



The Role of Entrepreneurship in Creating Job Opportunities in the Tourism and Hospitality Sector "Case Study: Higher Institutes of Tourism and Hotels"

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Abstract

In order to build a strong sector capable of contributing to the great role assigned to it in the coming period; The need has become more than ever before for educational institutions in the tourism and hospitality sector to pay attention to their entrepreneurial tendencies, and this requires adopting a system of values and behaviors that enhance the dimensions of entrepreneurship. The research aims to Explore the role of entrepreneurship in creating job opportunities in the tourism and hospitality sector, and in In order to determine the role of entrepreneurship, The researchers followed the analytical descriptive approach, as they will rely on a questionnaire addressed to male and female students in the fourth year of the Department of Tourism Studies and the Department of Hospitality Management at the Higher Institutes of Tourism and Hotels in Alexandria, where 388 questionnaires were distributed, and 360 questionnaires were valid for analysis, with a rate of 92.8%. The researchers also used the statistical program SPSS V.25 to extract the results of descriptive statistics. To test the study hypotheses: There is a statistically significant effect at the significance level $\alpha \leq 0.05$ for the culture and trends of students of higher institutes of tourism and hotels on entrepreneurship, There is a statistically significant effect at the significance level $\alpha \leq 0.05$ for the obstacles and problems facing entrepreneurship on encouraging investment in the tourism and hotel sector.

Keywords: Entrepreneurship – obstacles- Job Opportunities.

Introduction

Entrepreneurship depends on innovation, creativity and the development of small and medium enterprises, as it is one of the most important tributaries of the economic and social development process in countries in general (Shousha, 2020), Developing countries in particular, due to their contribution to addressing the problems of poverty and unemployment in the tourism and hospitality sector so that they are not isolated from other sectors because they are linked to industrial, agricultural and other services institutions (Khattab, 2020). In light of the economic challenges that the whole world is witnessing, finding a job opportunity has become an almost impossible task for some, "especially recent graduates", and in general it has become difficult to find a job by following traditional business models, which made some turn to other solutions, including entrepreneurship (Shehata 2021). There has also been

an increasing focus recently on innovation and entrepreneurship in small and medium enterprises. In addition to their increasing role in the tourism and hospitality sector (Al-Shall et al., 2022). The aim of this research was to study the relationship between entrepreneurship and job creation in the tourism and hospitality sector. And verifying each of the changes in the factors that affect entrepreneurship and innovation activities, as well as designing a framework to increase innovation thinking in small and medium enterprises in the tourism and hospitality sector to create job opportunities and to this end, and accordingly a questionnaire was prepared and distributed to students of the fourth year the Higher Institutes of Tourism and Hotels for both the Department of Tourism Studies and the Department of Hotel Studies.

As entrepreneurship is a major factor for economic growth in any country in light of the spread of unemployment rates worldwide, and the exacerbation of the legal and illegal immigration crisis, the importance of the research stems from the importance of entrepreneurship and its role in creating job opportunities to solve unemployment problems through innovation in small and medium enterprises in the tourism and hospitality sector to train students in tourism and hotel institutes on entrepreneurship and qualify them to become entrepreneurs in the tourism and hospitality sector.

Al-Romeedy's study (2018) evaluated the role of Egyptian universities in promoting entrepreneurial culture, which highlighted the decline in the role of universities in acquiring and developing an entrepreneurial culture among students. The Al-Romeedy study (2018) also assessed the level of knowledge of students of tourism and hotel faculties about entrepreneurship and their attitudes towards it. While the Al-Romeedy study (2021) highlighted the evaluation of the entrepreneurial skills possessed by students of tourism and hotel faculties in Egyptian universities. Beside that; Al-Romeedy and Mekkawy (2022) study showed the most important characteristics and traits of entrepreneurs among students of tourism and hotels faculties in Egyptian universities. According to the researchers' knowledge, there are no studies on entrepreneurship that have been applied in private institutes in Alexandria Governorate. Likewise, there were no previous studies that dealt with the role of entrepreneurship in creating job opportunities for students of tourism and hotel institutes.

Through personal interviews with some graduates, male and female students registered in the Higher Institutes of Tourism and Hotels in Alexandria Governorate and measuring their opinions through a list of questions that It helps to clarify the role of entrepreneurship in helping them to provide job opportunities, and their reliance on the traditional method to obtain a traditional job, if any. However, it was found that the majority of male and female students are ignorant of the culture of entrepreneurship and the concept of small and medium enterprises in the tourism and hospitality sector. Based on the aforementioned, the problem of the study is summarized in that there are deficiencies in programs and guidance for students and in building a community of entrepreneurs in the tourism and hospitality sector and providing some services, which are (training, capacity building, financing), and the dependence of graduates on traditional jobs in the tourism and hospitality sector, which are It is difficult at the present time to provide it fully.

