



Determinants of modern entrepreneurship in new business owners: The study of demographic factors

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Abstract

This research aims to study the levels and factors of modern entrepreneurship among students and new entrepreneurs in the hospitality and tourism industries in Bangkok. Research objectives: The objectives of this study are to determine the overall level of modern entrepreneurship among modern entrepreneurs in the hospitality and tourism industries in Bangkok, and to identify demographic factors that influence modern entrepreneurship. A stratified random sampling method was used to select 539 participants, including students who run businesses during their study periods and modern entrepreneurs who have been in business for not longer than 3 years. Data were collected using questionnaires and analyzed using frequency, percentage, mean, standard deviation, *t*-test, and *F*-test. The overall level of modern entrepreneurship among modern entrepreneurs in the hospitality and tourism industries in Bangkok was found to be high, with all aspects scoring at a high level. The factor with the highest mean score was technology utilization, followed by creating functional partnerships, and market orientation. The study also found that demographic factors, including gender and entrepreneurial experience, have a significant influence on modern entrepreneurship. The findings of this study can be used by educational institutions or organizations to design activities and training programs that encourage modern entrepreneurship among students and personnel, with a focus on elements such as internal locus of control, market orientation, creating functional partnerships, and technology utilization.

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Introduction

Hospitality and tourism industries are highly important industries for the development process of the

country, especially in economic aspect. Hospitality and tourism industries consist of 4 parts as follows: (1) Tourism such as cruise ships, airlines, trains, etc.; (2) Accommodation such as hotels, resorts, apartments, etc.; (3) Food services such as restaurants, bars, coffee shops, etc.; and (4) Recreation such as tourist attractions, parks, sports, etc. (Chief Curriculum Development Officer (PSHE), 2013).

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Presently, economies in many countries have grown and become more stable. Hospitality and tourism industries have continuously become more important. In Thailand, a significant fact about the growth of hospitality and tourism industries was traditional services remained the top important industries. This is reflected through GDP, that increased from 59 percent in 2000 to 64 percent in 2019. However, it was found that for the past 20 years, the structure of hospitality segment in Thailand had barely changed, especially technological adjustments. Obvious signs of vulnerability in this type of service could be found constantly, for example, concentration of nationalities of tourists and concentration of areas. In addition, it was the type of business that mainly competed with prices. That is reflected through the spending of tourists, which hardly increased when compared to the increased number of tourists. Such indicated that the Thai economy was still driven by traditional services which depended on low-skilled labor and did not require much technology. For example, commerce. Services that most labor still provided included traditional commercial services such as grocery stores, which hardly applied any technology. On the other hand, hospitality and tourism industries depended on some technologies such as social network and websites to run the businesses. However, these businesses still depended on low-skilled labor. That caused productivity and income of labor to be inconsistent with the overall picture of continuously growing industries (Pornprapan, 2020).

Modern entrepreneurs could compete in marketing in changed patterns. Modern entrepreneurs mainly focused on global business conditions, innovative organizational administration concepts, flexible working, and innovative operational strategies. Being modern entrepreneurs in the context of hospitality and tourism industries consisted of core attributes which included building specialized and flexible work teams, connecting and coordinating between teams through information technology, reducing hierarchy in the organization, applying democracy principles to business decisions, increasing power for employees to self-manage and giving freedom for employees to make decisions, constantly investing in knowledge and education for employees, constantly following up and assessing intellectual capital of the organization, creating partnership with clients and ingredient suppliers, creating continuous learning in the organization, and supporting innovation and creative ideas (Postolov et al., 2016).

Modern entrepreneurs played an important role in long term economic development of the country. Thailand always had strategies to stimulate the emergence of modern entrepreneurs. However, to help modern entrepreneurs to effectively play a leading role in driving the economy of the country, there was the need for finding and developing modern entrepreneurs who could create high values such as entrepreneurs who used technology and innovation (Tech Startup) or entrepreneurs in design and creation fields (Creative Startup/Cultural Startup) to have potential to run modern businesses and be able to compete in the global market (The Office of SMEs Promotion, 2018).

