

The Potential of Presumed Persons Interested in an Entrepreneurial Approach in the Tourism Sector

Răzvan-Dorin Burz
Alexandru Duta

West University of Timișoara, Romania

razvan.burz@e-uvt.ro
alexandru.duta@e-uvt.ro

Abstract

In this paper we aim to assess the potential of people who may be interested in starting a business in the tourism sector. For this we applied two tests in the form of a questionnaire. As an analyzed group, we considered people who opted for the study program Business Administration in Tourism and the Hospitality Industry for four years. According to the results obtained, the entrepreneurial potential of these people is high.

Key words: entrepreneurship, potential, tourism, hospitality industry, evaluation

J.E.L. classification: M13.

1. Introduction

In the current uncertain context, affected by the pandemic and turbulent economic developments, many businesses in the hospitality industry closed, but on the other hand, many businesses in the hospitality industry have also prospered. The general perception is to support new business development initiatives if we consider the number of programs with funding, even non-reimbursable. A simple search after the term "entrepreneurship" on the Google search engine gives us about 3 million results, of entrepreneur 6 million results.

In the current context, the question arises, there is entrepreneurial potential in the area of the hospitality industry. We could appreciate the potential by evaluating the abilities of people who apply to university programs in the field of tourism business administration. Analyzing these people, one can have an opinion on the potential of people who may be interested in an entrepreneurial approach in the hospitality industry.

2. Theoretical background

There is no unanimously accepted definition of entrepreneurship (Ghenea M. 2021). According to Ghenea, a sum of ideas would be: intermediary between capital and labor, a person who turns an idea into a business, a person who takes a risk for what he proposes, a person who sees an opportunity in solving a problem. For the economist the entrepreneur is the one who brings added value, introduces changes, for the psychologist, the entrepreneur is a person driven by secure forces with the need to achieve, etc., for a businessman a possible partner or an investment opportunity, for a philosopher a person which effectively creates well-being as such, generating happiness (Scarlat C., Alexe C., Alexe C., 2008). According to Drucker (Drucker, 1985) entrepreneurship is a kind of innovation, which involves endowing existing resources with wealth-producing capacity. According to Richard (Stutely R., 1999) we find terms such as: critical balance, start with the essentials, central goal, visionary, how you got in the current situation, bankers' satisfaction with numbers, value accumulation, management team, business organization, infrastructure, products and services, basic skills, knowledge of the external environment.

Regarding entrepreneurs, they are people who set up their own businesses and work for themselves (Mariotti S., Glackin C., 2012). They are often both owners and employees.

In the literature we also find the idea of the qualities or traits necessary for a successful entrepreneur: (1) vision, (2) intelligence and creativity, (3) knowledge of the field of activity, (4) perseverance and determination, (5) charisma and persuasion, (6) responsibility, (7) decision-maker, (8) problem-solver, (9) gut-feeling, (10) positive thinking, (11) passion for one's own business, (12) personal ethics, (13) trust in people, (14) attitude (Ghenea M. 2021). Other approaches propose different qualities, different numbers and different orders. Apparently, the order does not mention the importance. (1) Desire to achieve, (2) self-control, (3) resistance to weights, (4) responsibility, (5) ability to communicate, (6) taking medium risks, (7) adaptability, (8) insistence, (9) organizational capacity (Pedişcan M, & Bibu N., 2005). (1) Willingness to take risks, (2) control of one's own destiny, (3) innovative spirit, (4) need for fulfillment, (5) acceptance of uncertainty, (6) self-confidence, (7) perseverance, (8) spirit initiative, (9) seizing opportunities, (10) high availability for work (Sasu C. 2003). According to Kazami (Kazami A., 1999): (1) intelligence, (2) diligence and diligence, (3) confidence, (4) creativity, (5) perseverance, (6) kindness.

In the area of tourism we find the following qualities mentioned: (1) health status, (2) age, (3) family, (4) motivations, (5) relationships, (6) taste of failure, recovery after failure and adaptation, (7) persuasion capacity, (8) financial resources, (9) choice of collaborators, (10) risk taking (Băileşteanu G. & Ursulescu-Lungu A., 2017).

Trying to summarize, analyzing several studies, Timmons finds a consensus on six general characteristics of entrepreneurs (Rusu S., 2014): (1) commitment, (2) leadership, (3) obsession with opportunities, (4) tolerance of risk, ambiguity and uncertainty, (5) creativity, self-confidence and adaptability, (6) motivation to excel.

