

Research on the Influential Factors of Entrepreneurial Intention of Residents in Tourist Destination

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Abstract—The factors that affect the tourist intention of tourism destination include the individual factors of entrepreneurs and the factors of entrepreneurial environment. Through a questionnaire survey in Chinese Lugu Lake tourist area, and by means of factor analysis and SPSS statistical analysis software, summarizes seven factors influencing tourism entrepreneurial intention: individual entrepreneurial self-efficacy, entrepreneurial ability to seize opportunity, ability of enterprise management; external evaluation, business development potential of entrepreneurial place attachment, commitment, for all kinds of business government trust. Finally, some suggestions are put forward to improve the tourism intention of residents in tourist areas.

Keywords—*tourism entrepreneurship; entrepreneurial intention; influencing factors; factor analysis; Lugu lake of China*

I. INTRODUCTION

Entrepreneurial intention reflects the degree of entrepreneur's entrepreneurial characteristics, and is the prerequisite for entrepreneurial activities. Tourism entrepreneurial intention is potential entrepreneurs to engage in tourism related business activities and not a subjective attitude, is a general description of people with similar characteristics of entrepreneurs and the extent of the people on the entrepreneurial attitude and ability, is an important predictor of tourism between entrepreneurial attitude and entrepreneurial behavior between tourism. The key factors affecting tourism to the local residents' Tourism entrepreneurial intention research, we can find a path to enhance tourism entrepreneur's entrepreneurial intention, so as to promote tourism to residents' better conversion from entrepreneurial intention for tourism business behavior.

II. LITERATURE REVIEW

Bird (1988) first put forward the idea of entrepreneurial intention [1]. Krueger et al (2000)[2] believes that entrepreneurial intention is a general description of people's subjective attitude and ability to start an undertaking. Thompson (2009)[3] points out that entrepreneurial intention refers to the belief that individuals plan to start a new enterprise. The factors that affect entrepreneurial intention can be divided into two categories: individual variables and environmental variables.

Proactive performance in individual personality effectively predicts entrepreneurial intentions (Kafetsios et al., 2009[4]), risk-taking tendencies and entrepreneurial intentions are related to a certain extent (Barbosa, et al., 2007[5]). At the same time, the findings support individual self-efficacy to play a mediating role in entrepreneurial intention (Barnir et al., 2011[6], Tsai, etc., 2016[7]). Most researchers came to the same conclusion that self-efficacy had a direct positive impact on entrepreneurial intentions (Naktiyok et al., 2010[8], Pihie, etc., 2013[9], Douglas, etc. (2013) [10]).

The success of an entrepreneur has something to do with its ability to do so. Individual decision making ability, opportunity identification and evaluation ability, communication skills and emotional intelligence can play a certain role in the prediction of entrepreneurial intentions (Hmieleski and Corbett, 2006[11]; Izquierdo and Buelens 2011[12]).

Environmental factors can also influence the entrepreneurial intention of the entrepreneur to a certain extent. De, Pillis&, Reardon (2007)[13] compares the differences in entrepreneurial intentions between two different cultures in Ireland and the United states. Wyrwich and others (2016)[14], by comparing two entrepreneurs in Germany, found that the external environment of entrepreneurship could stimulate individuals to have more entrepreneurial intentions.

From the existing research results, because of the different situations in different countries and regions, the key factors affecting the entrepreneurial intention are summarized and refined. This study attempts to these elements are classified and reestablished, the entrepreneurial factors of the relationship between environmental factors and individual factors, entrepreneurs and local governments as the assumption factors affecting entrepreneurs to carry out tourism business.

III. RESEARCH AND ANALYSIS

The questionnaire used Likert 5 point scale method, because of variables, entrepreneurial intention includes 12 entries, and independent variables include 32 entries. Select the Lugu Lake in Sichuan Province of China as a case study, from October 2016 to December 2016, take a phased

approach of random sampling and quota sampling combined with issue 800 questionnaires, 730 questionnaires were collected, including 700 valid questionnaires. In the sex structure, the proportion of male samples was 59.29%, female 40.71%; age structure in young people, aged between 30-40 years old accounted for 65.89% of the overall sample, followed by 41-50, accounting for 18.43% of the overall sample survey of community residents; high school education accounted for 59.02%, college and above accounted for the residents of the home to 26.14%; the proportion of migrant labor more for 2 people, 3 people, 5 people, the proportion was 27.57%, 38.56%, 21.14%. Respondents' entrepreneurial intention of descriptive statistics analysis results are shown in "Table I".

