



**NEAR EAST UNIVERSITY
INSTITUTE OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION**

**ANALYSING THE ROLE OF TOURISM AND HOSPITALITY
ENTREPRENEURSHIP DEVELOPMENT IN ENHANCING THE QUALITY
OF LIFE AND BUSINESS GROWTH**

MBA THESIS

Anna HWEMBA

Nicosia

February, 2023

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MASTER THESIS

20223

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February, 2023

Approval

We certify that we have read the thesis submitted by Anna Hwemba titled “Analysing the Role of Tourism and Hospitality Entrepreneurship Development in Enhancing the Quality Of Life and Business Growth” and that in our combined opinion it is fully adequate, in scope and in quality, as a thesis for the degree of MBA Business Administration.

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Declaration

I hereby declare that all information, documents, analysis and results in this thesis have been collected and presented according to the academic rules and ethical guidelines of the Institute of Graduate Studies, Near East University. I also declare that as required by these rules and conduct, I have fully cited and referenced information and data that are not original to this study.

Anna Hwemba

February 2023

Dedication

This study is dedicated to family especially my mother Agnes Shoniwa

Acknowledgements

My appreciation goes to my supervisor Prof. Dr. Serife Eyupoglu whose immense contributions played an instrumental role in the success of this study.

Anna Hwemba

Abstract

Analysing the Role of Tourism and Hospitality Entrepreneurship Development in Enhancing the Quality Of Life and Business Growth

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February 2023, 103 pages

Following the rising nature of economic and structural issues, uncertainties and complexities undermining business growth and quality of life, the study aims to determine the significance of entrepreneurship development in enhancing the quality of life through business growth. A structural equation modelling approach was applied to 171 hotel and tourism SMEs with a total number of 14 193 employees using Smart PLS data analysis program. The results of the study vitally uncovered that promoting entrepreneurship development leads to improvements in the quality of life. Such findings are vital and have huge practical implications for less developed economies like Zimbabwe. Most importantly, it was inferred that significant improvements in quality of life are feasible when entrepreneurship development activities are structured around SMEs operating in the hotel and tourism sector. The novelty of the study is embedded in such attempts to explore the moderating effects of business growth on efforts to deploy entrepreneurship development in enhancing the quality of life. Consequently, the results underscore that improving the quality of life should not be merely based on entrepreneurship development but should encompass business growth development strategies.

Keywords: Business growth, entrepreneurship development, hotel and tourism, small to medium enterprises, quality of life.

Özet

Turizm Ve Otelcilik Girişimciliğinin Gelişiminin Yaşam Kalitesini Ve İş Büyümesini Artırmadaki Rolünün Analiz Edilmesi

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Subat 2023, 103 sayfalar

Ekonomik ve yapısal sorunların yükselen doğasını, iş büyümesini ve yaşam kalitesini baltalayan belirsizlikler ve karmaşıklıkları takiben, çalışma, girişimcilik gelişiminin iş büyümesi yoluyla yaşam kalitesini artırmadaki önemini belirlemeyi amaçlamaktadır. Smart PLS veri analizi programı kullanılarak toplam 14.193 çalışanı bulunan 171 otel ve turizm KOBİ'sine yapısal eşitlik modelleme yaklaşımı uygulanmıştır. Çalışmanın sonuçları, girişimcilik gelişiminin teşvik edilmesinin yaşam kalitesinde iyileşmelere yol açtığını hayati olarak ortaya koymuştur. Bu tür bulgular hayati önem taşımaktadır ve Zimbabve gibi daha az gelişmiş ekonomiler için büyük pratik etkilere sahiptir. En önemlisi, girişimcilik geliştirme faaliyetlerinin otel ve turizm sektöründe faaliyet gösteren KOBİ'ler etrafında yapılandırılmasıyla yaşam kalitesinde önemli iyileşmelerin mümkün olduğu sonucuna varılmıştır. Çalışmanın yeniliği, iş büyümesinin yaşam kalitesini arttırmada girişimcilik gelişimini uygulama çabaları üzerindeki ılımlı etkilerini keşfetmeye yönelik bu tür girişimlere gömülüdür. Sonuç olarak, sonuçlar yaşam kalitesini artırmanın sadece girişimcilik gelişimine dayanmaması, aynı zamanda iş büyüme geliştirme stratejilerini de kapsamı gerektiğinin altını çizmektedir.

