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Measuring Entrepreneurship Innovative Products in Egyptian Travel Agencies

THESIS

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Abstract

There has been a growing focus on entrepreneurship and innovation in small and medium enterprises in tourism industry. Entrepreneurship and innovation have been playing an increasing role in hospitality industry, and is especially important for the SMEs as well as travel agencies. However, entrepreneurship and innovation research have been applied to travel agencies in tourism industry on a limited extent. This paper discusses various definitions of entrepreneurship and innovation and their approaches in the context of Egyptian travel agencies. The objective of the paper is reveals entrepreneurship innovative products of the Egyptian travel agencies. In addition, examine the relationship between entrepreneurship and the survival of travel agency; ascertain whether changes in preference of consumers, Employees' perceived risk-taking, external environment, travel agency characteristics and resources. Also, identify factors which affect entrepreneurship and innovation activities, and design a framework to increase innovation and competitiveness of Egyptian travel agencies. Questionnaires were employed to Egyptian travel agencies. Results have shown that enhancement in the production process are so important in the survival of travel agencies. There is a significant relationship between entrepreneurship of product innovation and travel agency's survival. However; there is a significant relationship between entrepreneurship of product innovation and research variables except Employees' perceived risk-taking and External environment. This study involvement to practice is twofold, affecting the managers of travel agencies and policy makers. Distinguishing the factors affecting adoption would enable managers to devise strategies and prepare better agendas for expanding their businesses; at the same time identifying any defects and training need that present barriers. Meanwhile, encourage travel agencies to adopt the philosophy of entrepreneurship and innovation or to plan policies and initiatives aimed specifically at supporting the adoption of entrepreneurship and innovation by Egyptian travel agencies.