TABLE I. DESCRIPTIVE ANALYSIS OF ENTREPRENEURIAL INTENTION

Variable	Average	Standard deviation	Variance
Go all out to entrepreneurship	2.98	1.457	2.123
Entrepreneurship have great possibilities for the future	2.98	1.429	2.042
Entrepreneurship even if it failed	2.97	1.415	2.002
Entrepreneurship is the real interest	2.96	1.383	1.912
Entrepreneurship with assistants	2.94	1.406	1.978
Entrepreneurship with fund	2.94	1.385	1.918
Entrepreneurship with preferential policy	2.93	1.380	1.905
Entrepreneurship with technique	2.91	1.452	2.109
Do not give up with painstaking effort	2.91	1.412	1.993
Have near-term target	2.89	1.436	2.063
Want to be the enterprise's administrator	2.88	1.401	1.963
Make adequate preparations to entrepreneurship	2.85	1.397	1.951

A. Validity Analysis of Scale

Through statistics, it is found that the average number of each sub variable (upper and lower 25%) is different, indicating that the two groups are independent variables, and each sub variable has an average difference. Then the significant independent sample test level of two groups in each sub variable average difference test showed that all sub variable Sig (bilateral) values were less than 0.05, each variable has higher significance, which indicates that the scale has good construct validity, there is no need to eliminate sub variables.

B. Factor Analysis of Variables

In this study, first of all, the statistical analysis of the independent variables of tourism entrepreneurial factors is suitable for factor analysis. The calculated KMO value is 0.905, the Approx. Chi-Square value is 5708.563, and the Bartlett's Test of Sphericity values are 0.000. Principal component analysis was adopted in factor analysis, and 7 common factors were extracted by variance orthogonal rotation. Detailed statistics are summarized in "Table II".

According to the data in "Table II", "Table III", "Table IV", "Table V", "Table VI", "Table VII" and "Table VIII", 7 common factors extracted were named as follows:

- Will feel easy, the enterprise business process, the company founded clear details, formulate business plan, business confidence and self-evaluation of large enterprises may start their own 6 items grouped and renamed the factor of entrepreneurial self-efficacy. The variance contribution rate of this factor is 14.408%.

TABLE II. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor loading
It's easy to entrepreneurship	0.624	draw up a project of entrepreneurship	0.571
Master the process of entrepreneurship	0.666	Full of confidence to entrepreneurship	0.512
Comprehend the details of entrepreneurship	0.656	more likely to succeed in more likely to	0.524

- Will be able to find the potential market, establish and maintain good relationship between local key figures, and can bear the pressure and change of entrepreneurship, facing financial difficulties still adhere to the investors and 5 items into a category, and renamed the entrepreneurial opportunity to grasp the power factor. The variance contribution rate of this factor is 11.744%.

TABLE III. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor loading
Find the potential markets	0.537	Put up with the pressure and variation during the operation	0.514
Have a good relationship with potential investors	0.614	Persist in it even if in trouble	0.713
Establish relationship with the local key figures	0.562		

- The effective operation and management of content, rational use of human resources, the adjustment of property management objective and management ideas, to coordinate the relationship of interests and other related items 4 items classified as a class, and rename it the enterprise management ability factor. The variance contribution rate of this factor is 11.315%.

TABLE IV. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor loading
Manage content management effectively	0.688	Adjust the operation target and mentality	0.655
Make reasonable use of human, financial and material resources	0.590	coordinate relations between various of assignments and benefits	0.573

- "This place famous and here than in other places have advantages, this place is good, there are many people envy" and other 4 items into a category, and rename it the business development potential factor. The variance contribution rate of this factor is 10.174%.

TABLE V. FACTORS NAME & ANALYSIS

The name of variable factor	Factor Loading	The Name of Variable Factor	Factor Loading
This place is famous	0.567	It's good place to live	0.612
It's better than anywhere else	0.587	It's an enviable place	0.564

- The "I have a natural feeling of this place, I think this place is like my home, this place is my own part, I was part of this place" 4 items into a category, and rename it the place attachment factor. The variance contribution rate of this factor is 9.229%.

TABLE VI. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor Loading
I have natural emotion to this place	0.579	This place is a part of me	0.537
I regard this place as my home	0.548	I'm part of this place	0.564

- "I am willing to stay here long, I hope to witness the development here, here in my future planning is very important in my future, and here there is a close relationship between the" 4 items into a category, and renamed the entrepreneurial commitment factor. The variance contribution rate of this factor is 8.905%.

