

Antecedents of Entrepreneurial Intention: A Study on Students From the Tourism Management Department

Panagiota Xanthopoulou and Alexandros Sahinidis

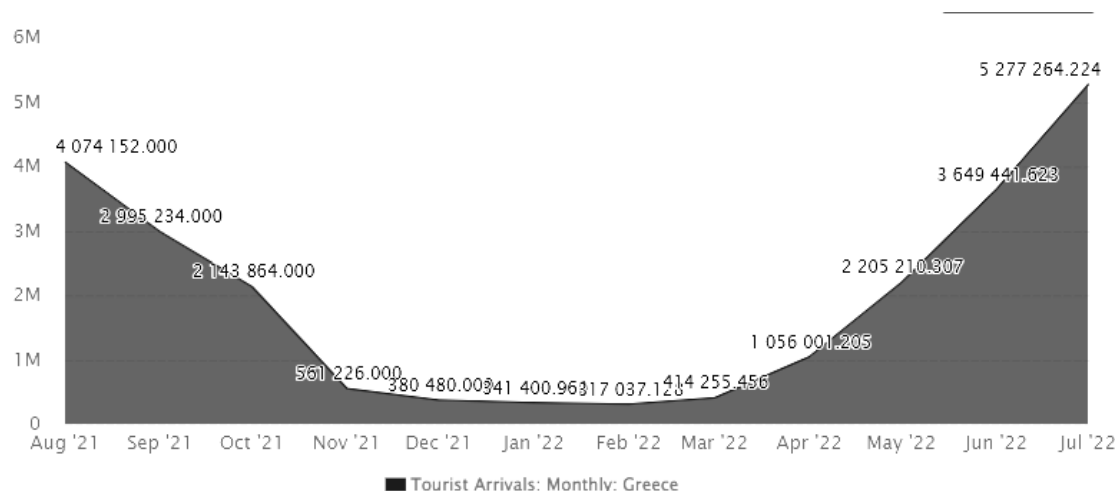
Department of Business Administration, University of West Attica, Athens, Greece

Abstract: Undoubtedly, deciding to enter the business world is a challenging decision that is influenced by several factors. Some of them are cultural since they deal with widespread beliefs about entrepreneurial activity in a community at a certain time. Other factors are related to the entrepreneur's personal characteristics. As young people in Greece are interested in starting their own businesses they interact with their peers around the world, mainly in Europe, for exchanging ideas, information and good practices, despite the cultural differences between the North and the South of Europe. This paper will address the issue of shaping an entrepreneur in Greece and the role of factors such as entrepreneurship education, personal characteristics, and social norms in his/her entrepreneurial intention. A sample of 143 students in the tourism department of a Greek University answered an online questionnaire at the end of the semester. Findings show that Personal Attitude (PA), Social Norms (SN) and Self-efficacy (SE) had a significant impact on the Entrepreneurial Intention (EI) of tourism students. The characteristics of those starting up businesses in the tourism sector will also be reviewed, and the consequences for policy makers will be examined to encourage new start-ups and increase the survival chances of the existing ones.

Keywords: Tourism sector, Tourism Students, Entrepreneurial Intention, Social Norms, Individual characteristics

1. Introduction

The literature portrays entrepreneurship as a crucial engine to a country's economy and social welfare through the promotion of innovation and the creation of competition and jobs contributing thus to a socioeconomic wealth, environmental sustainability, and spending power (Neumann, 2021; Asante & Affum-Osei, 2019; Sahinidis et al., 2020). Entrepreneurship in the tourism sector shapes tourists' experiences and affects their satisfaction which further enhances the development of a destination and its community (Akay, 2022). Therefore, countries worldwide are seeking best ways and practices to cultivate tourism entrepreneurship (Yodchai et al., 2021). There is much prior relevant research on students' entrepreneurial intention (e.g., Barba-Sánchez et al., 2022; Li & Wu, 2019; Zhang et al., 2020; Xanthopoulou & Sahinidis, 2022; Sahinidis et al., 2021), however only a limited number of studies have focused on tourism students' entrepreneurial intention especially in Greece (Sahinidis et al., 2020). This lack of literature in tourism entrepreneurship studies is one of the main contributions of the present research. Furthermore, the importance of this sector and its contribution to the Greek economy adds further value to the present findings. Greece is one of the world top tourism destinations. The country was ranked in the sixth position in terms of best destinations for travel for 2022 with revenues that have already surpassed 18.2 billion euros (Statista Research Department, 2022). As Figure 1 shows, there is a huge increase in the number of tourists who visited Greece since the past year. Specifically, Greece Visitor Arrivals recorded 5.277.264 people in July 2022, compared with 3.649.442 in the previous month (Greek Tourism Confederation, 2022).



Source: www.ceidata.com / CEIC DATA

Figure 1: Visitor Arrivals From August 2021 to Jul 2022

This situation also means a continuous development of new skills and jobs and makes starting a new business in this industry appealing. So, it is very important for Greece to produce tourism graduates to fulfill these growing needs of the sector. Finally, the current study contributes to the theoretical underpinning of entrepreneurship in the field of tourism sector (Fu et al., 2019) as only a limited number of studies have focused on tourism students' entrepreneurial intention (Gurel et al., 2010; Ratten, 2018; Esfandiar et al., 2019; Sahinidis et al., 2020; Al-Jubari et al., 2021; Sardianou et al., 2016), so researching the entrepreneurial intention of tourism students may be important for the development of tourism curricula. The determination of entrepreneurial intentions can consider social/cultural as well as personal factors. Taking these into account the research questions that guided this study are the following:

RQ1: What are the characteristics of Greek entrepreneurship in tourism sector?

