

University of Massachusetts Amherst
ScholarWorks@UMass Amherst

Travel and Tourism Research Association:
Advancing Tourism Research Globally

2017 ttra International Conference

Toward the operationalization of Tourism e-Microentrepreneurial Self-Efficacy

Bruno S. Ferreira
North Carolina State University at Raleigh

Duarte B. Morais
North Carolina State University at Raleigh

Jeffrey M. Pollack
North Carolina State University at Raleigh

Kyle S. Bunds
North Carolina State University at Raleigh

Follow this and additional works at: <https://scholarworks.umass.edu/ttra>

Ferreira, Bruno S.; Morais, Duarte B.; Pollack, Jeffrey M.; and Bunds, Kyle S., "Toward the operationalization of Tourism e-Microentrepreneurial Self-Efficacy" (2017). *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 1. https://scholarworks.umass.edu/ttra/2017/Academic_Papers_Oral/1

This Event is brought to you for free and open access by ScholarWorks@UMass Amherst. It has been accepted for inclusion in Travel and Tourism Research Association: Advancing Tourism Research Globally by an authorized administrator of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

Toward the operationalization of Tourism e-Microentrepreneurial Self-Efficacy

Extended abstract

1. Introduction

Tourism is a major economic force in both developed and developing nations (Garcia-Ramon, Canoves & Valdovinos, 1995; Gmelch, 2012; Hall, Harrison, Weaver & Wall, 2013; Murphy, 2013; Turner & Ash, 1975). Tourism generates employment, public tax, and foreign exchange (UNWTO, 2015), and not surprisingly, local ownership of small tourism businesses is the most meaningful way to engage communities in the local tourism industry (Nyaupane, Morais & Dowler, 2005).

Until recently, access to tourists depended on formal distribution systems, but now web marketplaces such as Airbnb, People-First Tourism, and Vayable allow microentrepreneurs to showcase products and services directly to large tourist markets. We define tourism e-microentrepreneurship as the process of launching or adding value to a tourism enterprise employing no more than five people, relying partially on web marketplaces to attract visitors, with the aim to serve a local market and permitting the owner a desired livelihood and lifestyle.

The present study stands to make a seminal contribution towards the exploration of the psychological antecedents that can help explain and predict tourism e-microentrepreneurship. We adapted the construct of entrepreneurial self-efficacy to the context of tourism e-microentrepreneurship, which culminated in Tourism e-Microentrepreneurial Self-Efficacy (TeMSE), defined as one's belief in one's ability to successfully perform the various roles and tasks of microentrepreneurship in the tourism e-business sector.

2. Tourism E-Microentrepreneurship and Self-Efficacy

Although tourism microentrepreneurship is very prevalent worldwide—with notable examples including community-based ecotourism (Garrod, 2003), community-based natural resource management (Dressler et al., 2010), and pro-poor tourism (Ashley, Roe & Goodwin, 2001)—little is known about its main characters: the microentrepreneurs themselves.

Ateljevic and Doorne (2000) contend that microentrepreneurs are driven by non-economic motivations, and that they prefer “staying within the fence” (p. 378) rather than pursuing unbridled growth. These individuals may simply intend to strive for some extra income to enhance, and sometimes secure, their livelihoods—they typically avoid aggressive market environments in order to preserve their quality of life and, accordingly, rely mostly on niche markets (Morais, Wallace, Rodrigues, España, & Wang, 2014).

2.1 Self-efficacy

Self-efficacy, defined as one’s belief in one’s ability to succeed in a target behavior, is a dominant theoretical paradigm used to explain people’s motivation, effort, and perseverance in a task (Bandura, 1977). Self-efficacy theory holds that if people perceive themselves to be capable of accomplishing certain activities, they are more likely to undertake them in the future (Alkire, 2005). Entrepreneurial self-efficacy (ESE) has been defined as one’s belief in one’s ability to perform entrepreneurship-related tasks (Chen, Greene & Crick, 1998; De Noble, Jung & Ehrlich, 1999; McGee, Peterson, Mueller & Sequeira, 2009; Moberg, 2013).

