

Exploring Entrepreneurial Intention Of Webinar Participants In Tourism And Hospitality During The Covid-19 Pandemic

FX Setiyo Wibowo^{1*}, Reni Sulistiyowati², Ramon Hurdawati³, Dewi Ayu Kusumaningrum⁴, Nuryadina Augusrini⁵, Muhammad Ridwan⁶, Heru Suheryadi⁷

¹²³⁴⁵⁶⁷Sahid Polytechnic

¹fxsetiyowibowo@polteksahid.ac.id, ²reni_sulistiyowati@polteksahid.ac.id,
³ramon.hurdawaty@polteksahid.ac.id, ⁴dewiayu@polteksahid.ac.id,
⁵nuryadina@polteksahid.ac.id, ⁶mridwan@polteksahid.ac.id, ⁷herusuh@polteksahid.ac.id

Abstract

The Covid-19 pandemic has had an impact on entrepreneurial intention; economic recessions became an obstacle to the creation of new venture. But in practice, there is a desire to promote the social development of entrepreneurial spirit towards community. This research aims to explore entrepreneurial intention of entrepreneurship webinar participants for tourism and hospitality during the Covid-19 pandemic. The survey was done after four consecutive national webinar series in May and June 2020. It was conducted to the participants of all four webinars with a total of 142 respondents by using google form which was delivered before the webinar ended. Some of the participants consisted of students, lecturers and teachers, but there were also entrepreneurs, housewives, civil servants, and private workers from Jakarta, Bogor, Depok, Tangerang, Bekasi, even from other provinces in Indonesia. The survey results showed that 3.5% of the 113 respondents answered (very unconvinced) and 2.7% (unsure) if there were culinary business opportunities during the pandemic, the rest were (confident) and (very confident) in the second series webinar. Furthermore, 31% of the 29 respondents at the third series webinar stated (still thinking) and the remaining 69% stated (yes) intend to open a business after attending a webinar about entrepreneurship in the field of tourism and hospitality. The conclusion is that webinars play a role in stimulating the entrepreneurial intention of webinar participants compared to the economic recession situation caused by the Covid-19 pandemic.

Keywords : Covid-19 pandemic, entrepreneurial intention, webinar, tourism and hospitality

Introduction

Previous studies have concluded that entrepreneurship has an important role in the development of the tourism and hospitality sector [1,2,3,23,24]. Conversely, tourism and hospitality has a positive impact to increase employment opportunities and open businesses [4,5]. Tourism opens opportunities for various service businesses and entrepreneurship teaches about tourism service business management strategies [6,7,27].

The Covid-19 pandemic has had an impact on entrepreneurial intention. According to [8] found that during the pandemic period, entrepreneurship activity did not decrease, respondents were more interested in becoming entrepreneurs, there was a growing trend with the values that society instilled in entrepreneurship and currently there is greater talent for entrepreneurial activities. On the other hand, [9] found that economic recessions became an obstacle to the creation of social entrepreneurship projects. But in practice, there is a desire to promote the social development of entrepreneurial projects in the field of education, especially in university education.

Based on [10, 11, 12] states that entrepreneurial learning affects on the interest in running a business for students. Some previous research [13] states that learning styles affect learning motivation and the achievement of learning outcomes. On the other hand, [14] conveyed the need for encouragement for those who will first be entrepreneurship, especially during pandemics because many feel doubtful.

Regardless, webinars with a variety of topics are offered during pandemic times [15]. Webinars are innovations in the field of information technology that offer a platform to interact through www and display two-way communication for the effectiveness and high engagement of participants [16]. Webinar or web-based seminar is one of the technologies to hold seminars, talk shows, discussions, and other activities online using the internet without having to meet face to face [17]. According to [18] argues that for new entrepreneurial development requires fostering increased productivity, but related to cost constraints, time, and place, it takes facilities for webinars or online seminars through the website (webinar).