Booth et al. (2020) highlight that there is a gap in research on tourism and hospitality entrepreneurship in islands (THEI) and aimed to address this by conducting a systematic review of the literature. The review found that, although there has been an increase in THEI research, it has mainly focused on the Asia-Pacific region, and the article suggests that researchers should consider addressing this geographical bias and conduct more quantitative and comparative THEI studies to expand the impacts of industrial and spatial aspects (Booth et al., 2020). Bangkok could be an interesting location to study the current situation of new entrepreneurs in the hospitality and tourism industries because of its significant role as a major tourist destination in Asia. According to a report by the Tourism Authority of Thailand, Bangkok was the most visited city in the world in 2018, with over 22 million international visitors. This high level of tourism activity in Bangkok creates opportunities for new entrepreneurs to enter the hospitality and tourism industries. Additionally, Bangkok has a diverse and dynamic economy, with a growing number of small and medium-sized enterprises (SMEs) in the hospitality and tourism sectors. A study by the Asian Development Bank (ADB) found that SMEs in Bangkok's tourism sector have been growing at a faster rate than larger firms, and they are playing an increasingly important role in the city's economy. Furthermore, Bangkok is a melting pot of cultures and has a rich history, which makes it an interesting location to study the cultural and historical influences on the development of new entrepreneurs in the hospitality and tourism industries. A study by the Journal of Tourism and Cultural Change found that Bangkok's cultural heritage is a major factor in attracting tourists to the city, and it is also an important aspect of the city's tourism industry. In conclusion, Bangkok's status as a major tourist destination and its diverse and dynamic economy with a growing number of SMEs in the hospitality and

tourism sectors, and its rich cultural heritage make it an interesting location to study the current situation of new entrepreneurs in the hospitality and tourism industries.

It is essential to determine the overall level of modern entrepreneurship among modern entrepreneurs in the hospitality and tourism industries in Bangkok and identifying specific elements that contribute to this level (such as technology utilization, creating functional partnerships, and market orientation). Moreover, identifying demographic factors that influence modern entrepreneurship, such as gender and entrepreneurial experience, can provide insight into how these factors may impact the success of modern entrepreneurs in the hospitality and tourism industries in Bangkok. Provide educational institutions or organizations with information that can be used to design activities and training programs that encourage modern entrepreneurship among students and personnel, specifically focusing on elements such as internal locus of control, market orientation, creating functional partnerships, and technology utilization. From the abovementioned information, the researcher became intrigued to study levels and factors influencing modern entrepreneurship of modern entrepreneurs in hospitality and tourism industries. Therefore, this study could provide information for organizations in terms of building and developing personnel in hospitality and tourism industries. The information could be used to build and develop personnel to have characteristics of modern entrepreneurship consistent with changed social environments.

Literature Review

The theory of modern entrepreneurship has its roots in various disciplines such as economics, sociology, and psychology. Long (1983) in the meaning of entrepreneurship defined such as the process of creating something new, whether it be a product, process, or organization. Endres and Woods (2006) in modern theories of entrepreneurial behavior, a comparison and appraisal, compared and evaluated different theories of entrepreneurial behavior, including the psychological, sociological, and economic perspectives. Packard (2017) in where did interpretivism go in the theory of entrepreneurship discussed the role of interpretivism in the study of entrepreneurship and its potential contributions to the field. Casson and Casson (2014) in the history of entrepreneurship, and medieval origins of

a modern phenomenon, examined the historical origins of entrepreneurship and its evolution over time. Overall, these articles provide insight into the various perspectives and approaches used to study and understand entrepreneurship as a modern phenomenon.

Cui et al. (2021) examined the impact of entrepreneurship education on the entrepreneurial mindset of college students in China. The study found that entrepreneurship education has a positive impact on the development of an entrepreneurial mindset among college students in China. The study also found that inspiration plays a mediating role in this relationship and that certain attributes of entrepreneurship education, such as experiential learning and problem-based learning, have a stronger impact on the development of an entrepreneurial mindset than other types of educational attributes.