RQ2: Which factors affect tourism students' entrepreneurial intention?

2. Characteristics of the Greek Tourism Entrepreneurship

The previous economic downturn and the unprecedented levels of unemployment and job losses underlined the need for a new entrepreneurialism imperative. Similarly, the current pandemic crisis of Covid19 had a huge economic impact which in turn has led to a steep decline in travel and tourism around the world. In particular, a key consequence of the pandemic was for countries to close their borders and prevent non-essential travel, with the consequence that tourism businesses would find themselves without demand and put their viability at risk (WorldHealthOrganization, 2020). Since its inception Greece's tourism industry has come a long way to achieve the current results of growth. It is a sector that has been expanded significantly and turned into a significant driver of the Greek economy (Katemliadis & Papatheodorou, 2021). Specifically, the tourism sector employs almost 900.000 people, or about 22% of the entire labor force (Association of Greek Tourism Enterprises, 2020).

Entrepreneurship in the tourism industry has been affected by several factors. Specifically, private businesses face enormous regulatory hurdles, and, in most cases, regulatory expenses are higher than in the rest of the industrialized countries when the business environment is unfriendly to market growth. This is true of the Greek economy in general and the tourism industry specifically. Taxation, bureaucratic procedures, the wait time for licenses, and the time required to launch a business are all areas that need radical improvement. Another characteristic is the lack of human skills. The tourism sector needs to make an investment in its workforce and construct a desirable workplace that will attract some of the most talented in the business, providing incentives for improved performance and chances for professional growth. Furthermore, the significant seasonality pattern of tourism demand, which is centered in the summer months, is another feature of the Greek tourism business (Katemliadis & Papatheodorou, 2021).

Policymakers face the challenge of identifying the entrepreneurs, the drivers of their behavior and the actions needed for starting-up a new venture. Greek governments, along with the private sector, have started to adopt initiatives, mainly with the assistance of European programs, to support entrepreneurship actions. About 8,6% of the population believes that choosing entrepreneurship as a career option is desirable (IOBE, 2022), and 70% think that entrepreneurs are people who receive respect, indicating that both the desirability of entrepreneurship in Greece as a career option and society's attitude towards entrepreneurs are relatively high. The 18th Annual Report on Entrepreneurship 2020-2021 showed that Greeks' intentions to start new businesses were not only unaffected by the current pandemic, but they have actually increased slightly compared to the corresponding data for 2019 (IOBE, 2022). According to Global Entrepreneurship Monitor (GEM) The index was reached at 52.5%, much greater than in high-income nations, and with tourism entrepreneurship reaching the rate of 15.7% (including hotels and restaurants) (GEM, 2021). Greeks, like the rest of the population of Europe, are typically reluctant to embrace the idea of failure, which makes it difficult for them to manage the risk involved in starting a business and accept failure as a part of life and a valuable experience rather than a sign of incapacity (Katsoni & Sahinidis, 2015).

3. Antecedents of Entrepreneurial Intention Among Tourism University Students

A large part of the entrepreneurship literature addresses the issue of individuals' Entrepreneurial Intention (EI), based on the belief that EI is the best predictor of behaviors that lead to a start-up (Altinay et al., 2012; Sahinidis et al., 2021). Entrepreneurial intention (EI) according to Thompson (2009:676) is "a self-acknowledged conviction by a person who intends to set up a new business venture and consciously plan to do

so at some point in the future". The literature distinguishes several factors, or "motivators," that encourage and motivate people's decision to become entrepreneurs, including attitudes, values, and psychological characteristics, social and demographic factors like education, gender, and family background (Nguyen, 2018; Pullano et al., 2020; Wu et al., 2022; Jovičić-Vuković et al., 2020). Studies also have shown that entrepreneurial activities depend on the environment in which individuals live. For example, entrepreneurial activities are less common in rural areas, while opportunities for entrepreneurial action are greater in rural regions (Jovičić-Vuković et al., 2020). Another part of the literature focuses on the characteristics of entrepreneurs, psychological traits, individual skills, and environmental influences (Reissová et al., 2020; Feng & Chen, 2020; Qazi et al., 2020). Many scholars (such as Franco et al., 2010; Engle et al., 2010; Pascucci et al., 2022; Ojelade et al., 2022; Mohan, 2022; David & Lawal, 2018) found that social norms (i.e., pressures from friends, peers, family and other important persons, for specific behaviors, such as undertaking business activity) have a significant impact on the entrepreneurial intention. These factors have also been found to affect individuals' intention for starting businesses in tourism (Tleuberdinova et al., 2021). On the other hand, there are previous studies (such as Autio et al., 2001; Esfandiar et al., 2019) which support those social pressures emanating from family members, friends colleagues and peers have less or no influence on pushing people to think about or decide on starting their own businesses.