From the preliminary presentation, several interrelated things are ranging from the emergence of the Covid-19 pandemic and further affect the entrepreneurial learning process in the field of tourism and hospitality to the emergence of the trend of holding webinars with the aim to promote entrepreneurship to foster entrepreneurial intention among the community. This research wants to explore how the entrepreneurial intention of webinar participants in pandemic times after attending in entrepreneurship webinars for tourism and hospitality was conducted gradually in several series. Whether tourism entrepreneurship webinars during the Covid-19 pandemic decreased entrepreneurial intention or otherwise increased respondents' intention, namely webinar participants who only followed once or more.

Literature Review

Entrepreneurial Intention

Entrepreneurial behavior can be predicted using entrepreneurial intention; therefore entrepreneurial intention becomes a determinant of a person's tendency to start a new business [19]. Meanwhile, according to [27] finding that personal characteristics positively affect entrepreneurial intentions include locus of internal control, need for achievement, risk tolerance, and entrepreneurial vigilance. A related study found that perceived desire has an important role in entrepreneurial intentions [20].

Theory of Entrepreneurship

Entrepreneurship theory is a theory of entrepreneurial value creation that starts from entrepreneurial intentions to the allocation of entrepreneurial awards that include two stages, namely the formulation of business (the first stage) and obtaining external resources (capital and strategic alliances) in the second stage [21].

Push and Pull Factors Theory

Referring to [22] states that based on Push Theory, a person starts a new venture because of a pushed situation, namely the conflict between the perceived current condition and the expected condition. This can be due to job loss, long joblessness, small salary, dissatisfaction due to more working hours, and various other undesirable conditions. While Pull Theory is opposite to Push Theory, it is more interesting, and encourages someone to start a new venture. This includes opportunities, gaps in the market and others that ultimately pull someone to take those positive opportunities.

Method

This research is a qualitative or interpretive method because the data results of the study are more concerned with the interpretation of the data found in the field [28]. Data collection is done using an e-questioner uploaded in the chat field on the google meet platform during the webinar. In addition, questionnaires were also distributed via email to webinar participants after the activity ended, especially for those who had not had time to fill out in the google meet platform chat field.

This data collection is done at the time of the webinar nearing completion. The respondents used in this study were 142 people divided into 2 webinar series. Especially the first series webinar has not surveyed because it aims as an introduction, provides material related to virtual tours that are booming during the pandemic and encourage for participants to be an entrepreneur. The number of participants in the first webinar was 84 people. Furthermore, in the second series webinar the number of participants as many as 140 people and who answered the questionnaire as many as 113 people. As for the third series webinar, the number of participants was 68 people, and those who answered questionnaires were as many as 29 people. The population in the study was webinar participants from the first to the third series of 292 people. Sampling is done by a nonprobability sampling method, namely convenience sampling.

The questions used contain the material provided following with the theme of the webinar and related to entrepreneurial intention in the field of tourism and hospitality. Furthermore, the results of respondents' answers are processed and displayed in the form of graphs and tables so that they are easy to read and understand.

This webinar activity was organized by Sahid Polytechnic Jakarta, Indonesia in May and June 2020. The webinar participants consisted of students, lecturers, teachers, civil servants, business people, private and housewives from Banten, DKI Jakarta, West Java, Central Java, and provinces outside Java.

Result

Webinar Profile

Table 1. Schedule of Event

Webinar Series	Day/Date	Time	Link
1	May, 16, 2020	10.00 – 12.00 pm	https://meet.google.com/xjr-ijon-ubd
2	May, 30, 2020	10.00 – 12.00 pm	https://meet.google.com/xjr-ijon-ubd
3	June, 20, 2020	10.00 – 12.00 pm	https://meet.google.com/gmn-fcwr-xoj