Florida et al. (2020) examined the role of cities in modern entrepreneurship. The authors argue that cities play a crucial role in fostering entrepreneurship by providing access to resources, networks, and talent that are necessary for the growth of start-ups. Florida et al. (2020) also suggested that certain urban characteristics, such as density, diversity, and a culture of innovation, are positively associated with entrepreneurship. Thus, the cities can be viewed as start-up machines that drive economic growth and innovation.

Modern Entrepreneur

The modern entrepreneur was an individual who could develop innovative concepts (Park, 2017), create functional partnership (Eugenio, 2017), create specialized and flexible work teams (Postolov et al., 2016), constantly apply their concepts, adjust concepts according to conditions or situations, create inspiration for clients with their enthusiasm, monitor market conditions (Fatlin, 2018), be aware of market trends and technology developments before others (Pednekar, 2012), and hold all the fundamental decision power (Nijkamp, 2003).

The researcher has synthesized attributes of entrepreneurship and modern entrepreneurship as shown in Table 1.

Table 1 Synthesis of attributes of modern entrepreneurship

Attribute	(Entrepreneurship)									(Modern entrepreneurship)									F
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	
Autonomy	✓		✓			✓		✓		✓		✓		✓		✓		✓	8
Innovativeness	✓			✓	✓	✓	✓	✓		✓			✓		✓		✓		10
Proactiveness	✓				✓	✓	✓				✓								5
Competitiveness	✓	✓				✓		✓		✓					✓				6
aggressiveness																			
Risk management	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓		✓		✓		15
Need for achievement	✓	✓							✓		✓	✓	✓	✓		✓	✓	✓	10
Internal locus of control	✓	✓								✓	✓	✓	✓				✓		6
Market orientation	✓										✓			✓	✓	✓	✓	✓	6
Creating functional partnership															✓	✓			3
Technology utilization															✓	✓			2

Sources: Dess et al. (2012); Eugenio (2017); Fatlin (2018); Leekulpitak (2017); Namwong et al. (2019); Nijkamp (2003); Otakanon (2019); Park (2017); Pednekar (2012); Postolov et al. (2016); Puthachaya (2014); Rukthangam (2017); Saikrajang (2015); Salamzadeh et al. (2014); Sirichiraphat (2013); Tanhakorn, & Pasunon, (2019); The Office of SMEs Promotion (2018); and Tungsongcharoen (2015).

Methodology

Participants

The population in this study included university students and modern entrepreneurs in hospitality and tourism industries in Bangkok. The sample group in this study included 539 students who ran businesses during their study periods and modern entrepreneurs who had run businesses in hospitality and tourism industries for less than 3 years. Stratified random sampling was used as a sampling method. The sample group was classified into 417 students and 122 modern entrepreneurs who had run businesses in hospitality and tourism industries for less than 3 years.

Data Collection

The researcher provided questionnaires created in the form of document and online questionnaires (Google Form) to collect data from students and modern entrepreneurs who had experience in running their businesses. Data collection was conducted during April 1–30, 2021. There were 539 participants who answered and returned the questionnaires.

Research Measures

Research Tool used in this study included 5-point rating scale questionnaires. The questionnaires were designed after reviewing related documents and studies. They were divided into 2 parts as follows.

Part 1. General information of the participant. Multiple choice questions were used in this part. The purpose was to collect general information of the participants, which included gender, status, academic major, entrepreneurial experience, and type of business.

Part 2. Modern entrepreneurship assessment which was created in the form of 5-point rating scale. The questions concerned 10 elements in reference to entrepreneurship attributes synthesized by the researcher. The elements were listed as follows: (1) Autonomy, (2) Innovativeness, (3) Proactiveness, (4) Competitive aggressiveness, (5) Risk management, (6) Need for achievement, (7) Internal locus of control, (8) Market orientation, (9) Creating functional partnership, and (10) Technology utilization. The internal consistency reliability of the scale score in this study was $\alpha = .83$.

Data Analysis

Data analysis included the analysis on frequency, percentage, mean, standard deviation of general information of the participants, and variables in the study. For the process of identifying factors influencing modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries in Bangkok, Thailand, comparison of *t*-test and *F*-test mean values was used as a method.

