

Entrepreneurial Intention Of Local Community In Lenggong Valley, Malaysia

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Entrepreneurship is important to boost the socio-economic development. Most developing countries have successfully implemented social and economic development program to increase the living standards of the poor. Lenggong Valley is a new developing rural tourism attraction. The acknowledgement as a heritage site by UNESCO in July 2012 would definitely provide various business opportunities for the local community. Entrepreneurial intention (EI) has been receiving a significant attention among researchers since 1980's. The term EI refers to specific action taken by individual towards achieving its specific target goals. Previous research on EI has been conducted in academic setting focusing on university students in various countries. Looking from different perspective, this study explore on possible variables (attitude, social norm and perceived behavioral control) that determine the EI of local community in tourism business development. The Data collection has been conducted on 500 local populations in Lenggong Valley and analyzed by using factor analysis. The rotated component analysis resulted 6 factors comprise of attitude toward money, attitude toward start-up, capital access, embeddedness, emotional intelligent and intention to be entrepreneur.

Key words: entrepreneurial intention, local community and rural tourism development

Introduction

Entrepreneurship is a critical element in the economic growth. Researchers have viewed the importance of entrepreneurship in various perspective such as economic value (Hamidon, 2009), employment opportunities (Thurik et al., 2004), economic development and growth (Thurik et.al, 2004) and rural development (Ghazali and Sirat, 2011). For rural area, the benefit of entrepreneurship is undeniable. According to Vinten et al., (2004) and Thurik et al., (2004), entrepreneurship help to establish a quality of human capital that is highly skilled, resilient and competitive, innovative and creative in business.

Recently, Lenggong has been a popular cultural heritage attraction (Saidin, 2010). Lenggong is situated in the Lenggong Sub-district, District of Hulu Perak in

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the state of Perak, Peninsular Malaysia about 100km from the state capital, Ipoh. Lenggong Valley is located in between two mountain ranges, namely the Titiwangsa Range and Bintang Range that makes it suitable for agriculture and animal husbandry. Made up of few villages, Lenggong now has a big name in a world map after it has been acknowledged as one of the world heritage site. According to geologist, Lenggong is one of the earliest inhabited places in Malaysia that is, about 1.83 million years ago (Saidin et al., 2011). In addition to that, geological studies of Bukit Bunuh, Lenggong showed that this area was hit by a meteorite about 1.83 million years ago (Ministry of Information, Communication and Culture, 2011). That recognition will provide an additional attraction value to Lenggong. Besides local tourist, the arrival of international visitors will help to boost the tourism development in this area. In view of various business opportunities will be created for local people, thus the local community plays an important role in supporting and ensuring the successful development in Lenggong.

Local community is defined as a group of individuals living or working within the same geographic area with same shared cultures or common interests. Local community is a basic element of rural tourism development (Aref et.al, 2010) and form as a focal point for the tourism businesses such as supply of accommodation, catering, information, transport, facilities and service for tourism development (Godfrey et al., 2000). Entrepreneurship contribution in tourism industry has been discussed in various context such as providing income to the country and boosting the tourist destination (Mohamad, 2008) and community development (Richards et al, 2000). Specifically focusing on community entrepreneurship and tourism development, Richards et.al, (2000) and Ghazali & Sirat (2011) review the positive and negative impact of economy and social implication of local community involvement in tourism. In order to ensure the continuous income generation from tourism development, sustainability aspect must be given a priority by local community (Richards et al., 2000).

Previous studies on EI has been focusing on students in higher education (Davidsson et al., 1995; Turker et al., 2008; Douglas and Fitzsimmon, 2008; Leon, 2008; Indirti, 2009; Schwarz et al., 2009; Zahariah et al., 2010; Joyce et al., 2010 and Zarafshani et.al, 2011). However, there are only limited study focusing on entrepreneurship and heritage tourism. Hampton (2005) for example stresses on the importance of high participation among local communities in Indonesia to ensure development of tourism industry. Lack of coordination, intention and integration of local capacity impedes successful local involvement in tourism and entrepreneurship (Liu, 2006).

Recently, there is a mushrooming tourism literature that looking into entrepreneurship development in tourism sector (Jaafar et al., 2011., Glancey and Pettigrew, 1997, Ateljevic and Doorne, 2000 and Hollick and Braun, 2005). However literature that specifically focusing on EI on local community in tourism sector is still limited. Currently, there have been a world trend on the development of heritage site as one of the tourism attraction, thus, the objective of this study is to identify the EI related factors that could possibly influence the EI among local community in Lenggong Valley, Malaysia.