Table 2. Materials and Sources

Webinar Series	Theme	Keynote Speaker	Moderator
1	Smart Business Tour Virtual Tour Package	Dr. Derinta Entas, Robert A Moningka, H. Sahlan Toro, Drs, M.Si	Reni Sulistiyowati, S.Sos, MM
2	Smart Culinary Business Practical Recipes Five-star recipe with street vendors price	Idham Mirwan, Judy Sjawarini Jariato, SE, Sukma Nuryadinata, S.ST	FX Setiyo Wibowo, SE, MM
3	Smart Marketing and Managing Business Finance	Jamalludin, S.ST.Par, MM, Lusua Vreyda, ST, MM, Karlina, SE, MM	Nuryadina Augus Rini, S.Pd, M.Pd

Webinar Series 2

Respondent Profile

Kota domisili

113 jawaban

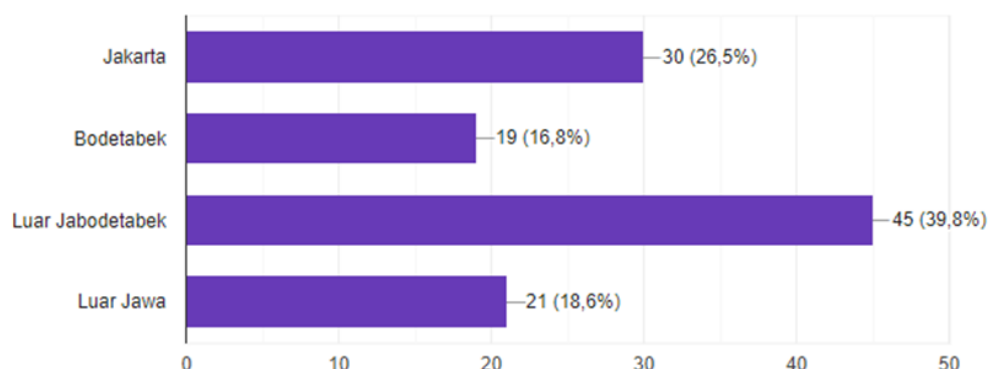


Figure 1. Webinar series 2 respondent's origin

From figure 1 it is shown that the most series 2 webinar respondents come from outside Jakarta, Bogor, Depok, Tangerang, Bekasi (Jabodetabek) (39.8%) then from Jakarta (26.5%), outside Java (18.6%), and from Bogor, Depok, Tangerang, Bekasi (16.8%). This shows that this webinar is at national level because it is attended by participants from various provinces in Indonesia.

Pekerjaan

113 jawaban

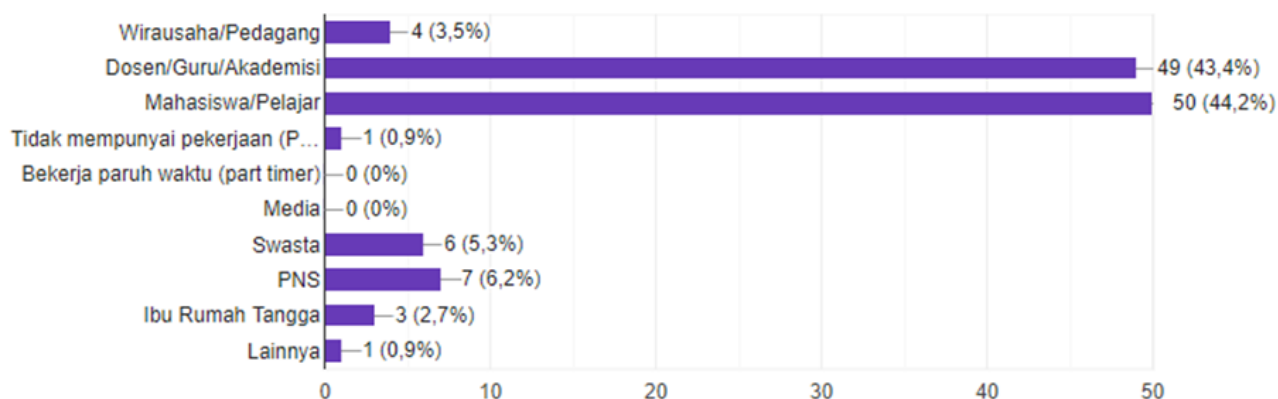


Figure 2. Webinar series 2 respondent's occupation

According to figure 2 shows that in the webinar series 2 attended by participants with the most jobs, namely students/students (50%), then lecturers/teachers/academics (43.4%), civil servants (6.2%), private employees (5.3%), entrepreneurs/traders (3.5%), housewives (2.7%) and others (0.9%). This indicates that these webinars are attended by participants with varying backgrounds of work, thus quite representative of the community.

