

The Investigation of the Entrepreneurial Intention of the Younger Generation in the Tourism and Hospitality Industry

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The hospitality and tourism industry is considered as one of Thailand's most important industries. This current study thus pursues to investigate the significant influences of subjective norms, attitudes toward hospitality, perceived behavioural control, and hospitality behaviour on the hospitality entrepreneurial intention. The data used for this current study was collected from 414 respondents from college students in tourism and hospitality programmes in Thailand. The data was systematically analysed adopting the statistical technique of Structural Equation Modelling after reliability and validity testing. The findings showed that perceived behavioural control, hospitality behaviour, attitude towards hospitality, and subjective norms, had positive influences on the hospitality entrepreneurial intention. The originality and benefits for the practitioners of this study included the expansion of the use of the theory of planned behaviour from the field of psychology into tourism, hospitality and entrepreneurship. The implications and practical recommendations included the government and agencies should enhance the positive image of the hospitality industry to create the positive attitudes towards the hospitality and tourism industry. In addition, policy makers, related hospitality managers and education institutions can provide supports, such as promoting clubs or associations for young entrepreneurs to raise the awareness and interests for becoming entrepreneurs in the future.

Keyword: Entrepreneurial Intention, Attitudes, Hospitality Behaviour, Perceived Behavioural Control (PBC), Subjective Norm, Tourism and Hospitality Industry

For several emerging countries, the hospitality and tourism industry is a vital mechanism for the survival and growth of the Thai economy. However, the more competitors there are, the higher the competition. This may lead to a lower competitive advantage. Thus, to succeed in business, entrepreneurs must not only acknowledge business environments but also understand entrepreneurial intentions. Such an approach could lead businesses to sustainable growth. It is well known that the roles of entrepreneurship are core to development in any industry, and tourism and hospitality is no different (Cetin, Altinay, Alrawadieh & Ali, 2022). Hallak, Lindsay, and Brown clearly (2011) stated that entrepreneurs in the tourism industry can create positive impacts on the economy, including promoting economic wealth creation and job development. Furthermore, long-term career development in tourism and hospitality is also crucial to attracting younger generations to start their careers in this growing tourism and hospitality field. In addition, Kokkranikal and Morrison (2011) highlighted that entrepreneurship can lead to innovation and the impact of innovation is not only beneficial to private enterprises but also helpful to local communities and societies.

Furthermore, the obviously significant role of entrepreneurship in tourism can also further extend to the expanded focus on the study of entrepreneurship, which provides crucial and influential impacts and implications in the field of sustainable tourism developments and strategies to achieve sustainable development goals (Dahles, Khieng, Verver, & Manders, 2020). The development of the expanded hospitality and tourism businesses depends on

the young generation, particularly their expected future career, to lead to the sustainable growth of the hospitality and tourism industry, as suggested by Ahmad, Ramayah, Mahmud, Musa and Anika (2019) Liu and Zhao (2021), highlighting the entrepreneurial intention of the college and university students in hospitality and tourism programmes, specifically their intention to pursue their entrepreneurial careers in this field.

Moreover, based on the work of Sansone, Ughetto and Landoni (2021), to support the development of entrepreneurship can be effectively crucial to support for young people during colleges or universities. Moreover, Maheshwari, Kha and Arokiasamy (2022) conducted the systematic review of student's entrepreneurial intentions and suggested that the application of theory of planned behaviour is appropriate for the research in entrepreneurial intention.

Several scholars (Oshriyeh, Ghaffari, & Nematpour 2022; Altinay, Madanoglu, Daniele & Lashley, 2012) addressed the importance of entrepreneurial intention as one of the influencing determinants to have many impacts on the growth of the hospitality industry, especially among developing countries around the world. However, in the Thailand context, the development of entrepreneurial intention is still at the early stage (Wannamakok & Chang, 2020). This raises the urgency of studying the factors affecting entrepreneurial intention in order to identify the significant constructs to promote the success and fundamental development of Thai tourism and hospitality industry in response for increasing demand of both domestic and international tourists.

The originality and contribution of the very current research had fulfilled the gaps in the literature. Firstly, the study adopted the theory of planned behaviour, which is highly important theory in hospitality research areas, with their related factors, including attitude and others as the antecedents. Secondly, the authors also emphasise the hospitality behaviour of the college students as a critical predictor of the entrepreneurial intention. The concept of hospitality behaviour can be considered traits or personality of individuals, but past research studies paid little attention to this factor. It can be concluded that this study had developed inter-disciplinary by applying the planned behaviour theory with entrepreneurial intention theory in hospitality industry. Thirdly, the field of study was the hospitality and tourism industry, playing a crucial role to support economic development, especially in the context of emerging countries, such as Thailand.