Focusing on tourism students, Gurel, Altinay and Daniele (2010) indicate that there is a statistically significant relationship between innovation, propensity to take risks, family with entrepreneurial background, and entrepreneurial intention. Zhang et al. (2020) support the positive impact of entrepreneurship education on tourism students' entrepreneurial intention. The same view is shared among others such as Soliman (2011) and Ayikoru, Tribe and Airey (2009) who pointed that entrepreneurship education adequately utilized students' human capital and fostered an entrepreneurial learning environment. Generally, how tourism and hospitality education impacts on entrepreneurial intention remains unsolved (Audretsch, 2012) and for that reason, the present research does not include this variable. Regarding the impact of Planned Behavior on entrepreneurial intention of tourism students, Mei et al. (2016) reported statistically significant relationships between personal attitudes, subjective norms, perceived behavioral control and entrepreneurial intention. Other researchers revealed differences between subjective norms, personal attitudes and perceived behavioral control according to different personal variables such as family environment (Ehsanfar et al., 2021; Chaudhary, 2017) or gender (Butkouskaya et al., 2020) and educational level (Ntshangase & Ezeuduji, 2022). Attitudes refer to whether specific activities, such as engaging in self-employment, are viewed favourably or poorly, and have a significant impact on entrepreneurial intention (Farooq et al., 2018; Al-Jubari et al., 2019; Al-Jubari et al., 2021; Phuc et al., 2022). The sense of challenge, the need for achievement (Fayolle & Liñán 2014; Verheul et al., 2012; Sahuquillo, 2018), for independence (Barba-Sánchez & Atienza-Sahuquillo, 2018; Douglas, 2013), for social acceptance (Wiklund et al., 2019; Do & Dadvari, 2017), for economic wealth (Douglas, 2013; Barba-Sánchez & Atienza-Sahuquillo, 2018; Barba-Sánchez, & Atienza-Sahuquillo, 2012) and the need for a contribution to the society (Tran & Von Korflesch, 2016; Cavazos-Arroyo, Puente-Díaz & Agarwal, 2017) are considered as some of the most significant factors that influence a person's attitude toward entrepreneurial intention.

Another determinant of entrepreneurial venturing is the existence of perceived opportunities (Ojiaku et al., 2018; Meoli et al., 2020). A society or an economy with few opportunities, either genuine or perceived, is unlikely to "produce" many new businesses. Another crucial factor refers to the feasibility of an undertaking such as starting a business. The 53,10% of the Greek people believe that they have the capabilities to start a new business, compared to the average of 50,78% of the other EU-28 countries (GEM, 2021). The findings of many studies confirm that perceived feasibility, self-efficacy, and perceived behavioral control have a large positive association with entrepreneurial intention (Esfandiar et al., 2019; Luong & Lee, 2021). A strong deterrent to entrepreneurship is the fear of failure which prevents people from opening their own firms. It is one of the key cultural barriers preventing Greece from developing higher levels of entrepreneurship. The nation typically has one of the highest scores on the Hofstede typology's uncertainty avoidance index (Hofstede, 2001). The propensity to take risks is inevitably increased when considering the Greek economy, particularly following the economic downturn. According to GEM (2021) the 51.46% of Greek respondents expressed a fear of failure, which is higher than the EU-28 average of 44.65%. Greeks have different attitudes and perceptions about entrepreneurship than other Europeans. For instance, the fear of failure has a significant effect on the intention of Greeks to become entrepreneurs and often acts as an inhibiting factor for the development of entrepreneurship in Greece compared to other countries (Hofstede, 2001). Then, the media also reinforce entrepreneurial behaviors by promoting entrepreneurs and businesses that receive high social recognition. Greek people admire successful entrepreneurs according to GEM statistics (2014), with 65%

of survey participants stating that they feel esteem and admiration for them. This was almost on par with the EU-28 average of 65.5%. The same survey reports that Greeks differ in their attitudes and perceptions from other European countries, in terms of the percentage of opportunities they perceive, the fear of failure, the entrepreneurial intention and the media coverage they are exposed to, regarding the entrepreneurship which is not much promoted (GEM, 2014).

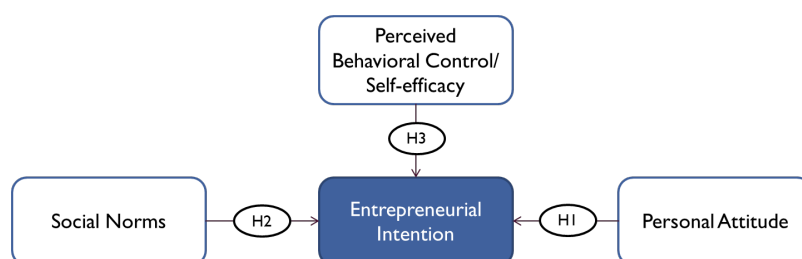
Taking these into account, this study proposes the following hypotheses:

H1: Attitude towards entrepreneurship has a positive influence on entrepreneurial intention.

H2: Social norms have a positive influence on entrepreneurial intention.

H3: Self-efficacy has a positive influence entrepreneurial intention.

Given the above hypotheses, the authors aim to investigate the entrepreneurial intention of Greek tourism students by examining personal attitude, social norms, perceived behavioural control / self-efficacy (see Figure 2). Following Ajzen's argument (Ajzen, 2002) that, conceptually, there is no difference between "perceived behavioral control (PBC)" and "self-efficacy (SE)" (Tavousi et al., 2009; Xanthopoulou & Sahinidis, 2022) the present study uses these terms as the same. There are also many psychosocial studies of health behavior (such as Rosenstock, 1990; Prentice-Dunn & Rogers, 1986; Wallston, 2001) which explicitly refer to perceived behavioral control as "self-efficacy."