Results

Demographic Data

According to the analysis of general information of the participants, there were 539 participants. When considering each characteristic, it was found that most of the participants were male. There were 277 males or 51.4 percent and 262 females or 48.6 percent. For education status, there were 122 participants or 22.6 percent who had graduated, 28 participants or 5.2 percent who were first year students, 105 participants or 19.5 percent who were second year students, 140 participants or 26 percent who were third year students, and 144 participants or 26.7 percent who were fourth year students. For academic majors, it was found that most of the participants had graduated in culinary arts and kitchen management. That included 492 participants or 91.3 percent. There were 43 participants or 8 percent who graduated in hotel management, and 4 participants or 0.7 percent who graduated in tourism management. For entrepreneurial experience, it was found that most of the participants had less than 1 year of entrepreneurial experience. That included 391 participants or 72.5 percent. There were 63 participants or 11.7 percent who had 1–2 years of

entrepreneurial experience, and 85 participants or 15.8 percent who had more than 2 years of entrepreneurial experience. For the type of business, it was found that most of the participants ran food and beverage businesses. That included 435 participants or 80.7 percent. There were 43 participants or 8 percent who ran accommodation business, and 61 participants or 11.3 percent who ran other types of business which could be varied. Other types of business included tourism (tour guiding, providing tourism information), MICE in event management, a variety of commerce such as clothes, wares, accessories, electric appliances, books and magazines, plants, etc. There were physical stores and online stores. The details are shown in [Table 2](#).

Levels of Modern Entrepreneurship

According to the results of the analysis on mean values and standard deviation of levels of modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries, it was found that the overall level modern entrepreneurship of modern entrepreneurs in hospitality and tourism industries in Bangkok was high ($\bar{x} = 3.89$). When considering each element, it was found that every element was at high level. The element with highest mean value was

Table 2 Numbers and percentages of general information of the participants

General Information of the Participants	Number (persons)	Percentage
Gender		
Male	277	51.4
Female	262	48.6
Education Status		
Graduated	122	22.6
Studying	417	77.4
Academic Year		
1st Year	28	6.71
2nd Year	105	25.18
3rd Year	140	33.57
4th Year	144	34.53
Academic Major		
Culinary Arts and Kitchen Management	482	91.3
Hotel Management	43	8.0
Tourism Management	4	0.7
Entrepreneurial Experience		
Less Than 1 Year	391	72.5
1–2 Years	63	11.7
More Than 2 Years	85	15.8
Type of Business		
Food and Beverage	435	80.7
Accommodation (Hotel, Resort, Guesthouse)	43	8
Other Types of Business	61	11.3
Total	539	100

technology utilization ($\bar{x} = 4.24$), followed by creating functional partnership, market orientation, innovativeness, internal locus of control, autonomy, need for achievement, proactiveness, risk management, and competitive aggressiveness ($\bar{x} = 4.08, 4.04, 3.92, 3.89, 3.80, 3.76, 3.75, 3.73, 3.70$, respectively) as shown in [Table 3](#).

Factors Influencing Modern Entrepreneurship

Gender

According to the results of the analysis on gender factor influencing modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries in Bangkok, Thailand, it was found that gender factor influenced modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries in Bangkok. When considering each element, it was found that gender factor influenced modern entrepreneurship in terms of autonomy, innovativeness, proactiveness, competitive aggressiveness, risk management, and need for achievement at statical significance level .05 but did not influence modern entrepreneurship in terms of internal locus of control, market orientation, creating functional partnership, and technology utilization as shown in [Table 4](#).

Education status

According to the results of the analysis on education status factor influencing modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries in Bangkok, Thailand, it was found that education status factor did not influence modern entrepreneurship of modern entrepreneurs in hospitality and tourism industries in Bangkok. When considering each element, it was found that education status influenced modern entrepreneurship in terms of autonomy, competitive aggressiveness, market orientation, and technology utilization at statical significance level .05 as shown in [Table 5](#).