Anahtar Kelimeler: İş büyümesi, girişimcilik gelişimi, otel ve turizm, küçük ve orta ölçekli işletmeler, yaşam kalitesi.

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Abbreviations

BG:	Business Growth
FPL:	Food Poverty Line
GFI:	Goodness of Fit Index
HTED:	Hotel and Tourism Entrepreneurship development
NFI:	Normed Fit Index
QOF:	Quality of Life
SEM:	Structural Equation Modelling
SMEs:	Small to Medium Enterprises
SRMSR:	Standardized Root Mean Square Residual
TCPL:	Total Consumption Poverty Line
ZTA:	Zimbabwe Tourism Authority

CHAPTER I

Introduction

Background of the Study

The past two years have presented severe challenges to business entities as the prevalence of Covid pushed further countries into the doldrums. Countries like Zimbabwe that have been struggling to deal with economic hardships such as hyperinflation soaring high at a rate of 94.6% in 2021 (Chifamba, 2022), and is reported that the unemployment rate surpassed the 21% mark in 2021 (World Bank, n.d), have on the high receiving end of the adverse effects of such structural problems. More so, the potential ability of Zimbabweans to observe improved quality of life remains brisk as other economic and structural issues, uncertainties and complexities continue to undermine business growth and development. With limited options available on the table, other vital suggested measures like entrepreneurship development remain a vital solution required in enhancing the quality of life through business growth as it is pointed to be an effective measure capable of dealing with poverty (Ifeoma, Purit, & Yusuf, 2018), employment challenges (Asogwa & Dim, 2016), and boosting economic growth and development (Doran, McCarthy & O'Connor, 2018).

Gordon, Natarajan and Arora (2009) defined entrepreneurship development as the means of enhancing entrepreneurs' skills and knowledge using diverse classroom training and coaching programs. Such a strategy entails furnishing entrepreneurs with time-relevant knowledge and skills capable of boosting the growth of their business entities. With business growth being defined as the process of improving some measure of an enterprise's success (Teec, 2007), there is little doubt that knowledge and skills gained through entrepreneurship development will trigger improvements in vital aspects like product development, quality management, complaint management, human resources

development, marketing, human resources management, accounting, and leadership knowledge and skills, and overall business competence (business growth).

The significance of addressing such issues remains crucial and cannot be sidelined as poverty and economic growth and development problems continue to riddle the African continent. Hence, measures aimed at promoting and fostering business growth through entrepreneurship development can serve the essential purpose of improving the quality of life in Africa. Besides, there are other vital benefits attached to this cause and hence, the study has several theoretical and practical contributions embedded in it. Additionally, knowledge of entrepreneurship development in Africa requires continuous improvements and tests to determine the feasibility of entrepreneurship development in addressing problems like business growth and quality of life concerns.

Research Problem

Several studies document the importance of using entrepreneurship development as a poverty alleviation (Ifeoma, Purit, & Yusuf, 2018), employment reduction (Asogwa & Dim, 2016), economic growth and development (Doran, McCarthy & O'Connor, 2018) strategy but little is known as to how entrepreneurship development can be used to boost business development. This is vital as business growth is an essential component of poverty alleviation, employment reduction, and economic growth and development and yet studies on its connections with entrepreneurship development are still nascent. It is in such regard that much needs to be done to determine effective ways through which entrepreneurship development can be used as a business growth strategy if such goals together with others are to be attained. Therefore, this study seeks to cover this empirical gap by relating to ideas from the tourism and hospitality industry at a time when countries like Zimbabwe are going through a series of social and economic growth and development woes.

Meanwhile, the deployment of entrepreneurship development strategies has contagion effects on other social and economic indicators, most importantly the quality of life (Fallowfield, 2009). Nonetheless, it is to the researcher's knowledge that there are no studies linking both entrepreneurship development business growth and quality of life. Novel ideas have been neglected by sidelining such structural connections. This includes inter alia, the moderating effects of business growth on efforts to deploy entrepreneurship development in enhancing the quality of life. Besides, the role of entrepreneurship development in enhancing the quality of life is yet to be tested in the context of hotel and tourism entrepreneurship in Victoria Falls, Zimbabwe while other studies are based in countries like Romania (Iuliana, Carmen Maria & Alexandrina, 2016), Iran (Samiei & Akhoondzadeh, 2014). and Kenya (Sokko, 2015). The importance of such a study is significantly vital, especially at a time when there is a rise in the nature of economic and structural issues, uncertainties and complexities undermining business growth and development worldwide.

