

A Mini Research Report

on

**ENTREPRENEURIAL ELEMENTS IN RURAL TOURISM IN
LUMBINI PROVINCE OF NEPAL**

By

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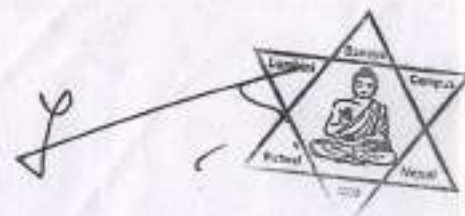
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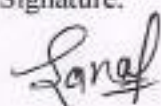


CERTIFICATION OF AUTHORSHIP

I hereby corroborate that I have researched and submitted the final draft of Mini research project Report entitle "*Entrepreneurial Elements in Rural Tourism in Lumbini Province of Nepal*". The work of Mini research project report has not been submitted previously nor has been proposed and presented as part of requirements for any other academic purposes. The assistance and cooperation that I have received during this research work has been acknowledged. In addition, I declare that all information sources and literature used are cited in the reference section of the Mini Research Project Report.

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REPORT OF RESEARCH COMMITTEE

Asst. Prof. Sandhaya Kafley has effectively defended the Mini research project proposal entitled "*Entrepreneurial Elements in Rural Tourism in Lumbini Province of Nepal*". The research committee has officially approved the title for the Mini research project report to proceed further. It is advised to adhere to the prescribed format and guidelines for the project and submit the Mini research project report for evaluation and viva voce examination.

Name of Head of Research Department.

Asst. Prof. Pitambar Sapkota

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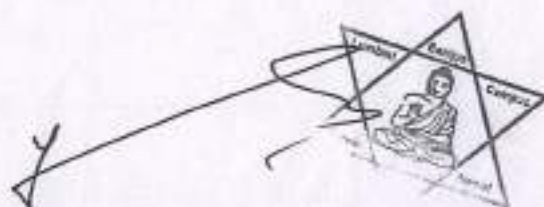


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APPROVAL SHEET

We have assessed the Mini research project report titled "*Entrepreneurial Elements in Rural Tourism in Lumbini Province of Nepal*" presented by Asst. Prof. Sandhaya Kafley. We confirm that the Mini Research Project Report meets the required standards and is deemed acceptable.

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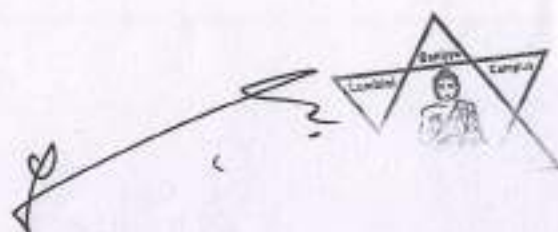
Moreover, I am grateful to Prof. Dr. Tara Prasad Upadhyaya, Campus Chief and all others faculty members of Lumbini Banijya Campus, for their kind cooperation, support and encouragement for the completion of Mini research project report. Furthermore, I would also like to thank external examiner for providing appropriate feedback for further improvement of my Mini research project report work.

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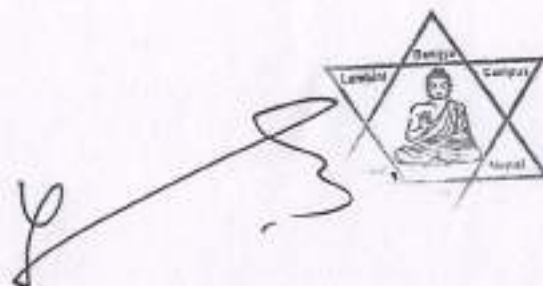
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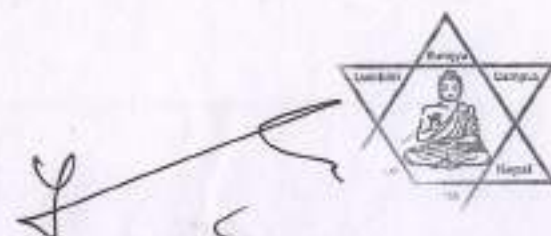
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ABBREVIATIONS

LBC: Lumbini Banijya Campus

TU: Tribhuvan University

NTB: Nepal Tourism Board



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ABSTRACT

Introduction: This study intends to investigate the entrepreneurial Elements in Rural Tourism in Lumbini Province of Nepal. The aim is to understand the factors that influence entrepreneurial development and their impact on enhancement of rural tourism business in Lumbini province.

Methods: Data were collected from entrepreneurs enrolled in rural tourism business in Lumbini Province through convenience sampling technique on five point's likert scale through a self-administrative questionnaire. Since, the population was unknown, 384 has been considered as the sample. Descriptive and casual research design has been adopted to conduct the research study using PLS-SEM.

Findings: The findings of the study revealed that there is a positive relationship was established between proactivity and innovation, relational capital innovation and risk taking and innovativeness, proactivity and relational capital, innovativeness and proactivity, relational capital and proactivity, risk taking and proactivity, innovativeness and risk taking, as well as innovativeness and risk taking. However there is insignificant effects of innovativeness and risk taking with relational capital as well as relational capital and risk taking.

Conclusions: Rural tourism can be improved in Lumbini Province if the dimensions of entrepreneurs are effectively identified and efforts are made to improve them. The concerned stakeholders shall focus on improve entrepreneurs' risk taking capacity, innovativeness, relational capital and proactive because one elements simultaneously influence other elements in behavior of entrepreneurs.

Keywords: Rural Tourism, Entrepreneurial Development, Innovation, Proactivity, risk taking and Relational Capital.



CHAPTER I

INTRODUCTION

Background of the Study

"Travel" refers to the activity of a traveler. A traveler is someone who travels between different geographical locations for any purpose and for any length of time. Travel includes any journey from one place to another. This includes all travel by people entering a country for leisure, work, living, studying, or simply passing through the country without stopping. "Tourism" means temporary, short-term movement to, and activities at, a destination other than where people usually live and work (Dilek & Dilek, 2080). Tourism is an important economic activity in all countries around the world and it has various direct, indirect, and induced effects on the economy of a nation (Gautam, 2011). UNWTO (United Nation World Trade Organization) understands rural tourism as "a type of tourism activity in which the visitor's experience relates to a wide range of products, generally related to activities such as nature, agriculture, rural life/culture, fishing, and tourism. Rural tourism is characterized by its complementarity with other economic activities, its contribution to GDP and job creation, and its ability to promote the dispersion of demand over time (combat seasonality) and the dispersion of broader social demand. It has a high potential to stimulate regional economic growth.

The rural tourism provide various significant advantages which can potentially solve several issues of the economy and tourism industry of the state. By increasing inclusiveness and cohesiveness in community, one can achieve rural development, which would directly influence the development of the tourism industry (Kumar & Asthana, 2020). Effective rural tourism management positively impact the society, economy, and the direction of provincial development (Ayhan et al., 2020).

Many people tired of the hustle and bustle of city life find solace in visiting peaceful rural areas, even if only for a short time. Today, tourism is known as a smoke-free industry or a smoke-free industry. Rural tourism allows tourists to connect with nature and experience local culture and lifestyle. Tourists can enjoy local products, customs and traditions of the countryside, immersing themselves in authentic culture (Pololikashvili,



2022). The overall revitalization of life in rural areas is a positive effect of the development of rural tourism. Relational capital and innovative capabilities positively influence customer satisfaction through entrepreneurship and NPD (New Product Development). Therefore, in order to improve the sustainable performance of tourism enterprises and improve customer satisfaction, managers need to invest in fostering entrepreneurship, developing new products and their precursors (Lopes, et.al, 2022).

Rural tourism in has the potential to become a driver and generator of a dormant economy through the diversification of the rural economy. It can provide additional income to the rural population, reduce unemployment, reduce population migration, improve the state's image, and reduce the very large rural-urban economic development gap. Conservation and improvement of the environment, preservation of natural landscapes and historical sites are other positive effects of rural tourism development. Unfortunately, the development of rural tourism in Serbia is still at an early stage, although there is a long tradition in tourism development and large spatial differences are evident in the development of this type of tourism and its geographical distribution. Rural tourism in Nepal has the potential to be a reasonable and maintainable shape of tourism. The overall revitalization of life in rural areas is a positive effect of the development of rural tourism (Sobic, Boskovic & Pantovic, 2023). It can advantage both neighborhood communities and tourists. One of the most openings for provincial tourism in Nepal is the opportunity for neighborhood communities to create wage and progress their standard of living through the tourism industry. Country tourism can give business openings for local people, as well as the chance to grandstand and share their culture, conventions, and way of life with sightseers. This can too offer assistance to protect and advance the special social legacy of Nepal (Kafle, 2022).

As rural tourism picked up notoriety in Nepal, the concept of homestay created, empowering nearby citizens to take part within the tourism industry. Both the government and non-government segments contributed within the improvement of rural tourism, and this implies of communication, such as radio and TV, were utilized to supply data almost the climate. The private segment was empowered to function tourism businesses and deliver tourism items, and the tourism police benefit was amplified to



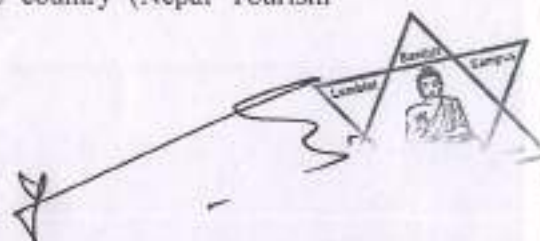
country zones to guarantee the security of sightseers. Local bodies were moreover energized to construct demonstrate country tourism locales in each advancement locale, and a few of the thruways in sloping zones were created as scenic routes (Gautam, 2021).