TABLE VII. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor loading
I would like to stay here for a long time	0.568	It plays an important role in my future plan	0.589
I would like to be the witness of the place development	0.571	It has closely relation with my future	0.573

- The local trust business management department, the local environmental protection departments, local housing and land departments, trust the local town government and trust the local village / neighborhood and other 5 items into a category, and renamed the business trust factor. The variance contribution rate of this factor is 8.851%.

TABLE VIII. FACTORS NAME & ANALYSIS

The name of variable factor	Factor loading	The name of variable factor	Factor loading
Trust the local business management	0.653	Trust the local town government	0.958
Trust the local ministry of environment	0.665	Trust the local villagers committee/neighborhood committee	0.960
Trust the local housing land management department	0.528		

IV. CONCLUSION

In the basis of the existing research results, this study found that the overall influence factors of tourism to the local residents of entrepreneurial intention can be summarized as the following 7 aspects: individual entrepreneurial performance has its own sense of height, entrepreneurial ability to grasp the opportunity, the size of enterprise management ability; entrepreneurs of the external evaluation of entrepreneurial business development potential, entrepreneurial quality on entrepreneurial the place attachment degree, entrepreneurial commitment strength, entrepreneurs of various government agencies trust degree.

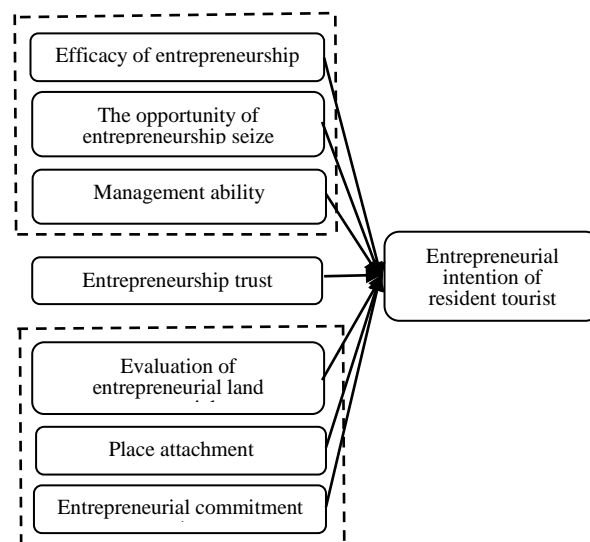


Fig. 1. The motivation composition that influences tourism intention.

These 7 factors affect the level of entrepreneurial intention of residents in tourism. Among these 7 factors, the three factors, entrepreneurial efficacy, entrepreneurial opportunity, management ability, are related to the individual's own ability and self-confidence. The three factors of entrepreneurial development potential evaluation, entrepreneurial place attachment and entrepreneurial commitment belong to the entrepreneur's cognition, emotion and corresponding behavior. The factor of "trust in entrepreneurial government institutions" is the judgment and recognition of the entrepreneur's Micro entrepreneurial environment and entrepreneurial policies and institutions. Therefore, in order to improve the tourist's entrepreneurial intention level, we can consider the following three directions to carry out the targeted work.

First of all, we should stimulate and improve the individual entrepreneurial self-efficacy of residents in tourism areas, and raise the level of individual entrepreneurial ability. Only to enhance self-efficacy, in order to ensure it has enough confidence to entrepreneurship, can still be enough to solve the problem in the face of unknown difficulties may arise when confidence, confidence decided to complete the entire business process, to achieve business objectives. Improving the individual entrepreneurial ability of the tourist destination will help the entrepreneur to complete the business plan, complete the business and

continue to operate. For the residents of tourist areas, the development of tourism in the local tourist areas has many opportunities for entrepreneurship, and the promotion of enterprise management ability is more urgent and important.

Secondly, strengthen the local identity of residents in tourist areas and promote local attachment. The stronger the local identity is, the stronger the individual's place attachment is. Strengthen community residents place identity, not only can enhance the residents' positive evaluation on the local business development potential, but also can stimulate residents re understanding of the local culture, nature, ecological environment and other advantages, strengthen the individual recognition of the usual production and living environment, is helpful to the improvement of self-efficacy is more important; can enhance the entrepreneurial environment on entrepreneurial recognition, their entrepreneurial development into the local development.

Finally, we should deepen the trust of local residents at all levels of local government organizations in support of tourism entrepreneurship, improve the confidence of residents in tourist areas for government organizations to support tourism entrepreneurship, promote cooperation among residents and government organizations, and promote the formation of stronger entrepreneurial intentions and higher expectations of entrepreneurship.

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