Hypotheses of the study

- There is a statistically significant effect at the significance level $\alpha \leq 0.05$ for the culture and trends of students of higher institutes of tourism and hotels on entrepreneurship.
- There is a statistically significant effect at the significance level $\alpha \leq 0.05$ for the obstacles and problems facing entrepreneurship on encouraging investment in the tourism and hotel sector.

Literature review

Entrepreneurship concept

Entrepreneurship is a major source of economic growth, providing job opportunities and improving social benefit. It is the process of establishing new enterprises or developing existing ones. There are many definitions of the concept of entrepreneurship, as (Casnocha, 2011) defines it as a person who converts ideas into profit and creates business opportunities, and defined by a group From the authors (Davey, Plewa & Struwig 2011) it is defined as “the thinking and the process that takes place to find and develop economic activities by combining risk-taking and innovation under sound management, whether for an existing or a new organization”, and that the entrepreneur is that person who has the will and ability to transform A new idea or a new invention to a successful innovation, and thus the presence of the forces of entrepreneurs in the tourism and hospitality sector new business models. Thus, entrepreneurs contribute to the process of industrial development and economic growth in the long term (Kharboutli, 2018). The researchers know from the above that entrepreneurship is a process based on thinking and creating new work of value by exploiting the necessary time and effort, and bearing financial, psychological and social risks in In exchange for incentives and to achieve economic and social well-being, personal and financial satisfaction and independence in the future.

Dimensions of entrepreneurship

Creativity

The entrepreneur transforms his new idea into a new product and builds a new business in the business world, which requires a great deal of creativity and the ability to see the requirements of this conversion into reality, develop existing ideas and make more use of resources (Gandotra, 2010), and three types of entrepreneurship can be identified according to the level of innovation of the entrepreneur, which are:

- Innovative Entrepreneurship: The entrepreneur transforms his new idea into a new product and builds a new business in the business world, which requires a great deal of creativity and the ability to see the requirements of this transformation (Nicholas, 2018).
- Innovative Entrepreneurship inspired by available ideas, information and technology: Here the entrepreneur’s level of innovation is to employ already developed technology, but for the purposes of his specialization in various other businesses and fields (Al-Romeedy, 2022).
- Entrepreneurship Ownership of the innovative business of others: It is the least type of creativity or leadership, as the initiating person here buys or owns an existing business or institution without making any plans to change the status quo, and the need for creativity and innovation is less in this situation, and the leadership of this person is represented in taking financial risks (Anwar, 2020).

Initiative

Ensuring that the business environment is enriched with entrepreneurial individuals, and that they are helped to invest in the available opportunities by relying on the resources available in society, hence the real challenge to reach an integrated vision about the work of individuals, and to seek to plan modern projects, and this led to the emergence of the importance of initiative in entrepreneurship; Where the initiative is considered one of the effective influences to reach leadership with ideas (ElGendy, 2019).

Risk

It means taking responsibility for failure and its cost to provide the basic elements for investment (Shousha, 2020).

The importance of entrepreneurship

In light of local and global changes, the need for a new concept has emerged that enables business organizations in general and individuals in particular to achieve leadership in their current and future business fields, especially with the increasing need to provide new jobs (Youssef, 2022). The concept of entrepreneurship has contributed to improving economic growth, developing human capabilities, and achieving many social and societal benefits, given its connection to sustainable development. Hence the need to improve behaviors, practices and activities that achieve the concept of entrepreneurship, which contributes to spreading the spirit of initiative and leadership in various disciplines and fields which showed the importance of adding the word leadership to many traditional concepts to express the pursuit of these behaviors (Al-Nuwairan, 2022) . It is believed - at the present time - that individuals who have skills and abilities can achieve distinct benefits at all social levels (Mostafa, 2020). Entrepreneurship contributes to a set of benefits that show its importance, the most important of which are:

- Achieving wealth by providing distinguished products to meet the advanced needs of customers which leads to the expansion and growth of business organizations and the development of the regions in which they are located, and then achieving balanced development throughout the country, which contributes to solving the problem of regional imbalance between the regions of one country (Zahra, 2021).
- Creating new businesses and economic activities that provide job opportunities to reduce unemployment and find new markets (Mahmoud, 2020).
- Improving the national income and the volume of exports through an increase in the rate of economic growth (Morsi & Abdel-Aal, 2021).
- Effective use of capital factors (land - money - machines) by investing entrepreneurial capabilities in society (Mostafa, 2021).
- Caring for the environment by preserving and motivating the best entrepreneurial skills (Ziadeh, 2021).
- Achieving customer satisfaction and loyalty by possessing the necessary strategic flexibility and encouraging innovation (Ali, 2020).

El Degheidy & Suleiman, (2022) They mentioned that every successful entrepreneur adds some advantages not only to himself but to his region and country as a whole (Ali, 2021). The advantages resulting from the activities of entrepreneurs are:

- Financial aspect: improves his current financial situation.
- Self-employment: Provides more job opportunities that satisfy and suit the workforce.
- Employing others in jobs that are often better for them.
- Developing more industries, especially in rural areas and areas that have not benefited from economic developments due to the impact of globalization.

