

Relative Importance of Push & Pull Factors in Entrepreneurial Selection for Tourismpreneur

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Abstract

Entrepreneurship is the key concept for development of any place, and tourism is another area which is related to development. So entrepreneurship in tourism makes a success combination for any place. This paper is an attempt to understand the relative role Push and Pull factors for a Tourismpreneur. Do the enthusiasts in tourism turn entrepreneurs because they are forced to or are they interested themselves for taking a larger role for their life and society? This paper tries to explore the critical effect of these Push and Pull factors.

Keyword: Entrepreneurship, Tourismpreneur, Push and Pull Factors

Introduction

Entrepreneurs¹ are the talk of town, everybody is discussing about this. Government has started new courses on this and training centres have been developed to nurture natural talent of entrepreneurs. Government is seeing entrepreneurship as the only solution of its increasing employment demand and that's true. An entrepreneur is a true wealth creator, a magician who creates wonders out of nothing and that's how countries are growing. Indian entrepreneurs also have done great things in past and seems committed to follow in the future.

'Tourismpreneur' is an entrepreneur in tourism field

who creates, contributes, develops, and disseminates knowledge of tourism businesses.

Tourism is the field which has capability to transform entire society and bring foreign wealth through the easiest way. One of the fastest growing industry, great demand, and relaxed environment makes it one of the most demanding industries. Places where industrial input is less have been converted to tourist hub and it has just brought surprising results.

Goa² is one such nice place which depends quite on tourism industry and related services. Every place at Goa, at times, seems a tourist destination. There are celebrations, enjoyment happening in Goa yet there seems a balance in daily life and tourism. People have involved themselves in tourism for their daily livelihood. Various enterprises, they have started with new concepts altogether.

Starting a new business is a vital decision of one's life which has impact upon various aspects of life on different stages. That makes it interesting to study those factors which motivates someone to take such important steps as it deals with lot of courage (as many people think) and timely emergence of opportunity (as some believes). Gilad and Levine (1986) proposed two closely related explanations of entrepreneurial motivation, 'Push' theory and 'Pull' theory. The Push theory argues that individuals are pushed into entrepreneurship by negative external factors like job dissatisfaction, fire from job etc., while the Pull theory suggests that individuals are attracted to

1 A person who sets up a business or businesses, taking on financial risks in the hope of profit.

2 State in western India with coastlines stretching along the Arabian Sea.

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entrepreneurial activities in order to seek independence, to use their skills and experience in optimal way etc. The present study makes an attempt to find out main push and pull reasons behind the starting of the venture by tourismpreneurs in Goa.

Research Methodology

The objective is to find out reasons (pull & push factors) behind the starting of the venture in tourism field.

The present study is a non-experimental type of descriptive research where exploratory study is undertaken to test the hypotheses. Both quantitative as well as qualitative types of data have been collected. As this is an empirical study, primary data have been the major source of the analysis. Purposive and convenience sampling method is used for the data collection. The collected data were then analysed in accordance with research plan and as per requirement of the study. Various statistical techniques like Average, Frequency Distribution were applied according to the requirement.

Scope of the Study

The study is mainly confined to review the entrepreneurship reasons with special emphasis on the profile of small scale business in tourism in Goa.

Hypothesis

H₀: There is no significant difference between pull and push factors as reason for choosing entrepreneurship.

H₁: There is significant difference between pull and push factors as reason for choosing entrepreneurship.

Universe of Study

The study will be mainly emphasizing the decisional impact of pull vs push factors on tourismpreneur for starting an enterprise.

Significance of the Study

The tourism industry is one of the fastest industry in the world and India also performing better for couple of years and Asia Pacific is one of the happening most destination

in the world. Though India gets a meagre percentage (.64%- international tourist arrival with a global rank of 42, 1.54% international receipts with a global rank of 16) of international business in tourism (Ministry of Tourism, 2013), but we can look forward in current perspective. Job opportunities through tourism are immense.