Apakah Anda berniat untuk menjalankan bisnis kuliner online saat pandemi ini

113 jawaban

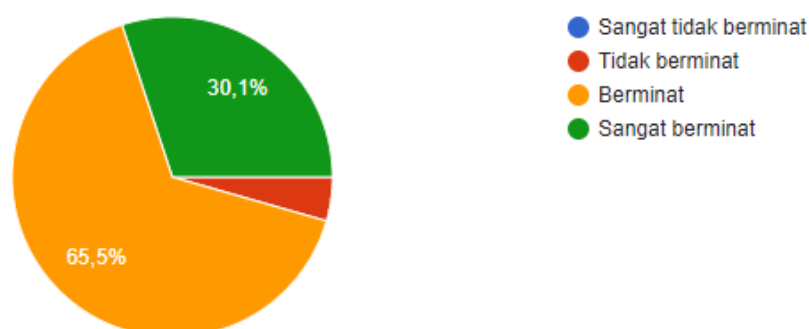


Figure 3. Webinar series 2 respondent's entrepreneurial intention

Refers to figure 3 it was shown that in the webinar series 2 respondents were interested in running a culinary business online during the pandemic (65.5%), very

interested (30.1%), and not interested (4.4%). This indicates that webinar respondents intend to open a business even during the pandemic.

Table 3. Webinar Series 2 Respondent's Statement

No	Statements	Responds			
1	Convinced that there are culinary business opportunities in the current covid-19 pandemic	Very unconvinced 3,5%	Unconvinced 2,7%	Sure 54,9%	Very sure 41,6%
2	Believe that the online culinary business during this pandemic is feasible to run	Very distrusted 0,9%	Distrusted 2,7%	Believe 53,1%	Very believe 45,1%
3	Able to run an online culinary business using social media	Very unable 0%	Unable 4,4%	Able 73,5%	Very able 24,8%
4	Optimists can implement Five-Star Hotel Practical Recipes for Street vendors in culinary online business	Very pessimist 1,8%	Pessimist 1,8%	Optimist 76,1%	Very optimist 22,1%
5	Agree that doing business using the internet can use very limited capital Able to reach the bigger market	Very disagree 0%	Disagree 1,8%	Agree 62,8%	Very agree 36,3%
6	Cooking is a hobby	Not my hobby 13,3%		Yes, my hobby 86,7%	
7	Have expertise in processing culinary	No, I don't have 23%		Yes, I have 77%	
8	Able to generate creative ideas to determine the culinary products to be run	Very unable 0%	Unable 2,7%	Able 86,7%	Very able 10,6%
9	Able to run a culinary business that is rational and logical and measurable	Very unable 0%	Unable 2,7%	Able 89,4%	Very able 8%
10	Able to predict what is the need or demand of the culinary market during this pandemic	Very unable 0%	Unable 8%	Able 8,8%	Very able 83,2%

Based on table 3 it can be indicated that the characteristics of webinar respondents are quite logical, this can be seen from participants who expressed extreme unconvinced (3.5%) and unsure (2.7%) of the 113 participants when asked if they believed there was a culinary business opportunity during the pandemic. And the characteristics of webinar respondents were also quite realistic when they were asked if it was feasible to run an online culinary business at the time of the pandemic, because as many as 0.9% of the 113 participants answered very distrustfully, as many as 2.7% answered no. This logical and realistic character was also reinforced by the answers of webinar participants who stated

that they were unable to predict the needs of the culinary market at the time of the pandemic (8%) of the 113 respondents. This condition is under the statement (Rosa et al., 2020) which conveys that the condition of economic recession at the time of the pandemic becomes an obstacle to open an entrepreneurial social project. This situation is also studied by (Kusasih et al., 2020) which emphasizes the importance of encouragement for those who will first become entrepreneurs, especially during the Covid-19 pandemic, cause many to feel doubtful.