Literature Review

The concept of entrepreneurship has been explained based on three major perspectives namely economic, sociology and psychology. Scholars for example

Cantillon (1755), Jean-Baptiste Say's (1767), Marshall (1930), Schumpeter (1934), Mises (1949), Praag (1999), Hisrich and Peters (2002) view entrepreneurship from the perspective of economic; Thornton (1999) and Keister (2009) view from the perspective of social while McClelland (1961), Rotter (1966), Hornaday and Aboud (1971) and Shane and Vankataraman (2000) view entrepreneurship from the perspective of psychological. Psychology perspective includes psychology characteristics or entrepreneur traits in the aspect of demographic background, motivational characteristics, behavior, skills and abilities owned by entrepreneurs. However, Robinson et.al (1991) argues that attitude is a better approach of looking psychology aspect of entrepreneur. Entrepreneur has been acknowledged to have a significant different behavior or attitude between non-entrepreneur (Routamaa and Miettinen, 2006; Zahra,2007 and Zarafshani and Rajabi, 2011). In relation to that argument, Bird's (1988) agrees that entrepreneur's intention will determine how entrepreneur think and behave. From the perspective of behavioral study, the EI concept has been explored by few scholars such as Leon, (2008), Indirti, (2009), Schwarz et al., (2009), Zahariah et al., (2010), Joyce et al., (2010) and Zarafshani et.al (2011).

Intentions are classically defined as the cognitive state temporally and causally prior to action (Bagozzi, 1982) and have become the best predictor of entrepreneurship (Krueger and Carsrud, 1993). Besides that, many scholars such as Katz & Gartner, (1988), Davidsson et al., (1995), Turker et al., (2008) and Douglas and Fitzsimmon, (2008) using the similar definition of EI that is refer to a process or action to found information-searching which can be used to achieve a new venture. In a more specific definition, Bird et al., (1988) define intention as a state of mind, directing attention, experience, and action toward a specific object (goal) or pathway to its achievement and it seems to have influence an actual action toward intention. Shane & Vankataraman, (2000) argue that intention led to entrepreneurial cognition which is formed through an individual's perception and interpretation of information. They argue that information could be any news or fact related to marketplace, technology, social, political, regulatory and economic changes that ultimately enable the discovery and exploitation of new business opportunities.

EI concept has been explored from various angles. For example Indirti, (2009) and Schwarz et al., (2009) explore EI from the aspect of demographic profile such as gender, age, education and working experience; Devonish et al., (2009) looking the aspect of EI in terms of contextual factors such as perceived support, perceived barriers and close support; Engle et al., (2010) and Joyce et al., (2010) identify the personality traits in relation to EI such as extraversion and conscientiousness; Indirti et.al, (2010), Zahariah et.al, (2010) and Choo, 2011) emphasized EI from the perspective of need for achievement; Linan et.al, (2005); Ali et.al, (2011); Douglas et.al (2012) identify EI from the self-efficacy aspect while Indirti, (2009) looking from the aspect of environmental factors such as structural support, capital access, information access, and social networks. Besides that, there are also other factors that influence EI such as new socioeconomic factor of social capital (Linan et al., 2007), racial identity, role models, and entrepreneurial education (Leon, 2008; Zahariah et al., 2010; Joyce et al., 2010 and Zarafshani et al., 2011), career choice and peoples' attitudes toward income, independence, risk, and work effort (Douglas,2002), embeddedness (Raijman, 2001; Jack and Anderson, 2002) and emotional intelligence (Carson, 2000).

Attitude

Attitude refers to the degree to which the individual holds a positive or negative personal valuation about being an entrepreneur (Ajzen, 2001 and Autio et al., 2001). In a new venture context, Robinson et al. (1991) emphasize the necessity to distinguish between general attitudes related to the broad psychological disposition of an individual and domain attitudes referring to the person's more specific attitude toward entrepreneurship. In addition, general attitude such as attitude toward money and attitude toward change and specific attitudes such as attitude toward entrepreneurship has been found to be significant with intention to be entrepreneurs (Schwarz et.al, 2009). Following that, Ali et al, (2011) found that positive attitude toward entrepreneurship has a significant relationship with intention to be entrepreneur. Moreover a research findings developed by Engle, (2010) and Davis, (2012) indicate a significant relationship between attitudes with intention to become entrepreneurs while Schwarz, (2009) and Linan, (2009) study found that attitudes are positively related to intentions to a new venture creation.

