

## Enterprise and Entrepreneurship in Hospitality and Tourism

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**Abstract:** "The concept of 'entrepreneurship' in tourism or hospitality should be confined to the act and process of starting a new business independently, for the purposes of making a profit. Any variation from this is not really 'entrepreneurship' in its true sense". This essay uses some examples from the tourism and hospitality industries to illustrate that the concept of "entrepreneurship" is not limited to the profit-making activities and processes of starting new businesses independently. First innovation is one of the core elements of the business and is a major driving force of the country's economic outlook, however, innovation is not only the purpose of profit, and need to have improve the responsibility of the social value, the second an entrepreneur needs to have the ability to bear the risks and an adventurous spirit, though there are many uncertain factors, but they are an important factor of entrepreneurial orientation and entrepreneurial personality. In order to earn profits, there will be some risks. Entrepreneurs need to have this ability before they can be called true entrepreneurs. Third, all entrepreneurs need to develop their businesses independently, but real entrepreneurs are not independent. They learn from each other to reduce the probability of failure. Finally, it is worth mentioning that the purpose of entrepreneurship is not only to make money, but also to gain a reputation in the market. It is necessary to maintain an honest attitude in the process of entrepreneurship and gain the trust of customers and the market.

**Keywords:** Entrepreneurship, Innovation; Corporate Social Responsibility ;Risk-Taking; Cooperation

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Entrepreneurship is one of the most important components of the world economic system, it involves innovation, productivity, competitiveness, job creation and wealth creation, and affects different social classes and all industries (Fu, Okumus, Wu & Köseoglu, 2019). When Richard Cantillon defined "entrepreneur" in 1734, he was more concerned with the role of the individual in business markets, driven by a desire for profit (Boyett, 1996), so entrepreneurs are defined as those who pursue the maximization of interests and promote the creation of organizations (Porter & Mitchell, 2015). But a different view defines an entrepreneur as someone who can innovate, take risks, be creative, grow in adversity and drive change (Porter et al., 2015). Therefore, entrepreneurship emphasizes innovation, search and exploration, and is an important contributor to the economic prospects of the industry and the country as a whole (Soriano, Montoro-Sanchez, Neubert, Soriano & Montoro, 2011). So, not all entrepreneurs will pursue profit as the main goal, and other corresponding changes should also be an important element of entrepreneurship. Innovation is an important aspect of entrepreneurship, especially in the service industry. In particular, innovation conforms to the existing market and social needs, so this method is more successful (Sahut, Peris-Ortiz & Teulon, 2018). In the tourism industry, entrepreneurship is an important research topic, international enterprises must have a certain degree of innovation ability. Since the United Nations general assembly declared 2017 the international year of sustainable tourism for development, the sustainability of tourism has become more important (Leroux & Pupion, 2018), with many French hotels certified and innovative in adopting eco-labels as their features. According to the research, the innovation attributes of French hotel is the personal view of benefit, complexity, measurability, compatibility and observability, and puts forward that innovation is one of the core elements of entrepreneurial strategy (Leroux et al., 2018). The innovation of eco-label indicates that innovation in entrepreneurship not only has the purpose of earning profits, but also bears the responsibility of social responsibility and the responsibility of realizing social value. Riccione, on the Italian coast, innovated for Muslim women with government-backed protections, opening a beach off limits to men to protect their privacy (Halkias, Pizzurno, Massis & Fragoudakis, 2014). Innovative services, such as fully Islamic dress codes and female lifeguards, are popular among Arabs

and Saudis, who increasingly need innovative, customized services to suit different needs (Halkias et al., 2014). The experience generated by customizing services will bring good memories to consumers, which will be positively spread by consumers. And customized services will bring more profits (Kern, 2002). The study's researchers also show that innovation and uniqueness, through profit and earnings, play an important role in determining entrepreneurial success (Halkias et al., 2014). It is based on the fact that Riccione is a city that relies on tourism, so it has to accept the challenge of meeting the needs of different guests, however, professionals pointed out that this initiative "is not about superficial motives, we're talking about culture and religion" (Halkias et al., 2014). Innovation activities in entrepreneurship are widely believed to enhance the sustainability of enterprises and enhance their competitive advantages. They not only involve interests, but also involve the quality of individuals, technologies, organizations and improving social value (Maritz & Donovan, 2015).