Data Analysis

The gathered data are processed and analysed in accordance with the outline laid down for the purpose at the time of developing the research plan. As this is essential for a scientific study and for ensuring that we have all relevant data for making necessary comparison and analysis. The term 'analysis' refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. Thus, "in the process of analysis, relationships or differences, supporting or conflicting with original or new hypotheses should be subjected to statistical tests of significance to determine with what validity data have some indication or any conclusions" (Mankiewicz, n.d.). On the basis of the statement, primary data have been analysed and conclusions are drawn. The data have been analysed by using Microsoft Excel. Most of the data have analysed at 5 per cent level of significance.

The data have been collected from 150 tourismpreneurs from 8 cities of Goa. The entrepreneurs doing business in various fields of tourism & hospitality like hotel, tour & travel, handicraft etc. were included in the sample.

Table 1: Location-Wise Profile of Entrepreneurs

Place	Frequency	Percent
Panaji	105	70.00
Margao	15	10.00
Ponda	7	4.67
Salcete	4	2.67
Bardez	10	6.67
Vasco Da Gama	7	4.67
Old Goa	2	1.33

As it is clear from Table 1 that most of the samples (70 %) have been taken from main city Panaji, followed by Margao, Bardej, Vasco Da Gama.

Response to Reason for Choosing Entrepreneurship by Tourismpreneurs

Given the importance of motivation in theoretical models of entrepreneurial performance, it was found necessary to identify the reasons that drive tourismpreneurs to establish and maintain a business in operation. Being an entrepreneur is often viewed as an aversive career choice where one is faced with everyday life and work situations that are fraught with increased uncertainty, impediments, failures, and frustrations associated with the process of new firm creation. A number of reason for choosing entrepreneurship as career option is identified by large number of researcher.

They include number of stimulates like i. desire for independence, ii. sense of freedom, iii. to gain social prestige, iv. to earn higher profit, and so on. With this, a large number of compulsive factors like i. lay-off from job, ii. unemployment, and iii. family pressure to join business have been identified. The researcher, in line with Gilad and Levine (1986), has identified 10 major reasons for choosing entrepreneurship.

These reasons are further divided into two sub-sets, namely push factors and pull factors as chief reasons for starting business.

Table 2: Push and Pull factors

<i>Push Factors</i>	<i>Pull Factors</i>
Business Background	Own Ambition
Father's Ambition	To Earn Higher Profit
Fed-up with Work	Desire for Independence
Many in Community	To get Social Prestige
Fire or layoff from job	To use Skill and Experience

Findings and Discussion

Response for Push Factors

Table 3: Business Background

	<i>Frequency</i>	<i>Percent</i>
Least Important	32	21.3
Less Important	14	9.3
Average	33	22
Important	38	25.3
Very Important	33	22
Total	150	100

It is reflected from Table 3 that 38 respondents find this reason important followed by very important reason for 33 respondents. A fair group of 32 respondents believe that it'sit is least important factor followed by less important factor for 14 respondents.

Table 4: Father's Ambition

	<i>Frequency</i>	<i>Percent</i>
Least Important	33	22
Less Important	19	12.7
Average	43	38.7
Important	38	25.3
Very Important	17	11.3
Total	150	100

From Table 4, it is clear that regarding father's ambition, 38 respondents feel that it important factor whereas 43 respondents find it as an average responsible factor.

Table 5: Many in Community

	<i>Frequency</i>	<i>Percent</i>
Least Important	45	30.0
Less Important	39	26.0
Average	31	20.7
Important	23	15.3
Very Important	12	8.0
Total	150	100.0

"Many in Community" is not felt a very important factor by majority of respondents. Together 56 percent respondents believe that it's a less important factor. Community does not make someone tourismpreneur. His own will is rather more important factor.