The aims of the study are firstly to systematically explore the effects of attitude toward hospitality, hospitality behaviour, and other determinants on the hospitality entrepreneurial intention. In addition, this current investigation also aims to present the most influential factors or constructs on entrepreneurial intention. After achieving the objectives, the authors also aimed to provide practical recommendations for the development of hospitality entrepreneurs. Moreover, the directions for the researchers in the related tourism and hospitality fields are suggested in order to assist the researchers to discover new and insightful research investigations in the future.

Literature Review

Entrepreneurship in Hospitality

Goryushkina et al., (2019) defined entrepreneurship as professional employment within the framework of well-established management that aims to provide and develop new benefits and values for the state and society. They also highlighted that a successful entrepreneur-hotelier should build basic qualities and accumulate abilities for both self-organisation and self-development (Haram, Shams & Gohar 2021; Gohar & Abrar, 2016; Uyilowhma, Okon & Unim, 2021).

Fu et al., (2019) offered the past literature on entrepreneurship in the research and investigations related to the services and hospitality industry and categorised the research domain to be in the two aspects: antecedents and entrepreneurial outcomes. 'Personal' aspects, including demographic factors, (including sex and education level in the respondents in the hospitality and tourism industry) and motivations, drive entrepreneurs to open businesses in the hospitality and services industry and are thus a variable of the antecedents. Another variable is the 'destination environment' aspect, including economic factors, socio-cultural factors, government policies, and technological advancement. By contrast, the entrepreneurial outcomes are firm performance and destination development.

Specifically concerning the motivation aspects (Fu et al., 2019), the study has categorised motivation into two types: growth-oriented and lifestyle-oriented. While growth-oriented entrepreneurs focus more on the economic

benefits resulting in competency, growth, and job creation, lifestyle-oriented entrepreneurs build social networks or become part of the community rather than being driven by profits. Hence, lifestyle-oriented entrepreneurs tend to develop more innovative products and services for the destination than growth-oriented entrepreneurs.

García, Meneses, and Sandoval (2022) reviewed the definition of entrepreneurship in various dimensions and some also include the importance of entrepreneurship roles and impacts in the related fields of general and social entrepreneurship. In addition, the entrepreneurship characteristics can include managing uncertainty and risk, developing managerial competence, and cultivating creative opportunities.

Even though the topic of entrepreneurial intention has been studied for decades, the entrepreneurial intention in the field of hotel, services and hospitality is still quite limited. This current study aims to expand the scope of knowledge for hospitality entrepreneurial intention, especially when the trend of young generation pays more attention to become the entrepreneurs, comparing to the past decades.

Theory of Planned Behaviour

Referred to as one of the critically acclaimed theories in tourism, services, hotel and business research investigation, the theory of planned behaviour (TPB) is recognized as a prominent reasoned action model (Khan, Mahmood & Younas 2024). The TPB is also a crucial structural framework for knowing, forecasting, and transforming the human behaviour. The concept of intention is the instantaneous precursor of the human behaviour and is a representation of the three main predictors, including attitude toward an action or a certain behaviour, subjective norms or the inclination to be influenced by other people, and PBC (Osman, Cheng & Wider, 2022). In addition, these predictors come after the beliefs about the behaviour's probable impacts or significances, about normative potentials of vital others, besides around existence of influences governing behavioural presentation (Ajzen, 2012). To support this definition, Dai and Xu (2021) identified that the three main factors of TPB are positively consistent to predict the entrepreneurial intention, while other factors, such as financial support, had the positive effect on entrepreneurial intention.

Otache (2021) also applied the factors of TPB to assess the intentions to becoming an entrepreneur based on the university students in the area of tourism and hospitality management, ascertaining that, attitudes towards becoming the entrepreneur, subjective norms and PBC had an important relationship on the students' entrepreneurial intentions. Similarly, Al-Jubari, Mosbah and Anor Salim (2021) applied the TBP on the study of entrepreneurial intention in the context of tourism and hospitality college students and gained comparable results. The study tested the effects of self-efficacy, attitude and the role of subjective norms and found that attitude and self-efficacy have a statistically significant role on predicting entrepreneurial intention. Another study (Zhang & Sorokina, 2022) on the higher age group samples to study their entrepreneurial intention also in the scope of tourism business industry found that attitudes and the effect of PBC showed an important influence towards the entrepreneurial intention.