Local entrepreneurs are actively participating in the development of the tourism sector, the government's participation in the development and promotion of tourism is insufficient. Moreover, rapid development of infrastructure, multiple development programs and promotion of tourism are important requirements for tourism in Mustang district of Nepal. In contrast, people were satisfied with the general aspects of tourism, as evidenced by the Mustang area's excellent ratings (Kharel, 2017).

Lifestyle entrepreneurs play a key role in innovation and sustainability in rural destinations. Their competitiveness will largely depend on how they explore and innovate their connections to place. Innovation and competitiveness have a significant impact on the decision-making process of local tourism entrepreneurs looking to start a business (Dias & Siliva, 2021). Tourism and entrepreneurship are closely related to Nepal's unique religious history, customs, culture and traditions. Tourists' destinations offer great opportunities to foster entrepreneurship and directly contribute to improving the health, education, and nutrition of entrepreneurs and their families (Gautam, 2023).

The main challenges in developing tourism entrepreneurship in Bardiya are the lack of efficient traffic management within the municipality and the safety of tourists. Therefore, further investment in infrastructure will help promote tourism entrepreneurship potential in Bardiya (Devkota et. al, 2021). Tourism industry is one of the pillars of Nepal's economy. It has a huge impact on the development of tourism in small destinations and throughout Nepal but here is a lack of economic factors for the development of rural tourism industry. There are great opportunities in the tourism sector, but the lack of a development strategy still lags behind (Kharel, 2017).

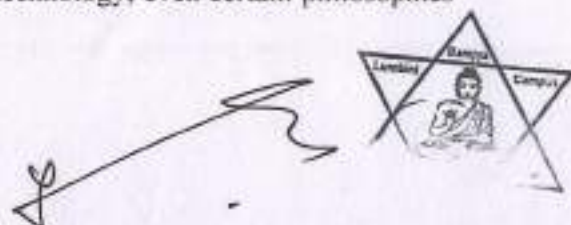
Nepal Tourism Board (NTB) reports that the year 2023 witnessed a robust tourism influx, welcoming 10 lakh 14 thousand 876 tourists, marking an increase of 4,728 compared to 2022, where 6 lakh 14 thousand 148 tourists visited the country (Nepal Tourism



Statistics, 2023). Rural tourism visitors with the opportunity to get acquainted with the country's precious wealth, natural beauty, rituals and beliefs, customs and traditions with maximum probability. They can learn about the life and culture of the local residents. Rural tourism brings about great changes in the village economy and innovative strategies in the development of the tourism industry. In Nepal, rural tourism offers tourists the opportunity to escape the hustle and bustle of city life and immerse themselves in the peaceful and authentic experience of a rural community. This study considers analytical approach to examine diverse viewpoints on the rural tourism industry in Lumbini Province. The purpose of this study is to investigate the entrepreneurial behaviors of rural tourism businesses to succeed in rural tourism and the relationship between the dimensions of entrepreneurial orientation, innovation, proactivity, and willingness to take risks and relational capital as a dimension of entrepreneurial behavior using the example rural tourism in Lumbini Province.

Problem Statement

Relational capital is defined as knowledge that is integrated into relationships with any stakeholder that influences the organization's operations. Stakeholder relationships are a necessary condition for building, maintaining, and innovating resources, structures, and processes over time, as companies can access important and complementary resources supplemented through external relations (Prahalad, CK & V Ramaswamy, 2000). Risk-taking is also recognized as a tendency towards risky projects (Mario, 2013). Companies with good performance were expected to have a high risk appetite (Leko-Simic & Horvat, 2006, 2013). Innovativeness refers to a situation an innovator takes a product or service that already exists and improves, modifies, or improves it for their customers. An entrepreneur is not required to limit himself to a single type of invention. Success can be built through a combination of innovations such as new products delivered in new ways with new messages. Innovation is related with performing something unique and new to obtain new product, procedure or system. Communities also can innovate themselves to develop tourism products and services in their region (Singh & Bhowmick, 2015). Innovation is a new idea or method that is being tried for the first time; the introduction of something new. Manufacturing is not just about technology; even certain philosophies



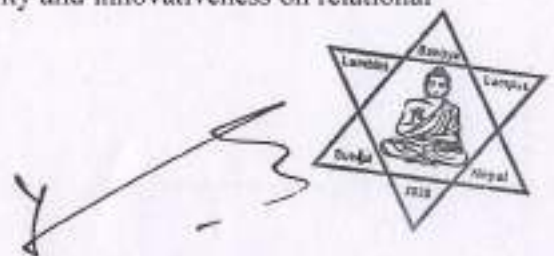
such as just-in-time sourcing and total quality management provide the foundation for cost-effective innovation (Rani, 2020). Proactive entrepreneurs have significant differences in four psychological characteristics compared to non-entrepreneurial entrepreneurs. They are open to new experiences, work-centered, autonomous, and confident in their entrepreneurial abilities (Van Ness, 2020).

Research Questions

- Is there an association between the dimensions of entrepreneurial orientation, innovation, proactivity, risk taking, as well as relational capital as a dimension of entrepreneurial behavior on the example of rural tourism?
- Do risk taking, proactivity and relational capital has relation on entrepreneurial innovativeness?
- Do risk taking, proactivity and innovativeness have influences on relational Capital?
- Do risk taking, relational Capital and innovativeness have influences on proactivity?
- Do proactivity, relational Capital and innovativeness have influences on risk taking?

Objectives of the study

- To examine the connection between the dimensions of entrepreneurial orientation, innovation, proactivity, risk taking, as well as relational capital as a dimension of entrepreneurial behavior on the example of rural tourism.
- To assess the influence of taking, proactivity and relational capital on innovativeness?
- To assess the influence of risk taking, proactivity and innovativeness on relational Capital.



- To assess the influence of risk taking, relational Capital and innovativeness on proactivity.
- To assess the influence of proactivity, relational Capital and innovativeness on risk taking.

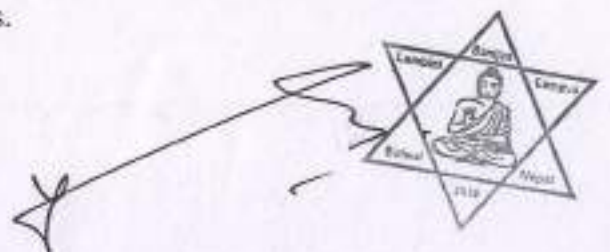
Hypotheses of the Study

For the purpose of researching the subject, the following hypotheses will be tested:

- H1: There is a significant effects of Proactivity on Innovation
- H2: There is a significant effects of Risk Taking on Innovation.
- H3: There is a significant effects of Relational Capital on Innovation.
- H4: There is a significant effects of Innovation on Relational Capital.
- H5: There is a significant effects of Proactivity on Relational Capital.
- H6: There is a significant effects of Risk Taking on Relational Capital.
- H7: There is a significant effects of Innovativeness on Proactivity.
- H8: There is a significant effects of Relational Capital on Proactivity.
- H9: H7: There is a significant effects of Risk Taking on Proactivity.
- H10: There is a significant effects of Innovativeness on Risk Taking
- H11: There is a significant effects of Relational Capital on Risk Taking.
- H12: There is a significant effects of Proactivity on Risk Taking.

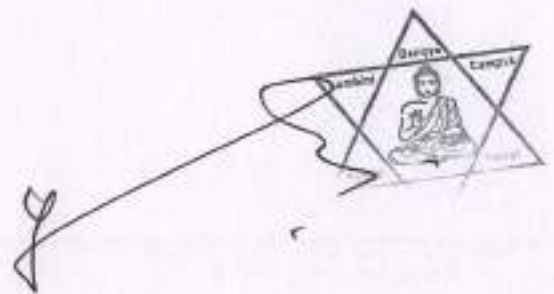
Rationale of the study

The study is beneficial to different parties such as government, rural tourism entrepreneurs, tourism agencies and related businesses conducting tourism businesses. The study of entrepreneurial dimensions in rural tourism can help new entrepreneurs aiming to stay in Nepal and starting tourism business.



Limitation of the study

- The study is focused on rural tourism and rural tourism entrepreneurs
- Rupandehi, Nawalparasi, Palpa and Kapilvastu districts are the study area of Lumbini Province based on the adjacent proximity of the Rupandehi District.



CHAPTER II

LITERATURE REVIEW AND FRAMEWORK

Theoretical review

Formation of Entrepreneurship Event by Shapero and Sokol (1982) and the Theory of Planned Behavior by Ajzen (1991) are very good at interpreting most of the social behaviors leading to the establishment of the organization. According to Shapero and Sokol's model (1982), the emergence of the entrepreneurial experience is inclined by perceived desirability which incorporates the system of personal values and the social order of the individual, and perceived feasibility incorporates financial support and probable partners of the behavior for the establishment of the organization. The test of Shapero's model explains that perceived feasibility, perceived desirability, and propensity to act all are important backgrounds of entrepreneurial intentions. Exogenous elements like prior exposure to entrepreneurial activity influence perceptions of desirability and feasibility, which in turn influence intentions to engage in entrepreneurial behavior (Krueger, 1993).

The results from one investigational experiment of the Ajzen-Fishbein framework imply entrepreneurial intentions do depend on the assumed attitudes. Perceived behavioral control explained the most variance in the test; social norms explained the least amount of variance. Different patterns of entrepreneurial self-efficacies might explain intentions toward different types of ventures (Carsrud & Krueger, 1993). The paper explains the entrepreneurial intentions of master students at the University of Tlemcen (Western Algeria) using the Formation of Entrepreneurship Event theory (Shapero and Sokol, 1982).