3. Methodology and results

Trying to answer the question of how we evaluate, we find some answers. There are authors who distinguish between managers, leaders and entrepreneurs (Bodea. D., 2014). Proposed tests of a psychological nature are also to be considered (Necula A., 2003), (Carter P., 2007), (Carter P., 2015), (Graughwell T., 2016), (Barrett J., 2018). Most tests to identify entrepreneurial skills are more self-assessment-oriented. As such, the person being tested may overestimate themselves or deliberately not be honest. We opted for the administration of two tests proposed in the literature, one with questions with obvious answers (Ciornei A., et al., 2016) and one reformulated and adapted with questions whose answers are not as obvious (Pedişcan M, & Bibu N., 2005).

The first test proposes 24 questions and an assessment on a scale from 1 to 5 where 1 definitely means no, 5 obviously yes. The questions are formulations such as: "Do you have the ability to motivate employees and collaborators?", "Are you willing to give up your free time?", "Would you accept the possibility of uncertain and sometimes irregular income?" and so on. The interpretation of the test is based on the total score.

The second test proposes 8 questions with answer options. The interpretation is made according to the answer considered optimal. In order to be able to compare the results of the two tests, we calculate the weight of the optimal answers and also position them on a scale from 1 to 5. In the following table we present the items kept from the second test.

Table no. 1 Entrepreneurial skills identification test

Question	Optimal answer
1. The entrepreneur is a long-distance runner who runs primarily for: a) energy consumption and maintaining a good physical condition; b) for the satisfaction of defeating the other competitors in the race; c) to try to break his own record.	c
2. The entrepreneur is motivated by the need to: a) achieves a very important personal goal; b) get public attention and reward;	a

c) control a certain fortune, as well as other persons.	
3. The entrepreneur believes that the success or failure of a new business depends primarily on: a) chance or destiny; b) support and approval of others; c) his own strengths and abilities	c
4. The entrepreneur is more inclined to choose an objective: a) which involves a moderate level of risk but which contains a challenge; b) where the risks are high and the financial rewards are substantial; c) which is relatively easy and whose risks are low.	a
5. What does the entrepreneur value most in his activity: a) the importance given to competence and efficiency; b) the freedom to control the use of free time; c) the opportunity to create and achieve new things	c

Source: adaptation (Pedişcan M, & Bibu N., 2005)

An additional question was asked about the intention to start an entrepreneurial approach: a) I do not intend to start a business, I prefer to be employed, b) I am already involved in an entrepreneurial approach, c) I want and intend in the future to start a business.

The tests were applied over four years to 107 people. Considering the aim, to appreciate the potential of the presumptive interested in an entrepreneurial approach in the hospitality industry, the interviewees were those who enrolled in the master's program in Business Administration in Tourism and Hospitality Industry at the West University of Timisoara, assuming that their intention is obvious to work in this sector, either as employees or as entrepreneurs. To reduce the risk of overestimation, data were collected anonymously.

Table no. 2 Test results

	Scale				
	1	2	3	4	5
Test 1	0	3	29	40	35
	0.00%	2.80%	27.10%	37.38%	32.71%
Test 2	2	6	42	32	27
	1.87%	5.61%	39.25%	29.91%	25.23%

Source: own processing

Table no. 3 Entrepreneurial intent

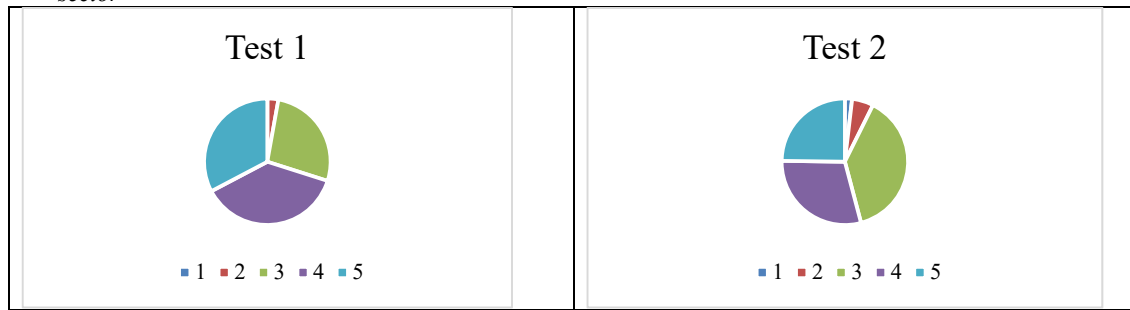
I do not intend to start a business, I prefer to be employed	88	82.24%
I am already involved in an entrepreneurial endeavor	12	11.21%
I want and intend to start a business in the future	7	6.54%

Source: own processing

From those tested, it results that the majority share would have the necessary qualities to start an entrepreneurial approach. However, the intention to start such an approach is very low. Those who were convinced of such an approach have already done so (11%). In fact, they are also found on the scale of test results in the area of grades 4 and 5 where the majority are found (70% and 55% respectively according to the tests).