Table 3 Mean and standard deviation of levels of modern entrepreneurship

Modern Entrepreneurship	\bar{x}	SD
Autonomy	3.80	0.63
Innovativeness	3.92	0.68
Proactiveness	3.75	0.64
Competitive Aggressiveness	3.70	0.69
Risk Management	3.73	0.77
Need For Achievement	3.76	0.76
Internal Locus of Control	3.89	0.67
Market Orientation	4.04	0.63
Creating Functional Partnership	4.08	0.65
Technology Utilization	4.24	0.66
Modern Entrepreneurship	3.89	0.68

Table 4 The Results of the analysis on gender factor influencing modern entrepreneurship

Modern Entrepreneurship	Gender	\bar{x}	SD	t	p value
Autonomy	M	3.85	0.64	2.12	0.035*
	F	3.74	0.63		
Innovativeness	M	4.01	0.70	3.15	0.002**
	F	3.83	0.65		
Proactiveness	M	3.81	0.64	2.15	0.032*
	F	3.69	0.64		
Competitive Aggressiveness	M	3.83	0.70	4.58	0.000**
	F	3.56	0.65		
Risk Management	M	3.81	0.74	2.66	0.008**
	F	3.64	0.78		
Need For Achievement	M	3.83	0.74	2.17	0.031*
	F	3.69	0.78		
Internal Locus of Control	M	3.94	0.67	1.48	0.139
	F	3.85	0.67		
Market Orientation	M	4.07	0.60	1.22	0.223
	F	4.00	0.67		
Creating Functional Partnership	M	4.11	0.63	0.93	0.351
	F	4.05	0.67		
Technology Utilization	M	4.29	0.63	1.86	0.063
	F	4.19	0.68		
Modern Entrepreneurship	M	3.95	0.46	3.09	0.002**
	F	3.82	0.52		

Note: ** $p < .01$, * $p < .05$.

Table 5 Education status factor influencing modern entrepreneurship

Modern Entrepreneurship	Education status	\bar{x}	SD	t	p value
Autonomy	studying	3.76	0.64	-2.63	.01**
	graduated	3.93	0.62		
Innovativeness	studying	3.91	0.69	-0.82	.41
	graduated	3.96	0.66		
Proactiveness	studying	3.73	0.65	-1.48	.14
	graduated	3.83	0.62		
Competitive Aggressiveness	studying	3.67	0.67	-2.21	.03*
	graduated	3.82	0.74		
Risk Management	studying	3.73	0.75	0.13	.89
	graduated	3.72	0.82		
Need For Achievement	studying	3.76	0.74	-0.16	.87
	graduated	3.77	0.82		
Internal Locus of Control	studying	3.92	0.66	1.31	.19
	graduated	3.83	0.68		
Market Orientation	studying	4.01	0.64	-2.22	.03*
	graduated	4.15	0.61		
Creating Functional Partnership	studying	4.06	0.64	-1.48	.14
	graduated	4.16	0.66		
Technology Utilization	studying	4.18	0.66	-3.95	.00**
	graduated	4.44	0.59		
Modern Entrepreneurship	studying	3.87	0.49	-1.73	.09
	graduated	3.96	0.50		

Entrepreneurial experience

According to the results of the analysis on entrepreneurial experience factor influencing modern entrepreneurship of students and modern entrepreneurs in hospitality and tourism industries in Bangkok, Thailand, it was found that entrepreneurial experience factor influenced modern entrepreneurship at statistical significance level .01. When considering each element, it was found that entrepreneurial experience factor influenced almost every element of modern entrepreneurship statistically significantly, except for proactiveness and internal locus of control as shown in Table 6.

Discussion

According to the results of the analysis on levels of modern entrepreneurship, it was found that overall level of modern entrepreneurship of modern entrepreneurs in hospitality and tourism industries in Bangkok was high. When considering each element, it was found that every element was at high level. The highest mean value belonged to technology utilization, followed by creating functional partnership, market orientation, innovativeness, internal locus of control, autonomy, need for achievement, proactiveness, risk management, and competitive aggressiveness. These results were consistent

with the Department of Industrial Promotion (2018), which stated that appropriate technology utilization would help with less time and cost of production, marketing, and business activity. These key factors would encourage modern entrepreneurs to succeed, especially in the era of value-based economy or economy that was driven by technology and innovation. In addition, creating functional partnership was also consistent with Eugenio (2017), who stated that the group of modern entrepreneurs tended to seek business partners because starting a business contained risks. Hence, it was not common for many entrepreneurs to start a business alone. In addition, business partner was another dimension that could constantly increase the value of business.