Entrepreneurial Intention in Hospitality

Intention is a fundamental notion based on the theories related to the physical activity and behaviours, and explains as well as predicts the individual behaviours, offering the role of mediator towards people's behaviours or actions in a specific context or environment. The role of intention has been studied variously in consumer and entrepreneurial research investigations (Rhodes & Rebar, 2017).

Hospitality involves businesses relating to traveller journeys such as hotels, restaurants, tour operators, and health and wellness centres. Thus, previous studies reviewed the entrepreneurial intentions of those businesses.

Njoroge et al., (2020) explored the dimensions of entrepreneurs and their behaviours in the tourism and hospitality industry in the areas of competitive environment, business innovation and experimentation and risk tolerance, considered to be the core factors driving the behaviours and intention of the entrepreneurs. Further, these characteristics of entrepreneurs are tested and challenged in the competitive business context, while there are opportunities and risks that they have to encounter to achieve the business goals, especially in the hotel business contexts where the demand for high quality of services and the ever-changing expectation for new service innovation.

Furthermore, Saadin and Daskin (2015) apparently studies the young generations and their interests and intention towards entrepreneurship with the factors of social norm, significantly demonstrated the statistically influential role towards the intention to be an entrepreneur.

In general, Ambad and Damit (2016) recognised that perceived relational support, attitude and PBC can significantly influence the intention to become the entrepreneurs. Additionally, Zhang et al., (2020) found that the concepts of social worth, individual education, and risk-taking characteristics played crucial roles and indicated the strong effects on entrepreneurial intention.

Attitude Towards Hospitality Industry

An attitude of an individual can indicate a person's foundation and belief as well as understanding of certain issues. In the literature related to entrepreneurship research, attitude represents a person's belief and understanding about being an entrepreneur in the near future (Liñán & Chen, 2009; Ishrat & Rahman, 2019), with the literature defining that attitude as an inclination to have either positive or negative assessment about certain issues or topics. Shook and Bratianu (2010) argue that the degree of positive attitude can enhance the perception of individuals about their environments and the views towards the world around them and attitude can affect significantly on self-efficacy or PBC and also subjective norms.

Additionally, Solnet and Hood (2008) indicated the relationship between the attitudes of young employees and their hospitality behaviours, showing that positive attitudes can directly impact the behaviours of hospitality employees to provide high quality services for hospitality customers.

Sivarajah, and Achchuthan (2013) found main driving determinants, which are also known as the independent variables in the theory of planned behaviour to have the influence on behaviours and also on intentions.

Shin and Hancer (2016) examined the antecedents to the intention to purchase local food and discovered that attitude, moral norms, PBC, and subjective norms, either directly or indirectly affect the intention to purchase the food in the local areas.

H1: Attitude towards the hospitality industry has a statistical and significant impact on hospitality behaviour

H2: Attitude towards the hospitality industry has a statistical and significant impact on entrepreneurial intention

Hospitality Behaviour

The concept of hospitality behaviour can be defined as the acts or actions of hospitality staff towards the customers including welcoming gesture, proactive verbal and nonverbal communication, caring, empathy, quick and complete response to the needs or concerns of the hotel customers (Golubovskaya, Robinson & Solnet, 2017; Wu, Han & Moon, 2023).

It is expected that the hosts, staff, or service providers take good care of their guests or customers. Consequently, hospitality or hospitable behaviour can be considered the foundation for all staff in the industry. Hospitality behaviour or hospitable behaviour (Golubovskaya, Robinson & Solnet, 2017) is an important focus of the services and hospitality industry, in which employees or staff act as hosts, possessing the necessary skills and ability to offer care, pleasure, and ensure good services for their customers or guests. Telfer (2000) stated that the hospitable behaviour of the hosts should derive from sincere concern, truthful care, altruistic motives, and hospitableness to ensure the guests feel welcomed and valued.

Lashley (2015) explained that hospitable behaviours are considered a good trait and even a religious obligation that has been required by many religions for centuries. The study further explained that hospitality dimensions can be represented in three dimensions including commercial dimension, social dimension and private dimension, while in the private sector issues about hospitableness are being discussed. Before hospitality was commercialised, which drove people to focus on the benefits that they would receive from the hospitality transaction, hospitality was just an act of providing food, beverages, and accommodation for people outside of one's household, which is considered an act of friendship between hosts and guests (Lashley, 2015).