Empirical Review

Risks arising at every stage of the creation, promotion, introduction, marketing and sale of rural products will always affect the growth and development of the rural tourism market. Therefore, it is very important to consider new security and safety vulnerabilities for the development of local tourism (Stetic, 2015). The role of risk-taking in



entrepreneurship, with an emphasis on thinking about real options, entrepreneurs' decision-making processes, influenced by risk-taking, can influence innovation outcomes (Gregoire & McMulle, 2010). There is no difference in the level of risk tolerance between entrepreneurs and non-entrepreneurs. Entrepreneurs make riskier decisions than non-entrepreneurs in naturalistic business risk situations. This reveals the entrepreneurial, naturalistic, and risky decision-making in various scenario (Kozminski, 2009). Entrepreneurial risk-taking has a significant impact on the revenue growth of SMEs in Bayelsa State, Nigeria. The study concludes that when SMEs increase their risk appetite, their revenue growth increases positively. Therefore, this study recommends that SMEs should be prepared to take calculated risks when developing new business ideas and making entrepreneurial decisions (Adim, 2023). This meta-analysis examines the relationship between entrepreneurial orientation, including risk-taking, and firm performance. This study provides insights into how risk-taking contributes to various aspects of organizational performance, including innovation (Justin, Webb, Lumpkin et. al, 2009).

The PLS-SEM showed that risk taking propensity is positively and significantly affects the entrepreneurial intention. Risk taking behavior acts as a predictor of entrepreneurial intention (Mohd Hisam & Othman, 2018).

Proactivity personality traits positively effects the likelihood of engaging in entrepreneurial activities and it also increases the innovation on entrepreneurship (Naz et. al, 2013). Understanding proactive behavior in organizational contexts can offer valuable perspectives on how proactivity influences innovation in entrepreneurial settings (Bindi & Parker, 2011). By the relationship between proactivity, innovation, and entrepreneurship, considering the moderating role of self-efficacy, the study emphasizes the importance of confidence in linking proactive actions to innovative business outcomes (Kimberly et.al, 2016). As long as employees actively adapt to their work environment, they will stay engaged and perform well. The role of proactive personality in predicting work commitment and job performance is significant (Bakker, et.al, 2013).

Proactive personality is one of the major predictor of entrepreneurial intention. The structuring equation modeling techniques revealed that the college level students'



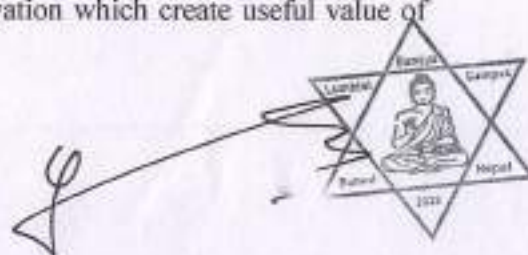
proactive personality has a significant as well as positive effect on their entrepreneurial behavior (Luo, Huang, & Gao, 2022).

The way coefficient evaluated by structuring modeling equation show affirms the positive impact of proactive identity on college students' entrepreneurial enthusiasm and entrepreneurial purposeful is demonstrated by the positive and critical coefficient between entrepreneurial energy and entrepreneurial purposeful (Hu, et.al, 2023).

Relational capital is a highly important component of business behavior aimed at achieving success in the market (Paoloni et al., 2021). Relational capital as an underexploited resource and source of innovation for SMEs. Relational capital is an important competency for small and medium-sized enterprises. There is a positive relationship between the relational capital of a start-up company and its success in its first few years of business (Hormiga, Canino & Medima, 2011). Innovation activities have become more critical than ever as a generator of competitiveness and relational capital has significant implications for innovation policies and for SMEs (Ramriz-Solis et.al, 2022).

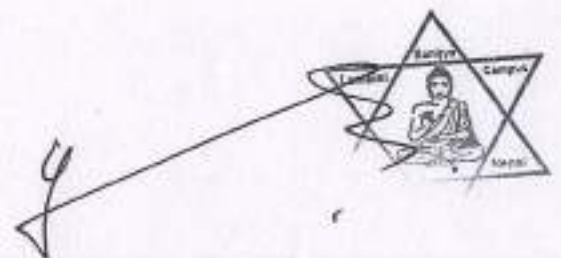
Spanish entrepreneurs tend to supplement their formal education with relational capital to undertake international business activities (Baier, Hormiga, Amoros & Urbano, 2018). There is a positive and significant relationship among relational capital and innovation in other word; new product development (Lopes, et.al, 2022). The Partial least square-Structuring Equation Modeling indicated that entrepreneurs' familiarity with place and relational capital have positive effects on innovation (Dias & Siliva, 2021).

Relational capital based on mutual trust and interaction among the individual or partners helps entrepreneurs to have knowledge and creativity. It helps them to catch the opportunities available in market (Kale, et.al, 2000). Today, tourists increasingly seek new and high-quality products, new destinations, new experiences, activities, and experiences, and tourism requires continuous innovation of tourism services (Song et. al, 2010). Digital Innovation plays the major role in the success of entrepreneurship. Thinking and doing new things are included in innovation which create useful value of the business (Rani, 2020).



Relational capital is a key factors of success of rural tourism. Collaboration and cooperation with local stake holders positively increase creativity and innovation of entrepreneurs (Utami, Dhewanto & Lestari, 2023).

Entrepreneurship is just an emerging concept in Nepal. Limited numbers of higher educational institutions are offering entrepreneurial-related courses, very few incubation centers have been established to develop the attitude of students towards entrepreneurship, but they are not sufficient to develop and assist entrepreneurs on a national level. There is a necessity for collaboration between government and educational institutions to enhance the level of intentions of students towards entrepreneurship (Prajapati, 2019).



CHAPTER III

RESEARCH METHODS

Research Design

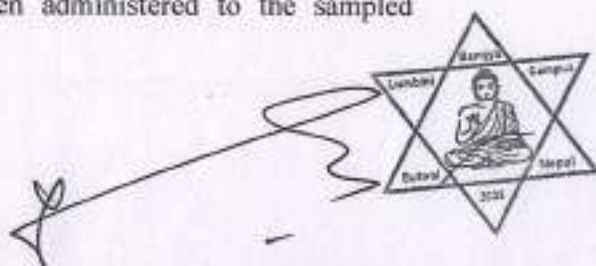
The research study is based on descriptive, co-relational and casual comparative research design. Descriptive research design has been used to access the details on entrepreneurs engaged in rural tourism. Casual comparative research design is used to analyze the connection between the dimensions of entrepreneurial orientation, innovation, proactivity, risk taking, as well as relational capital as a dimension of entrepreneurial behavior on the example of rural tourism.

Nature and sources of Data

This study is rely on primary data. The primary data has been collected from the entrepreneurs engaged in rural tourism in Lumbini Province. Most of the data has been collected from primary sources using a well-structured questionnaire on a five point likert scale as 1-strongly disagree, 2- disagree, 3-neutral, 4- agree, 5- strongly agree. The questionnaire has been developed to collect two types of information including general information i.e demographic details and details relating to dimensions of entrepreneurial orientation, innovation, proactivity, risk taking, as well as relational capital as a dimension of entrepreneurial behavior on the rural tourism.

Population, Sample and Sampling Design

The population of this study includes all the entrepreneurs engaged in rural tourism from Lumbini Province. The total population for the study is unknown because most of the remote area rural tourism entrepreneurs are even not registered in rural concerned municipality. The sample size is 384. Convenience sampling technique has been used to collect the data. Some evidence exists that simple SEM models could be meaningfully tested even if sample size is quite small (Hoyle, 1999; Hoyle and Kenny, 1999; Marsh and Hau, 1999), but usually, $N = 100-150$ is considered the minimum sample size for conducting SEM (Tinsley and Tinsley, 1987; Anderson and Gerbing, 1988; Ding, Velicer). Digitally structured questionnaires has been administered to the sampled

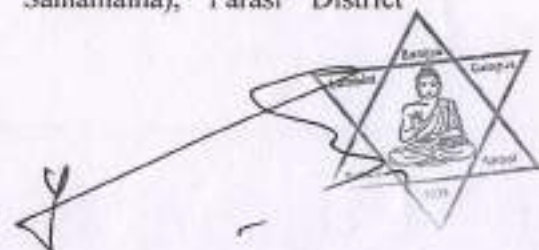


respondents. The questionnaire has been administered to the sampled unit via social media groups and asked them to fill up the Google form as well as via physically for collection of data.

Tools for Data collection

The questionnaire used a five-point Likert-type response scale, ranging from 1 = strongly disagree to 5 = strongly agree, to address dimensions of entrepreneurial orientation, innovation, proactivity, risk taking, as well as relational capital as a dimension of entrepreneurial behavior on rural tourism. Five sections were included in the questionnaire. The first section of questionnaire aimed to explore the socio-demographic information of respondents on gender, age, marriage, education. The second section includes questions related to Innovativeness Entrepreneurs. The second part of questionnaire has been adopted from (Dias & Silivia, 2021), (kale, et.al, 2000) and (Salem & Beduk, 2021). The third part of questionnaire is related to entrepreneurs' relational capital affecting entrepreneurial growth which has been adopted from Dias & Silivia, 2021) and (kale, et.al, 2000). The forth section of questionnaire is related to entrepreneurs' risk taking personality affecting entrepreneurial growth which has been adopted from (Messikh, 2022). The fifth part of questionnaire is related to entrepreneurs' proactive personality affecting entrepreneurial growth which has been adopted from (Luo, Huang & Gao, 2022).