- Encouraging the manufacture of local materials in the form of final products, whether for local consumption or for export.
- Increasing income and increasing economic growth.
- Fair competition encourages the creation of higher quality products.
- More services and products.
- Creating new markets.
- Encouraging the use of modern technology at the level of small industries to increase productivity.
- Encouraging more research and studies and developing modern equipment for the local market.
- Develop concepts of entrepreneurial qualities and trends among new entrepreneurs to achieve more significant changes in the development of rural areas.
- Freedom and independence from dependence on other people's jobs.
- The ability to achieve great things.
- Reducing dependence on the informal economic sector.
- Reducing talent migration by providing a new local climate for entrepreneurship.

Obstacles facing entrepreneurship

El-Sharif (2006) explained the most important obstacles facing entrepreneurship as follows:

- The existence of cultural legacies that urge individuals to adhere to government jobs as they are safer, adherence to dependence, non-renewal and avoidance of risk (Al-Romeedy & Mekawy, 2022).
- Fear of the new, as many individuals often fear that they will bear the burden of a new experience, the results of which they do not know, and their previous experiences contribute to encouraging them to take the initiative to accept the experiment or new projects (Sang & Lin, 2019).
- The prevailing social values, which have a role in shaping the economic as well as the social, cultural and political structure of societies. They are the frame of reference for individual behavior, and they drive collective behavior. The culture of entrepreneurship needs new behavioral patterns and therefore needs new values that push it to the right path (Anwar et al., 2020).
- Difficulty bringing about a change in some personality patterns such as isolationism, dependence, lack of respect for the values of work, especially manual work, or lack of faith in the new, fear of innovations, and lack of recognition of the importance of women and their role in society, which results in disrupting the energies of half of society, along with a lack of respect and appreciation for the value of time (Drobyazko et al., 2019).
- The lack of quality leadership capable of motivating individuals and groups to achieve a new common goal and urging them to use the available resources in a better way to improve their level (Cooney, 2012).
- Lack of technological resources that can be used to bring about a change in material values and behavior from a present situation to a future situation (Dess & Lumpkin, 2005).
- Lack of awareness of participation among individuals and lack of desire and conviction of its importance from childhood and in the early school stages until a person goes out to practice his own work (Baporikar, 2022).

El-Shamimary & Al-Muhaimid (2014) explained the obstacles related to education, represented in the weak focus on spreading the culture of entrepreneurship, the absence of education based on innovation and creativity, the lack of allocations for scientific research, the absence of applied education and overlapping disciplines (the gap between the needs of development and higher education), and complementary training programs.

Study methodology

The subject of the study uses the descriptive analytical approach in the theoretical aspect, in order to present the different concepts related to entrepreneurship on the one hand, the role of entrepreneurship in providing job opportunities for young graduates, and the obstacles facing entrepreneurship in the tourism and hospitality sector, where the researchers relied in preparing the theoretical part of this study on sources And various references in Arabic and foreign languages to enrich this study with various data and information that allow building the study model. As for the applied part of this study, the questionnaire tool was used to collect the necessary data, and to analyze the data statistically, and relied on the outputs of the statistical program (SPSS, v25) to answer the questions of the study and test its hypotheses.

Study population

The study population consists of students from the four higher institutes of tourism and hotels located within the governorate of Alexandria, which are (the higher institute for tourism and hotels in King Mariout - the higher institute for tourism and hotels Abu Qir - the higher institute for tourism and hotels in Al-Seyouf - the higher institute for tourism and hotels Egoth).

The study sample consists of students of the fourth year, two divisions (tourism and hospitality), who can answer the questionnaire questions, where 388 questionnaires were distributed to students the sample for the study was determined based on the following equation ($N = 4PQ / 25$): N = Sample volume, P = the probability and its value range from (30 to 60%), Q = (100 –P) The sample was drawn using the simple random sampling method. and 360 questionnaires were suitable for statistical analysis as shown in Table No. (1), as this form contains two parts, and the first section was: a set of questions to identify on the culture and trends of students towards entrepreneurship in the tourism and hotel sectors. The second section: identifying the most important obstacles and problems facing entrepreneurship in the tourism and hotel sectors. The five-point Likert scale was used.