Lynch et al., (2011) mentioned previous literature on the theme of hospitality, referring a way of social dominance, as it could help people develop relationships, transforming enemies and strangers alike into friends. In other dimensions, the study also explained that hospitality reflected the behaviour of sharing and exchanging, which could be seen as a reciprocal relationship.

H3: Hospitality behaviour has a statistical and significant impact on entrepreneurial intention

Perceived behavioural control

Perceived behavioural control (PBC) is the perception of an person in controlling one's environment and actions as well as behaviours. PBC is an important determinant of the key determinants in TPB. To a great extent, beliefs on self-efficacy influence the selection decision of an individual to select a certain choice of works, in addition to the ability and attempts to take on a certain activity (Bandura, 1981). Ajzen (2002) distinguishes the concept of PBC from the concept of the internal locus of control, that was earlier presented in the work of Rotter (1966). Additionally, the concept of PBC is a perceived command towards a certain performance of an individual, reflecting the ability to control the situation and self-efficacy of an individual. In other words, there were internal and external drivers as the components of PBC (Ajzen, 2002).

Namasivayam and Guchait (2013) confirmed the idea that self-esteem of a single person and the idea of trust is based on the perception of control that a person has towards a certain context and this can affect the customer satisfaction and also the intention to take some action. This clearly signifies the important and vital role of PBC of consumers or even entrepreneurs, related to the future actions.

Kraft et al., (2005) has used the theory of planned behaviour to investigate the recycling intention of the consumers and they showed the results in their research study that perceived control has an important influence on the intention of the individuals towards recycling activities.

Additionally, Noone (2008) provided another evidence in the research in the context of employee research with the use of perceived behavioural control and the findings of the research demonstrated that perceived behavioural control can directly lead to the greater degree of employee performance in the context of restaurant business environment.

Furthermore, Namasivayam and Mount (2006) showed the fascinating results in their findings that perceived control can play a crucial role on the satisfaction of the customers of the hotels, implying the intention to revisit the hotels in the future.

H4: Perceived behavioural control has a statistical and significant impact on entrepreneurial intention

Subjective norms

Subjective norms can be described in the context where individuals have the influence on a person towards encouraging or discouraging the certain actions of the person. Furthermore, subject norms are evaluated or assessed by inquiring the person regarding how people encourage the person to participate in a certain activity, including acting as an entrepreneur (Liñán & Chen, 2009; Ajzen, 2001). Additionally, subjective norms or in some cases, also are referred to social influences and are adopted in many research areas as a factor to explain or to influence the intention or the behaviour of the individuals (Liñán & Chen, 2009).

Hsu (2012) studied the attitudes towards the actions, PBC, and subjective norms and their influences on the behavioural intention in the context of hospitality and tourism students and the study results provided that all the proposed relationships had significant relationship with the intention. Furthermore, Hsu (2012) also demonstrated that intention offered a positive effect on the actual behaviour of the hospitality and tourism students.

Rhodes and Courneya (2005) researched the significant and influential effects of the factors, such as of attitudes towards a certain activity and subjective norms on the intention and behaviour and the positive and significant effects were confirmed.

Ajzen (2012) Vries, Dijkstra and Kuhlman (1988) provided the empirical evidence to show the overall impacts of attitudes towards a certain situation and the influence of subjective norm, which is used in the research to replace the concept of perceived behavioural control, on the behaviours and intention. Their studies showed the significant effects among those relationships. One important aspect is that the concept of perceived behavioural control and self-efficacy were used interchangeably in some studies.

Wan, Shen and Choi (2017) also investigated the impact of subjective norms, together with attitudes, to explain the behaviours and the intention in the recycling activities to measure the sustainable behaviour and intention of the consumers. Their findings confirmed the positive relationships among these factors or constructs.

H5: Subjective norms have a statistical and significant impact on entrepreneurial intention

METHOD

This quantitative research used questionnaires as the research instruments and was designed as a survey field study. Regarding the questionnaire development, the authors adapted the measurements from the previous studies for each construct as provided in Table 1 under the sources of the measurements.

The authors tested the reliability analysis and significant role of validity of the study to ascertain that the collected data were appropriate for further data analysis. To ensure the appropriateness of measurements, the Index of Item-Objective Compatibility (IOC) was used. According to this IOC process, the authors invited five experts to give the values as follows; -1 (represented the meaning of clearly no measurement), 0 (demonstrated the meaning of unclear), and 1 (showing the meaning of clear measurement). As a result, the IOC score for everyone of the questions ranged from the values 0.8 to 1.0 based on the experts, providing the acceptable and objective questionnaires (Jusoh, Zubairi, & Badrasawi, 2018).

