition of all items needed to run the business and utilizing these for clients. Energetic and active entrepreneurs should be able to develop tourism-related entrepreneurial opportunities easily.

Regarding moderating effects, our results show that the relationship between opportunity identification and the need for achievement, ability to learn from failure, and independence, is modified by the availability of tourism support facilities. Need for achievement is one of the personality traits that illustrates an enduring and dependable characteristic to stipulate and attain high standards of goal achievement. It is surprising that the need for achievement has a negative relationship with the identification of tourism opportunities, but such relations become positive when interacting with tourism support facilities. The results indicate that merely having the need for achievement is not enough for entrepreneurs to explore new opportunities. Rather, entrepreneurs with such a propensity are inspired when they get supporting facilities ready, and sufficient to manage the operations of a new venture. Besides, failure is a common phenomenon in business, and whenever entrepreneurs commit a mistake, they learn something that they apply to their next similar endeavors. Our results reveal that entrepreneurs in tourism and hospitality industry tend to utilize such learning in screening out opportunities, only when they are convinced that sufficient tourism external facilities are available. The findings also show that tourist industry support facilities negatively moderate the relationship between independence and opportunity development. This signifies that entrepreneurs with the trait of independence are not inspired to search for opportunities, even when tourism infrastructure supports are made available.

The findings of the study will be beneficial for entrepreneurs, tour operators, community decision-makers, local authorities, and the government to understand the links between entrepreneurial traits and entrepreneurial opportunities, and to incorporate them into their own entrepreneurial support policies. Particularly, the results will show tourism entrepreneurs the traits they need to develop, to directly or indirectly, influence the identification of opportunities. The findings have implications for policy in two ways. Firstly, authorities can use the results to decide on the education and training programs needed to develop those traits useful for the identification of opportunities. Secondly, authorities can decide on the tourism support infrastructure that should be made available in order to intensify the relationship between traits and opportunity identification.

There are several limitations that should be considered before accepting the findings. First, we have collected data on dependent and independent variables through the same survey, and that may have created a common method bias not tested in this study. Second, we tested the causality using cross-sectional data that fails to capture the dynamic interplay between entrepreneurial traits and the development of opportunities. The normality and validity of the constructs used for the study have not been checked, and that may weaken the validity of the results. Therefore, results from the study should be accepted subject to these limitations. In future, researchers should address these limitations to ensure more authentic results in studying the phenomenon. We have used only 'available support facilities' as a moderator, but other relevant variables, such as institution or location can be applied to investigate the relationship between trait and opportunity. Despite these limitations, this study has advanced the understanding of the tourism business in Bangladesh by investigating the relationships between entrepreneurial traits and opportunity identification.

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APPENDICES

Appendix I: Questionnaire

Entrepreneurial Traits and Its' Impact in Development of Tourism Opportunity and the Mediating Role of Tourism Facility in the Sundarbans

Section A: ENTREPRENEURS' DEMOGRAPHIC CHARACTERISTICS

1. **Gender:** Male Female

2. **Age (In Years):** Below 25 25- Below 40 40- Below 57 Above 57

3. **Marital status:** Married Single Separated Divorced Widowed

4. Level of education successfully completed:	5. Attended any course/training before starting business:
<input type="radio"/> Never attended school	<input type="radio"/> Yes <input type="radio"/> No
<input type="radio"/> Primary school	6. Attended any course/training after starting business:
<input type="radio"/> SSC	
<input type="radio"/> HSC	
<input type="radio"/> Graduation	
<input type="radio"/> Post-Graduation	
	<input type="radio"/> Yes <input type="radio"/> No

<input type="radio"/> Other (please specify) _____	
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7. Previous Working Experience:

- Working at a Hotel Working at a Restaurant Owing other business Other (please specify)

8. Start-up motives for business: To be able to do the kind of work I wanted

- To build a successful organization
- Due to poverty
- Unable to find paid job
- To be innovative
- To continue a family tradition

Please put tick (✓) mark in the appropriate box for the following statements

Section B: Entrepreneurial Traits

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Need for achievement						
9.	I become satisfied only when I can reach the desired level of result					
10.	I look upon my works as a simple way to achieve my goal					
11.	I try to do my job as much as possible even though the tasks assigned to me are difficult					
12.	I very rarely quit					
Locus of control						
13.	I can control myself even if there is more attractive option					
14.	I am capable of controlling all of my activities					
15.	After planning, I always try to stick with it					
16.	I can control activities that affect my business job					
Risk taking propensity						
17.	I am habituated to take risk					
18.	I believe that taking risk in business is a common phenomenon					
19.	I do not hesitate to invest my money into a new business					
20.	I pursue that life is all about taking risks to get what I want					
Innovativeness behavior						
21.	Coming up with new and innovative ideas is an important trait for					