Table no.1: Study population

Institutes	Number of students	Sample
Institute of Tourism and Hotels King Marriott	Tourism Studies Department	288
	Hotels Studies Department	300
Institute of Tourism and Hotels Abu Qir	Tourism Studies Department	322
	Hotels Studies Department	315
Institute of Tourism and Hotels Al-Seyouf	Tourism Studies Department	303
	Hotels Studies Department	295
Institute of Tourism and Hotels Egoth	Tourism Studies Department	747
	Hotels Studies Department	613
Total		3183 388

Categories of the study sample

Table No. (2) Shows the categories of the study sample by gender (male/female), tourism studies and hospitality management:

Table no. 2: Categories of the study sample

sample categories	Male	female	tourism Studies	Hospitality management
the number	178	182	185	175
the total	360		360	

The study tool is the questionnaire that was prepared with the aim of collecting information and data on the study sample, and raising awareness of the culture of entrepreneurship among students of higher institutes in Alexandria, in terms of determining the academic degree. The knowledge of students of higher institutes about the culture of entrepreneurship and their attitudes towards it, and the obstacles to entrepreneurship from the point of view of students, and to determine the differences between the average scores of students on the questionnaire of awareness of the culture of entrepreneurship according to the variable of gender (male / female) and specialization (tourism studies / hospitality management). The number of males in this sample was 178 students, or 49.4%, while the number of females was 182 students, or 51.6%. As for the majors, the number of students in the Department of Tourism Studies was 185, or 51.4%, while the number of students in the Department of Hospitality Management was 175, or 49.6%.

Stability of the study: The researcher used Cronbach's alpha coefficient in testing the stability of the questionnaire's dimensions and axes and in testing the stability of the questionnaire as a whole, and the following table shows that.

Table No. 3: Questionnaire Reliability

Axis/Dimension	No. of paragraphs	Alpha coefficient
The first dimension (students' culture of entrepreneurship)	18	0.782
The second dimension (students' trends towards entrepreneurship)	18	0.801
The third dimension (entrepreneurship obstacles)	14	0.719
The questionnaire as a whole	50	0.803

It can be seen from Table No. (3) That the questionnaire, at the level of its dimensions, has stability coefficients (0.782, 0.801, 0.719) respectively, and at the level of the questionnaire as a whole, with a coefficient of stability of its value (0.803) They are high stability coefficients, which calls for confidence in the results that can be reached when applying the questionnaire.

- Analysis of the results of the first section of the questionnaire on the students' culture of entrepreneurship

Table No. 4: Entrepreneurial culture among students

No.	Scale	Mean	Standard Deviation	Section Order
1	Entrepreneurship is a free and creative business	3.93	0.63	8
2	Entrepreneurship depends on experience	4.35	0.59	2
3	Entrepreneurship is self-reliant	3.88	0.60	9
4	Entrepreneurship helps open new areas for employment	4.37	0.54	1
5	Entrepreneurship provides job satisfaction to the individual as a result of doing the right work	3.69	0.68	12
6	Entrepreneurship helps open new markets for tourism goods and products	4.11	0.60	5
7	Entrepreneurship aims to achieve self-sufficiency in society	3.58	0.70	15
8	Entrepreneurship aims to invest the energies and capabilities of young people	4.29	0.51	3
9	Entrepreneurship is characterized by distance from the routine procedures at work	3.21	0.61	18
10	Entrepreneurs are characterized by positive participation	3.54	0.70	17
11	An entrepreneur needs to master organizational skills	3.98	0.63	7
12	The entrepreneur needs the skill of selecting employees	3.56	0.69	16
13	An entrepreneur needs a high degree of commitment for the success of the business	4	0.64	6
14	Entrepreneur is characterized by the ability to take risks	3.74	0.67	11
15	The entrepreneur is characterized by the ability to adapt to the changing market	3.66	0.67	13
16	An entrepreneur needs self-confidence to win customers	4.21	0.58	4
17	The entrepreneur is independent in work	3.76	0.64	10
18	The entrepreneur is characterized by the ability to distinguish the product or service that he will provide	3.61	0.65	14
Arithmetic mean and general standard deviation		3.9	0.3	/

It is clear from Table No. (4) that the arithmetic averages of sections after the students' culture of entrepreneurship range between 3.21 and 4.37 and tend to agree with the study sample members and their standard deviations range between 0.51 and 0.54, which we explain as follows:

The following can be seen from the previous table Where the following five statements came in order (Entrepreneurship helps open new areas for employment, Entrepreneurship depends on experience, Entrepreneurship aims to invest the energies and capabilities of young people, An entrepreneur needs self-confidence to win customers, Entrepreneurship helps open new markets for tourism goods and products) with an arithmetic mean of (4.37, 4.35, 4.29, 4.21, 4.11) and a standard deviation of (0.54, 0.59, 0.51, 0.58, 0.60) from the point of view of students of higher institutes in Alexandria in terms of students' knowledge of entrepreneurship.

-While the five phrases came in order in the last ranks (The entrepreneur is characterized by the ability to distinguish the product or service that he will provide, Entrepreneurship aims to achieve self-sufficiency in society, The entrepreneur needs the skill of selecting employees, Entrepreneurs are characterized by positive participation, Entrepreneurship is characterized by distance from the routine procedures at work) with an arithmetic mean of (3.61, 3.58, 3.56, 3.54, 3.21) and a standard deviation of (0.65, 0.70, 0.69, 0.70, 0.61).