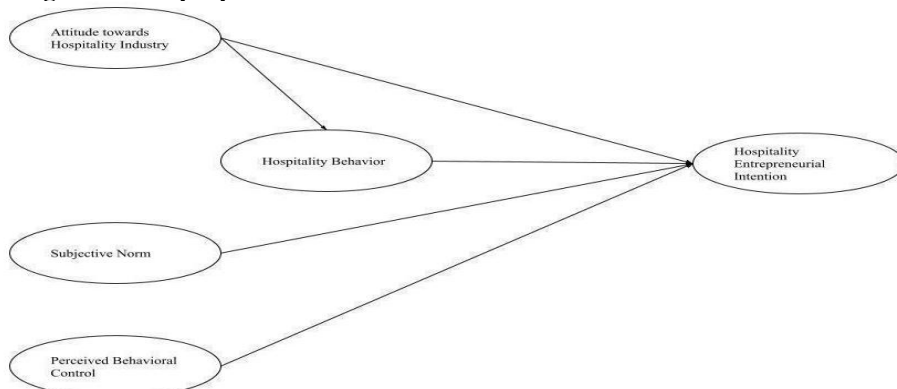
The population of current research was the students who studies in the tourism, hospitality and related fields in Thailand. Through the screening questions to ensure the appropriate sample characteristics, a total of 414 respondents were sampled from college students in tourism and hospitality programmes in Thailand. The questionnaires were distributed through an online survey and developed based on past literature.

Additionally, the SEM technique was adopted in order to analyse the proposed statistical and significant relationships of the constructs. SEM has several advantages over the linear regression, including the ability to verify all the relationships in the conceptual model at once and the greater power to measure the strengths of relationships among factors or constructs in the proposed model (Mia, Majri & Rahman, 2019).

The proposed model

The study's proposed model or theoretical framework demonstrated the network of associations among the constructs or factors as discussed and presented in the literature review. This study had a number of the predictors to influence the dependent variable, which is hospitality entrepreneurial intention (HEI). There are four independent variables: attitude toward hospitality industry (ATH), hospitality behaviour (HPB), perceived behaviour control (PBC), and subjective norms (SJN). These four factors determine the roles and influences on entrepreneurial intention. The relationships of all the factors and each line presented each hypothesis (Figure 1).

Figure 1. The proposed model.



In addition, the hypotheses were developed to represent the relationship between attitude towards the hospitality industry, hospitality behaviour, PBC, and subjective norms towards hospitality entrepreneurial intention of the young generation. Thus, all the hypotheses are as follows:

H1: Attitude towards the hospitality industry has a statistical and significant impact on hospitality behaviour

H2: Attitude towards the hospitality industry has a statistical and significant impact on entrepreneurial intention

H3: Hospitality behaviour has a statistical and significant impact on entrepreneurial intention

H4: Perceived behavioural control has a statistical and significant impact on entrepreneurial intention

H5: Subjective norms have a statistical and significant impact on entrepreneurial intention

RESULTS

Descriptive statistics showed that out of 414 samples, all of the respondents were students in programmes related to tourism and hospitality education. Additionally, 53% of the respondents were female and 47% were male. In addition, 43% of the respondents were the fourth year students, 25% were third year students, and the rest were the first and the second year students. Around 53% were students from the public colleges and universities and the rest were from the private colleges and universities. Moreover, 35% of the respondents indicated their entrepreneurial intention in restaurant and food services, whilst 31% focused on hotel business entrepreneurial intention and the rest possessed mixed intention across various areas, including wellness, spas, and other tourism and hospitality businesses.

In order to properly evaluate the quality of the collected data, many types of validities, including content validity and discriminant validity, were performed to identify whether the data meet with the acceptable qualities. Later, the authors performed the model testing to evaluate the hypotheses of the study. For each factor or constructs, the questions or instruments for measurements were adopted from the empirical studies as presented in the previous section. In addition, the author tested the convergent validity and the satisfied results were demonstrated in Table 1. The AVE of all the factors indicated the values much greater than the value 0.5, above the acceptable requirements (Awwad, 2012; Dedeoğlu & Demirer, 2015). Additionally, to evaluate the value of the discriminant validity, in this case, the acceptable and standard criterion is that the values of the square root of AVE should be more than values of squared correlation coefficients of each pair of two constructs (Pantouvakis & Bouranta, 2013).