Aims of the Study

Given the rising nature of economic and structural issues, uncertainties and complexities undermining business growth and quality of life, the study aims to determine the significance of entrepreneurship development in enhancing the quality of life through business growth. As a result, the study is motivated by the need to;

- Determine effective ways through which entrepreneurship development can be used as a business growth strategy.
- Ascertain the role of entrepreneurship development in enhancing the quality of life.
- Exploring the moderating effects of business growth on efforts to deploy entrepreneurship development in enhancing the quality of life.

Research Questions

The study is guided by the need to analyse the significance of structural connections linking entrepreneurship development in the hotel and tourism industry, business growth and the quality of life. As a result, the study strives to satisfy the following inquiries;

- How significant is entrepreneurship development in promoting business growth in the hotel and tourism industry?
- How viable are entrepreneurship development strategies implemented in the hotel and tourism industry in enhancing the quality of life?
- Can business growth yield significant positive influences on the deployment of entrepreneurship development strategies used in enhancing the quality of life? That is, how significant are the moderating effects of business growth on the relationship between entrepreneurship development and quality of life?

Organisation of the Study

In light of attempts to answer the proposed inquiries, the study adopted a six-chapter structure comprising the study's introductory insights provided in the first chapter. The second chapter of the study is dedicated towards the theoretical and empirical examination of underlying the interactive connections linking entrepreneurship development with quality of life through business growth. of underlying the interactive connections linking entrepreneurship development with quality of life through business growth.

It is through this chapter that both theoretical and empirical contributions were first established. The third chapter of the study proceeds to ascertain the practical entrepreneurship development, and the quality of life and business growth situation in

Victoria Falls, Zimbabwe. This is essential for creating a solid base upon which the deduced findings will be discussed together with the aid of previous related studies. All these activities are further embalmed in a structural equation modelling whose approach is highlighted in the fourth chapter. The study assumes the required ultimate position essential for answering the proposed questions through the presentation of the analysed findings in the fifth chapter. The last chapter concludes the study by outlining the deduced conclusions and suggested recommendations and future areas of study.

Significance and Justification of the Study

Foremost, the study is essential for enhancing understanding of entrepreneurship development and how it can be used together with business development activities to boost the quality of life. On a practical level, the undertaking of this study plays a pivotal role in addressing both empirical and practical concerns about unemployment, poverty, and economic and social development. This comes at a time when the world at large is struggling to escape the tough doldrums posed by the Covid-19 pandemic. With notable effects being felt in Zimbabwe where entrepreneurship development initiatives have been hampered by corruption and political challenges, one can underscore the importance of searching avenues necessary for boosting entrepreneurship development. This is feasibly possible when attention is given to the tourism sector which serves as one of the major foreign currency-generating industries in Zimbabwe. However, little has been done to explore how entrepreneurship development and business growth initiatives can be tailor-made to the hotel and tourism industry to enhance individuals' quality of life through. As a result, this pinpoints the need and importance of undertaking this study on practical, social and economic levels.

CHAPTER II

Literature Review

Introduction

This chapter serves to highlight and review concepts and theoretical views as well related as related empirical studies linked to the study of the role of tourism and hospitality entrepreneurship development in enhancing the quality of life and business growth.

Following establishments laid in the previous chapter denoting the absence of a consensus among academic studies concerning the interactive connections between entrepreneurship development and business growth, this chapter was crafted to enhance understanding of the interplay between these two variables. Additionally, the concept of quality of life was added to the discussion to develop further additional theoretical and practical avenues available for governments to deal with complexities undermining the quality of life. All these theoretical and practical initiatives were undertaken, bearing in mind that are nascent ideas concerning the role of business growth and how it serves as an essential component of poverty alleviation, employment reduction, and economic growth and development. Consequently, judgements about the role of business growth in boosting the quality of life are bound to be clouded and undermine initiatives aimed at determining an effective way through which entrepreneurship development can be used as a business growth strategy if MDGs and SDGs together with others are to be attained.