Initial pilot testing of the questionnaire has been done with entrepreneurs enrolled in rural tourism business and activities in Lumbini Province to check the validity the questionnaire as well as reliable test has conducted. The validity of the questionnaire have been checked with the pilot test with 33 sets of questions, and the questionnaire was found valid. The questionnaire was administered to the sampled unit via distribution by visiting respondents physically. To get the valid response of 384 sample size, 563 questionnaires were distributed. For meeting the respondents to collect the data, convenient techniques has been employed to select the location for the study. Rupendehi district (Manglapur, Kanchhi Bazar, Bhawanipur, Sainamaina), Parasi District



(Khakdawari, Bisasaye, Hillpark), Palpa District (Jordhara, Dumre, Dobhan, Jhumsha), Kapilbastu District (Jagadispur lake) have been visited for collecting the data.

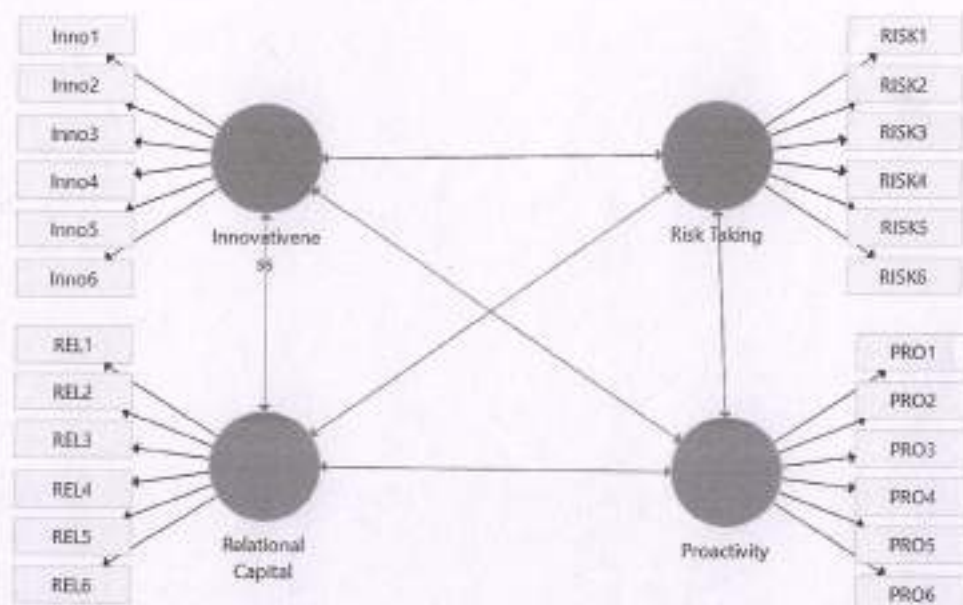
Statistical Tools for Analysis

Data collected from surveys has been entered into and analyzed using the PLS-SEM (Partial Least Squares Structural Equation Modeling). The PLS-SEM method is used in the work to test the defined research hypotheses. The PLS-SEM approach is a structural equation modeling methodology that plays a major role in research efforts investigating service user attitudes and performance. The main advantage of this approach is that it effectively explains the variance, allowing us to predict the potential relationships between latent variables and maximize the explained variance (Gim, 2018). In addition to the mentioned method, descriptive method is used for analysis.

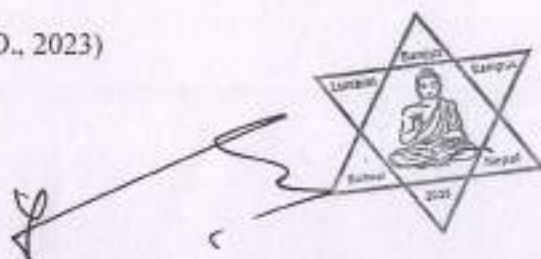
Theoretical Framework and Operational Definition of variables

Theoretical Framework

Figure: 1



Note: Sources from (Sobic L., Boskovic N., Pantovic D., 2023)



Operational Definition of variables

Relational capital

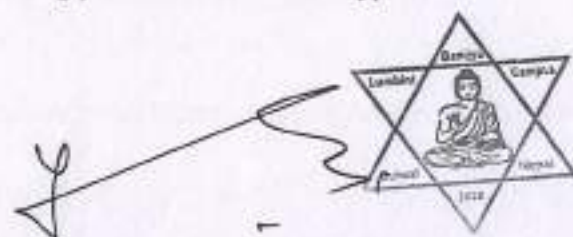
Relational capital refers to the relationships between companies, customers, suppliers and partners, which are key to sustainable profits and successful business operations. Relational capital is defined as the set of all relationships – market relationships, power relationships and cooperation – established between companies, organizations and people that arise from consciousness strong sense of belonging and highly developed ability to cooperate, typically with people and organizations of similar cultures (Capello and Faggian 2005).

Risk Taking

Risk taking refers to any controlled behavior, conscious or unconscious, with uncertainty about the outcome and/or about the possible benefits or costs to physical health, economic or psychosocial well-being of oneself or others. It is a multifaceted concept that can manifest itself in many different areas, including personal, financial, social and professional contexts (Trimpo, 1994). Entrepreneurial risk can be explained by the finding that entrepreneurs use biases and heuristics more frequently. This increases the likelihood that risk will be perceived as low in a given decision-making situation (Busenitz, 1999).

Proactivity

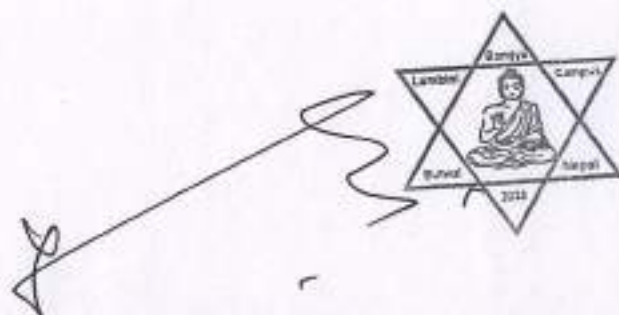
Proactivity is when a person anticipates how something could or should change in the future, plans how to achieve the desired change, and takes steps to achieve the goals of changes, also refers to the process of initiating action. Employees who are able to do this independently can be of great value to the organization by being able to identify and correct potential problems before they significantly weaken the organization. Proactivity is often defined as the anticipatory, self-initiated, and future-focused behavior that involves taking initiative and acting in advance of future events or problems (Searly & Rooney, 2013). People's level of proactive ness is strongly related to different types of



entrepreneurial behavior such as company founding, number of ventures, and ownership type (Naz et. al, 2013).

Innovation

Innovation is defined as something new and different and is creative work. Why people associate this with innovation may depend on the business world, entrepreneurship, and its close relationship with innovation (Stenberg, 2007). Innovative entrepreneurs compensate for the inertia of incumbent firms by embodying innovation in new ventures that compete with them. Innovative entrepreneurs combat inefficiencies in the invention market by leveraging discoveries and adopting innovative ideas. Innovative entrepreneurs are influenced by the motivations of innovative entrepreneurs, the advantages of entrepreneurial innovation over established firms, the impact of competitive pressures on incentives to innovate, the consequences of creative destruction, and the impact of innovation on society. They represents an economic framework that addresses the contributions of entrepreneurs to national wealth (Spulber, 2014).



CHAPTER IV

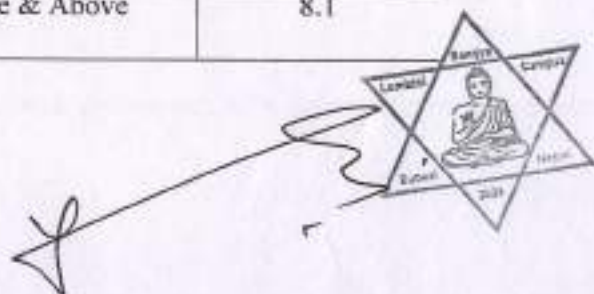
RESULTS, DISCUSSION AND CONCLUSION

Results

The first table shows the results of the demographic characteristics of the respondents' profiles.

Table 1: Demographic Characteristics of Respondents

Indicators		Contribution (%)
Gender	Male	66.1
	Female	32.3
	Others	1.6
Marital Status	Married	58.6
	Unmarried	34.6
	Others	6.8
Age	15-25	6.8
	25-35	23.7
	35-45	28.4
	45 & Above	41.1
Education level	8 th Standard	12.2
	SEE/SLC	38.5
	Plus2/Diploma/PCL	20.8
	Bachelor	20.3
	Master's Degree & Above	8.1

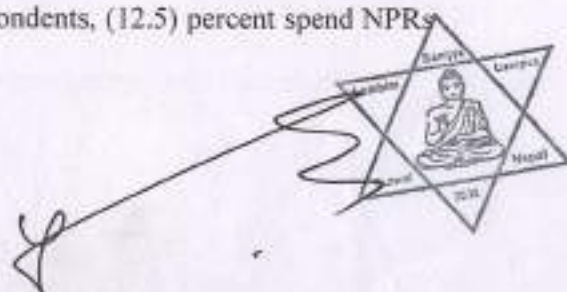


Monthly Expenditure	Upto 10,000	2.3
	10,000-20,000	11.2
	20,000-30,000	20.8
	30,000-40,000	24
	40,000-50,000	29.2
	50,000 & Above	12.5

From the above table, it is observed that (66.1) percent of male respondents are playing their role in this research work by giving their opinion, female with (32.3%) and others with (1.6%) . Similarly, from the angle of age group (45 & above) age group is ranked in first with (41.1%) respondents, and second is gone for the (35-45) age group with (28.4%) respondents. Likewise, the third group is (25-35) with (23.7%) respondents and there are (6.8%) respondents lies between (15-25) years. Therefore, it can be said that having majority of the respondents from the age group of (45 & above) they opines as per the objective of the questionnaire.