Table 6: Fed-up with Work

	<i>Frequency</i>	<i>Percent</i>
Least Important	50	33.3
Less Important	24	16.0
Average	34	22.7
Important	27	18.0
Very Important	15	10.0
Total	150	100.0

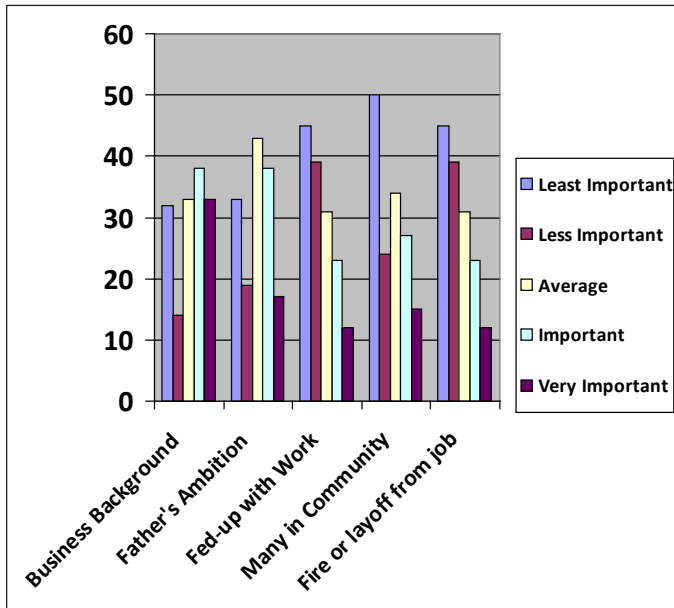
It's evident from the responses made that Fed up with work is not a major reason to start an enterprise. Only 15 respondents feel that it is a very important factor.

Table 7: Fire or Layoff

	Frequency	Percent
Least Important	45	30.0
Less Important	39	26.0
Average	31	20.7
Important	23	15.3
Very Important	12	8.0
Total	150	100.0

As per majority of the respondents, Fire or Lay off from job is not a significant factor. Only 11 respondents find it very important followed by 22 respondents who say it's important factor.

Fig. 1: Graph showing Response for Push factors



Response for Pull Factors

Table 8: Own Ambition

	Frequency	Percent
Least Important	4	2.7
Less Important	4	2.7
Average	12	8.0
Important	48	32.0
Very Important	81	54.0
Total	150	99.3

The majority of respondents said that Own Ambition is very important factor followed by 48 respondents who

rated it as an important factor. There are 2.7% respondents who felt that it's the least important factor followed by again 2.7% who found it less important.

Table 9: To Earn High Profit

	Frequency	Percent
Least Important	2	1.3
Less Important	7	4.7
Average	19	12.7
Important	41	27.3
Very Important	80	53.3
Total	149	99.3

To earn high profit has been rated very important factor by 80 respondents out of 149. 41 respondents felt it is an important factor. Only 6% said that it is less important factor.

Table 10: To Get Social Prestige

	Frequency	Percent	Cumulative Percentage
Least Important	1	0.7	0.7
Less Important	2	1.3	2.0
Average	16	10.7	12.7
Important	38	25.3	38.0
Very Important	92	61.3	99.3
Total	149	99.3	

It's clear from Table 10 that majority of respondents (92 out of 150) believe that it is very important factor followed by 38 respondents who feel that it is an important one. Only 2% respondents felt that it is less important.

Table 11: Desire for Independence

	Frequency	Percent
Least Important	12	8.0
Less Important	22	14.7
Average	43	28.7
Important	37	24.7
Very Important	35	23.3
Total	150	99.3

Entrepreneurship as a social prestige has been an average factor by 43 respondents followed by 37 respondents who feel that it's important one. Social Prestige somewhat holds valid point to start up an enterprise.