Drawing further, since it is to the researcher's knowledge that there are no studies linking both entrepreneurship development business growth and quality of life, this chapter contributes to existing studies by developing original and novel ideas that have been neglected by sidelining such structural connections. As a result, both the underlying theoretical and empirical studies will be weighed regarding their projection of structural connections as well as the moderating effects of business growth on efforts to deploy entrepreneurship development in enhancing the quality of life. Such attempts will aid in solidifying empirically sidelined propositions that were still yet to be validated in the context of the hotel and tourism industry asserting that the deployment of entrepreneurship

development strategies has contagion effects on other social and economic indicators, most importantly the quality of life (Fallowfield, 2009). Amid such discoveries, this chapter, therefore, strives to uncover among others these empirical gaps by relating to ideas from the tourism and hospitality industry at a time when countries like Zimbabwe are going through a series of social and economic growth and development woes. In that manner, empirical and theoretical voids will be determined and hypotheses explaining the possible connections between tourism and hospitality entrepreneurship development, quality of life and business growth. Thus, in order to cater for such attempts, this section of the study is dedicated to the examination of the concept of entrepreneurship and how it connects to the notion of entrepreneurship development.

Meanwhile, by uncovering both theoretical and empirical gaps concerning the influences of entrepreneurship development and business growth on quality of life, this chapter is vital and justified by its role of enhancing understanding of available strategies and policies governments can harness to effectively achieve their economic and social goals. As a result, there are numerous theoretical and empirical contributions embedded in this chapter and study as a whole.

Lastly, this chapter also covers the ideas concerning the theoretical framework for entrepreneurship in tourism and hospitality development. Ideas related to the role of entrepreneurship in tourism and hospitality development, and in economic development are also catered for in this section of the study. Moreover, this section progresses the contemporary study of academic ideas related to related prior studies that are reviewed with the end goal of formulating hypotheses explaining the possible related connections. Eventually, the development of the study's conceptual framework is also partially linked to this contemporary examination.

The Concept of Entrepreneurship

In basic terms, the term entrepreneurship refers to the process of creating new enterprises and bearing any of their risks so as to make a profit (Tambunan, 2007). Gordon, Natarajan and Arora (2009) regard entrepreneurship to be a process of setting up one's own business as different from pursuing any other economic activity. Both these definitions converge at a common point and feature depicting entrepreneurship as revolving around the setting of business structures. Consequently, the significance and roles of entrepreneurship in any aspect are attached to this feature and also form a key element through which its contributions are assessed. For instance, Fortunato and Alter's (2015) examinations weigh the resultant decision and outcomes of entrepreneurship as alternatives or solutions to unemployment.

Meanwhile, entrepreneurs are driven by profits and this entails that their ability to make sustainable profits over a long period of time is what sustains their existence (Tambunan, 2005). These aspects of entrepreneurship have huge implications on the development aspect of entrepreneurial activities and capacity. Asogwa and Dim, (2016) contend that the ability of any business to grow and expand operations significantly relies on the ability of the business to use its resources profitably. Besides, it is the earned profits that are mostly injected back into the business by entrepreneurs as capital. Similarly, improvements in operational capacity are funded by entrepreneurs using profits. Given, their small scale, Tende (2014) outlines that expanding business operations into a large company demands that entrepreneurs make substantial profits continuously as this creates numerous avenues for growth and development. A significant number of these activities are centred on entrepreneurs being capable to deploy systems that spot market opportunities (Alsafadi et al., 2020). Along similar lines, Fortunato and Alter (2015) reiterate the importance of entrepreneurs having superior people negotiation allowing them to minimise risks and capitalise on opportunities. This should be centred as well on a platform of sound design and operating resource procedures.

Ahmad (2015) outlines the importance of entrepreneurial competencies in the success and development of entrepreneurship activities. This entails that these

competencies must be deployed in one or two cases to accord entrepreneurs an opportunity, strength and advantage in using resources in an effective manner that enhances profitability. It is in this regard that competencies such as motivation, individual skills, beliefs, attitudes, and economic conditions are listed as essential competencies driving entrepreneurship development (Asogwa & Dim, 2016). Hence, the implications command that governments desiring to promote entrepreneurship development should aim to target and improve these competencies.