Findings indicate that ESE is a multidimensional construct (De Noble et al., 1999; McGee et al., 2009), and Hallak, Lindsay and Brow (2014) caution that the nature of entrepreneurship in tourism is different from that in other industries, which might require theoretical constructs to be carefully reexamined when applied in the context of tourism. Accordingly, the purpose of this study was to define, conceptualize, and operationalize the

Tourism e-Microentrepreneurial Self-Efficacy (TeMSE) scale.

3. Methods

Conceptualization and operationalization of TeMSE followed the eight-step process proposed by DeVellis (1991). And, consistent with best practices, this process was grounded in a deep emic understanding of the construct (Vogt, King, & King, 2004), thanks to the authors' involvement in action-research projects accompanying tourism e-microentrepreneurs internationally.

3.1 Item pool generation and content validity

A large item pool was generated by including all items contained in the four established scales listed in the field (Chen, Greene & Crick, 1998; De Noble, Jung & Ehrlich, 1999; McGee, Peterson, Mueller & Sequeira, 2009; Moberg, 2013). We removed items that clearly did not apply to our specific entrepreneurial context as well as redundant items. Then we reworded the items, as needed, to fit our particular context. At this point, two independent panels of experts were employed for face validity and content validity testing (Crocker & Algina, 1986).

3.2 Participants

We recruited 300 e-microentrepreneurs in the southeast United States to complete a short online survey, using Qualtrics Panels. Multiple qualifying questions were asked of potential respondents including whether they sold services at multiple tourism related websites (e.g. Airbnb, Uber, Vayable). Most participants held a Bachelor's degree or higher (46.3%) or had at least some college or university experience (43.3%). There were slightly more females (56.3% female), and the majority ($M = 34.61$, $SD = 11.03\%$) were aged between 30 and 39 years old. Caucasian/White was the most prevalent ethnicity represented (65.7%). The largest category of

respondents (15.3%) had a household income between \$50,000 and \$59,999, and the majority (27.3%) secured between 30% and 39% of their livelihood through e-commerce.

4. Results

4.1 Exploratory and confirmatory scale testing and development

The dimensional structure of the scale was examined using three consecutive principal component exploratory factor analyses. The final EFA (shown in Table 1) illustrates five distinct factors with total variance explained at 70.787%.

Results of the CFA revealed that a five factor structure (see Figure 1) had an acceptable fit with the data (CMIN/DF=1.852, CFI=.968, TLI=.954, SRMR=.0453, RMSEA=.053). The final measurement model included the following five factors: Pursuing Innovation, Marshaling Resources, Adapting to Externalities, Aligning Core Purpose with Self, and e-Marketing.

 Insert Table 1 and Figure 1 about here

4.2 Convergent and divergent validity

Multiple linear regression of self-esteem and a composite measure of human agency against TeMSE was conducted to ascertain construct validity of TeMSE. As expected, agency ($\beta=.35$) is a strong and significant predictor of TeMSE. On the other hand, the effect size of self-esteem ($\beta=.09$) on TeMSE is almost four times smaller than that of agency. In conclusion, through the analysis of regression coefficients of self-esteem and human agency against TeMSE, we find support for appropriate divergent and convergent validity.