Source: Authors' own work

Figure 2: Conceptual Model Demonstrating Hypothesized Relationships

4. Methodology

The sample of this study comprises of 143 students from a population of 230, from the department of Tourism Management of a Greek University of Athens. During the third semester of their studies, students attended an "Entrepreneurship and Innovation" course and after its completion, they were asked to answer an online questionnaire to evaluate the impact of several factors on their entrepreneurial intention. Google Forms were used to collect the data by sharing the link with the students in the course's Moodle Platform. The questionnaire was distributed two weeks before finishing the semester of the entrepreneurship course and was completed at the end of it (January 2022). The submitted answers were anonymous and students were informed that it was not obligatory to participate in the research. After the collection of all data, the export and checking of their correct completion were done in the Excel program. To ensure the adequate understanding of the questionnaire the authors run a pilot test with the contribution of two students. The translation of the questions from English to Greek was correct and clear to them so no changes were needed. Entrepreneurial Intention and self-efficacy have been measured according to the questionnaire elaborated by Sahinidis et al. (2021). SPSS v. 20.1 statistical tool was used to test the hypotheses generated. For measuring attitudes and social norms, an extensive analysis of the literature was conducted. The authors observed that the researchers used different questions to measure these factors (Zarefard and Cho, 2018; Robledo et al., 2015; Maes et al., 2014; Fayolle & Liñán, 2014; Krueger et al., 2000; Ajzen, 1991; Mwatsika, 2015; Glanz et al., 2015; Fishbein & Ajzen, 2010; Sahinidis et al., 2021). The final questions for attitudes and social norms were based on the following surveys: Sahinidis et al. (2021), Mwatsika, (2015), Glanz et al. (2015); Mwatsika et al.(2018), Shapero (1984), Armitage and Conner (2001), Fishbein and Ajzen (2010), Madden et al.(1992), Asimakopoulos et al. (2019), and Krueger et al. (2000). Table 1 below summarizes the items of the applied measures.

Table 1: Examples of Items Used

Entrepreneurial Intention	Becoming an entrepreneur is my professional goal I am determined to start my own business in the "foreseeable" future I am seriously considering starting my own business I intend to start a business in the future
Self-efficacy	I believe that I will be able to achieve most of the goals I have set for myself I feel confident in achieving difficult tasks I feel confident that I will successfully overcome difficult challenges When things are tough I feel confident that I will perform well
Attitudes	Being an entrepreneur has more advantages than disadvantages for me The career of an entrepreneur is very desirable to me If I succeed in becoming an entrepreneur, that would be a great satisfaction for me Among other job options I prefer to become an entrepreneur
Social norms	My family would agree with my decision to become an entrepreneur My friends would agree with my decision to become an entrepreneur My colleagues would agree with my decision to become an entrepreneur I care about and I am influenced by the opinion of my close people

Source: Authors' own work

Table 2 below presents the demographics of the research sample. The 54,2% of the respondents consisted of females and the 45,8% of males, most of them aged from 18-25 (74% of the participants). As regards family's background and especially father's occupation which is considered as major determinant of students' entrepreneurial intention (Nowiński & Haddoud, 2019; López et al., 2016), 5% of the subjects' fathers were unemployed, 28,6% were self-employed (16,3% of which in hospitality sector), 52,5% worked for private organisations, and the 13,9% worked as public servants.

Table 2: Demographic Characteristics of the Participants

Demographics	
Gender	
Females	54,2%
Males	45,8%
Level of education	
Undergraduates	100%
Age	
18-25	74%
26-34	17%
35-44	7%
45-54	2%
Father's Occupation	
Unemployed	5%
Employee	52,5%
Self-employed	28,6%
Public servants	13,9%

Source: Authors' own work

In order to ensure the validity of the research, the online questionnaire that was constructed was based on previous studies on EI (Ajzen, 2002; Ajzen, 1991; Glanz et al., 2015; Mwatsika et al., 2018; Mwatsika, 2015; Armitage & Conner, 2001; Madden et al., 1992; Shapero, 1984; Fishbein & Ajzen, 2010; Bandura, 1997; Krueger et al., 2000).

5. Results

Table 3 presents the measurements of Entrepreneurial Intention (EI), Personal Attitude (PA), Social Norms (SN) and Self-Efficacy/ Perceived Behavioral control (SE/ PBC). The authors concluded that the first hypothesis is confirmed since Personal Attitude does have a major impact on EI. This finding supports earlier studies of the extant literature (such as Farooq et al., 2018; Al-Jubari et al., 2019; Al-Jubari et al., 2021; Phuc et al., 2022). The second hypothesis is also accepted, with social norms relating significantly to EI, confirming again previous studies that mentioned above (Franco et al., 2010; Engle et al., 2010; Pascucci et al., 2022; Ojelade et al., 2022; Mohan, 2022; David & Lawal, 2018). This finding contradicts the findings of Autio et al. (2001), Esfandiar et al. (2019), Liñán & Chen (2009) which reported findings with social norms having less or no influence on pushing people to think about or decide on starting their own businesses. One potential explanation for such a relationship could be that many students who answered the questionnaire come from families with self-employment background mainly from the tourism sector, and they probably work there especially during the vacations period. The third hypothesis is also supported demonstrating a significant relationship between EI and SE/PBC, again in line with the findings reported in the literature review (Esfandiar et al., 2019; Luong & Lee, 2021).