Studies on entrepreneurship have gained a lot of traction over the past two decades and entrepreneurship's roles have been attached to numerous social, economic and political facets. For instance, Asogwa and Dim (2016) portray entrepreneurship as instrumental in dealing with growing unemployment problems. To echo these sentiments, Bxandall (2020) opines that unemployment problems can grow to trigger a series of undesirable social, economic and political problems. As a result, Davidsson, Delmar and Wiklund (2017) suggested that entrepreneurship can unlock opportunities well posed to avert these challenges. In another development, Chernopyatov et al. (2018) underscore the importance of entrepreneurship citing that it is instrumental as it serves as a crucial poverty-alleviating mechanism. The significance of such observations, especially in this context cannot be downplayed as several economies worldwide is poverty ridden. Besides, the study context, Zimbabwe is currently on the break of witnessing a severe surge in cases of poverty. As a result, the emphasis on the importance of entrepreneurship in contemporary studies as this study is highly called for.

Drawing further to another line of entrepreneurship examinations, the importance of entrepreneurship is also attached to various firm-specific variables and outcomes linked to the variables of interest business growth and quality of life. For instance, Śledzik (2013) outlined that an expansion of entrepreneurship activities is essential and paves a way for the emergence and development of other business activities. This implies that entrepreneurship creates synergies among businesses. Similarly, Samiei and Akhoondzadeh (2014) portrayed entrepreneurship as part of a business ecosystem

promoting the ability of other businesses to thrive. That is, entrepreneurs in this context, serve as a channel through which resources flow from one business to another. Additionally, entrepreneurs can either act as producers or consumers of resources. Hence, the significance of entrepreneurship in a business context is of huge relevancy. Therefore, it is amid such consideration that entrepreneurship aspects are attached to business development.

Nonetheless, the area of hospitality and tourism development is of huge importance in both business growth and quality of life contexts. However, its examination in relation to entrepreneurship has been limited. As such, studies on entrepreneurship are usually confined to industries such as manufacturing companies (Eze, 2018), the agricultural sector (Fitz-Koch et al., 2018), and the transport sector (Choe, Oettl & Seamans, 2020). Therefore, this restricts examinations and judgements about possible avenues required to boost the effective development of entrepreneurship in achieving the desired social and economic goals. Hence, with limited empirical grounds touching on all economic aspects such as hotel and tourism development, the role of entrepreneurship in promoting the quality of life will remain underexplored. This exposes the underlying depth of empirical and practical approaches and solutions to entrepreneurship development and calls for more examination in this context. In this regard, this study serves to play such important purposes. As such, the study's contributions are initially engraved in these ideas. Additionally, these ideas will be integrated into examining the developed structural model to proffer ideas regarding the structural connections linking entrepreneurship development and business growth with quality of life. Consequently, the following section broadens to explore in depth the concept of entrepreneurship development and ascertain possible avenues it can be utilised to effectively harness business growth opportunities essential for improving the quality of life.

Entrepreneurship Development

Entrepreneurship development is the promotion of skills, chances and capacity to allow entrepreneurs to take advantage of existing opportunities and translate them into business activities (Asogwa & Dim, 2016). It is the increase in business activities that is of paramount importance to entrepreneurs, other businesses and governments. The expansion of entrepreneurship activities in this context paves several ways for entrepreneurs, other businesses and governments to benefit. There is a relatively high number of studies emphasising the importance of promoting the development of entrepreneurial activities in societies (Asogwa & Dim, 2016; Christensen, 2004). With reasons such as employment generation and price reduction being brought into perspective, the significance of entrepreneurship development carries huge contemporary relevance in academic studies. Furthermore, existing challenges linked to poor economic activities, a lack of social development progress and rising poverty levels (Fortunato & Alter, 2015; Gordon, Natarajan & Arora, 2009; Obaji & Olugu, 2014), one can underscore the importance of entrepreneurship development.