However, on the other hand, it was found that although the condition of the Covid-19 pandemic caused an economic recession, most participants answered optimistically able to apply an intelligent way to run an online culinary business with the concept of five-star hotel recipes with street vendors price during the pandemic, which was as much as 76.1% (optimistic) and as much as 22.1% of 113 participants (very optimistic). This is reinforced by the statement of webinar participants who answered able to design creative ideas to create culinary products at the time of the pandemic, which was as much as 86.7% of the 113 participants answered (able) and as many as 10.6% (very able). This condition is by the statement (Lopez et al., 2021) which found that at the time of pandemics, entrepreneurship activities did not decrease, but developed trends about entrepreneurial values so that many wanted to be an entrepreneur. It also supports the theory (Riquelme and Lanqawi, 2016) which states that perceived desire becomes an important factor in entrepreneurship intentions. The interest of webinar participants to run culinary businesses online during the pandemic as shown in figure 3, which is 65.5% of 113 participants expressed (interested) and as many as 30.1% (very interested) strengthened the opinion (Anjum et al., 2016) which states that entrepreneurial behavior can be predicted from entrepreneurship intentions, therefore entrepreneurial intentions become the determining factor of a person's tendency to run a new business.

Webinar Series 3

Respondent Profile



Figure 4. Province of Webinar Series 3 Respondent's Origin

From figure 4 it was shown that the respondents of the series 3 webinar came from DKI Jakarta (8 people), West Java (8 people), Banten (5 people), South Sulawesi (2 people) and the rest of North Sumatra (1 person), Central Java (1 person), DI Yogyakarta (1 person), East Java (1 person), East Kalimantan (1 person), and Papua (1 person). Even the number of respondents is only 29 people but spread to 10 provinces in Indonesia.

Pekerjaan sekarang (Pilih salah satu)

29 jawaban

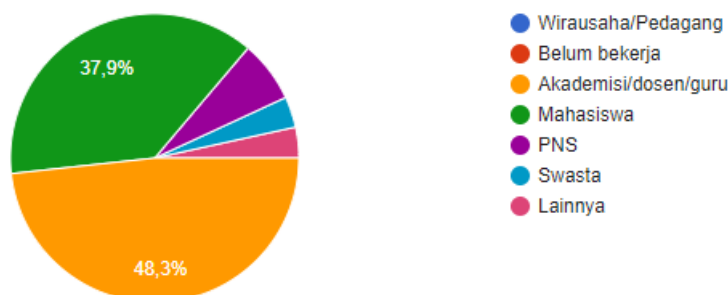


Figure 5. Webinar series 3 Respondent's Occupation

Based on figure 5 shows that the occupation of the respondents of webinar series 3 is academics /lecturers /teachers (48.3%), students (37.9%), civil servants (6.9%), private (3.4%), others (3.4%). The data shows the most respondents are lecturers and students; this is strategic considering that college graduates have to be able to create jobs.

Setelah Anda mengikuti webinar tentang kewirausahaan ini apakah Anda berniat untuk membuka usaha ?

29 jawaban

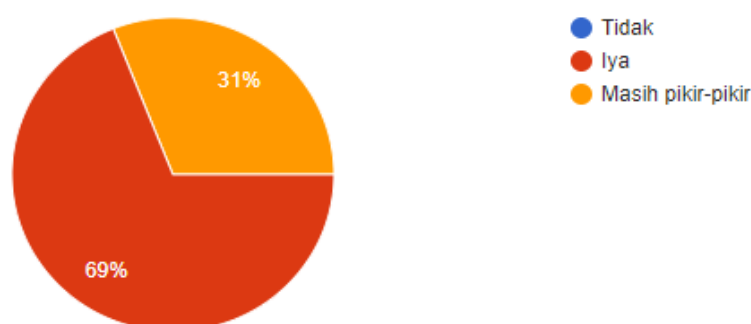


Figure 6. Entrepreneurial intentions of webinar series 3 respondents

According to figure 6 show that the entrepreneurship intentions of the respondents at webinar series 3 is 69% of 29 respondents stated (yes) intend to open a business, while the remaining 31% stated (still thinking). This indicates that there are still doubt for one-third of respondents.