The marital status out of (384) respondents (74.5) percent are married and (18.7) percent are unmarried and (6.8) percent are others among the respondents taken under the study. It has been disclosed from the above table that out of (384) valid respondents (12.2) percent respondents have achieve the educational degree of eighth standard. Likewise (38.5) percent respondents have obtained SLC/SEE degree. Similarly, (20.8) percent with plus2/diploma/PCL level, (20.3) percent respondents have done bachelor degree and (8.1) percent respondents have done masters and PhD. So it can be said that majority of the respondents are literate and educated observed under the study.

As per the monthly expenditure level or respondents (29.2) percent respondents expenditure is in between NPRs (40,000 to 50,000) Likewise, (20.8) percent respondents spend expenditure level NPRs (20,000 to 30,000). Similarly, (24) percent respondents spend NPRs (30,000 to 40,000). Out of the total respondents, (12.5) percent spend NPRs



50,000 and above monthly. It is also noticed that the (13.2) percent respondents spend monthly NPRs (10,000 to 20,000), only (2.3) percent respondents spend expenditure below NPRs (10,000) per month. Therefore, it can be concluded that most of the respondents are not earning ample amount from their business.

(12.8%) of the total respondents have 3 members in their family. (59.4%) of respondents out of 384 respondents have four members in their family. And (27.8%) of total respondents have 5 and more members in their family.

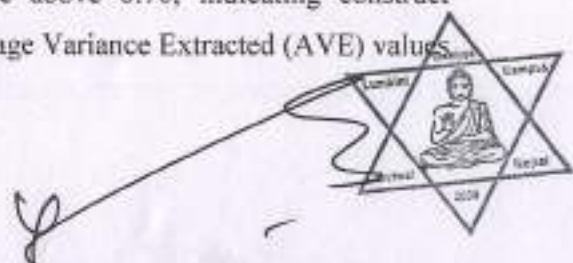
Results of Reliability and validity

In order to evaluate the validity of the model, the value of Cronbach's Alphas was calculated, and the results are shown in Table 2.

Table 2: Reliability and validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average variance extracted (AVE)
Innovativeness	0.751	0.982	0.785	0.521
Proactivity	0.810	0.960	0.842	0.535
Relational capital	0.936	0.985	0.956	0.796
Risk Taking	0.740	0.953	0.816	0.599

Based on the data in Table 1, it is found that the model is valid, for proactive ness and relational capital, the results can be interpreted with greater reliability, because are Cronbach's Alpha values greater than 0.7, while for innovation and risk-taking Cronbach's Alpha values are "poor". Cronbach's Alpha values of all constructs are above the standard threshold value of 0.705 (Bland & Altman, 1997). The Further, Composite Reliability (CR) rho_a and CR rho_c values are above 0.70, indicating construct reliability and validity (Saari et al., 2021). The Average Variance Extracted (AVE) values

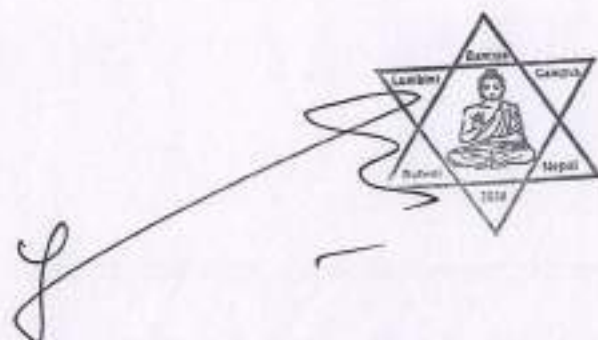
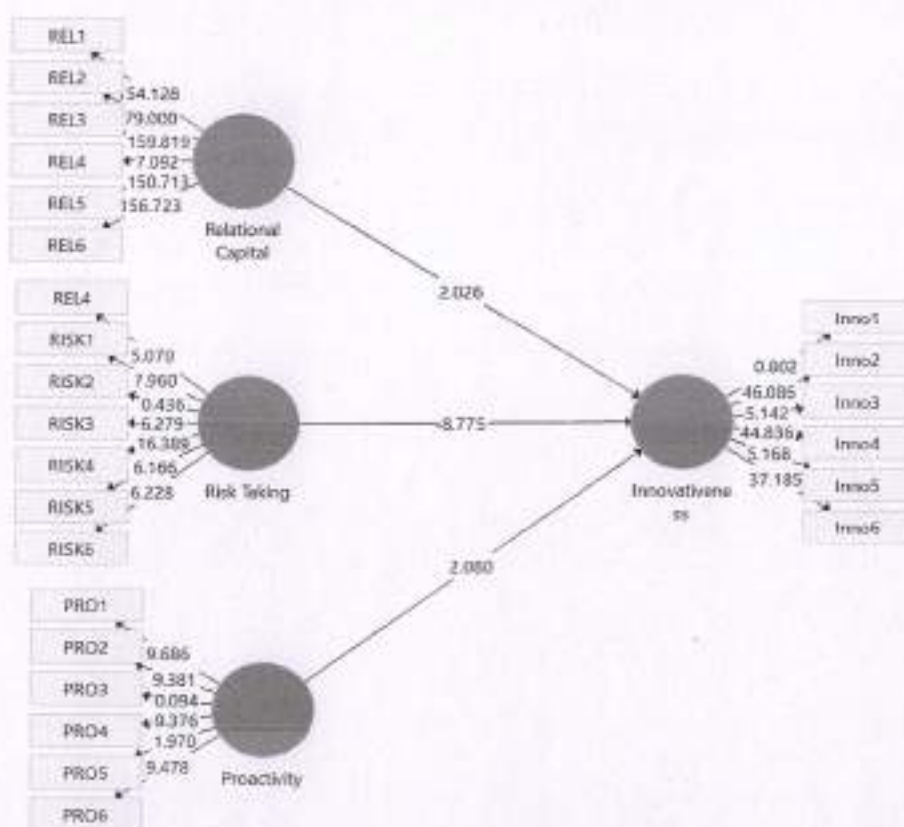


are above 0.50 threshold values, suggesting that the convergent validity of all the constructs is established (Hair et al., 2022). As an additional measure of validity, the value of Average variance extracted (AVE) was calculated and according to this indicator the model is also valid, given that in all AVE values greater than 0.5. Hence, the results of the above table qualify all the quality criteria measures.

Model 1: Result of PLS-SEM model

The values of the regression coefficients were determined after the model's validity was verified, and the preliminary PLS-SEM model results are displayed in Figure 2. In Figure 2, it can be clearly seen that all the obtained regression coefficients are positive.

Figure: 2



Calculating the associated p-values for each regression coefficient is important in order to test the set of hypotheses since they show the statistical significance of the calculated coefficients in table 3 below.

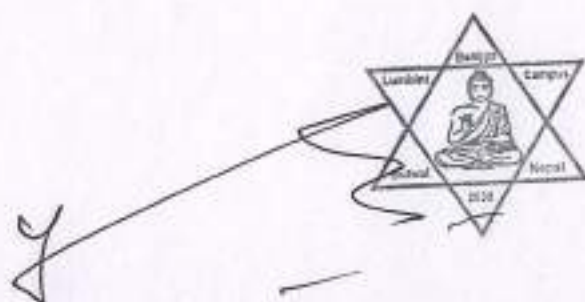


Table 3: Regression coefficients and statistical significance test: model 1

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	t Statistics (O/STDEV)	P Values
Proactivity and Innovativeness	0.414	0.426	0.199	2.080	0.038
Risk Taking and Innovativeness	1.398	1.401	0.159	8.775	0.000
Relational Capital and Innovativeness	0.161	0.149	0.079	2.026	0.043

After checking the statistical significance of the regression coefficients, the bootstrapping results under 384 samples and decisions on hypotheses at the 5% level of significance, table 3 showed that there is a positive beta coefficient between proactivity and innovativeness (0.414), risk-taking and innovativeness (0.398), relational capital and innovativeness (0.161) which shows that they are statistically significant. Similarly, the P values coefficient between proactivity and innovativeness (0.038), risk-taking and innovativeness (0.000), relational capital and innovativeness (0.043) are less than 0.05. It reveals that there is a significant effects of proactivity, risk taking and relational capital on innovativeness of entrepreneurs in rural tourism. Similarly, the t statistics values of all the variables are greater than 1.96 (threshold). Hence hypotheses 1, 2 and 3 are accepted.

Model 2: Result of PLS-SEM model

The values of the regression coefficients were determined after the models validity was verified, and the preliminary PLS-SEM model results are displayed in Figure 3. In Figure 3, it can be clearly seen that all the obtained regression coefficients are positive.

