

Notification No: 582/2025

Notification Date: 25-07-2025

Name of scholar: Saima Kareem

Name of supervisor: Prof (Dr.) Sarah Hussain

Name of the Department: Department of Tourism and Hospitality Management

Topic of research: Entrepreneurial Motivation for Tourism Start-ups

Key Words: Entrepreneurship, Tourism, Hospitality, Entrepreneurial Motivation, Entrepreneurial Education

Findings

The study examined the role of key determinants in shaping students' entrepreneurial motivation towards tourism start-ups using SEM analysis. Out of eleven hypotheses tested, eight were supported while three were not.

Entrepreneurial attitude, subjective norm, perceived behavioural control, autonomy, competitiveness, entrepreneurial education, and entrepreneurial intention emerged as significant predictors of entrepreneurial behaviour. Among these, entrepreneurial attitude ($\beta = 0.325$, $t\text{-value} = 7.283$) and entrepreneurial intention ($\beta = 0.459$, $t\text{-value} = 9.108$) influencing entrepreneurial motivation showed the strongest effects, indicating that an individual's attitude and intention towards entrepreneurship substantially enhance entrepreneurial motivation towards tourism start-ups. Entrepreneurial education also demonstrated a positive impact, both on intention ($\beta = 0.144$) and motivation ($\beta = 0.229$), confirming its role in strengthening entrepreneurial capacity.

In contrast, innovativeness, risk-taking, and pro-activeness did not exhibit significant relationships with entrepreneurial intention, suggesting that while often considered entrepreneurial traits, they do not directly drive students' entrepreneurial conduct in the tourism sector.

The predictive power of the model was found to be substantial, with R^2 values of 0.639 for entrepreneurial intention and 0.348 for entrepreneurial motivation. These findings affirm the importance of education, attitude, and intention as primary drivers of entrepreneurial activity in tourism start-ups.