Table 12: Skill & Experience

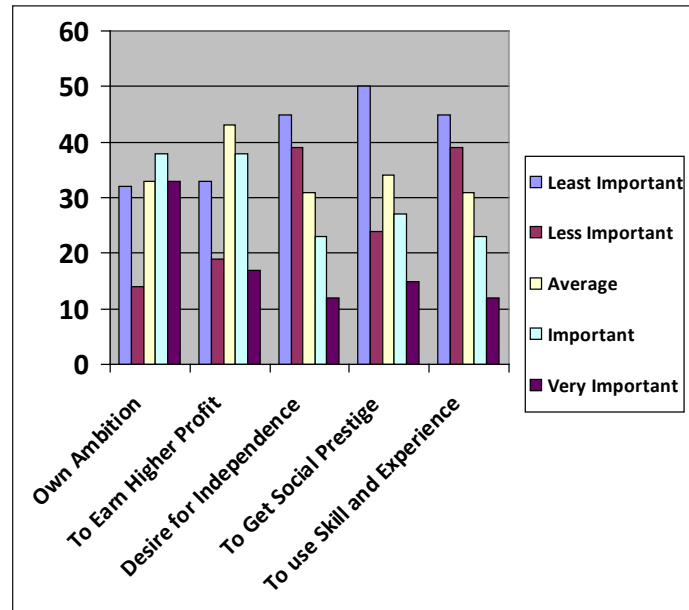
	Frequency	Percent
Least Important	5	3.3
Less Important	6	4.0
Average	27	18.0
Important	40	26.7
Very Important	70	46.7
Total	148	98.67

70 respondents say that it's a very important factor followed by 40 respondents who said it's an important factor. It signifies that people would like to use their acquired skills and their work experience and would like to run organisation as they feel, probably a picture of better organisation would be encouraging them to use their skills & experiences.

Further, 5 point rating scale technique has been used for deciding rankings, where 1 = very low, 2 = low, 3 = average, 4 = high and 5 = very high. The responses available for push factors and pull factors are classified in Table 13, where Column A represents reasons for choosing entrepreneurship, Column B indicates responses, Col C-G stand for the effect of various reasons on respondent with regards to choosing entrepreneurship, Column H provides the cumulative score of the individual facilities, and Column I provides average of the reasons. Column

J has been used to calculate standardised score so as to compare reasons together.

Fig. 2: Graph showing Response for Pull factors



From standardised score it's evident that highest score is for 'Desire for Independence' and this is the most influential factor for tourismpreneurs followed by 'Own Ambition'.

Table 13: Reactions to Push and Pull Factors as Reason for Choosing Entrepreneurship

Reason	Responses	Effect of Reasons					Score	Average	Standardized Score	Rank
A	B	C	D	E	F	G	H	I**	J	K
Own Ambition	149	4	4	12	48	81	645	4.33	1.10	2
To Earn Higher Profit	149	2	7	19	41	80	637	4.28	1.03	3
Desire for Independence	149	1	2	16	38	92	665	4.46	1.25	1
To get Social Prestige	149	12	22	43	37	35	508	3.41	0.03	5
To use Skill and Experience	148	5	6	27	40	70	608	4.11	0.84	4
Business Background	150	32	14	33	38	33	476	3.17	-0.24	6
Father's Ambition	150	33	19	43	38	17	437	2.91	-0.55	7
Fed-up with Work	150	50	24	34	27	15	383	2.55	-0.96	8
Many in Community	150	45	39	31	23	12	368	2.45	-1.08	9
Fire or layoff from job	150	69	32	16	22	11	324	2.16	-1.42	10
							Mean	3.38		
							SD	0.86		

** Average shown in column I=column H/column B

Table 14: Combined Ranking of Push & Pull Factors

Factors	Standardized Scores	Rank
Desire for Independence	1.25	1
Own Ambition	1.10	2
To Earn Higher Profit	1.25	3
To use Skill and Experience	0.03	4
To get Social Prestige	0.84	5
Business Background	-0.24	6
Father's Ambition	-0.55	7
Fed-up with Work	-0.96	8
Many in Community	-1.08	9
Fire or layoff from job	-1.42	10

Table 14 also indicates that all the factors under pull category are on first five ranks followed by the factors under the push category.

Conclusion

This indicates that tourismpreneur starts an enterprise more because of pull factors than push factors. It is interesting to note that our findings match with the spirit of entrepreneurship that entrepreneurs take business as career option not by 'force' but by 'choice'. And in

fact in a time when technology is setting newer norm for business many new startups are coming forward. Majority of these startups are started by unfamiliar faces and they are soaring success.

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