Table 4. Webinar series 3 respondent's statements

No	Statements	Responds						
1	Your main obstacle to opening a business	Capital/finance	Well established work	Still study	There is no motivation yet	Others		
		41,4%	20,7%	13,8%	3,4%	20,7%		
2	Your motivation if you intend to open a business	Better earnings	Developing a hobby	Being independent	Take advantage of opportunities	Affected by the pandemic	Others	
		17,2%	20,7%	41,4%	20,7%	0%	0%	
3	Plans will open a business in the future.	Today	Six months in advance	One year in advance	Once the capital is collected	After having a team	See the situation	Others
		6,9%	13,8%	3,4%	24,1%	6,9%	31%	13,8%
4	The effort that will be pursued	Culinary	Laundry	Tour bureau	Souvenir shop	Others		
		62,1%	10,3%	3,4%	0%	24,1%		

In this third series webinar, although only five questions were given to respondents, the question is more nosedive towards entrepreneurial intentions which include whether you intend to open a business after attending this webinar (figure 6) if you intend to open a business what the motivation is if you intend to open a business, what business plan will be pursued when the business will be run and what are the main obstacles faced. And if reviewed from the answers given by respondents, then the response pattern is quite varied, because of 29 respondents there are as many as 31% who are still thinking about running a business in the pandemic period. This shows that the pandemic conditions that caused the economic recession quite affect their desire for entrepreneurship. This condition is strengthened by the response of respondents who stated that they will see the situation first when going to run a business (third question) which is as much as 31% of respondents. This reinforces the statement (Kusasih et al., 2020) about the need for the encouragement given to those who will open a business at the time of the pandemic because there are still many who feel doubtful.

What is quite interesting is the response from respondents related if they will run a business, what motivations underlie it (second question), it turns out that no respondents answered because of the impact of the Covid-19 pandemic (0%), but on average all answered because of positive attractiveness (earning a better income, developing hobbies, becoming independent/developing themselves, utilizing opportunities and others). If this is associated with the Theory of push and pull factors (Godany et al., 2021), then the motivation that underlies the entrepreneurship intentions of the respondents is pulled factors because it is more to positive desires rather than negative (dissatisfactions).

Furthermore, the entrepreneurship intentions of the respondents were further clarified by asking what efforts would be carried out. From their answers can be described if they are enthusiastic the most culinary (62.1%), other (24.1%), laundry (10.3%), and tour bureaus (3.4%). The choice of midwives business to be run by respondents indicated that

the field of tourism and hospitality offers business opportunities that are quite promising so that it becomes a driver for entrepreneurship intentions and this is per opinions (Shantika et al., 2018) and (Martina, 2014).

Conclusion

If observe the entrepreneurship interest of respondents who are participants in entrepreneurial webinars for tourism and hospitality during the Covid-19 pandemic, it can be described that most respondents expressed interest in opening a business in the field of tourism and hospitality. This is reflected in the answers of respondents who are generally optimistic and confident that in the pandemic period there are business opportunities to run. This picture can be used as a sign that high interest can be a driver to spark passion and motivation for entrepreneurial intentions that will ultimately affect the attitude or behavior to act in the chosen business (Riquelme et al., 2016). This indicates that the attractiveness of webinar activities held is 3 times more influential in moving the entrepreneurship intentions of the participants than the negative conditions of the impact of the Covid-19 pandemic. This can be influenced by qualified and indeed expert sources in their fields and promotion and success from the committee in motivating webinar participants.