Table 3: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	PA2- PA1	,943	3,532	,302	,1721	1,924	3,37	6	,024
Pair 2	SN2- SN1	-,538	3,817	,653	1,193	1,386	2,06	6	,042
Pair 3	SE/PBC 2SE/ PBC1	1,325	5,436	,540	,087	2,473	2,96	6	,039
Pair 4	EI2- EI1	1,865	5,293	,436	,659	2,877	3,15	6	,008

Source: Authors' own work

6. Conclusions and Implications

The purpose of this study is to provide a general view of the Greek entrepreneurship in tourism sector as so as of its determinants. Regarding the first research question, data released from Global Entrepreneurship Monitor- GEM and other statistical bases show that entrepreneurship has not been changed and people still find attractive this choice of employment. Entrepreneurship in tourism industry of Greece has been affected by several factors related to economic and political environment as taxation and bureaucratic procedures prevent people from being self-employed. Regarding the second research question, the current findings confirm the three of the hypotheses mentioned above, based on the relevant literature review. The EI of tourism students is strongly affected by their personal attitude on entrepreneurship which is formed by several factors, including entrepreneurship education and personal experiences. Then, social norms are also significant variable for shaping students' entrepreneurial intention, especially in tourism case, where students come at a great percentage from families who have already established a hotel or something similar, so they have shown their children some needed skills and needs of the sector in practice. Then, their self-efficacy also

impacts positively the students' intention to be self-employed. The study findings support the previously reported studies except from those who found less or no relationship between social norms and entrepreneurial intention of students (Autio et al., 2001; Esfandiar et al., 2019; Liñán & Chen, 2009).

The present study attempted to add more light in the field of entrepreneurial intention in tourism sector as only a limited number of studies address this issue (Fu et al., 2019; Gurel et al., 2010; Ratten, 2018; Soliman, 2011; Esfandiar et al., 2019; Sahinidis et al., 2020; Al-Jubari et al., 2021; Sardianou et al., 2016). At this point, the authors suggest that there is a need for more research regarding the determinants of tourism entrepreneurial intention and specifically, the impact of tourism and hospitality education on individuals' entrepreneurial intention, as according to Audretsch (2012) it still remains an unsolved issue. The findings may be useful to academics in curriculum generation, as universities are ideally considered the place for shaping an entrepreneurial culture. Finally, some limitations should be. First, the sample consists of students from the tourism department of a Greek university. It would be useful to involve students from the same department but from different universities and/or countries to make relevant comparisons among different places and cultures and come to the relative generalizations. Another limitation is the number of factors examined as determinants of entrepreneurial intention, thus future research could include a larger number of personal characteristics that affect a person when he/she decides if s/he wants to be self-employed, along with external environment factors such as the socio-demographic factors among others, which have been described by the literature as significant antecedents of entrepreneurial intentions.

Acknowledgement

The research is funded by University of West Attica, Department of Business Administration

References

- Akay, B. (2022). The Relationship between Tourism Development, Satisfaction, Support to Tourism and Tourism Entrepreneurship in Emerging Tourism Destination: Residents' Perspective. *Journal of Tourism Management Research*, 9(1), 64-81.
- Al-Jubari, I., Mosbah, A., & Anor Salim, F. A. B. (2021). Motivational and Attitudinal Determinants of Entrepreneurial Intention: Hospitality and Tourism Students' Perspectives. *Journal of Hospitality & Tourism Education*, 1-11.
- Al-Jubari, I., Hassan, A., & Liñán, F. (2019). Entrepreneurial intention among University students in Malaysia: integrating self-determination theory and the theory of planned behavior. *International entrepreneurship and management journal*, 15(4), 1323-1342.
- Altinay, L., Madanoglu, M., Daniele, R., & Lashley, C. (2012). The influence of family tradition and psychological traits on entrepreneurial intention. *International Journal of hospitality management*, 31(2), 489-499.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Ajzen I. Constructing a TPB questionnaire: Conceptual and methodological considerations. September, 2002 (Revised January, 2006). [Ajzen site: Available from: <http://www.people.umass.edu/aizen/contact.html> 2008.]
- Armitage, C. J., & Conner, M. (2001). Efficacy of the theory of planned behaviour: A meta-analytic review. *British journal of social psychology*, 40(4), 471-499.
- Asante, E. A., & Affum-Osei, E. (2019). Entrepreneurship as a career choice: The impact of locus of control on aspiring entrepreneurs' opportunity recognition. *Journal of Business Research*, 98, 227-235.
- Asimakopoulou, G., Hernández, V., & Peña Miguel, J. (2019). Entrepreneurial intention of engineering students: The role of social norms and entrepreneurial self-efficacy. *Sustainability*, 11(16), 4314.
- Association of Greek Tourism Enterprises (SETE). (2020). *For a sustainable tourism industry*. For a Sustainable Tourism Industry - Tourism. Retrieved January 8, 2023, from <https://www.mfa.gr/usa/en/about-greece/tourism/for-sustainable-tourism-industry.html>
- Audretsch, D. B. (2012). Entrepreneurship research. *Management Decision*, 50(5), 755-764
- Autio, E., H. Keeley, R., Klofsten, M., GC Parker, G., & Hay, M. (2001). Entrepreneurial intent among students in Scandinavia and in the USA. *Enterprise and Innovation Management Studies*, 2(2), 145-160.
- Ayikoru, M., Tribe, J., & Airey, D. (2009). Reading tourism education: Neoliberalism unveiled. *Annals of Tourism Research*, 36(2), 191-221.
- Bandura, A. (1997). *Self-efficacy: The exercise of control*. Macmillan.
- Barba-Sánchez, V., Mitre-Aranda, M., & del Brío-González, J. (2022). The entrepreneurial intention of university students: An environmental perspective. *European Research on Management and Business Economics*, 28(2), 100184.
- Barba-Sánchez, V., & Atienza-Sahuquillo, C. (2012). Entrepreneurial behavior: Impact of motivation factors on decision to create a new venture. *Investigaciones europeas de dirección y economía de la empresa*, 18(2), 132-138.
- Barba-Sánchez, V., & Atienza-Sahuquillo, C. (2018). Entrepreneurial intention among engineering students: The role of entrepreneurship education. *European research on management and business economics*, 24(1), 53-61.
- Butkouskaya, V., Romagosa, F., & Noguera, M. (2020). Obstacles to sustainable entrepreneurship amongst tourism students: A gender comparison. *Sustainability*, 12(5), 1812.