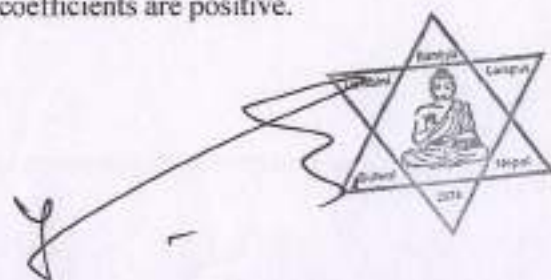
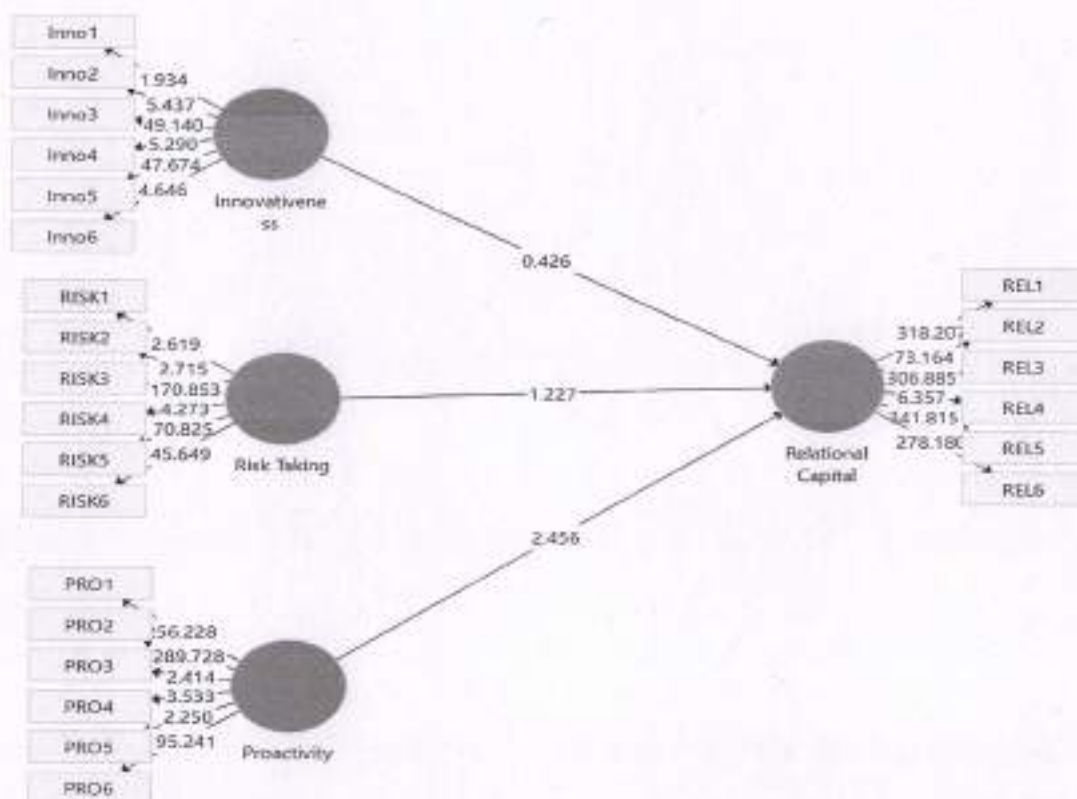


Figure: 3



Calculating the associated p-values for each regression coefficient is important in order to test the set of hypotheses since they show the statistical significance of the calculated coefficients in table 4 below.

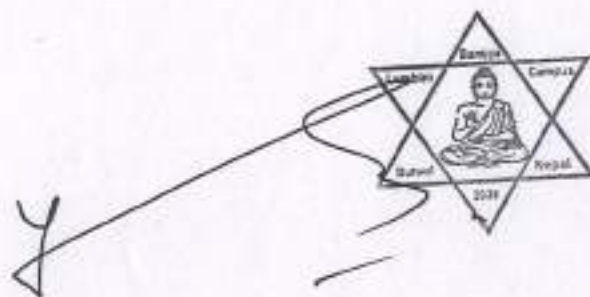
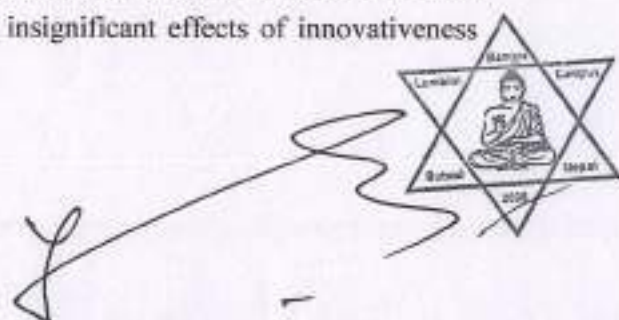


Table 4: Regression coefficients and statistical significance test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV I)	P Values
Innovativeness and Relational Capital	0.039	0.017	0.091	0.426	0.671
Proactivity and Relational Capital	0.576	0.607	0.235	2.456	0.014
Risk Taking and Relational Capital	0.353	0.339	0.288	1.227	0.220

After checking the statistical significance of the regression coefficients, the bootstrapping results under 384 samples and decisions on hypotheses at the 5% level of significance, the table 4 showed that regardless of the positivity of the beta coefficient between Innovativeness and relational capital (0.039) and risk taking and relational capital (0.353), the p values between Innovativeness and relational capital (0.671) and risk taking and relational capital (0.220) which are greater than the p values (0.05), the results obtained for determining the relationship between Innovativeness and relational capital and risk taking and relational capital are not statistically significant and should not be considered. This means that hypotheses 4 and 6 are not supported. Despite the high positive ratios of the regression coefficients in this case, we cannot confirm the hypothesis with certainty. Similarly, the t statistics of relationship between innovativeness and relational capital as well as risk taking and relational capital are less than 1.96 (threshold). This reveals that there is an insignificant effect of innovativeness and risk taking on relational capital.

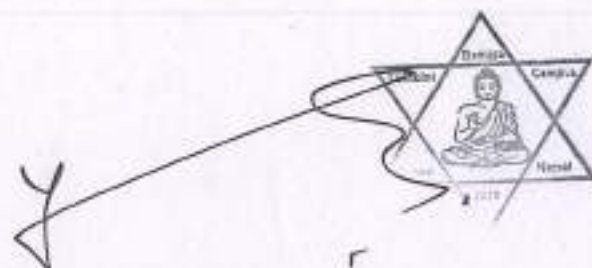
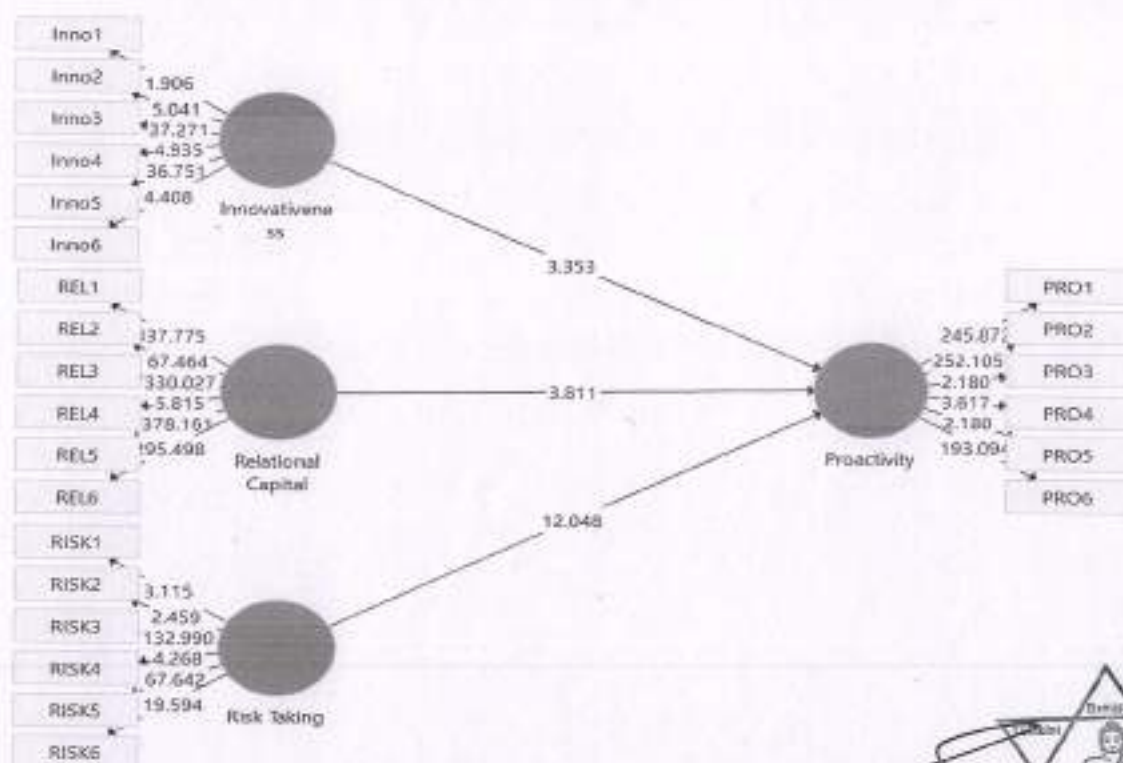


The examination of the relationship between proactivity and innovativeness is defined by hypothesis H5. A positive regression coefficient (0.576) was obtained for this relationship and p values is (0.014), and this hypothesis is confirmed. This shows that there is a significant effects of proactivity on relational capital. Similarly, the t statistics values are greater than 1.96 (threshold).

Model 3: Result of PLS-SEM model

The values of the regression coefficients are determined after the model's validity is verified, and the preliminary PLS-SEM model results are displayed in Figure 4. In Figure 4, it can be clearly seen that all the obtained regression coefficients are positive.

Figure: 4



Calculating the associated p-values for each regression coefficient is important in order to test the set of hypotheses since they show the statistical significance of the calculated coefficients in table 5 below.