Recommendations for future research are very useful to ask again how the development occurred to the participants, whether they run their business and what percentage. It is important to know how significantly webinars affect entrepreneurial intentions and how significant the influence of entrepreneurship intentions has on the act of opening a business.

Acknowledgments

Thanks were conveyed to Sahid Polytechnic who had organized an entrepreneurship webinar in the field of tourism and hospitality to help the implementation of this research.

References

1. Journal Article

- [1] Jaafar, M., Abdul-Aziz, A. R., Maideen, S. A., and Mohd, S. Z., (2011). Entrepreneurship in the tourism industry : Issues in developing countries, *International Journal of Hospitality Management*, vol. 30, pp. 827-835.
- [2] Gica, O. A., Nemes, C.-L., and Moisesescu, O.-I., (2014). Determinants of Tourism Entrepreneurship : The Case of Straja Resort, *STUDIA UBB NEGOTIA*, Vol. 59, No.4, pp. 77-89.
- [3] Palupiningtyas, D., & Mistriani, N., (2020). Penerapan Kewirausahaan Berbasis Pariwisata Bagi Masyarakat. *Journal of Character Education Society*, Vol. 3, No.2, pp. 311-319.

- [4] Shantika, B., & Mahagganga, I. A., (2018). Dampak Perkembangan Pariwisata Terhadap Kondisi Sosial Ekonomi Masyarakat di Pulau Nusa Lembongan. *Jurnal Destinasi Pariwisata*, Vo.6, No.1, pp. 177-183.
- [5] Martina, S., (2014). Dampak Pengelolaan Taman Wisata Alam Kawah Putih Terhadap Kehidupan Sosial dan Ekonomi Masyarakat. *Pariwisata*, Vol.1, No.2, pp. 81-89.
- [6] Lestariwati, B., (2012). Pentingnya Kelas Kewirausahaan Pada SMK Pariwisata. *Jurnal Pendidikan Vokasi*, Vol. 2, No. 1, pp. 71-80.
- [7] Lewa, A. H., (2018). Pengembangan Masyarakat Berbasis Kewirausahaan untuk Meningkatkan Pariwisata dan Budaya di Desa Wisata Kandri Kota Semarang. *LITE*, Vol. 14, No. 1, pp. 37-54.
- [8] Lopes, J., Gomes, S., Santos, T., Oliveira, M., and Oliveira, J., (2021). Entrepreneurial Intention before and during COVID-19- A Case Study on Portuguese University Students. *Education Sciences*, Vol.11, No.273, pp. 1-17.
- [9] Rosa, I., Tano, D. G., & Rodriguez, J., (2020). Social Entrepreneurial Intention and the Impact of COVID-19 Pandemic: A Structural Model. *Sustainability*, Vol. 12, No. 6970, pp. 1-17.
- [10] Jailani, H., Farurrozi, M., & Rizqi, Y. A., (2017). Pengaruh Pembelajaran Kewirausahaan Terhadap Minat dan Motivasi Berwirausaha Siswa di SMK Negeri 1 Selong Tahun Pembelajaran 2016. *JPEK*, Vol. 1, No.1, 49-56.
- [11] Maryetti, Damanik, D., Yenny, M., & Wibowo, F. S., (2019). Intentions and Motivations of Entrepreneurship Towards Sahid Institute of Tourism Students Who are Entrepreneurs. *Journal of Education, Society and Behavioural Science*, Vol. 32, No.4, pp. 1-12.
- [12] Mauludiana, M. S., Surpriatna, N., & Sojanah, J., (2020). The Influence of Entrepreneurship Knowledge and Self Efficacy Towards Entrepreneurial Intention Students of Class XI IPS Senior High School. *Jurnal Masyarakat Mandiri*, Vo. 4, No.3, pp. 436-447.
- [13] Mustofa, A., Amiruddin, Ismail, Sitorus, D. S., & Setiawan, A., (2021). Determination of Studi Motivation and Learning Achievement in Entrepreneurship in The Covid-19 Pandemic Period. *Journal of Economics Education and Entrepreneurship*, Vol. 2, No.1, 19-23.
- [14] Kusasih, I. R., Mutmainah, H., & Kholis, N., (2020). Motivasi Berwirausaha pada Masa Pandemi Covid-19. *Karya Ilmiah Pengabdian Masyarakat (KANGMAS)*, Vol. 1, No.2, pp. 48-56.
- [15] Silvianita, S., & Yulianto, E., (2020). Webinar Sebagai Kegiatan Peningkatan Kompetensi Widyaiswara Pada Masa Pandemi Covid-19. *Pedagogia : Jurnal Kajian, Penelitian dan Pengembangan Kependidikan*, Vol. 11, No.2, pp. 113-119.
- [16] Mansyur, A. I., Purnamasari, R., and Kusuma, M. R., (2019). Webinar Sebagai Media Bimbingan Klasikal Sekolah Untuk Pendidikan Seksual Berbasis Online (Meta Analisis Pedagogi Online). *SULOH Jurnal Bimbingan Konseling Universitas Syah Kuala*, Vol.4, No. 1, pp. 26-30.