Overall, the dimension obtained an arithmetic mean of (3.9) and a standard deviation of (0.3), that is, with a high response rate. This means that students' awareness of the importance and necessity of entrepreneurship and their awareness of its creativity is high. This may be due to students' interest in modern technology and means of communication and communication, and their constant knowledge of economic variables and their endeavor to search for Job opportunities, which made them aware of the important role of entrepreneurs in supporting and developing the economy.

- Analysis of the results of the Second section of the questionnaire on the trends of students of higher institutes in Alexandria towards entrepreneurship:

Table No. 5: Students' attitudes towards entrepreneurship

No.	Scale	Mean	Standard Deviation	Section Order
1	I want to do my own project	4.91	0.66	1
2	I am afraid of taking responsibility for any action on my own	3.94	0.79	15
3	I prefer government work because it is more stable	3.55	0.67	17
4	I believe that entrepreneurship is a way to gain the respect and appreciation of others	4.33	0.66	9
5	I believe that entrepreneurship helps to assume responsibility and self-confidence	4.87	0.59	2
6	I believe that entrepreneurship achieves independence and a sense of human value	4.83	0.64	4
7	I believe that entrepreneurship develops the spirit of innovation among young people	4.85	0.61	3
8	I believe entrepreneurship can improve the standard of living	4.77	0.66	5
9	I believe that entrepreneurship enables young people to obtain a better social status than government work	3.74	0.70	16
10	I would like to do projects that the market needs	4.1	0.68	13
11	I believe in the value of entrepreneurship and its importance for young people	4.62	0.63	6
12	I believe that entrepreneurship leads to a sense of economic security	4.30	0.67	10
13	I would like to do my own project in my field of specialization	4.51	0.66	7
14	I think managing my own project is difficult	4.27	0.70	11
15	I would like to train in entrepreneurship during my studies	3.42	0.81	18
16	I believe that self-employment is the best way to solve the problem of unemployment	3.98	0.77	14
17	Study the experiences of other entrepreneurs	4.47	0.70	8
18	I have the ability to manage business and money well	4.17	0.68	12
Arithmetic mean and general standard deviation		4.31	0.26	/

It is clear from Table No. (5) that the arithmetic averages of sections after the trends of students of higher institutes in Alexandria towards entrepreneurship range between 3.42 and 4.91 and tend to agree with the study sample members and their standard deviations range between 0.81 and 0.66, which we explain as follows:

The following can be seen from the previous table Where the following five statements came in order (I want to do my own project, I believe that entrepreneurship helps to assume responsibility and self-confidence, I believe that entrepreneurship develops the spirit of innovation among young people, I believe that entrepreneurship achieves independence and a sense of human value, I believe entrepreneurship can improve the standard of living) with an arithmetic mean of (4.91, 4.87, 4.85, 4.83, 4.77) and a standard deviation of (0.66, 0.59, 0.61, 0.64, 0.66).

-While the five phrases came in order in the last ranks (I believe that self-employment is the best way to solve the problem of unemployment, I am afraid of taking responsibility for any action on my own, I believe that entrepreneurship enables young people to obtain a better social status than government work, I prefer government work because it is more stable, I would like to train in entrepreneurship during my studies) with an arithmetic mean of (3.98, 3.94, 3.74, 3.55, 3.42) and a standard deviation of (0.77, 0.79, 0.70, 0.67, 0.81).

Overall, the dimension obtained an arithmetic mean of (4.31) and a standard deviation of (0.26), that is, with a high response rate This is due to students' awareness of the importance of entrepreneurship in creating wealth and financial and social independence, despite their awareness of the problems and obstacles facing entrepreneurship in Egypt that limit self-employment and entrepreneurship.

Table No. 6: Testing the correlation coefficient between students' culture towards entrepreneurship:

Dimension	R. value	Sig
The relationship between students' culture and entrepreneurship	0.754	0.000

It is clear from the previous table, the results of the Pearson correlation coefficient test in the above table, the validity of the first hypothesis that there is a statistically significant relationship between the level of culture and attitudes of students and entrepreneurship, as the significance level reached (0.000), which is less than the significance level (0.05) and the value of the correlation coefficient between zero And one, and this indicates that there is a correlation between student culture and entrepreneurship because the correlation coefficient sign is positive, and this means that the relationship is positive and strong between student culture and entrepreneurship, with a value of (0.754), where we note that the value of the correlation coefficient is more than (0.5), Therefore, the first hypothesis is accepted.