Meanwhile, entrepreneurship development is not restricted to any particular economic activity and this implies that both individuals and governments can tap into any market, industry and economic activity and develop entrepreneurial activities in desirable areas. Consequently, this observation has been identified as contributing significantly to economic and social development (Fortunato & Alter, 2015). Accordingly, this applies to the context of hotel and tourism entrepreneurship development, but studies have been widely concentrated in other areas such as manufacturing (Lukeš, 2017), and trade and development (Tambunan, 2007). Amid such discoveries, this directs to the novelty of the study and empirically justifies efforts to explore entrepreneurship development in the context of tourism and development. Furthermore, this can have widespread positive benefits when other economic or business activities are attached to such initiatives. Therefore, this study attached business growth to entrepreneurship development analysed in the context of tourism and development. In order to accomplish such attempts, the next section of the study was incorporated to explore the underlying theoretical guidelines

assisting in analysing the interactive connections between business growth, entrepreneurship development, and tourism and development.

Meanwhile, various aspects have been dealt with under the subject of entrepreneurship development and the implications of such studies in this context are diverse. Commencing with Abimbola and Agboola's (2011) study aimed at examining the environmental factors and entrepreneurship development in Nigeria, a sound political, economic and social environment is established as having an influence on entrepreneurship development. Such ideas are in recognition that certain countries tend to observe huge improvements in entrepreneurship development compared to other countries. Hence, the explaining reasons point to governments creating conducive political, economic and social conditions to promote entrepreneurship development.

Ahmed and Nwankwo (2013) provided an overview of entrepreneurship development in Africa. Though relatively similar to Abimbola and Agboola (2011) study, their major point of view directs to funding as a key constraint limiting entrepreneurship development in Africa. However, lack of education was also considered and deemed to be a constraint as well. As a result, these insights tend to offer a background of possible policy initiatives governments can embark on or implement to foster entrepreneurship development.

Obaji and Olugu (2014) conducted a study with the sole aim of analysing the role of government policy in entrepreneurship development. Their findings are in support of establishments derived from the examination of studies conducted by Abimbola and Agboola (2011) and Ahmed and Nwankwo (2013). Of paramount importance, the findings acknowledge the government as having a pivotal role to play in fostering entrepreneurship development. However, lack of funding and expertise were considered as constricting governments' entrepreneurship development initiatives as has been noted by Ahmed and Nwankwo (2013). Under such cases, the role of the international community such as the United Nations is of huge importance and strongly encouraged to boost entrepreneurship development.

Hrytsaienko et al. (2019) offered insights into some of the essential conditions necessary for promoting entrepreneurship development. As such, their study dwelt on the role of social capital in the development of agricultural entrepreneurship. Social capital by definition was defined as a set of shared resources or values allowing individuals to work together in a group to effectively achieve a common purpose (Hrytsaienko et al., 2019). Under such cases, they discovered that it is practically challenging to promote entrepreneurship development in the absence of social capital. This echoes prior studies' sentiments put forward by Abimbola and Agboola's (2011) study aimed at examining the environmental factors and entrepreneurship development in Nigeria. This is because the absence of common goals is a hindrance on its own to entrepreneurship development. Thus, it can be put forward that a sound political, economic and social environment is essential for promoting entrepreneurship development. On a similar level, Tajpour and Hosseini (2019) undertook an examination of the effect of human and social capital on entrepreneurial activities in Iran. At this stage, their study findings enhance clarity concerning essential factors necessary for creating a conducive environment for promoting entrepreneurship development

Satalkina and Steiner (2020) used a systematic literature review to investigate digital entrepreneurship and its role in innovation systems. From a different perspective, their findings point to the role of digital entrepreneurship in promoting innovation systems. However, their study provides a different perspective on the distinct forms of entrepreneurship. As a result, this implies that various entrepreneurship angles and policies are required to foster entrepreneurship development. In other words, this review is essential for guiding entrepreneurship development policies in acknowledgement of expanding the scope of the examination and available avenues to promote entrepreneurship development. Consequently, this supports this study's attempts to extend entrepreneurship development examinations to the tourism and hospitality sector.

Kruger and Steyn (2020) dwelt on attempts aimed at determining ways of enhancing technology transfer through entrepreneurial development. Despite their

findings showing that entrepreneurial development enhances the transfer of technology, they acknowledged the manner through which technology is transferred between businesses. In that regard, it becomes highly feasible and effective to promote business growth and quality of life. This depicts the vital role of entrepreneurial development in enhancing both business growth and quality of life.

