

## **Determinants of Entrepreneurial Intention of the Undergraduates in Hospitality and Tourism Management Degree Programs in State Universities in Sri Lanka**

B.M.N.K. Basnayaka<sup>\*</sup>, A.C.I.D. Karunarathna and H.M.J.P. Herath

*Department of Tourism Studies, Uva Wellassa University, Badulla, Sri Lanka*

*\*Corresponding Author E-mail: nayomi1995113@gmail.com TP: +94789537040*

Entrepreneurs play an important role in the growth and development of a country's economy. As a fast-growing segment in the globe, tourism is considered a good-looking field to carve nascent entrepreneurs. Many researchers have examined the variables that inspired the individual performance to become an entrepreneur, specifically, with an attentive look at the entrepreneurial intention of university undergraduates. Consequently, this study was extended to examine the entrepreneurial intention of hospitality and tourism management undergraduates in state universities in Sri Lanka who are stepping to immense global opportunities. This study was carried out in a quantitative approach. A sample of 205 undergraduates was selected using the snowball sampling method and an online questionnaire was distributed among third-year and fourth-year undergraduates in Uva Wellassa University, Rajarata University, Sabaragamuwa University, and Kelaniya University in Sri Lanka. Descriptive analysis, correlation, and multiple regression were performed to analyze the data with the use of the SPSS analytical tool. Furthermore, personality, economic, social, psychological, political, and technological factors were considered as the determinants of entrepreneurial intention in the conceptual model. The study weighted more on female responses than males' presence which analyzed a novel trend of interest of the females towards entrepreneurial intention than males in the sample predicting more interest in it. And the analysis exposed that, there is an almost affable state with entrepreneurial intention, personality, social, psychological, political, and technological factors, while there is reasonable cordiality of undergraduates with economic factors. This result exposes higher attention towards personality and social factors, emphasizing the opportunities in the local arena for innovation, family business involvement, and most importantly, educational reinforcement on entrepreneurial intention. It is a prominent factor that financial benefits, job safety, and government positive intervention in the arena show a moderate concern among the respondents. The overview result of positive associations between independent and dependent variables, personal factors exert the strongest association between entrepreneurial intentions. And also investigates motives and barriers for engaging entrepreneurs and examines the relationship between entrepreneurial intentions. And easily examine their goals and career aspirations in undergraduates.

**Keywords:** Entrepreneurship; Entrepreneur; Entrepreneurial intention; Hospitality and tourism undergraduates