

The Influence of the Perception Related to the Economic, Social and Environmental Impacts of Tourism on Entrepreneurship Intention

Serkan ŞENGÜL

Abant İzzet Baysal University
Bolu School of Tourism and Hotel Management
Tourism Administration
Bolu, Turkey
orcid.org/0000-0003-4615-1982
info@serkansengul.net

Extensive Summary

Introduction

Tourism movements play an important role in the economic development of rural areas (Ateljevic 2009; Siemens 2010). The tourism potentials that rural areas have are creating opportunities for entrepreneurship by improving regional development (Dana, Gurau ve Lasch, 2014, p. 357). Tourism, especially in rural areas or developing regions, has important effects on business development (Zhao, Ritchie and Echtner, 2011, p.1570).

The limited number of examples of tourism impacts in the intention of entrepreneurship has brought about the issue that this research should be related to tourism economic, social and environmental effects. This is important nowadays, as the work on entrepreneurial intentions is accelerated, in terms of determining the effects of tourism on entrepreneurship intention and in determining the effect of this process according to the results. This research is expected to contribute to the theory of entrepreneurial intention, especially in the case of tourism effects on the local people living in rural areas. In addition, the consequences are also important in terms of the consequences that local entrepreneurship, entrepreneurship and tourism relationship exhibit.

It is possible to experience difficulties in accepting tourism activities in destinations where local people do not participate in entrepreneurial activities. For this reason, the impact of tourism on the entrepreneurial intentions of the local people has a critical prescription. In this respect, the aim of this study is to try to determine the influence of the perception related to the economic, social and environmental impacts of tourism on entrepreneurship intention in the rural areas where the tourism movements take place.

Method

The research universe is composed local people living in Mudurnu district of Bolu Province which is one of the provinces of Turkey. Population in Mudurnu is 19,374 while 5,082 of this population is living in the district center (Bolu Governorship Official Statistics, 2016). In the survey, 515 data were obtained through questionnaires. All questionnaires were included in the study because no errors were found in the data obtained with the face-to-face interview technique.

The reasons for the selection of Mudurnu as a sample in the survey include the fact that it has substantial and untouched cultural heritage elements in its possession and that it has significant tourist attractions and that it has a UNESCO Temporary List of World Heritage sites.

For the collection of data in the survey questionnaire, one of the quantitative research methods was used. The questionnaire form consists of descriptive information, tourism economic, social and environmental effects and entrepreneurial intentions. As a result of the literature review, some of the proposals developed by the researcher as well as some of the written proposals are found in the scale formed in line with the aim of the study.

In order to ensure the language validity of the expressions in the created scale, attempts have been made to eliminate the errors that may occur by performing translation-back translation on foreign words. Moreover, in order to ensure the validity of the scale, the scale were sent to three specialist academicians to evaluate them and tried to remove the ambiguities of meaning in the direction of the suggestions made. In accordance with the research universe, between May 17, 2016 and July 1, 2016, 515 local residents were surveyed by simple sampling and face-to-face surveys were conducted.

Findings

Two-step Structural Equation Model analysis was performed with the obtained data set. The first step in the analysis is the evaluation of the measurement model and the second step is the evaluation of the structural model. Testing of the measurement model is carried out by evaluating the structural validity and reliability of the model. The road coefficients obtained in the test result are indicative of the predictive ability of the model (Toklu and Toklu, 2015, p. 72).

It has been determined that as a result of the Verified Factor Analysis performed, the factor loads of the measurement model are at acceptable level. Also Cronbach's alpha coefficients, calculated to determine the reliability of the structures, are also highly reliable for this reason, it can be argued that the model is generally acceptable because the majority of the values of goodness of fit obtained in the results of the research give a conclusion that the data are compatible.

Structural Equation Modeling has been used to test the hypotheses for the modeled variables with the variables determined to be the result of the measurement model and generally good fit. When the values of the compliance goodness of the established models were examined, it was determined that the results were close to those of the confirmatory factor analysis compliance values. This implies that the Structural Equation Model generally has acceptable adaptability.

As the result of model analysis, the tendency of entrepreneurship intention seems to increase as the importance given to the economic effects of tourism increases. Accordingly, those who attach importance to the economic effects of tourism tend to be more entrepreneurial intentions. However, there is no statistically significant effect of the importance given to social and environmental effects of tourism on the entrepreneurial intention

Conclusion and Discussion

Tourism is an issue which has an economic, social and environmental influence on societies. The concept of entrepreneurship, which is the topic of research in many respects, is also being dealt with by different phenomena that affect society today. The initiatives undertaken within the context of tourism activities should also be examined in terms of the benefits that tourism and destinations have developed. Especially in rural areas, entrepreneurial activities carried out in destinations hosting tourism movements make it possible to gain local people, increase supply sources at destinations, and develop social and environmental dimensions.

The intention of entrepreneurship has been associated with many different dimensions in the literature. While literature shows that applications in different sectors are frequently examined, the number of researches that have been taken into account in terms of the tourism effects are very few. This study, designed to partially fill this gap in the literature attempted to determine the effect of tourism on the intentions of entrepreneurship of local people.

As a result of these analyzes, the economic effects of tourism seemed to have an impact on the entrepreneurial intentions of the local people, but no such relationship was found on the social and environmental impacts. Considering that differences in results can be revealed on the basis of the destination, it is thought that the perception of economic effects of the local people in rural areas may be easier to perceive the social and environmental effects.

It is thought that the method and sample of this study partially overcome the criticisms about the current literature claimed by Li (2008) in his study which investigate the research carried out in the tourism and hospitality industry. The research that is carried out in the existing literature is student oriented and the proposal of using a quantitative method instead of the qualitative method in the future research and a more analytical tool such as the Structural Equation Model is tried to be realized partially with this study.