- Analysis of the results of the Third section of the questionnaire on the obstacles to entrepreneurship

Table No. 7: Entrepreneurship Obstacles:

No.	Scale	Mean	Standard Deviation	Section Order
1	Lack of awareness among young people of the culture of entrepreneurship	4.68	0.64	5
2	Young people's preference for government jobs	4.74	0.62	3
3	Fear of failure in private projects	4.21	0.67	10
4	Fear of taking responsibility	3.88	0.72	14
5	Fear of taking risks and not being sure of success	4.02	0.75	13
6	Poor financial capabilities of young people	4.81	0.66	2
7	Lack of training programs for young people on entrepreneurship	4.89	0.68	1
8	Lack of community awareness of the importance of entrepreneurship	4.33	0.67	9
9	Lack of availability of institutions to finance private projects	4.71	0.66	4
10	Lack of qualified human resources to market the products of entrepreneurial projects	4.09	0.64	12
11	Weak laws to protect intellectual property for entrepreneurship projects	4.18	0.66	11
12	Difficulty in organizing laws and procedures to start a private project	4.41	0.66	8
13	Low profit margin at the start of pilot projects	4.54	0.65	6
14	Some entrepreneurs stop the activity as soon as they suffer losses in the beginning	4.42	0.73	7
Arithmetic mean and general standard deviation		4.42	0.21	/

It is clear from Table No. (7) that the arithmetic averages of sections after the obstacles to entrepreneurship from the students' point of view range between 3.88 and 4.89 and tend to agree with the study sample members and their standard deviations range between 0.72 and 0.68, which we explain as follows:

The following can be seen from the previous table where the following five statements came in order (Lack of training programs for young people on entrepreneurship, Poor financial capabilities of young people, Young people's preference for government jobs, Lack of availability of institutions to finance private projects, Lack of awareness among young people of the culture of entrepreneurship) with an arithmetic mean of (4.89, 4.81, 4.74, 4.71, 4.68) and a standard deviation of (0.68, 0.66, 0.62, 0.66, 0.64) From the point of view of students of higher institutes in Alexandria in terms of students' knowledge of the obstacles to entrepreneurship.

-While the five phrases came in order in the last ranks (Fear of failure in private projects, Weak laws to protect intellectual property for entrepreneurship projects, Lack of qualified human resources to market the products of entrepreneurial projects, Fear of taking risks and not being sure of success, Fear of taking responsibility) with an arithmetic mean of (4.21, 4.18, 4.09, 3.02, 3.88) and a standard deviation of (0.67, 0.66, 0.64, 0.75, 0.72).

Overall, the dimension obtained an arithmetic mean of (4.42) and a standard deviation of (0.21), that is, with a high response rate. This result gives an indication that despite students' awareness of the importance of entrepreneurship; they feel that there are obstacles that limit their positive interaction with this economic trend. This result also indicates students' awareness of the obstacles and problems facing entrepreneurship in Egyptian society.

Presentation and interpretation of the results of the answer to the fourth question: It states whether there are statistically significant differences between the averages of students' responses according to the variable of specialization (tourism studies, hospitality management).

Table No. 8: Pearson's correlation test for obstacles:

Dimension	R. value	Sig
The relationship between obstacles and investment	0.873	0.000

It is clear from the previous table, The results of the Pearson correlation coefficient test in the table above show the validity of the second hypothesis that there is a statistically significant relationship between the level of obstacles and the problems of entrepreneurship and tourism investment, where the level of significance is (0.000), which is less than the level of significance (0.05), and the value of the correlation coefficient is between zero and one, and this It indicates that there is a correlation between the obstacles of entrepreneurship and tourism investment because the sign of the correlation coefficient is positive, and this means that the relationship is positive and strong between the obstacles of entrepreneurship and tourism investment, with a value of (0.873), where we note that the value of the correlation coefficient is more than (0.5), and therefore the second hypothesis is accepted.

Table No. 9: Arithmetic means, standard deviations, and a T-test to indicate differences between tourism studies and hospitality management:

Dimension	Specialization	No	Mean	Standard Deviation	T. value	Sig t-test
Students' knowledge of entrepreneurship	tourism studies	185	3.55	0.26	0.35	0.723
	hospitality management	175	3.56	0.28		
Students' trends towards entrepreneurship	tourism studies	185	4.31	0.26	0.23	0.822
	hospitality management	175	4.31	0.26		
Entrepreneurship obstacles	tourism studies	185	3.48	0.28	0.64	0.520
	hospitality management	175	3.46	0.30		
at the questionnaire level	tourism studies	185	3.45	0.21	0.21	0.838
	hospitality management	175	3.44	0.21		

The following can be seen from the previous table:

- The first dimension: The arithmetic mean of the tourism studies major was (3.55) and a standard deviation of (0.26), as well as the arithmetic mean of the hospitality management major was (3.56), and a standard deviation of (0.28), and the calculated "T" value was To indicate the differences between tourism studies and hospitality management (0.35), which indicates that there are no statistically significant differences between tourism studies and hospitality management at the level of this dimension.