There is a certain difference between the results from test one and test two, however, the tendency of the answers is similar. Most likely due to the types of questions - with obvious answers, with less obvious answers.

Figure no. 1. The potential of presumed persons interested in an entrepreneurial approach in the tourism sector



Source: own processing

Overall, the potential of presumed persons interested in an entrepreneurial approach in the tourism sector seems to be high. However, the question remains for future research, if the potential is high, why is there no higher percentage among those who have started or intend to start a business in the tourism area.

4. Conclusions

From the point of view of the potential of people who could start a business in the tourism sector, we have a high level. However, this level does not correlate with the number of people who have started or intend to start a business. This may be due to the way the tests are administered, the self-assessment. However, the second test, which has no obvious answers, is not different from the first test in terms of results. Even if we consider only the second test, the potential seems to be 55% high and with an average level of almost 40%. Another explanation could be the fact that the probability of starting a business is not only related to the potential of the possible entrepreneur but also to the context, chance, luck etc. In other words, the alignment of qualities with the external environment.

5. References

- Barrett, J., 2018. *Teste pentru carieră, aptitudini și selecție* [Tests for career, skills and selection]. Bucharest: Meteor Press Publishing House.
- Băileșteanu, G. and Ursulescu-Lungu, A., 2017. *Administrarea și dezvoltarea întreprinderilor din industria turistică* [Administration and development of enterprises in the tourism industry]. Timisoara: West University Publishing House.
- Bodea, D., 2014. *Manager, lider sau antreprenor* [Manager, leader or entrepreneur]. Bucharest: Result Development Publishing House.
- Carter, P., 2007. *Teste de inteligență și psihometrice* [Intelligence and psychometric tests]. Bucharest: Meteor Press Publishing House.
- Carter, P., 2015. *Testați-vă EQ-ul* [Test your EQ]. Bucharest: Meteor Press Publishing House.
- Ciornei, A., Et al., 2016. *Abilități antreprenoriale în turism* [Entrepreneurial skills in tourism]. Bucharest: Fulger Publishing House. <https://ec.europa.eu/programmes/erasmus-plus/project-result-content/51cb9390-ffa6-4c3e-938c-7461049a565e/Abilitati%20antreprenoriale%20in%20turism.pdf> (accessed in June 2022).
- Craughwell, J.T., 2016. *Cine ești? Testează-ți inteligența emoțională* [Who are you? Test your emotional intelligence]. Bucharest: Litera Publishing House.
- Drucker, P., 1985. *Innovation and entrepreneurship: practice and principle*. New York: Harper Business
- Ghenea, M., 2021. *Antreprenoriat. Drumul de la idei către oportunități și succes în afaceri* [Entrepreneurship. The road from ideas to opportunities and success in business]. Bucharest: Evrika Publishing House.
- Kazami, A., 1999. *What young entrepreneurs think and do: A study of second-generation business entrepreneurs*, Journal of Entrepreneurship. 8, [online] Available at:

https://www.researchgate.net/publication/247764793_What_Young_Entrepreneurs_Think_and_Do_A_Study_of_Second-Generation_Business_Entrepreneurs (accessed in June 2022).

- Mariotti, S., Glackin, C., 2012., *Antreprenoriat. Lansarea și administrarea unei afaceri* [Entrepreneurship. Starting and running a business]. Bucharest: Bizzkit Publishing House.
- Necula, A., coord., 2003. *Cunoaște-l pe celălalt* [Get to know the other one]. Iasi: Polirom Publishing House.
- Necula, A., coord., 2003. *Cunoaște-te pe tine însuși* [Know yourself]. Iasi: Polirom Publishing House.
- Pedișcan, M, and Bibu, N., 2005. *Inițierea și dezvoltarea firmei prin planul de afaceri* [Initiation and development of the company through the business plan]. Timisoara: Iasi: Mirton Publishing House.
- Rusu, S., 2014. *Antreprenoriat în turism și industria ospitalității* [Entrepreneurship in tourism and the hospitality industry]. Bucharest: C.H. Beck Publishing House.
- Sasu, C. 2003. *Inițierea și dezvoltarea afacerilor* [Starting and developing business], Iasi: Polirom Publishing House.
- Scarlat, C., Alexe, C. and Alexe, C., 2008. *Afacerea de la vis la succes – Planul de afaceri* [Business from dream to success - Business plan]. Bucharest: Printech Publishing House.
- Stutely, R., 1999. *Planul de afaceri perfect. Ghid sistematizat al planificării de afaceri inteligente pentru manageri și întreprinzători* [The perfect business plan. Systematic guide to smart business planning for managers and entrepreneurs]. Chisinau: Arc Publishing House.