

Investigating the Entrepreneurship Behaviour among Hospitality Undergraduates in Egypt

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Abstract

The present paper makes an attempt to highlight the concept of entrepreneurship behaviour as a new way of employment patterns among hospitality seekers. Nowadays the hospitality graduates find themselves facing the public and private sector challenges. Work vacant places in both the Egyptian public and private sector are seldom to get it due to many problems such as nepotism, lack of salaries fairness, government legislation and privatization. Entrepreneurial behaviour has been a vibrant field of study because of the advantages of its career creation for those who need a career opportunity in their own potential companies.

The main aim of this comparative research is to understand undergraduate student behaviour for entrepreneurship and the factors affecting entrepreneurial behaviour in the tourism and hospitality faculties in two different samples of universities in Egypt. One is private Pharos University in Alexandria and the other is public Fayoum University in Fayoum.

Self-administered questionnaires were distributed to a convenient sample of 130 students based in Fayoum and 60 students from the private one. Results revealed that respondents are considering entrepreneurship and interested in it especially in case of tourism crises that has been appeared after Egypt revolution and the inflation decision of the Egyptian central bank 2016.

This research hypothesised that different personality traits, and education influence and shape the hospitality graduates entrepreneurial intentions. Some implications for practice are discussed and the research conceptual model contribution is recommended.

Keywords: Entrepreneurship, entrepreneurial behaviour, Hospitality Graduates, public sector, Egypt

Introduction

The fact that we live in an entrepreneurial era is true. According to Zacharakis et al. (2016) there are more than half billion entrepreneurs over the globe either were actively involved in trying to start a new project or were owner-managers of a new venture. In America, there are more than one thousand five hundred new businesses are born every hour of every day.

Entrepreneurs are persons who driving a revolution by converting and refurbishing economies over the globe. Entrepreneurship is the essence of free enterprise because the birth of new businesses gives a market economy its strength. New and emerging businesses create a very large proportion of the innovative services and products that transform the way we work and live (Li, 2008; Barringer and Ireland, 2015).

There has never been a better time to practice the magic of entrepreneurship. The economist Joseph Schumpeter, defined an entrepreneur '*a person who destroys the existing economic order by introducing new products and services, by introducing new methods of production, by creating new forms of organization, or by exploiting new raw materials*' (Schumpeter, 1951). An entrepreneur's new business might be the revolutionary sort that rearranges the global economic order, such as Walmart, FedEx, Microsoft, Amazon.com, eBay, and Google. However, it is much more likely to be of the incremental kind that enters an existing market.

According to this piece of research, the researcher adopts a broader definition of entrepreneurship in the hospitality industry in which incorporates everyone who starts a new business. The hospitality entrepreneur is the person who perceives an opportunity related to the customer and creates an organization to pursue it.