Entrepreneurial analysis points out that risk taking is the decisive factor of entrepreneurial orientation, and active risk taking is also the characteristic of entrepreneurial orientation (Leroux et al., 2018). Entrepreneurs are not really willing to take risks, but they will positively view the risk situation, and such an attitude is positive for the future entrepreneurial intention (Bandera, Collins & Passerini, 2018). Historically, risk taking has been associated with entrepreneurship, which plays a crucial role in tourism destination and community development, tourist satisfaction and tourism experience (Gurel, Altinay & Daniele, 2010). Small and medium-sized hotels in eastern Malaysia face many obstacles, as many hotels tend to fail within five years of operation due to lack of skills, lack of funds and external factors and other risks (Jaafar, Abdul-Aziz, Maideen & Mohd, 2011). Small business owners say they can identify cash flows, uncertainty in new markets and risks to size, provided they earn profits and grow to the desired size (Jaafar et al., 2011). So the researchers found that the main factors for entrepreneurs' success include their independence, self-reliance and ability to take risks (Jaafar et al., 2011). Adventure is also a key factor in starting a business (Emerson, 2017). Adventure spirit in business can increase business growth, and the most successful entrepreneurs are those who see business as an adventure and have fun exploring things beyond the horizon (Emerson, 2017). In the arduous entrepreneurial process, there are infinite hardships and changes, and there are many uncertain factors. However, people full of adventure, spirit will increase the probability of entrepreneurial success with the accumulation of experience. The spirit of adventure is the scarcest resource of entrepreneurial spirit and one of the main factors of entrepreneurial personality. No one sums up the word "passion" quite like Virgin founder Richard Branson, but Branson's passion comes from his adventurous spirit and insatiable desire (Pierce, 2008). Since the virgin group, founded in 1970, now has grown to more than 200 companies, involving airline, holidays, media, train or space travel, and other fields, he constantly challenges themselves unfamiliar areas, but it was this spirit of adventure that there will be a Virgin now, and Branson also with his spirit of adventure and enthusiasm for life, making him one of the most respected entrepreneurs (Pierce, 2008). A successful and respectable entrepreneur will not only make profits as his main goal, but also have the courage to explore the world.

Entrepreneurial cooperation can transform business objectives into necessary conditions of opportunity and necessity, which is more advantageous than traditional forms of entrepreneurship, because the organizers can make use of social, individual and community resources for cooperative entrepreneurial development (Morrison, 2000). Therefore, the concept of entrepreneurship is not only the act and process of independent entrepreneurship, but also the spirit of cooperation and the use of more resources to promote common development. However, entrepreneurship requires not only the spirit of cooperation, but also the spirit of learning as the foundation of entrepreneurship. In the entrepreneurial process, entrepreneurs collect information through direct participation and indirect learning from the experience of others (Lévesque, Minniti & Shepherd, 2009). Studies show that the entrepreneurial process, the higher the learning level, the greater the profit potential and the lower the risk of bankruptcy, so as to better improve performance (Lévesque et al., 2009). Entrepreneurship requires entrepreneurs to develop new businesses independently and independently (Rae, 2002), but real entrepreneurs are not independent of each other, they observe each other, learn from each other, and improve their ability to make decisions, thus increasing enterprise value (Lévesque et al., 2009). In the case of Tony, the owner of small and medium-sized enterprises in the British tourism industry, Tony realized in his early venture that the "business" aspect of planning should not be considered without considering the social cost of starting a business (Ramsey, 2011). To be specific, different entrepreneurs have their own goals, enterprises can achieve success in many aspects, but it requires the joint efforts of partners (Ramsey, 2011). In the follow-up business, owners and their cooperation need to learn and gain experience from the existing

entrepreneurial resources, and finally study and make plans to reduce the risk of failure (Ramsey, 2011). Entrepreneurs learn by practicing, making mistakes, and reflecting on their experiences, however, as entrepreneurs collaborate, they can learn from different experiences and reduce the chance of failure. It's worth mentioning that entrepreneurs are those who have the ability to innovate, adventurous and take risks to start a business, and the root of starting a business is not just making profits, because many new enterprises are established every day, which intensifies the survival challenges and market competition, and this requires enterprises be honest to stand firm in the market (Md Yusoff, Kazi, Arisar, Jamil & Hishan, 2016). Travelodge is a British chain of budget hotels, the hotel's policy is to conduct all business in an honest and ethical manner (Travelodge, 2019). Zero tolerance for bribery, corruption and anti-competitive behaviour committed to conduct all business dealings and relationships in a professional, fair and honest manner. A successful enterprise often makes profits at the same time, it also makes contributions to the society and sets an example for the whole market. Integrity is the core element of entrepreneurship. If integrity and ethics are not maintained, the reputation of the enterprise and the trust of the market will be reduced, leading to losses or even bankruptcy (Md Yusoff et al., 2016).

The concept of "entrepreneurship" is not limited to the purpose of making profits. An entrepreneur should have the spirit of innovation, risk taking and risk taking. Although they are all for the purpose of making profits, they have more social significance and value. However, the concept of "entrepreneurship" is not limited to the conduct and process of independently developing new businesses. Entrepreneurs need to cooperate, give full play to the maximum utilization of common resources, experience and learn lessons from the others' entrepreneurship process. Finally, the enterprise must make good faith, can be a true success in the market.

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