5. Discussion

5.1 Overview

The proposed Tourism e-Microentrepreneurial Self-Efficacy (TeMSE) scale consists of 13 items and five factors (see appendix). The first factor, *Pursuing Innovation*, refers to microentrepreneurs' search for better ideas or tactics that address ever changing market demands, and create competitive advantages by meaningfully differentiating the business from mainstream competition in their sector. The second factor, *Marshaling Resources*, involves assembling resources of different kinds to bring the venture into existence. Such resources can take the shape of communal labor, partnerships with other businesses, or institutional support from local agencies. The third factor, *Adapting to Externalities*, encompasses ways in which microentrepreneurs are able to either capitalize on or mitigate nuances in the legal landscape affecting the tourism sector which are out of their control. The fourth dimension, *Aligning Core Purpose with Self*, refers to the extent to which the microentrepreneur is able to articulate to stakeholders a core purpose of the business in line with personal idiosyncrasies and in support of a desired lifestyle. The fifth factor, *e-Marketing*, denotes the competence and savviness of microentrepreneurs in regards to the effective use of social media to market their tourism businesses and to be engaged with visitors and peers.

5.2 Implications

The Tourism e-Microentrepreneurial Self-Efficacy scale stands to make key contributions to the exploration of tourism microentrepreneurship, and to be widely used in needs assessments and in the monitoring of training programs in cooperation with rural development partners in the field. A major finding was that TeMSE is informed by five distinct factors that relate to central areas in the scope of tourism e-microentrepreneurship. These areas in the microentrepreneurial activity can and should be used to inform entrepreneurship curricula delivered by local economic development agencies.

5.4 Conclusion

Previous research suggests that tourism microentrepreneurs have different goals as well as business models in comparison to typical entrepreneurs—accordingly, our work adapted extant entrepreneurial self-efficacy measures to the context of tourism e-microentrepreneurship. Our work provides insights into a unique context and affords future research the means through which self-efficacy in entrepreneurs engaged in growing segments of economies around the globe can be examined appropriately.