Table 1
Statistical values

Factors/Items	Standardised loadings	AVE	Square root of AVE	Composite Reliability	Cronbach's alpha
Hospitality entrepreneurial intention (HEI) <i>Adapted from Al-Jubari, Hassan & Liñán (2019) and Isiwu & Onwuka (2017).</i>		0.756	0.870	0.781	0.812
My professional goal is to become an entrepreneur in the hospitality industry.	0.874				
I have the firm intention to start a hospitality firm someday.	0.810				
I am determined to create a hospitality firm in the future.	0.887				
I am serious about having a hospitality firm.	0.876				
I will make every effort to start and run my own hospitality firm.	0.877				
I am ready to do anything to become an entrepreneur in hospitality.	0.891				
Subjective norms (SJN) <i>Adapted from Dinc & Budic (2016) and Moriano, Gorgievski, Laguna, Stephan & Zarafshani (2012).</i>		0.777	0.882	0.798	0.823
My close family would approve of my decision to be an entrepreneur in the hospitality industry.	0.891				
My friends would support my idea to be an entrepreneur in the hospitality industry.	0.862				
People who are important to me would approve	0.897				

[of the idea] that I could be an entrepreneur in the hospitality industry.				
My colleagues would approve [of] me [being] an entrepreneur in hospitality.	0.898			
People who are influential to me believe in my ability to become an entrepreneur in the hospitality industry.	0.859			
Attitude towards the hospitality industry (ATH)		0.694	0.833	0.731
<i>Adapted from Robinson, Stimpson, Huefner & Hunt (1991) and Stamboulis & Barlas (2014).</i>				0.804
Being a part of the hospitality industry implies more advantages than disadvantages to me.	0.820			
The hospitality industry is attractive to me.	0.850			
The hospitality industry is acceptable for me.	0.829			
Being a part of the hospitality industry is suitable for me.	0.832			
Hospitality behaviour (HPB)				0.835
<i>Adapted from Golubovskaya, Robinson & Solnet (2017).</i>				
I go "above" and "beyond" to serve others.	0.854	0.734	0.857	0.763
I offer personalised attention to other people.	0.857			
I care about the happiness of others.	0.884			
I prioritise other people's needs and feelings.	0.832			
Perceived behavioural control(PBC)				0.827
<i>Adapted from Youssef, Boubaker, Dedaj & Carabregu-Vokshi. (2021).</i>				
I can control the creation process of becoming an entrepreneur.	0.861	0.775	0.8810	0.797
I know the necessary practical details to start a business.	0.89			
I would have a high opportunity [to develop] my own business.	0.926			
I could start an entrepreneurial firm based on the results of my knowledge and ability.	0.843			

In the process of evaluation of the values of measurement model, the values of fit indices from SEM analysis offered the following satisfactory indicators, including NNFI=0.991, NFI=0.982, RMSEA=0.045, IFI=0.992, and CFI=0.987. With the results above, the measurement model is considered a suitable and acceptable fit for further data analysis for the structural model. Based on the definition regarding Hair et al., (2006), convergent validity demonstrated the quality of questionnaire items to have relatively high correlation with another or other measurement items of the same or similar factors (or also known as the constructs). Furthermore, the high quality of convergent validity can be presented when each measurement item of the factor loadings has values more than 0.6 (Anderson & Gerbing, 1988). To further explain the critical criteria of the data, the critical values of AVE are more than the standard and acceptable numbers of 0.50. Another requirement is that the values of the factor loadings must be more than the required values of 0.6. The values of the analysis presented the satisfactory outputs, meaning that the convergent validity was adequately acceptable. (Anderson & Gerbing, 1988; Anderson & Gerbing, 1992; Hair et al., 2006).

Referring to Table 1, Cronbach's alpha were presented the acceptable characteristics of reliability analysis. It is expected that the construct can claim the high reliability when the alpha of the factor or construct is greater than 0.7. For this reason, the factors selected in the current study provided satisfactory results with alpha values.

Table 2 offered the values and results of discriminant validity. To present the acceptable discriminant validity, Hair et al., (2006) and Fornell and Larcker (1981) recommended that the values of square roots of the AVEs have to be greater than the values of the squared correlation of a pair of two factors and the data from this study showed the satisfactory discriminant validity properly.