Social Norm

Indirti, (2009) relate social norm to the environment and social context. Linan, (2009) also concludes that social norms are positively related to entrepreneurial intention. A study in Asian counties shows environmental factors such as social network, capital access and information access are significantly influenced entrepreneurial intention among students (Indirti et al, 2010). Besides that, Engle et al, (2010) found that social norms as a significant predictor of entrepreneurial intention in France and Spain. In the new venture context Rajjman, (2001) and Indirti, (2010) found capital access, information access, networking and embeddedness are the critical factor to start new venture.

Perceived Behavioral Control

Perceived behavioural control normally refers to the people's perceptions of their ability to perform a given behaviour (Linan, 2009). On the other hand, various literatures treat perceived behavioral control as self-efficacy (Linan et al, 2009; Indirti et al, 2010; Douglas et.al 2011). Perceived behavioral control is more important in influencing a person's behavioral intention particularly when the behavior is not wholly under volitional control (Fishbein and Ajzen, 1980). Perceived behavioural control emerges as the most important determinant of entrepreneurial intention (Autio et al, 2001).

Salovey and Mayer (1989-90) defined emotional intelligence as the "*ability to monitor one's own and others' feelings and emotions, to discriminate among them and use this information to guide one's thinking and actions*" (p. 189). Kenneth and Rebecca (2007) suggest that emotional intelligence contributes to the understanding of the people who are able to successfully discover, create and exploit opportunities to start business. Mood regulation referring to the capacity to control negative emotions touted as an appropriate to influence people's intention to be entrepreneurs and deciding their career direction (Farnham, 1996). Carson & Carson, 1998 suggest that individuals high in emotional intelligence are self-starters with insight into their personal decision-making processes and they are good at networking. These skills push them to be more committed in their careers rather than working in an

organizations. In other study, emotional intelligence was found to have a significantly positive relationship with entrepreneurial behaviour and personal aspect of intention (Neghabi, 2011).

Methodology

Questionnaire design

Attitude has been measured using attitude toward money and attitude toward change which was adopted from Schwarz et.al (2009) while attitude toward start-up adopted from Linan, (2009). Social Norm covers the measure of capital access, information access and networking which adopted from Indirti, (2010), and embeddedness adopted from (Raijman, 2001), while emotional intelligence adopted from Carson (2000). Intention was adopted from Schwarz et.al (2009). The item measure were rated using a five Likert scale, with number 1 being strongly disagree and number 5 strongly agree.

Data collection

The questionnaires were distributed to the local community according to districts and village. Lenggong is represented by three districts namely Lenggong Districts, Temelong Districts and Durian Pipit Districts. In each district, there are six, eight and nine villages respectively. The total population of Lenggong valley are 16,320 residents. 500 local communities in Lenggong were selected as respondents comprises of 126 respondents from Lenggong Districts, 226 from Temelong Districts and 133 from Durian Pipit Districts. Personal survey is used to collect the data .The questionnaire been scrutinise and the usable questionnaire was 485.

Data Analysis

Factor analysis was used to identify the underlying construct to assess Entrepreneurial Intention. Following Parker, S.Endler ang Bagby (1993) the following criteria were used in order to determine what items should be retained: (a) items had to load significantly ($>.35$) on a given factor and lower than $.35$ on the other factors, and (b) following the rational approach to scale construction, an item was eliminated if it lacked conceptual coherence with its factor.

Table 1 depicts factor analysis of entrepreneurial intention. Looking at table 1, factor loading for attitude toward money is 0.84, attitude toward start-up ranged from 0.88-0.93, Capital access ranged from 0.5-0.8, embeddedness ranged from 0.78-0.91, emotional intelligent ranged from 0.8-0.92, and intention to be entrepreneur ranged from 0.90-0.95. The explained variation for the six factors were 52.83%,27.19%,34.68%, 28.42%, 75.76%, 88.04%.