References

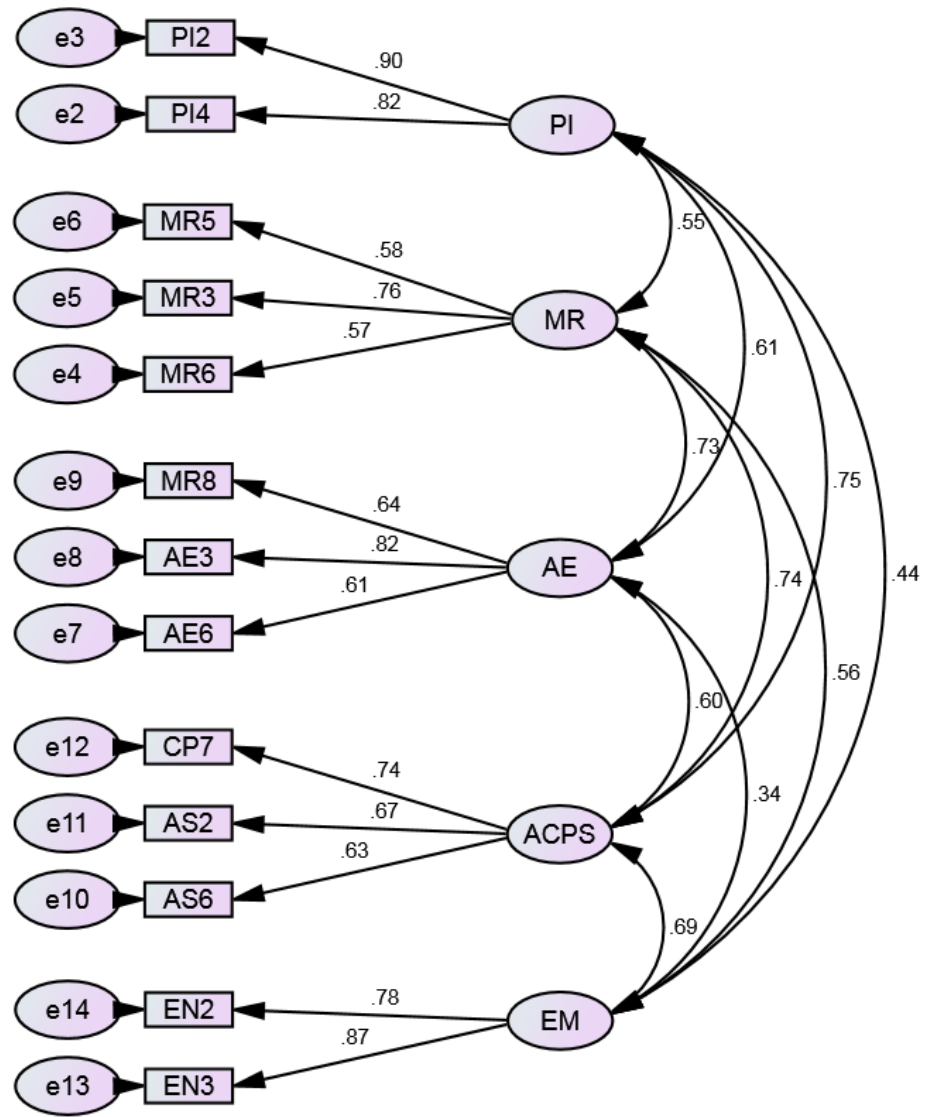
- Alkire, S. (2005). Subjective quantitative studies of human agency. *Social Indicators Research*, 74(1), 217-260.
- Ashley, C., Roe, D., & Goodwin, H. (2001). *Pro-poor tourism strategies: Making tourism work for the poor*. Nottingham, UK: The Russell Press.
- Ateljevic, I., & Doorne, S. (2000). 'Staying within the fence': Lifestyle entrepreneurship in tourism. *Journal of Sustainable Tourism*, 8(5), 378-392.
- Bandura, A. (1977). Self-efficacy: toward a unifying theory of behavioral change. *Psychological Review*, 84(2), 191-215.
- Chen, C. C., Greene, P. G., & Crick, A. (1998). Does entrepreneurial self-efficacy distinguish entrepreneurs from managers? *Journal of Business Venturing*, 13(4), 295-316.
- Crocker, L., & Algina, J. (1986). Introduction to classical and modern test theory. Fort Worth, TX: Harcourt, Brace, Jovanovich.
- De Noble, A., Jung, D., & Ehrlich, S. (1999). Entrepreneurial self-efficacy: The development of a measure and its relationship to entrepreneurial action. In Reynolds, R. D., Bygrave, W. D., Manigart, S., Mason, C. M., Meyer, G. D., Sapienza, H. J., & Shaver, K.G. (Eds.), *Frontiers of entrepreneurship research* (pp. 73-78). Waltham, MA: P&R Publication Inc.
- DeVellis, R. F. (1991). *Scale development: Theory and applications*. Applied Social Research Methods Series, 26. Newbury Park, CA: Sage Publications.
- Dressler, W., Büscher, B., Schoon, M., Brockington, D., Hayes, T., Kull, C. A., & Shrestha, K. (2010). From hope to crisis and back again? A critical history of the global CBNRM narrative. *Environmental Conservation*, 37(01), 5-15.
- Garcia-Ramon, M. D., Canoves, G., & Valdovinos, N. (1995). Farm tourism, gender and the environment in Spain. *Annals of Tourism Research*, 22(2), 267-282.
- Garrod, B. (2003). Local participation in the planning and management of ecotourism: A revised model approach. *Journal of Ecotourism*, 2(1), 33-53.
- Gmelch, G. (2012). *Behind the smile: the working lives of Caribbean tourism*. Bloomington, IN: Indiana University Press.
- Hall, C. M., Harrison, D., Weaver, D., & Wall, G. (2013). Vanishing peripheries: Does tourism consume places? *Tourism Recreation Research*, 38(1), 71-92.