- The second dimension: The arithmetic mean of the tourism studies major was (4.31) and a standard deviation of (0.26), as well as the arithmetic mean of the hospitality management major was (4.31), and a standard deviation of (0.26), and the calculated "T" value was To indicate the differences between tourism studies and hospitality management (0.23), which indicates that there are no statistically significant differences between tourism studies and hospitality management at the level of this dimension.

- The third dimension: The arithmetic mean of the tourism studies major was (3.48) and a standard deviation of (0.28), as well as the arithmetic mean of the hospitality management major was (3.46), and a standard deviation of (0.30), and the calculated "T" value was To indicate the differences between tourism studies and hospitality management (0.64), which indicates that there are no statistically significant differences between tourism studies and hospitality management at the level of this dimension.

- At the level of the questionnaire as a whole: The arithmetic mean of the tourism studies major was (3.45) and a standard deviation of (0.21), as well as the arithmetic mean of the hospitality management major was (3.44), and a standard deviation of (0.21), and the calculated "T" value was To indicate the differences between tourism studies and hospitality management (0.21), which indicates that there are no statistically significant differences between tourism studies and hospitality management at the level of this questionnaire. This gives an indication that students have awareness, interest, knowledge, orientation, and a sense of problems towards entrepreneurship, regardless of the nature of specialization.

Results

- The degree of students' responses to the first dimension, "Students' Culture of Entrepreneurship," was high, as the arithmetic mean of the students' responses was (3.9) and a standard deviation of (0.3).

- The degree of students' responses to the second dimension, "Students' trends towards entrepreneurship," was high, as the arithmetic mean of the students' responses was (4.31) and a standard deviation of (0.26).

- The degree of students' responses to the third dimension, "Obstacles to entrepreneurship from the point of view of students of the Higher Institutes of Tourism and Hotels in Alexandria," was high, as the arithmetic mean of the students' responses was (4.42) and a standard deviation of (0.21).

- There are no statistically significant differences between the Department of Tourism Studies and Hospitality Management, where the arithmetic mean of the Department of Tourism Studies was (3.45), and a standard deviation of (0.21), while the arithmetic mean of the Department of Hospitality Management was (3.44), and a standard deviation of (0.21).

Recommendations

Recommendations for the Government and Senior Entrepreneurs

- Carrying out the necessary procedures regarding the provision of guarantees to cover the risks of small projects loans granted by the institutions and banks participating in the partial and total coverage.

- Giving more ambitious opportunities to people with creative and innovative ideas by providing them with the necessary financial support after studying the economic feasibility of their ideas.

- Launching a database that includes all information and data on small and medium enterprises in the tourism and hospitality sector and the initiatives supporting them, available to all banks, agencies and various parties.
- Assistance in issuing licenses, issuing the tax card, the commercial registry, issuing a temporary license for the owners of new establishments, issuing the final license from the competent administrative authority, registering and granting the national number for the establishments, and other necessary licenses to start any project.
- Adopt the ideas of pioneers and inventors and support them financially.
- Carrying out designs and engineering consultations for young graduates from faculties of tourism and hotels to transform ideas into products and tangible reality and maximize the use of available resources in each region.
- Presenting a television program that focuses on small and medium industries in the tourism and hospitality sector, and being present on social networks. Launching different types of electronic applications (educational application - an educational game) that simulate the real stages of establishing and managing tourism economic projects in a virtual life by exposure to situations similar to reality.
- Indirect encouragement by using the products of small projects, which leads to the success of these projects.

Recommendations for higher institutes of tourism and hotels

- Training and qualifying students of higher institutes of tourism and hotels to manage small projects such as restaurants and tourism companies in terms of administrative and financial aspects in order to be more pioneering and successful.
- Holding special courses for young graduates on how to manage small projects such as restaurants and tourism companies, and methods of optimal utilization and investment of limited resources.
- Presenting a program that educates students and informs them of various aspects of science and knowledge of entrepreneurship and presence on the Internet through the establishment of the initiative website as a portal for small and medium enterprises in the tourism and hospitality sector.
- Raising awareness of the culture of self-employment through promotional meetings and seminars at universities and higher and intermediate institutes, and training and qualifying young people to establish and manage small projects through many training programs.
- Guiding male and female students during the course of studying the feasibility study of tourism and hotel projects, by presenting a feasibility study for small and medium projects that can be implemented in practice.
- In light of the findings of the research, the Higher Institutes of Tourism and Hotels in Alexandria Governorate must transform them from traditional institutes into pioneering institutes that aim to provide students with entrepreneurial skills, through the proposed program shown in Table No. (10).