In their examination of the moderating and mediating role of government regulations and business start-ups in promoting entrepreneurial development, Li et al. (2020) outlined that business incubators are instrumental tools for promoting entrepreneurship development. In addition, they established that government regulations and business start-ups have positive moderating and mediating effects on entrepreneurial development. It can be uncovered that there are existing factors capable of moderating the connection between entrepreneurial development and any economic or social conditions like business growth, which has been sidelined from academic studies. Amid such discoveries, this study extends Li and others' study to test the moderating effects of business growth on the connection between entrepreneurial development and quality of life.

Following Leonidou et al.'s (2020) study, it is uncovered that having an integrative framework of stakeholder engagement for innovation management is vital for boosting entrepreneurship development. In that regard, this study introduces a new and original integrative framework for business growth and quality of life in boosting entrepreneurial development. This serves as a platform in which the current study's novel ideas are embedded.

Theoretical Framework for Entrepreneurship in Tourism and Hospitality Development

The concept of entrepreneurship can be approached from several unique theoretical angles and each theoretical framework yields distinct implications for

academic studies. Given that the economic environment is complex and dynamic, entrepreneurship is required to identify and anticipate trends and exploit opportunities while mitigating potential downfalls. Entrepreneurship must respond to challenges and take advantage to create products and services for consumers (Cuervo, 2005). In terms of accommodation, entrepreneurship must aim to resolve shortages, standards and accessibility by tourists. As alluded to earlier, entrepreneurship must provide flexibility to change organizational behaviour in response to market forces.

The theoretical framework underpinning this study is based on the integration of the resource-based view, social exchange theory and organizational innovation as proposed by Un and Montoro-Sanchez (2010). At an organizational level, entrepreneurs must ensure that there is adequate communication and investment required for innovation. The resource-based view component of the theoretical framework asserts that entrepreneurs must be able to mobilize knowledge from available information and implement a change of action as required. The tourism and hospitality industry is volatile with fluctuations in the numbers of tourists and accommodation demand as a result of economic, political and environmental factors. The entrepreneur is expected to gather information and make accurate estimates and forecasts to provide suitable accommodation services. The provision of accommodation services needs to be underpinned by the effective use of available resources to ensure profitability. Tourism and hospitality developments in accommodation must not overtake the entrepreneur. Currently, there is high potential for entrepreneurs in Victoria Falls to play significant roles in tourism and hospitality developments in accommodation.

The role of entrepreneurs in tourism and hospitality development in accommodation is also hinged on the social exchange theoretical framework. The social exchange theory recognizes that a buyer and a seller provide mutual benefit to each other (Cropanzano et al., 2017). The tourist is the buyer while the entrepreneur will be the seller of accommodation services. Each will be happy to enter into an exchange relationship that

derives marginal utility. As pointed out by Brida et al. (2014), humans are willing to enter into exchange for economic or social benefit. The tourist will be happy to derive social or personal gratification from the entrepreneur who is in the business for economic reasons. The social exchange theory places the entrepreneur closer to the tourist. Although the entrepreneur seeks to derive economic value from the tourist, the lean organograms in most entrepreneurial organizations provide a social aspect that often is missing in large organizations. Tourists often go to smaller establishments for a personalized touch and feel.

Entrepreneurs have some advantages over large and well-established corporations in resource-based views, social exchange and the innovation theory of Schumpeter. Prior to applying the suggested insights, it is imperative to note that entrepreneurs are innovative and dynamic, and this accords them with a huge capacity to respond more rapidly to environmental, political and economic changes compared to large companies. Such ideas are in conformity with the resource-based view and Schumpeter's innovation theory theoretical frameworks.

