

Entrepreneurial Practice and Corruption in Tourism Sector: A Study of Entrepreneurial Orientation and Organizational Corruption in Nepali Star Hotels

Authors : Prabin Raj Gautam

Abstract : Entrepreneurship in tourism sectors, particularly hotel entrepreneurship has contributed to Nepalese Gross Domestic Production (GDP). The tourist standard and star hotels in developing countries have not only been generating revenues but also providing international hospitality to the guest in the local areas. For doing so, these hotel enterprises must need to implement different business strategies to enhance and maintain their international business benchmark. The Entrepreneurial Orientation (EO) is core for making business strategies. Meanwhile, the corruption is labeled as negative factor for economic development. This paper presents the relationship between EO of Nepalese star hotels and organizational corruption. The study employed questionnaire survey as data collection tool under the quantitative methodology. Five hypotheses are developed and tested. After gathering the data from 216 questionnaire distributed to CEOs/Managers of the sample hotels, the findings show that out of five dimensions of EO, only autonomy, pro-activeness, and innovativeness are not significant to organizational corruption; however, risk-taking and competitive aggressiveness are found significant contributor. The descriptive statistics and structural equation modeling are employed to describe the data and fit the model.

Keywords : entrepreneurship, entrepreneurial orientation, organizational corruption, dimensions

Conference Title : ICBMT 2017 : International Conference on Business, Marketing and Tourism

Conference Location : Sydney, Australia

Conference Dates : January 26-27, 2017