Table 1: Component and Items for Entrepreneurial Intention from Factor Analysis

Entrepreneurial intention–related factor	Factor loadings:					
	1	2	3	4	5	6
Factor 1: Attitude towards money						
If you have a high income, that is a sign that you have had success in your life	0.840					

It is important for me to make a lot of money	0.838					
Factor 2: Attitude towards start-up						
Being an entrepreneur implies more advantages than disadvantages to me		0.874				
A career as entrepreneur is attractive for me		0.894				
If I had the opportunity and resources, I'd like to start a firm		0.929				
Being an entrepreneur would entail great satisfactions for me		0.921				
Among various options, I would rather be an entrepreneur		0.888				
Factors 3: Capital access						
I have access to capital to start to be an entrepreneur.			0.779			
I have enough starting capital			0.531			
I have no problem to raise capital			0.776			
Factor 4: Embeddedness						
I have good social networks that can be utilized when (networking)				0.780		
Someone in household in business currently or in the past				0.911		
My emotions are rarely out of control				0.879		
Factor 5: Emotional Intelligence						
My emotions are often out of control					0.800	
I can often shrug off a foul mood and go on with my day					0.892	
I feel negative emotions more strongly than other people					0.906	
I can regulate my moods so that they don't overwhelm me					0.919	
I have emotional battles inside me that interfere with my thoughts					0.906	
My feelings are so intense that I often feel overwhelmed					0.790	
Factor 6: Intention to be entrepreneur						
I am ready to do anything to be an entrepreneur						0.899
My professional goal is to become an entrepreneur						0.947
I will make every effort to start and run my own firm						0.953
I am determined to create a firm in						0.961

the future						
I have very seriously thought of starting a firm						0.945
I have the firm intention to start a firm some day						0.923
Percentage of variance	52.83	27.19	34.68	28.42	75.76	88.04
Alpha value	0.865	0.969	0.914	0.902	0.933	0.973

Discussion

This research has been conducted based on the objective to identify EI related factors on local community in the new world archeological site in Lenggong Valley. A complication of literature review done shows a study on EI of local community in tourism sector is very limited. Growing as a new rural tourism archeological attraction, this paper contributes to the knowledge gap by exploring the EI related factors in Malaysia. The first part of this study describes the attraction of Lenggong Valley as a new developing tourism attraction. Having involves in agricultural based activity, the EI of local community towards entrepreneurship is an interesting area to be explored. Based on literature review, few measures on EI determinant has been tested on 500 local communities in Lenggong Valley.

The factor analysis has categorized the EI related factors into six factors that are attitude toward money, attitude toward start-up, capital access, embeddedness, emotional intelligence and EI. For the attitude variable, attitude toward change has been dropped due to low alpha value. The respondent felt that attitude towards money could be the best motivator for their entrepreneurship move. However, there seems to have less intention to start up new business venture and change their attitude to support their entrepreneurship venture.

Social norm variable consist of four elements which are capital assess, information access, networking and embeddedness. Information access and networking has been dropped during factor analysis. Recent literature view embeddedness as a process of becoming part of local social structures and considered it as a necessary mechanism for entrepreneurs to understand local rules, access local resources and to create value (Jack and Anderson, 2002). According to Burt, (2002) for the embedded local community, networks can provide access to resources such as information, goods, and services. The primary argument of embeddedness is that actors' purposeful actions are embedded in concrete and enduring relationships that affect their motives, behaviours and decision making (Gnyawali and Madhavan 2001).

Emotional intelligence is a sole measurement for perceived behavioural control. Goleman (1998) define trait emotional intelligence as the ability to identify, assess, and control the emotions of oneself, of others, and of groups.. According to carson and Carson (1998), individuals with high emotional intelligence have possibility to start business and are more committed in their career. Emotional intelligence could be a significant factors in regulating the local community's intention to be an entrepreneur.

Conclusion And Recommendation

This study developed framework based on Theory of Planned Behavior. Factor, reliability and frequency analysis have been used to categorise the various variables

used in determining the EI of local community in heritage site attraction in Lenggong Valley. The EI of local community in Lenggong is said to be neither low nor high. The background development of people in Lenggong could have influence the level of EI in this area. The mean value indicate that attitude toward money show the highest value followed by emotional intelligence, attitude toward start-up, embeddedness and capital access. In particular, the results seem to confirm that the categorization of different variables that could influence the EI of local community in Lenggong Valley. Future research should be developed to confirm our findings. In particular, this study should be replicated with a wider sample among local community from different state and country.

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