According to gender factor influencing modern entrepreneurship, this study found that males had more modern entrepreneurship than females. This finding was consistent with Reungrong (2007), who found that males had more entrepreneurship than females in the group of small restaurant entrepreneurs in Pattaya.

Entrepreneurial experience factor influencing modern entrepreneurship was consistent with Rittirong and Soonthonsmai (2016), who stated that age factor influenced entrepreneurship statistically significantly in the context of being organic product manufacturers and distributors.

Table 6 Entrepreneurial experience factor influencing modern entrepreneurship

Modern Entrepreneurship	Entrepreneurial Experience	\bar{x}	SD	F	p value
Autonomy	Less Than 1 Year	3.73	0.65	9.367	.00**
	1–2 Years	3.91	0.57		
	More Than 2 Years	4.03	0.57		
Innovativeness	Less Than 1 Year	3.88	0.69	4.49	.01*
	1–2 Years	3.93	0.68		
	More Than 2 Years	4.12	0.64		
Proactiveness	Less Than 1 Year	3.72	0.64	1.68	.19
	1–2 Years	3.79	0.70		
	More Than 2 Years	3.86	0.59		
Competitive Aggressiveness	Less Than 1 Year	3.62	0.68	10.95	.00**
	1–2 Years	3.87	0.72		
	More Than 2 Years	3.96	0.64		
Risk Management	Less Than 1 Year	3.67	0.76	3.88	.02*
	1–2 Years	3.86	0.68		
	More Than 2 Years	3.89	0.83		
Need For Achievement	Less Than 1 Year	3.70	0.76	4.89	.01*
	1–2 Years	3.98	0.70		
	More Than 2 Years	3.87	0.76		
Internal Locus of Control	Less Than 1 Year	3.88	0.67	0.48	.62
	1–2 Years	3.89	0.72		
	More Than 2 Years	3.96	0.64		
Market Orientation	Less Than 1 Year	4.00	0.64	3.16	.04*
	1–2 Years	4.06	0.67		
	More Than 2 Years	4.19	0.58		
Creating Functional Partnership	Less Than 1 Year	4.03	0.65	4.69	.01*
	1–2 Years	4.15	0.66		
	More Than 2 Years	4.26	0.59		
Technology Utilization	Less Than 1 Year	4.18	0.67	6.66	.00*
	1–2 Years	4.36	0.67		
	More Than 2 Years	4.44	0.53		
Modern Entrepreneurship	Less Than 1 Year	3.84	0.49	7.99	.00**
	1–2 Years	3.98	0.52		
	More Than 2 Years	4.06	0.43		

Note: ** $p < .01$, * $p < .05$.

Conclusion and Recommendation

This investigation fills a gap in the existing literature on modern entrepreneurship in the hospitality and tourism industries in Bangkok by providing specific data on the levels and factors of modern entrepreneurship among students and new entrepreneurs in this area. The findings of the study, including the overall high level of modern entrepreneurship and the influence of demographic factors such as gender and entrepreneurial experience, add to the understanding of the entrepreneurial

mindset and urban underpinnings of modern entrepreneurship as discussed in Booth et al. (2020); Cui et al. (2021); and Florida et al. (2020). Additionally, the study's focus on the tourism and hospitality industries in an island context builds on the literature review in Booth et al. (2020) by providing empirical data specific to this industry in Bangkok.

Educational institutions or organizations with intention to foster modern entrepreneurship for students or personnel could use the findings from this study to design activities and training programs to encourage modern entrepreneurship for students or personnel to be

consistent with changes of era, especially the elements of modern entrepreneurship such as internal locus of control, market orientation, creating functional partnership, and technology utilization.

Conflict of Interest

The authors declare that there is no conflict of interest.

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