	surviving in business					
22.	I am very eager to bring changes in my regular working process, if it appears positive					
23.	I am open-minded in accepting new ideas					
24.	I encourage my co-workers/subordinates to come up with new ideas					
Tolerance						
25.	I believe that every problem has a solution					
26.	I very rarely get nervous					
27.	I believe that it takes time to get good result					
28.	I am able to endure uncomfortable situation					
Self-confidence						
29.	I do not get frustrated because I know that eventually I will succeed					
30.	When setting important goals, I feel optimistic					
31.	I think that failure just makes me try harder					
32.	When unexpected problems occur, I do not get panic as I know that everything will be okay in a certain time					
Decision making capability						
33.	I feel confident always to take decisions					
34.	I rarely bother to take decisions even during my hard days					
35.	I usually trust my own judgment even if those around me don't agree with me					
36.	I always try to assess the values of work while making decision					
Learn from failure						
37.	Whenever I fail, I come out with a better way for the next venture					
38.	I always try to avoid the previous mistake					
39.	I try to learn from mistakes and improve my activities					
40.	I believe that failure is a part of education					

Energetic (Hard Working Capability)						
41.	I never give up troublesome deeds before completing them					
42.	I always seem capable of dealing with most problems that come up in life					
43.	I am capable of doing any job at a stretch keeping same efforts					
44.	I can do multi-tasks at the same time without harming any one of those					
Independent						
45.	My life is determined by my own actions					
46.	I am usually able to protect my personal interest					
47.	I never let anyone interfere to my business					
48.	My life is controlled by my own activities					

Section C: Entrepreneurial Opportunities in tourism development

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
49.	I have observed that the number of tourists is increasing day by day					
50.	I have noticed that tourists like to shop while travelling					
51.	I feel that there are ample opportunities for fast food stores / tea stalls in this destination					
52.	I access that in this destination standard restaurants have high potentiality					
53.	I have observed that due to increased number of tourists the opportunities for eco-friendly living place becomes very popular day by day					
54.	I can ensure that transportation is an important component for this tourism destination					
55.	I have noticed that foreign tourists search for the interpreters in this destination					
56.	I have noticed that foreign tourists often look for money exchange in this destination					
57.	I sense that there are opportunities for the cafés having local foods in this destination					
58.	I perceive that the local handicrafts have great opportunities in this destination					

59.	I have noticed that there is huge opportunity for various advertisement firms to promote different tour operators					
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Section D: Entrepreneurial Facilities in tourism development

No.	Question	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
60.	Better Loan facilities for the tourism sector					
61.	Low Interest rate of the loan					
62.	Supportive Rules & Regulations for the betterment of tourism sector					
63.	Lot of development training programs related to tourism are imperative					
64.	Favorable Govt. Investment and initiatives for the tourism sector					
65.	Role of Nation Tourism Management at the tourist destination is essential					
66.	Improved local infrastructure					
67.	Improved intercultural relationship and appreciation					
68.	Local distribution of tourism revenues					

Appendix II: Model Summary^d of Hierarchical Multiple Regression Analysis

Model	R	R Square	Adjusted Square	RStd. Estimate	ErrorChange Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.482 ^a	.232	.184	.44946	.232	4.796	8	127	.000	
2	.697 ^b	.486	.406	.38324	.254	5.768	10	117	.000	
3	.781 ^c	.609	.507	.34918	.124	3.394	10	107	.001	1.774

a. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, attended any course/training before starting business, Level of education successfully completed, Age (In Years), Gender, attended any course/training after starting business

b. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, attended any course/training before starting business, Level of education successfully completed, Age (In Years), Gender, attended any course/training after starting business, Need for Achievement, Locus of Control, Risk Taking Propensity, Innovativeness, Tolerance, Self-confidence, Decision Making Capability, Learn from Failure, Energetic, Independent

c. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, Attended any course/training before starting business, Level of education successfully completed, Age (In Years), Gender, Attended any course/training after starting business, Need for Achievement, Locus Of Control, Risk Taking Propensity, Innovativeness, Tolerance, Self-confidence, Decision Making Capability, Learn From Failure, Energetic, Independent, Need for Achievement and Tourism Facility, Locus Of Control and Tourism Facility, Risk Taking Propensity and Tourism Facility, Innovativeness and Tourism Facility, Tolerance and Tourism Facility, Self-confidence and Tourism Facility, Decision Making Capability and Tourism Facility, Learn From Failure and Tourism Facility, Energetic and Tourism Facility, Independent and Tourism Facility

d. Dependent Variable: Tourism Entrepreneurial Opportunities

Appendix III: ANOVA^a table of Hierarchical Multiple Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.751	8	.969	4.796	.000 ^b
	Residual	25.656	127	.202		
	Total	33.407	135			
2	Regression	16.223	18	.901	6.137	.000 ^c
	Residual	17.184	117	.147		
	Total	33.407	135			
3	Regression	20.361	28	.727	5.964	.000 ^d
	Residual	13.046	107	.122		
	Total	33.407	135			

a. Dependent Variable: Tourism Entrepreneurial Opportunities

b. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, attended any course/training before starting business, Level of education successfully completed, Age (In Years), Gender, attended any course/training after starting business

c. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, attended any course/training before starting business, Level of education successfully completed, Age (In Years), Gender, attended any course/training after starting business, Need for Achievement, Locus of Control, Risk Taking Propensity, Innovativeness, Tolerance, Self-confidence, Decision Making Capability, Learn from Failure, Energetic, Independent

d. Predictors: (Constant), Start-up motives for business, Marital status, Previous Working Experience, Attended any course/training before starting business, Level of education successfully completed , Age (In Years) , Gender, Attended any course/training after starting business, Need for Achievement, Locus Of Control, Risk Taking Propensity, Innovativeness, Tolerance, Self-confidence, Decision Making Capability, Learn From Failure, Energetic, Independent, Need for Achievement and Tourism Facility, Locus Of Control and Tourism Facility, Risk Taking Propensity and Tourism Facility, Innovativeness and Tourism Facility, Tolerance and Tourism Facility, Self-confidence and Tourism Facility, Decision Making Capability and Tourism Facility, Learn From Failure and Tourism Facility, Energetic and Tourism Facility, Independent and Tourism Facility

Appendix IV: Coefficients^a in Hierarchical Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.645	.469		7.779	.000
Gender	.035	.304	.012	.115	.909
Age (In Years)	.103	.063	.166	1.636	.104
Marital status	.040	.082	.048	.483	.630
1 Level of education successfully completed	-.081	.030	-.281	-2.698	.008
Attended any course/training before starting business	-.098	.187	-.058	-.523	.602
Attended any course/training after starting business	.336	.149	.262	2.247	.026

	Previous Working Experience	.049	.024	.187	2.035	.044
	Start-up motives for business	.020	.027	.064	.758	.450
	(Constant)	2.101	.786		2.672	.009
	Gender	-.086	.332	-.029	-.258	.797
	Age (In Years)	.180	.063	.291	2.872	.005
	Marital status	.067	.071	.081	.945	.347
	Level of education successfully completed	-.148	.031	-.513	-4.798	.000
	Attended any course/training before starting business	-.031	.171	-.019	-.183	.855
	Attended any course/training after starting business	.252	.142	.197	1.773	.079
2	Previous Working Experience	.016	.023	.063	.710	.479
	Start-up motives for business	.018	.024	.056	.747	.457
	Need for Achievement	-.244	.106	-.259	-2.289	.024
	Locus of Control	.123	.138	.114	.892	.374
	Risk Taking Propensity	.004	.114	.004	.037	.971
	Innovativeness	.216	.091	.228	2.373	.019
	Tolerance	.275	.105	.255	2.629	.010
	Self-confidence	.111	.091	.126	1.222	.224
	Decision Making Capability	-.031	.093	-.033	-.336	.738
	Learn from Failure	.017	.112	.013	.153	.879
	Energetic	.379	.090	.419	4.206	.000
	Independent	-.426	.105	-.417	-4.045	.000
	(Constant)	2.671	.776		3.443	.001
	Gender	-.560	.386	-.191	-1.453	.149
	Age (In Years)	.216	.062	.349	3.470	.001
	Marital status	.066	.065	.079	1.007	.316
	Level of education successfully completed	-.112	.033	-.390	-3.426	.001
	Attended any course/training before starting business	-.018	.168	-.011	-.108	.914
	Attended any course/training after starting business	.323	.138	.253	2.350	.021
3	Previous Working Experience	.012	.024	.047	.508	.612
	Start-up motives for business	.016	.023	.049	.681	.497
	Need for Achievement	-1.450	.329	-1.542	-4.405	.000
	Locus of Control	.740	.432	.688	1.712	.090
	Risk Taking Propensity	.605	.439	.536	1.377	.171
	Innovativeness	.084	.266	.088	.314	.754
	Tolerance	-.302	.377	-.281	-.803	.424
	Self-confidence	.716	.325	.818	2.208	.029
	Decision Making Capability	.013	.323	.014	.040	.968
	Learn from Failure	-.657	.396	-.512	-1.658	.100

Energetic	-.268	.291	-.296	-.919	.360
Independent	.795	.390	.777	2.040	.044
Need for Achievement and Tourism Facility	.491	.132	3.321	3.707	.000
Locus of Control and Tourism Facility	-.345	.177	-2.425	-1.954	.053
Risk Taking Propensity and Tourism Facility	-.234	.180	-1.449	-1.298	.197
Innovativeness and Tourism Facility	.034	.128	.209	.266	.791
Tolerance and Tourism Facility	.212	.165	1.457	1.284	.202
Self-confidence and Tourism Facility	-.268	.135	-1.773	-1.983	.050
Decision Making Capability and Tourism Facility	-.012	.138	-.073	-.085	.932
Learn from Failure and Tourism Facility	.339	.166	2.225	2.038	.044
Energetic and Tourism Facility	.223	.129	1.441	1.733	.086
Independent and Tourism Facility	-.420	.152	-2.612	-2.769	.007

a. Dependent Variable: Tourism Entrepreneurial Opportunities

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