Table 5: Regression coefficients and statistical significance test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness and Proactivity	0.229	0.199	0.068	3.353	0.001
Relational Capital and Proactivity	0.253	0.222	0.066	3.811	0.000
Risk Taking and Proactivity	0.933	0.942	0.077	12.048	0.000

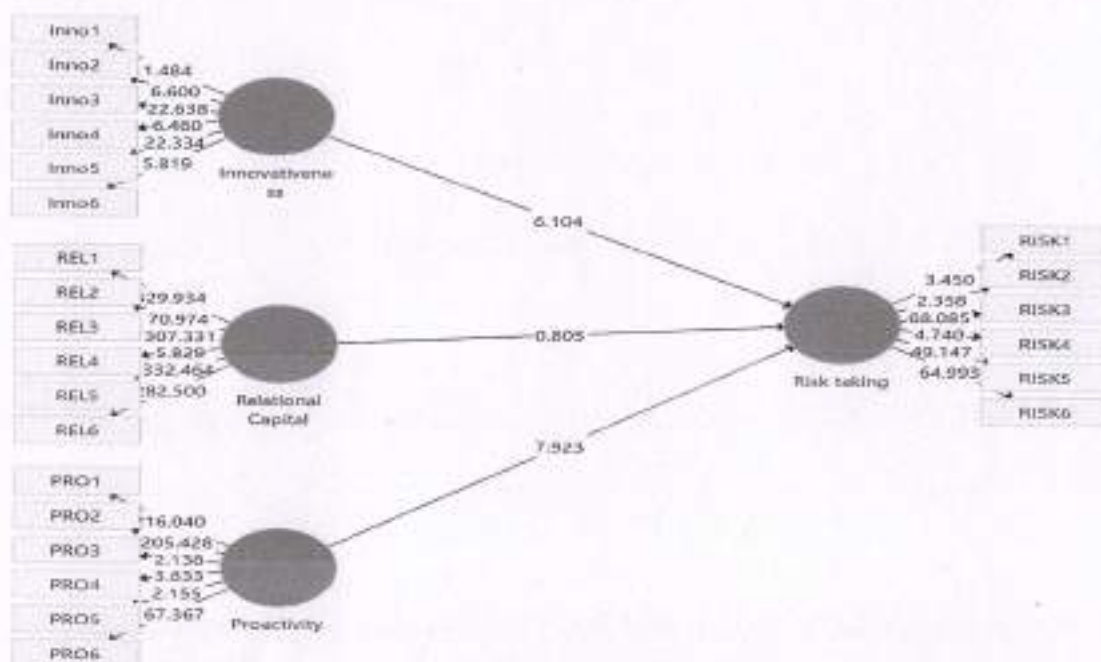
After checking the statistical significance of the regression coefficients the boot-strapping results under 384 samples and decisions on hypotheses at the 5% level of significance, the table 5 showed that there is a positive beta coefficient between innovativeness and proactivity (0.229), relational capital and proactivity (0.253) and risk-taking and proactivity (0.933), which shows that they are statistically significant. Similarly, the P values between innovativeness and innovativeness (0.001, relational capital proactivity (0.000) and risk taking and proactivity (0.000) are less than 0.05. It reveals that there is a positive effects of innovativeness, risk taking and relational capital on innovativeness of entrepreneurs in rural tourism. Similarly, the t statistics values are greater than 1.96 (threshold). Hence hypotheses 7, 8 and 9 are accepted.



Model 4: Result of PLS-SEM model

The values of the regression coefficients are determined after the model's validity is verified, and the preliminary PLS-SEM model results are displayed in Figure 5. In Figure 5, it can be clearly seen that all the obtained regression coefficients are positive.

Figure: 6



Calculating the associated p-values for each regression coefficient is important in order to test the set of hypotheses since they show the statistical significance of the calculated coefficients in table 6 below.

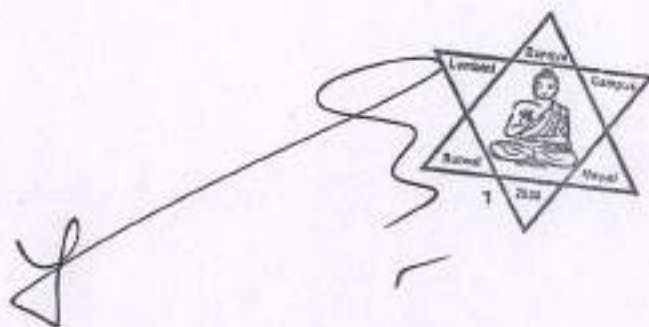
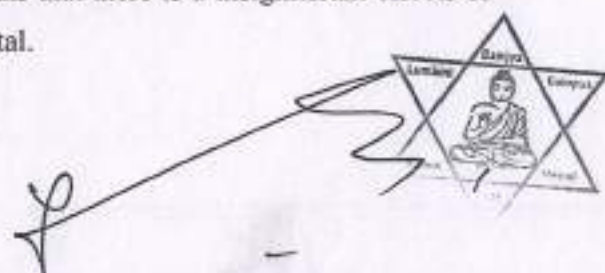


Table 6: Regression coefficients and statistical significance test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Innovativeness and Risk taking	0.314	0.290	0.051	6.104	0.000
Proactivity and Risk taking	0.668	0.698	0.084	7.923	0.000
Relational Capital and Risk taking	0.059	0.047	0.073	0.805	0.421

After checking the statistical significance of the regression coefficients, the bootstrapping results under 384 samples and decisions on hypotheses at the 5% level of significance, the table 6 showed that there is a positive regression coefficient between innovativeness and risk taking (0.314), relational capital and risk taking (0.668). Similarly, the P values between innovativeness and risk taking (0.000), and proactivity and risk taking (0.000) are less than 0.05. It reveals that there is a positive effects of innovativeness and proactivity on risk taking behavior of entrepreneurs in rural tourism. Similarly, T statistic values of all elements are greater than 1.96. Hence, hypotheses 10 and 11 are accepted.

The p values between relational capital and risk taking (0.421) which are greater than (0.05), the results obtained for determining the relationship between relational capital and risk taking are not statistically significant despite of having positive beta coefficients of (0.059) and should not be considered. This means that hypotheses 12 is not supported. Despite the high positive ratios of the regression coefficients in this case, we cannot confirm the hypothesis with certainty. This reveals that there is a insignificant effects of relational capital on risk taking on relational capital.



Discussion

The result of this study is consistent with the results of (Stetic, 2015), (Utami, Dhewanto & Lestari, 2023), (Kale, et.al, 2000), (Dias & Siliva, 2021) and (Baier, Hormiga, Amoros & Urbano, 2018), (Luo, Huang, & Gao, 2022), (Bindi & Parker, 2011), (Gregoire & McMulle, 2010), (Justin, Webb, Lumpkin et. al, 2009) and (Naz et. al, 2013).

Conclusion

Rural tourism is very advantageous in rural community as well as the local economy by increasing the employment, revenue and living standard of people. In rural tourism, entrepreneurship is essential to the survival and growth of travel businesses. The goal of this paper is to find out how small family businesses in rural tourism can increase their future business and revenue, and through observing the relationship between various dimensions of entrepreneurial orientation. The paper highlighted the connection between innovation, proactivity, risk-taking and relational capital. From the simultaneous regression analysis using PLS-SEM indicate the results of the conducted analysis. A positive relationship was established between proactivity and innovation, relational capital innovation and risk taking and innovativeness, proactivity and relational capital, innovativeness and proactivity, relational capital and proactivity, risk taking and proactivity, innovativeness and risk taking, as well as innovativeness and risk taking. From the analysis and results, hypotheses 1, 2, 3, 5, 7, 8, 9, 10 & 11 are accepted, while hypotheses 4, 6, 12 are not accepted it means there is insignificant effects of innovativeness and risk taking with relational capital as well as relational capital and risk taking.

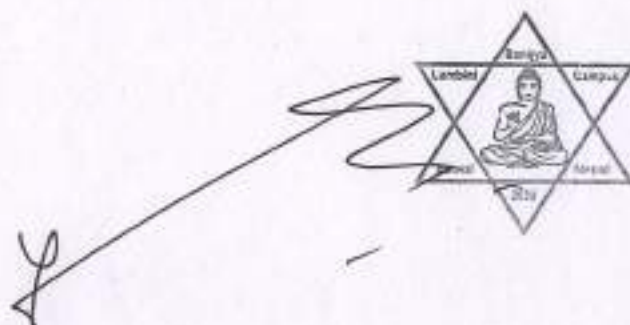
This study concludes that rural tourism can be improved in Lumbini Province if the dimensions of entrepreneurs are effectively identified and efforts are made to improve them. The concerned stakeholders shall focus on improve entrepreneurs' risk taking capacity, innovativeness, relational capital and proactive because one elements simultaneously influence other elements in behavior of entrepreneurs.



Implication

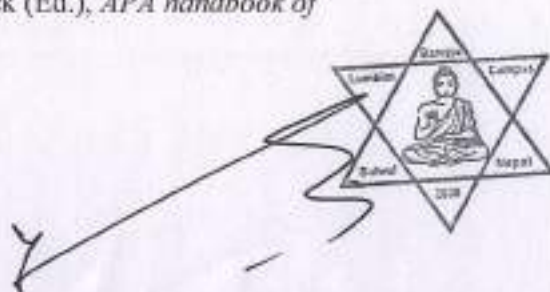
This research study provides insights to be addressed by rural tourism sectors regarding strategies to enhance rural tourism within the Lumbini Province. Various institutions such as educational institution, district commerce and trade office, provincial government, local government etc. to create professional development opportunities, provide support services tailored to the needs of rural tourism entrepreneurs.

This research study also provide the need for further research for better understanding underlying elements of dimensions of rural tourism. The study can be conducted in large scale in different settings to increase representativeness of findings. Further research should be done on various aspects of the rural tourism that will be useful to inform policies and programming dealing with its development around the province.