- Cavazos-Arroyo, J., Puente-Díaz, R., & Agarwal, N. (2017). An examination of certain antecedents of social entrepreneurial intentions among Mexico residents. *Revista Brasileira de Gestão de Negócios*, 19, 180-199.
- CEIC DATA. (n.d.). *Greece tourism revenue*. [Up-to-Date] Greece Tourism Revenue [Data & Charts], 2011 - 2022 | CEIC Data. Retrieved January 8, 2023, from <https://www.ceicdata.com/en/indicator/greece/tourism-revenue>
- Chaudhary, R. (2017). Demographic factors, personality and entrepreneurial inclination: A study among Indian university students. *Education+ Training*.
- David, J., & Lawal, M. C. (2018). Religiosity and entrepreneurial intentions in Nigeria. *Journal of Business Management*, 8(2), 211-222.
- Do, B. R., & Dadvari, A. (2017). The influence of the dark triad on the relationship between entrepreneurial attitude orientation and entrepreneurial intention: A study among students in Taiwan University. *Asia Pacific Management Review*, 22(4), 185-191.
- Douglas, E. J. (2013). Reconstructing entrepreneurial intentions to identify predisposition for growth. *Journal of business venturing*, 28(5), 633-651.
- Ehsanfar, S., Khosh Namak, S., & Vosoughi, L. (2021). A developing-country perspective on tourism students' entrepreneurial intention using trait approach and family tradition. *Tourism Recreation Research*, 1-17.
- Engle, R. L., Dimitriadis, N., Gavidia, J. V., Schlaegel, C., Delanoe, S., Alvarado, I., ... & Wolff, B. (2010). Entrepreneurial intent: A twelve-country evaluation of Ajzen's model of planned behavior. *International Journal of Entrepreneurial Behavior & Research*.
- Esfandiari, K., Sharifi-Tehrani, M., Pratt, S., & Altinay, L. (2019). Understanding entrepreneurial intentions: A developed integrated structural model approach. *Journal of Business Research*, 94, 172-182.
- Farooq, M. S., Salam, M., ur Rehman, S., Fayolle, A., Jaafar, N., & Ayupp, K. (2018). Impact of support from social network on entrepreneurial intention of fresh business graduates: A structural equation modelling approach. *Education+ Training*.
- Feng, B., & Chen, M. (2020). The impact of entrepreneurial passion on psychology and behavior of entrepreneurs. *Frontiers in Psychology*, 11, 1733.
- Fishbein, M., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. New York, NY: Psychology Press
- Franco, M., Haase, H., & Lautenschläger, A. (2010). Students' entrepreneurial intentions: an inter-regional comparison. *Education+ training*.
- Fu, H., Okumus, F., Wu, K., & Köseoglu, M. A. (2019). The entrepreneurship research in hospitality and tourism. *International Journal of Hospitality Management*, 78, 1-12.
- GEM GLOBAL REPORT. (2021). *2020/2021 Global Report*. GEM Global Entrepreneurship Monitor. Retrieved January 8, 2023, from <https://www.gemconsortium.org/>
- Gem Global Entrepreneurship Monitor. (2014, January). *Entrepreneurship in Greece 2011-12: The Development of Entrepreneurship Indicators during the Crisis*. Gem Global Entrepreneurship Monitor. Retrieved January 9, 2023, from <https://www.gemconsortium.org/report/gem-2013-global-report>
- Glanz, K., Rimer, B. K., & Viswanath, K. (Eds.). (2015). *Health behavior: Theory, research, and practice*. John Wiley & Sons.
- Greek Tourism Confederation. (n.d.). *Greece Tourist Arrivals December 2022 data - 2007-2021 historical - January forecast*. Greece Tourist Arrivals - December 2022 Data - 2007-2021 Historical - January Forecast. Retrieved January 8, 2023, from <https://tradingeconomics.com/greece/tourist-arrivals>
- Gurel, E., Altinay, L., & Daniele, R. (2010). Tourism students' entrepreneurial intentions. *Annals of Tourism Research*, 37(3), 646-669.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions and organizations across nations*. Sage publications.
- Jovičić-Vuković, A., Jošanov-Vrgović, I., Jovin, S., & Papić-Blagojević, N. (2020). Socio-demographic characteristics and students' entrepreneurial intentions. *Stanovništvo*, 58(2), 57-75.
- IOBE. (2022, April). *Ετήσια Έκθεση Επιχειρηματικότητας 2020-2021*. FOUNDATION FOR ECONOMIC & INDUSTRIAL RESEARCH. Retrieved January 8, 2023, from https://iobe-wp.gr/wp-content/uploads/2022/05/RES_02_11042022_REP_GR.pdf
- Katemliadis, I., & Papatheodorou, A. (2021). The Importance of Tourism for the Greek Economy: Traits and Development. In *Modeling Economic Growth in Contemporary Greece*. Emerald Publishing Limited.
- Katsoni, V., & Sahinidis, A. (2015). Individual and contextual variables affecting entrepreneurship, innovation and application of new technologies in Greece. Case study from the Greek tourism and transport sector. *International Journal on Integrated Information Management*, 2, 13-23.
- Krueger Jr, N. F., Reilly, M. D., & Carsrud, A. L. (2000). Competing models of entrepreneurial intentions. *Journal of business venturing*, 15(5-6), 411-432.
- Li, L., & Wu, D. (2019). Entrepreneurial education and students' entrepreneurial intention: does team cooperation matter?. *Journal of Global Entrepreneurship Research*, 9(1), 1-13.
- Liñán, F., & Chen, Y. W. (2009). Development and cross-cultural application of a specific instrument to measure entrepreneurial intentions. *Entrepreneurship theory and practice*, 33(3), 593-617.
- López-Fernández, M. C., Serrano-Bedia, A. M., & Pérez-Pérez, M. (2016). Entrepreneurship and family firm research: A bibliometric analysis of an emerging field. *Journal of Small Business Management*, 54(2), 622-639.