Table 2

The values of correlation coefficients and the square root of AVEs

Items	HEI	SJN	ATH	HPB	PBC
HEI	0.870				
SJN	0.383	0.843			
ATH	0.587	0.420	0.865		
HPB	0.584	0.457	0.642	0.837	
PBC	0.554	0.330	0.537	0.625	0.884

Note;

HEI: Hospitality entrepreneurial intention, SJN: Subjective norms, ATH: Attitude towards hospitality industry, HPB: Hospitality behaviour, PBC: Perceived behavioural control

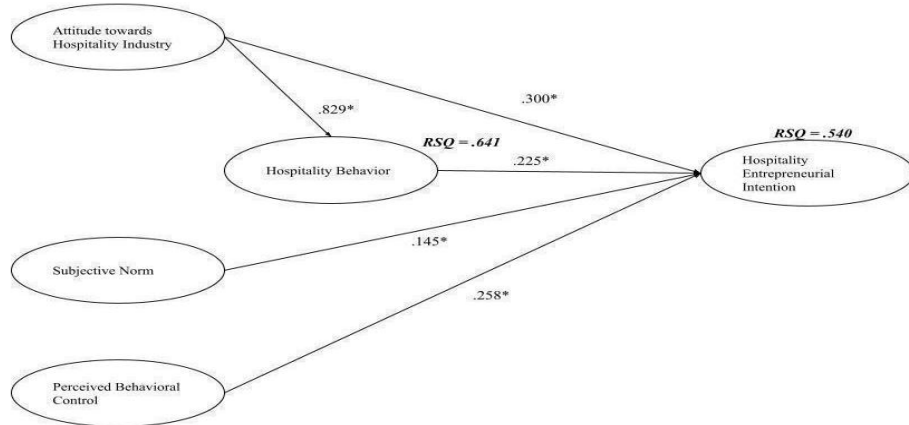
Additionally, based on the tested model results and fit indicators, the basic requirements based on the criteria of good fit were effectively met (Hair, Tatham, Anderson, & Black, 2006) as clearly presented below (Table 3). The structural model testing was crucial to be conducted properly prior to the further interpretation of the research findings and prior to discussing the hypothesis testing.

Table 3

The indices of model fit

Fit Indices	Value	Criteria
Chi-square/df (400.845/220)	1.822	<3
NFI	0.982	>0.9
NNFI	0.991	>0.9
CFI	0.992	>0.9
IFI	0.992	>0.9
RMSEA	0.045	<0.05

Figure 2. The model and coefficients



*indicated significance level at 95%
 Note: RSQ = R-squared

The findings from the data analysis revealed that attitude towards hospitality resulted in hospitality behaviour and hospitality entrepreneurial intention. Additionally, hospitality behaviour also influenced hospitality entrepreneurial intention. Furthermore, subjective norms and PBC have statistically significant impacts on hospitality entrepreneurial intention (as illustrated in the above Figure 2). Table 4 indicates the antecedents demonstrated the significant impacts on hospitality behaviour/entrepreneurial intention. Therefore, hypotheses 1 to 5 are supported.

Table 4
Summary of hypothesis testing

Hypothesis	B	p*	Results
H1: ATH→HPB	0.829	0.000	Supported
H2: ATH→HEI	0.300	0.000	Supported
H3: HPB→HEI	0.225	0.000	Supported
H4: PBC→HEI	0.258	0.000	Supported
H5: SJN→HEI	0.145	0.000	Supported

Note: *significant at $p < 0.05$.

DISCUSSION AND CONCLUSIONS

This research offered impacts of the attitude towards hospitality, subjective norms, PBC, and hospitality behaviour on hospitality entrepreneurial intention. The findings found that (1) attitude towards hospitality, (2) subjective norms, (3) PBC, and (4) hospitality behaviour all have a significant role on intention to become an entrepreneur, whilst (5) subjective norms demonstrated a significant influence on young generation’s entrepreneurial intention.

Referring to the results of this study, attitude towards hospitality thus has an impact on hospitality behaviour and entrepreneurial intention. Additionally, from this study, the finding offered the similar discovery with the work of Hsu (2012), Shook and Bratianu (2010) Sivarajah, and Achchuthan (2013), concluding that attitude, subjective norms and PBC directly affected the behavioural intention. Additionally, perceived behaviour control has a significant and direct effect on entrepreneurial intention, implying by the research work of Namasivayam and Guchait (2013). Another crucial research work in the area showed that PBC is considered the crucial dominant on the behavioural intentions and also relevant to the research of Additionally, Ajzen (2002).

Furthermore, subjective norms had a statistically impact on entrepreneurial intention. The results support previous studies, such as Liñán and Chen (2009) Ajzen (2001), with the latter concluding that subjective norms influence engagement in entrepreneurial activities.