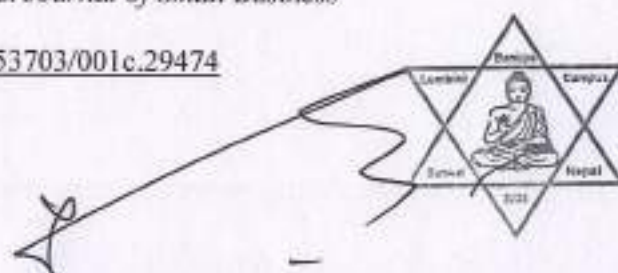


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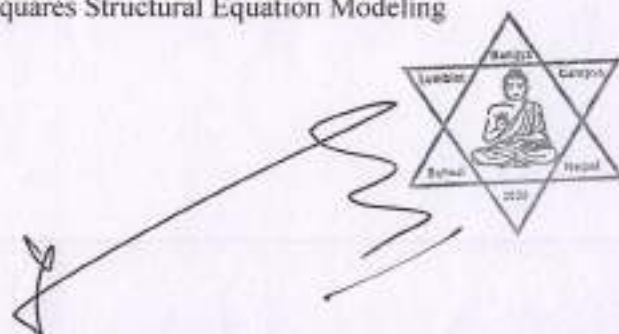
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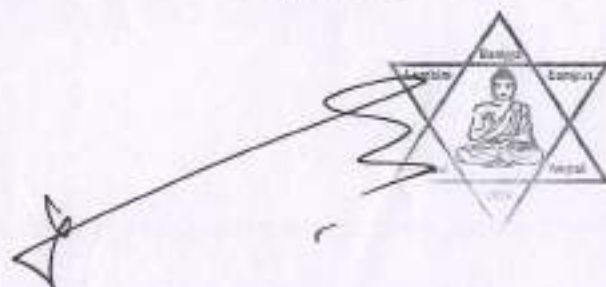
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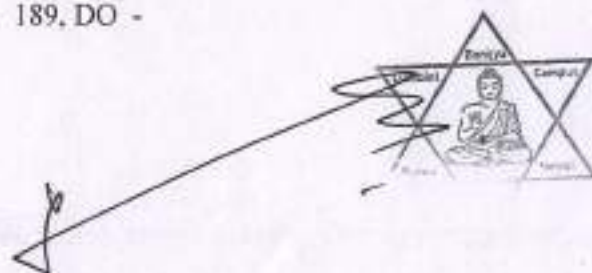
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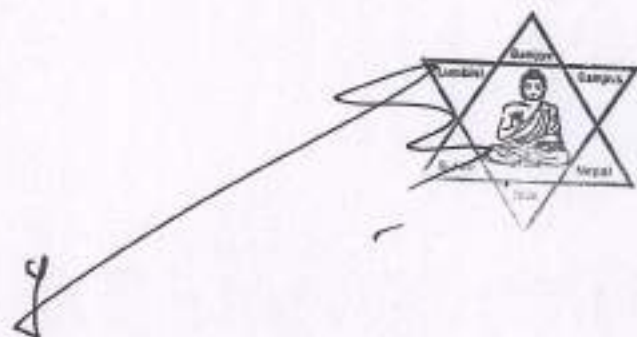
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प्रश्नावली

“नेपालको लुम्बिनी प्रान्तमा ग्रामीण पर्यटनमा उद्यमशील तत्वहरू”

महोदय,

म हाल त्रिभुवन विश्वविद्यालय बाट सम्बन्धन प्राप्त नेपालकै सबैकृष्ट सामुदायिक क्याम्पस, लुम्बिनी वाणिज्य क्याम्पसमा सहायक प्राध्यापकको रूपमा कार्यरत छु । मैले नेपालको लुम्बिनी प्रान्तमा ग्रामीण पर्यटनमा उद्यमशील तत्वहरूको सर्वेक्षण अनुसन्धान गर्ने प्रयत्न गर्दै यो प्रश्नावलीमा तपाईंको साँचो र सही प्रतिक्रियाहरू संकलन गरि अनुसन्धान परियोजना महत्पूर्ण र मूल्यवान बनाउने प्रयत्न गर्दैछु । प्रदान गरिएका प्रतिक्रियाहरू गोप्य र शैक्षिक उद्देश्यका लागि मात्र कायम गरिने छ । छन्यवाद ।

तपाईंलाई उचित बक्सहरूमा टिक मार्क (✓) लगाउन अनुरोध गरिन्छ ।

१. लिंग

- महिला ☐
- पुरुष ☐
- अन्य ☐

२. वैवाहिक स्थिति

- विवाहित ☐
- अविवाहित ☐
- अन्य ☐

३. उमेर समूह

- १५-२५ वर्ष ☐
- २५-३५ वर्ष ☐
- ३५-४५ वर्ष ☐
- ४५ वर्ष र माथि ☐

४. तपाईंको शैक्षिक अवस्था

- आठ मानक ☐
- एस इ इ / एस एल सी ☐
- डिप्लोमा ☐
- स्नातक ☐
- स्नातोकोत्तर वा माथि ☐

५. तपाईंको मासिक घरखर्च (ने. रु.मा)

- १०,००० सम्म ☐
- १०,०००-२०,००० ☐
- २०,०००-३०,००० ☐
- ३०,०००-४०,००० ☐
- ४०,०००-५०,००० ☐
- ५०,००० देखिमाथि ☐

६. परिवार शंख्या

- २ जना ☐
- ३ जना ☐
- ४ जना ☐
- ५ वा तेस भन्दा बढी ☐

७. बाल बालिका शंख्या

- १ जना ☐
- २ जना ☐
- ३ जना ☐
- ४ जना ☐
- ५ वा तेस भन्दा बढी ☐

उद्यमशीलता शीर्षकमा पस्किएका तथ्य अध्ययन गरेर आफ्नो विचार निम्न तरिकाले राखिदिनुहुना विनम्र अनुरोध गर्दछु :
[१] = पूर्ण रूपमा असहमत, [२] = मध्यम रूपमा असहमत, [३] = न सहमत न असहमत, [४] = मध्यम रूपमा सहमत र, [५] = पूर्ण रूपमा सहमत

नवीनता:

विवरण	१	२	३	४	५
म बजारका नयाँ अवसरहरू सफलतापूर्वक पहिचान गर्न सक्छु।					
म सधैं नयाँ उत्पादनहरू सिर्जना गर्ने प्रयास गर्दैछु।					
ग्रामीण पर्यटन सेवा र खानाका व्यवस्थापन गर्दा म रचनात्मक रूपमा गर्ने गर्दछु।					
म बजारमा सधैं नयाँ स्वाद का परिकार प्रस्तुत गर्दछु।					
म मेरो उत्पादन र सेवामा नवीनतम सोच को प्रयोग गर्ने प्रयास गर्दछु।					



विवरण	१	२	३	४	५
म बजारका नयाँ अवसरहरू सफलतापूर्वक पहिचान गर्न सक्छु।					

सम्बन्ध को पुँजी:

विवरण	१	२	३	४	५
म स्थानीय समुदायलाई सुदृढ र उन्नत गराउन चाहन्छु।					
म स्थानीय समुदायमा मेरो छवि उच्च कायम राख्ने प्रयास गर्दछु।					
म अन्य स्थानीय कम्पनीहरूले सेवा प्रदाना नगर्ने ग्राहकहरूलाई सेवा प्रदान गर्दछु।					
म अन्य कम्पनीहरू तथा स्थानीय उद्यमीहरूसँग सहकार्य गर्न रुचाउँछु।					
म स्थानीय चाडपर्व र अन्य कार्यक्रमहरूमा संलग्न हुने गर्दछु।					
स्थानीय मानिसहरू मेरो व्यवसायमा सदैव सकारात्मक छन्।					

जोखिम:

विवरण	१	२	३	४	५
मैले आवश्यक मात्रामा ऋण लिनु पर्छ र मेरो स्रोतको ठूलो हिस्सा बढ्न सक्छ।					
मेरो उद्यमसँग सीमित रकम भए तापनि म नयाँ अवसरहरू खोज्छु, जुन ऋण मा भर पर्नसक्छ।					
म सफलताको सम्भाव्यता अध्ययन नगरी अज्ञात बातावरण वा क्षेत्रहरूमा उद्यम गर्न मन पराउँछु।					
म सावधानी, जोखिम गणना, र पर्ख र हेर नीति अपनाउनेमा भर पर्दछु।					
म उच्च जोखिमका परियोजनाहरूलाई प्राथमिकता दिन्छु किनभने तिनीहरूले बिक्रीमा उच्च प्रतिफललाई बढावा दिन्छन्।					
उद्यमको रणनीतिक कार्यप्रणालीको पक्षमा उभिदा म जोखिम लिन मन पराउँछु।					

सक्रियता:

विवरण	१	२	३	४	५
म कठिनाइहरूको सामना गर्ने र पार गर्ने रमाइलो मान्दछु।					
यदि म कुनै कुरामा विश्वास गर्छु भने, म त्यसलाई प्राप्त गर्न सदैव प्रयास गरदछु।					
मेरो विचारलाई वास्तविकतामा परिणत भएको देख्दा म रोमान्चित हुन्छु।					
म सधैं समूहमा विशेष बन्ने प्रयास गर्दछु।					
म सधैं मेरो जीवन राम्रो बनाउन नयाँ तरिका खोज्छु।					
म कठिन बातावरणमा सजिलै जिउन सक्छु।					

धन्यवाद