- Luong, A., & Lee, C. (2021). The Influence of Entrepreneurial Desires and Self-Efficacy on the Entrepreneurial Intentions of New Zealand Tourism and Hospitality Students. *Journal of Hospitality & Tourism Education*, 1-18.
- Madden, T. J., Ellen, P. S., & Ajzen, I. (1992). A comparison of the theory of planned behavior and the theory of reasoned action. *Personality and social psychology Bulletin*, 18(1), 3-9.
- Mei, H., Zhan, Z., Fong, P. S., Liang, T., & Ma, Z. (2016). Planned behaviour of tourism students' entrepreneurial intentions in China. *Applied Economics*, 48(13), 1240-1254.
- Meoli, A., Fini, R., Sobrero, M., & Wiklund, J. (2020). How entrepreneurial intentions influence entrepreneurial career choices: The moderating influence of social context. *Journal of Business Venturing*, 35(3), 105982.
- Mohan, P. (2022). An Investigation into Entrepreneurial Intentions in Caribbean Small Island Developing States.
- Mwatsika, C. (2015). Entrepreneurship development and entrepreneurial orientation in rural areas in Malawi. *African Journal of Business Management*, 9(9), 425-436.
- Mwatsika, C., Kambewa, P., & Chiwaula, L. (2018). Untangling the concept of entrepreneurship towards a common perspective. *African Journal of Business Management*, 12(14), 451-470.
- Neumann, T. (2021). The impact of entrepreneurship on economic, social and environmental welfare and its determinants: a systematic review. *Management Review Quarterly*, 71(3), 553-584.
- Nguyen, C. (2018). Demographic factors, family background and prior self-employment on entrepreneurial intention-Vietnamese business students are different: why?. *Journal of Global Entrepreneurship Research*, 8(1), 1-17.
- Nowiński, W., & Haddoud, M. Y. (2019). The role of inspiring role models in enhancing entrepreneurial intention. *Journal of Business Research*, 96, 183-193.
- Ntshangase, S. D., & Ezeudji, I. O. (2022). The impact of entrepreneurship education on tourism students' entrepreneurial intention in South Africa. *Journal of Teaching in Travel & Tourism*, 1-19.
- Ojelade, M. O., Yinus, S. O., Ishola, J. A., & Opaleye, M. A. (2022). Socio-cultural business environment factors and entrepreneurial performance: Experience from Nigeria small and medium enterprises. *World Journal of Advanced Research and Reviews*, 13(3), 013-021.
- Ojiaku, O. C., Nkamnebe, A. D., & Nwaizugbo, I. C. (2018). Determinants of entrepreneurial intentions among young graduates: perspectives of push-pull-mooring model. *Journal of Global Entrepreneurship Research*, 8(1), 1-17.
- Pascucci, T., Cardella, G. M., Hernández-Sánchez, B., & Sánchez-García, J. C. (2022). Environmental Sensitivity to Form a Sustainable Entrepreneurial Intention. *Sustainability*, 14(16), 10398.
- Phuc, P., Vinh, N., & Do, Q. (2020). Factors affecting entrepreneurial intention among tourism undergraduate students in Vietnam. *Management Science Letters*, 10(15), 3675-3682.
- Pullano, G., Valdano, E., Scarpa, N., Rubrichi, S., & Colizza, V. (2020). Evaluating the effect of demographic factors, socioeconomic factors, and risk aversion on mobility during the COVID-19 epidemic in France under lockdown: a population-based study. *The Lancet Digital Health*, 2(12), e638-e649.
- Qazi, W., Qureshi, J. A., Raza, S. A., Khan, K. A., & Qureshi, M. A. (2020). Impact of personality traits and university green entrepreneurial support on students' green entrepreneurial intentions: the moderating role of environmental values. *Journal of Applied Research in Higher Education*.
- Prentice-Dunn, S., & Rogers, R. W. (1986). Protection motivation theory and preventive health: Beyond the health belief model. *Health education research*, 1(3), 153-161.
- Ratten, V. (2018). Entrepreneurial intentions of surf tourists. *Tourism Review*.
- Reissová, A., Šimsová, J., Sonntag, R., & Kučerová, K. (2020). The influence of personal characteristics on entrepreneurial intentions: International comparison. *Entrepreneurial Business and Economics Review*, 8(4), 29-46.
- Rosenstock, I. (1990). The health belief model: Explaining health behavior through expectancies. In K. Glanz, F. M. Lewis, & B. K. Rimer (Eds.), *Health behavior and health education: Theory, research, and practice* (pp. 39-62). San Francisco: Jossey-Bass.
- Sahinidis, A., Gkika, E., Tsaknis, P. A., & Stavroulakis, D. (2020). Personality type and career preferences among young adults in post-recession Greece. In *Strategic innovative marketing and tourism* (pp. 1089-1095). Springer, Cham.
- Sahinidis, A. G., Xanthopoulou, P. I., Tsaknis, P. A., & Vassiliou, E. E. (2021). Age and prior working experience effect on entrepreneurial intention. *Corporate & Business Strategy Review*, 2(1), 18-26.
- Sardianou, E., Kostakis, I., Mitoula, R., Gkaragani, V., Lalioti, E., & Theodoropoulou, E. (2016). Understanding the entrepreneurs' behavioural intentions towards sustainable tourism: a case study from Greece. *Environment, development and sustainability*, 18(3), 857-879.
- Shapero, A. (1984). Why entrepreneurship? Working paper, Babson College.
- Soliman, D. M. (2011). Entrepreneurial intention among tourism undergraduate students in Egypt. *Tourism Analysis*, 16(4), 471-481.
- Statista Research Department. (2022, July 6). *Travel and tourism in Greece*. Statista. Retrieved January 8, 2023, from <https://www.statista.com/topics/8595/travel-and-tourism-in-greece/>
- Tavousi, M., Hidarnia, A. R., Montazeri, A., Hajizadeh, E., Taremain, F., & Ghofranipour, F. (2009). Are perceived behavioral control and self-efficacy distinct constructs. *European Journal of Scientific Research*, 30(1), 146-152.
- Thompson, E. R. (2009). Individual entrepreneurial intent: Construct clarification and development of an internationally reliable metric. *Entrepreneurship theory and practice*, 33(3), 669-694.
- Tleuberdinova, A., Shayekina, Z., Salauatova, D., & Pratt, S. (2021). Macro-economic factors influencing tourism entrepreneurship: The case of Kazakhstan. *The Journal of Entrepreneurship*, 30(1), 179-209.