Table No. (10) The proposed program

Vision	That the higher institutes for tourism and hotels in Alexandria governorate occupy a distinguished position in community service, and turn into pioneering institutes whose goal is to provide male and female students with entrepreneurial skills and to produce successful entrepreneurs.
Objectives	<ul style="list-style-type: none"> • Improving the role of the Higher Institutes of Tourism and Hotels in Alexandria by providing students with the skills necessary for self-employment. • Training students on innovation and creativity skills in creating new project ideas that can be implemented. • Develop pioneering plans within the higher institutes of tourism and hotels. • Cooperation between higher institutes for tourism, hotels and business incubators. • Providing training courses and programs to develop the skills and capabilities of male and female students in the Higher Institutes of Tourism and Hotels. • Providing capabilities to support pilot projects. • Developing a systematic plan targeting the requirements of supporting entrepreneurial projects. • Developing learning methods so that it becomes based on innovation and creativity rather than memorization. • Introducing courses aimed at spreading the culture of entrepreneurship. • Produce graduates who are able to establish their own projects. • Educating male and female students about the importance of self-employment.
Elements of implementation and success	<ul style="list-style-type: none"> • Qualified and distinguished faculty members. • Entrepreneurship training centers. • Creative leaders. • Innovative educational programs. • Modern technological infrastructure. • Distinguished public relations. • Business incubators. • Banking institutions for financing. • Experts in entrepreneurship. • Administrative and legal consulting centers.
Implementation procedures	<ul style="list-style-type: none"> • Develop a plan for entrepreneurship by encouraging male and female students to implement their own projects. • The lecturers and the assistances lecturers direct male and female students to pioneer work and explain the importance of entrepreneurship. • Organizing seminars and workshops specialized in entrepreneurship to deliver information about entrepreneurship to male and female students within the institutes. • Provide prior practical experiences of entrepreneurship for motivation.

	<ul style="list-style-type: none"> Partnerships with business incubators to provide loans at a simple interest rate to encourage graduates to start their own projects. Teaching the feasibility study of tourism and hotel projects in different ways and with an innovative pioneering idea. Simulation of pioneering projects within the higher institutes for tourism and hotels and training on them. Exempting pilot projects from taxes in their early stages. Connecting the theoretical side with the practical side to train students on self-employment. Add an entrepreneurship course and teach it to different teams. Conducting training programs for male and female students for self-development.
Time period	The academic leaders set a time period for the implementation of the program and it ranges between 2: 4 years as a time frame for implementing the program.
Follow-up and evaluation	<ul style="list-style-type: none"> A higher committee is formed in each of the institutes separately to follow up and evaluate the program items and the achieved results and compare them with what is targeted. Conducting periodic questionnaires for male and female students about their impression of entrepreneurship. Follow up the time period for implementing the program. Identify the obstacles that hinder the implementation of the program's provisions. Monitor the extent of each party's commitment to the work assigned to them. Assess the entrepreneurial culture of the students every year. Follow-up of the graduates and the impact of the proposed program to spread entrepreneurial awareness among them. Measuring the extent to which students tend to implement their own pilot projects. Evaluation of the support provided by the Higher Institutes of Tourism and Hotels to male and female students to encourage them to entrepreneurship.

دور ريادة الأعمال في خلق فرص عمل في قطاع السياحة والضيافة " دراسة حالة: المعاهد العليا للسياحة والفنادق " المستخلص

من أجل بناء قطاع قوي قادر على الإسهام في الدور الكبير المنوط به في الفترة القادمة. أصبحت حاجة المؤسسات التعليمية في قطاع السياحة والضيافة أكثر من أي وقت مضى إلى الاهتمام بميولها الريادية وتنمية ثقافة ريادة الأعمال لدي طلابها، وهذا يتطلب تبني نظام قيم وسلوكيات تعزز أبعاد ريادة الأعمال. يهدف البحث إلى استكشاف دور ريادة الأعمال في خلق فرص عمل في قطاع السياحة والضيافة، ومن أجل تحديد دور ريادة الأعمال، اتبع الباحثون المنهج الوصفي التحليلي، حيث تم الاعتماد على استبيان موجه لطلاب السنة الرابعة من قسم الدراسات السياحية وقسم إدارة الضيافة بالمعاهد العليا للسياحة والفنادق بالإسكندرية، حيث تم توزيع 388 استبانة وكان الصالح منها للتحليل الإحصائي 360 استمارة بنسبة 92.8%. باستخدام أسلوب العينة العشوائية البسيطة. كما استخدم الباحثون البرنامج الإحصائي SPSS V.25 لاستخراج نتائج الإحصاء الوصفي واختبار فرضيات الدراسة: يوجد تأثير ذو دلالة إحصائية عند مستوى الدلالة $\alpha \leq 0.05$ لتقافة واتجاهات طلاب المعاهد العليا للسياحة والفنادق على ريادة الأعمال، وهناك تأثير ذو دلالة إحصائية عند مستوى الدلالة $\alpha \leq 0.05$ للمعوقات والمشكلات التي تواجه ريادة الأعمال في تشجيع الاستثمار في قطاع السياحة والفندقة.

الكلمات الدالة: ريادة الأعمال – المعوقات – فرص عمل.

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