- [17]Gogali, V. A., Tsabit, M., & Syarief, F., (2020). Pemanfaatan Webinar sebagai Media Komunikasi Pemasaran di Masa Pandemi Covid-2019 (Studi Kasus Webinar BSI Digination "How To Be a Youtuber and an Entrepreneur"). *Cakrawala (Jurnal Humaniora Bina Sarana Informatika)*, Vol. 20, No. 2, pp. 182-187.
- [18]Durahman, N., & Noer, Z. M., (2019). Aplikasi Seminar Online (Webinar) untuk Pembinaan Wirausaha Baru. *Jurnal Manajemen Informatika*, Vol. 6, No. 2, pp. 2541-6316.
- [19]Anjum, T., Farrukh, M., Heidler, P. & Tautiva, J.A.D., (2020). Entrepreneurial Intention : Creativity, Entrepreneurship, and University Support. *Journal of Open Innovation : Technology, Market, Complex*, Vol. 7, No. 11, pp.1-13.
- [20]Riquelme, H.E. & Lanqawi, A., (2016). The Desire that Propels Entrepreneurial Intentions. *Journal of Entrepreneurship, Management and Innovation (JEMI)*, Vol. 12, No. 2, pp.123-50.
- [21]Mishra, C. S. and Zachary, R K., (2015). The Theory of Entrepreneurship. *Entrepreneurship Research Journal* Vol. 5, No. 4, pp 251-268.
- [22]Godany, Z., Machova, R., Mura, L. & Zsigmond, T., (2021). Entrepreneurship Motivation in the 21st Century in Terms of Pull and Push Factors. *TEM Journal*, Vol. 10, No. 1, pp.334-42.

2. Book

- [23]Sotiriadis, M., (2018), *The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality : Skills for Successful Ventures (First ed.)*. Bingley, UK: Emerald Publishing Limited.
- [24]Nongsiej, P., and Shimray, S., (2017), *The role of entrepreneurship in tourism industry : an overview*. Puducherry. Pondicherry University.
- [25]Wibowo, L. A., (2008), *Usaha Jasa Pariwisata*. Bandung: Universitas Pendidikan Indonesia.
- [26]Wardhani, U. and dkk., (2008), *Usaha Jasa Pariwisata (Jilid 1 ed.)*. Jakarta: Direktorat Pembinaan Sekolah Menengah Kejuruan.
- [27>Listiawati, Hanafiah, H. and Khaeruman, (2018), *Pariwisata & Kewirausahaan Banten (Cetakan Pertama ed.)*. Serang-Banten: CV.AA.RIZKY.
- [28]Sugiyono, 2013. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta, CV.

3. Chapter in a Book

4. Conference Proceedings

- [29]Karabulut, A.T., (2016), Personality Traits on Entrepreneurial Intention, In 5th International on Leadership, Technology, Innovation and Business Management. Istanbul, *Procedia-Social and Behavioral Sciences*, Elsevier Ltd, 21-21.