- Tran, A. T., & Von Korflesch, H. (2016). A conceptual model of social entrepreneurial intention based on the social cognitive career theory. *Asia Pacific Journal of Innovation and Entrepreneurship*.
- Wallston, K. (2001). Control beliefs: Health perspectives.[in:] Smelser nJ, baltes Pb (eds.), International encyclopedia of the Social and behavioral Sciences.
- Wiklund, J., Nikolaev, B., Shir, N., Foo, M. D., & Bradley, S. (2019). Entrepreneurship and well-being: Past, present, and future. *Journal of business venturing*, 34(4), 579-588.
- World Health Organization, (2020), *WHO Director-General's opening remarks at the media briefing on COVID-19 - 11 March 2020*. January 8, 2023 from <https://www.who.int/director-general/speeches/detail/who-director-general-sopening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>
- Wu, B., Wang, Q., Fang, C. H., Tsai, F. S., & Xia, Y. (2022). Capital flight for family? Exploring the moderating effects of social connections on capital outflow of family business. *Journal of International Financial Markets, Institutions and Money*, 77, 101491.
- Yodchai, N., Ly, P. T. M., & Tran, L. T. T. (2021). How the creative mindset affects entrepreneurial success in the tourism sector: the mediating role of innovation capability. *International Journal of Contemporary Hospitality Management*.
- Xanthopoulou, P., & Sahinidis, A. (2022, September). The impact of organizational culture on business innovativeness: The case of SME's. In *European Conference on Innovation and Entrepreneurship* (Vol. 17, No. 1, pp. 608-616).
- Zhang, S. N., Li, Y. Q., Liu, C. H., & Ruan, W. Q. (2020). Critical factors identification and prediction of tourism and hospitality students' entrepreneurial intention. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 26, 100234.