- Hallak, R., Lindsay, N. J., & Brown, G. (2011). Examining the role of entrepreneurial experience and entrepreneurial self-efficacy on SMTE performance. *Tourism Analysis, 16*(5), 583-599.
- McGee, J. E., Peterson, M., Mueller, S. L., & Sequeira, J. M. (2009). Entrepreneurial self-efficacy: refining the measure. *Entrepreneurship Theory and Practice, 33*(4), 965-988.
- Moberg, K. S. (2013). An entrepreneurial self-efficacy scale with a neutral wording. In A. Fayolle, P. Kyrö, T. Mets, & U. Venesaar (Eds.), *Conceptual richness and methodological diversity in entrepreneurship research: Entrepreneurship research in Europe* (pp. 67-94). Cheltenham, UK: Edward Elgar.
- Morais, D. B., Wallace, T., Rodrigues, A., España, E. X. A., & Wang, Y. A. (2014). People-First Tourism and the voices of the rural subaltern. Paper presented at the TTRA International Conference: Tourism and New Global Economy. Bruges, Belgium.
- Murphy, P. E. (2013). *Tourism: A community approach vol.4*. New York, NY: Routledge.
- Nyaupane, G. P., Morais, D. B., & Dowler, L. (2006). The role of community involvement and number/type of visitors on tourism impacts: A controlled comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism Management, 27*(6), 1373-1385.
- Turner, L., & Ash, J. (1975). *"The" Golden Hordes: International tourism and the pleasure periphery*. London, UK: Constable Limited.
- UNWTO (2015, September). *Tourism Driving Trade, Fostering Development and Connecting People*. Retrieved from <http://www.e-unwto.org/doi/pdf/10.18111/9789284417247>.
- Vogt, D. S., King, D. W., & King, L. A. (2004). Focus groups in psychological assessment: enhancing content validity by consulting members of the target population. *Psychological Assessment, 16*(3), 231-243.

Table 1. Third EFA conducted on the sample of e-microentrepreneurs

	Dimension	Component				
		1	2	3	4	5
PI.2	Pursuing Innovation	.824	.235	.217	.134	.086
PI.4		.804	.196	.146	.148	.068
AE.2		.629	-.017	.340	.295	.048
MR.3	Marshaling Resources	.126	.230	.266	.420	.584
MR.5		.527	.053	.167	-.026	.599
MR.6		-.030	.178	.179	.111	.819
MR.8	Adapting to Externalities	.188	.129	.779	.009	.169
AE.3		.344	.027	.716	.073	.278
AE.6		.086	.090	.692	.397	.049
CP.7	Aligning Core Purpose with Self	.512	.273	-.011	.516	.210
AS.2		.423	.204	.179	.606	-.033
AS.6		.118	.230	.163	.774	.200
EN.1	e-Marketing	.274	.695	.017	.084	.428
EN.2		.104	.862	.131	.191	.032
EN.3		.147	.834	.086	.220	.139
Extraction Method: Principal Component Analysis.						
Rotation Method: Varimax with Kaiser Normalization. ^a						
a. Rotation converged in 7 iterations.						

Figure 1. Final measurement model of TeMSE



Appendix. Final 13-Item TeMSE Scale

Pursuing Innovation ($\alpha=.81$)

1. I am able to discover ways to improve the appeal of tourism experiences I offer.
2. I am able to create experiences that fulfill tourists' interests.

Marshaling Resources ($\alpha=.67$)

3. I am able to find helpers for my tourism business when I need to tackle a problem or opportunity.
4. I am able to form partnerships with other businesses to strengthen my own tourism business.
5. I am able to get support from local government or non-profit organizations for my tourism business.

Adapting to Externalities ($\alpha=.73$)

6. I am able to get the type of insurance I need for my tourism business.
7. I am able to understand tourism legislation that applies to my tourism business.
8. I am able to understand what my liability is in case of an accident involving tourists.

Aligning Core Purpose with Self ($\alpha=.73$)

9. I am able to get others to believe in my plans for my tourism business.
10. I am able to be myself while providing good customer service to tourists.
11. I am able to develop my tourism business so it can support my desired lifestyle.

E-Marketing ($\alpha=.85$)

12. I am able to use social media to market my tourism business.
13. I am able to use social media to engage customers and business peers with my tourism business.