Wan, Shen and Choi (2017) also provided the in-depth findings in that subjective norms and attitude demonstrated the crucial and vital influence on intention and also the interaction between these two antecedents also provided the significant impact on the intention.

Lastly, hospitality behaviour is the basis of the services, hotel, restaurants and hospitality industry and the hosts, the staff, and the employees in this area of research related to tourism and hospitality. This research investigation tested the impact of hospitality behaviour on the young generation's entrepreneurial intention and this research outcomes demonstrated hospitality behaviour had a statistical influence on hospitality entrepreneurial intention. This is supported by Ligthelm (2008) Scholl-Grissemann, Kallmuenzer and Peters (2021).

Based on these findings, interestingly attitudes towards hospitality industry showed the highest influence on entrepreneurial intention and had the strong and positive effect on hospitality behaviour. The role of attitudes of the young generations is vitally important to affect the behavioural intention and also influence the actions.

Recommendations and Directions for Future Research

As the current research achieved its objectives with the research results of the antecedents including attitude toward hospitality industry affect hospitality behaviour, and attitude, hospitality behaviour, PBC, and subjective norms and intention to be an entrepreneur. These could lead directly and effectively to the perception and action of both entrepreneurship and customer perspectives. These factors therefore likely result in successful entrepreneurship and earn higher returns. Additionally, the results could help entrepreneurship in hospitality to understand the attitudes, behaviours, subjective norms, and PBC of their target customers. Thus, they can launch products/services, as well as strategies to be appealing to the new groups of buyers or customers and increase sales from current customers or buyers.

As a positive attitude toward hospitality is crucial for hospitality entrepreneurial intention, the government and other related agencies should maintain and enhance the good image of the hospitality industry to make the industry attractive and acceptable for entrepreneurs to join the hospitality business. In addition, they need to ensure that entrepreneurs that join the hospitality industry would gain more benefits as it directly impacts their attitude toward hospitality.

Enhancing attitudes toward hospitality would not only impact students' hospitality entrepreneurial intention but would also impact hospitality behaviour. As entrepreneurs have a higher level of hospitality behaviour, this would be a strong foundation and would elevate the multidimensional quality of the services offered to the current buyers or customers. Furthermore, entrepreneurs with hospitality behaviour appear to possess the intention to open businesses in the hospitality field. Schools and universities or informal institutions such as family are the core players that could shape hospitality behaviour. However, these institutions must also provide sufficient knowledge and practical details, as well as the PBC that leads to hospitality entrepreneurial intention. Furthermore, the policy makers and education institutions can provide support for setting up associations for young entrepreneurs, especially in hospitality and tourism by arranging activities or competitions to raise the awareness and interests for becoming entrepreneurs in the future.

As for the theoretical contribution from the study, the authors extended the benefits and applications of the TPB from psychological areas in order to explain the empirical investigations and studies in tourism and hospitality. In addition, this research expanded the concept of intention, developed by Ajzen (2012), into entrepreneurial intention, useful also for the study in another research field of entrepreneurship. Moreover, the additional factor, hospitality behaviour, was introduced to the theory as the past research had limited use of this factor.

This current research has an emphasis on the intention of the young generation to be an entrepreneur in the hospitality industry, with a sample population of 414 students. Future studies could enlarge the sample size. Additionally, the literature could explore the entrepreneurial intention of the young generation about to enter business or who are existing business owners. The findings may be able to compare their attitudes, PBC, hospitality behaviour, and subjective norms toward their entrepreneurial intention in the hospitality industry.

Furthermore, the directions for future research can be provided as follows. Firstly, the researchers may include other moderators, including personal profiles (such as age and gender), to expand the details of the generalisation. Secondly, several colleges offered internships or training for students during their study and the perception of the college students related to their experience from internship and professional training may play an important role towards their entrepreneurial intention in the hospitality industry. Thirdly, the concept of hospitality behavior is considered crucial for the hospitality research community and therefore, in the future research, the

scholars may explore the predecessors of hospitality behaviour, such as perceived behavioral control and personality traits. Next, qualitative investigation should be further explored in order to discover in-depth insights and to investigate additional factors to help explain the relationship among the antecedents and the entrepreneurial intention. Lastly, researchers may also adopt new theories to explain entrepreneurial intention, such as Social Cognitive Theory (SCT), for example, based on the scholarly works of Bandura(1989) and Entrepreneurial Event Model (EEM), which is primarily based on the most acclimaed works of Shapero and Sokol (1982) in order to offer the new perspectives towards the concept of entrepreneurial intention.

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