

Training the Hospitality Entrepreneurship on the Account of Constructing Nascent Entrepreneurial Competence

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Abstract : Over the past several decades there has been considerable research on the topics of entrepreneurship education and nascent entrepreneurial competence. The purpose of this study is to explore the nascent entrepreneurial competence within entrepreneurship education via the use of three studies. It will be a three-phases longitudinal study and the effective plan will combine the qualitative and quantitative mixed research methodology in order to understand the issues of nascent entrepreneurship and entrepreneurial competence in hospitality industry in Taiwan. In study one, the systematic literature reviews and twelve nascent entrepreneurs who graduated from hospitality management department will be conducted simultaneously to construct the nascent entrepreneurial competence indicators. Nine subjects who are from industry, government, and academia will be the decision makers in terms of forming the systematic nascent entrepreneurial competence indicators. The relative importance of indicators to each decision maker will be synthesized and compared using the Analytic Hierarchy Process method. According to the results of study one, this study will develop the teaching module of nascent hospitality entrepreneurship. It will include the objectives, context, content, audiences, assessment, pedagogy and outcomes. Based on the results of the second study, the quasi-experiment will be conducted in third study to explore the influence of nascent hospitality entrepreneurship teaching module on learners' learning effectiveness. The nascent hospitality entrepreneurship education program and entrepreneurial competence will be promoted all around the hospitality industry and vocational universities. At the end, the implication for designing the nascent hospitality entrepreneurship teaching module and training programs will be suggested for the nascent entrepreneurship education. All of the proposed hypotheses will be examined and major finding, implication, discussion, and recommendations will be provided for the government and education administration in hospitality field.

Keywords : entrepreneurial competence, hospitality entrepreneurship, nascent entrepreneurial, training in hospitality entrepreneurship

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