Drawing from Schumpeter's (1949) innovation theory which is regarded in academic studies as a dynamic theory of entrepreneurship (Brouwer, 2002; Śledzik, 2013), entrepreneurship is viewed as a moderating factor that influences the stationary circular flow of the economy thereby, triggering and sustaining the developmental activities and processes. In that manner, Brouwer, 2002) contends that entrepreneurs tend to embark on an innovation process of establishing ways of combining factors of production which he succinctly terms. These attributes are evident in other forms of entrepreneurship activities like manufacturing (Lukeš, 2017), trade and development activities (Tambunan, 2007) as well as tourism and development. Thus, apart from organising factors of production and assuming risks, the concept of innovation was introduced by Schumpeter as an instrumental component in entrepreneurship. Besides, Mehmood, Alzoubi and Ahmed (2019) noted that entrepreneurship is defined by Schumpeter as "a creative activity". In

other words, this portrays entrepreneurs as innovators producing new forms of industrial organization, new sources of supply and new markets. Most importantly, entrepreneurs identify opportunities to introduce new services and new products in an economy. Thus, in this context entrepreneurs are the ‘engine of growth’.

Śledzik (2013) states that the human agent was first placed at the centre of economic development by Schumpeter. Brouwer (2002) echoes similar sentiments and contends that entrepreneurs are major role players in economic development. Additionally, other vital resemblances to ‘an innovator’ and an ‘inventor’ have been attached to entrepreneurship to illustrate the vital roles of entrepreneurship in economic development. For instance, Brouwer (2002) regards entrepreneurs as innovators who apply or use discoveries and inventions to produce new combinations of goods and services. Alternatively, entrepreneurs are regarded as inventors who discover new materials and new methods (Brouwer, 2002).

According to Śledzik (2013), entrepreneurs must work towards assembling resources and effectively use them to optimally produce the best outcome in terms of production and service provision. However, Schumpeter’s arguments were criticised on the basis of failing to cater for the risk-taking function of entrepreneurship instead of restricting focus to innovation (Brouwer, 2002; Mehmood, Alzoubi & Ahmed, 2019). This is because there are inherent risks in the development of new combinations of factors of production by entrepreneurs (Mehmood, Alzoubi & Ahmed, 2019). This entails that entrepreneurs are endowed with economic value, which when used effectively will contribute to improvements in business growth as well as the quality of life. Nonetheless, the examination of these ideas has been lacking empirical validation (Fortunato & Alter, 2015), and social development (Obaji & Olugu, 2014). Hence, their integration into a single model illustrating connections to quality of life is vital for guiding policymakers into formulating effective and sustainable entrepreneurship strategies capable of improving the quality of life. In that regard, the study’s aims are engraved and portrayed.

Therefore, the next section looks at the role of entrepreneurship in tourism and hospitality development.

The Role of Entrepreneurship in Tourism and Hospitality Development

Entrepreneurship can be defined as a process of integrating available resources to develop new ideas or products that respond to challenges and seize opportunities (Alsafadi et al., 2020). In many instances, small and emerging businesses are considered to be entrepreneurial because they are highly flexible to respond to challenges than well-established and large entities that have a rigid ethos and organograms (Christensen, 2004). Entrepreneurs are able to frequently change their operations and strategies providing better responses to changes in consumer behaviour, product requirements and prices (Alsafad, 2016).

The flexibility of entrepreneurs provides an impetus for their potential role in tourism and hospitality development in Victoria falls. Firstly, they can respond to changes in accommodation demands by providing new accommodation facilities. They can develop many accommodation facilities including lodges and guesthouses to complement the large hotels already established by large companies. In comparison, hotels are usually large, costly and take longer to develop. Large establishments usually favour hotels due to their capacity and long-term value. On the other hand, entrepreneurs can exploit the market by providing smaller and lower-rated alternatives to hotels. This can be both complementary and direct competition but in the long term provides a service for a wide spectrum of low to high-end consumers. Secondly, entrepreneurship provides relatively cheaper accommodation facilities. Lodges and guesthouses provided by entrepreneurs are usually rated lower than the large hotels, which makes them a cheaper alternative to cater for different customer needs.

However, entrepreneurship is affected by macro and micro-economic environments. For any entrepreneurship to thrive, the macroeconomic environment must be conducive. The macroeconomic environment defines the overall state of the economy and how it impacts the different sectors (Bonga, 2020). Important macroeconomic aspects include employment or unemployment rates, rate of inflation, gross domestic productivity, interest and lending rates, and government monetary policy. These aspects influence entrepreneurship in the different sectors of the economy including tourism and hospitality development. For instance, high rates of unemployment, inflation and interest on bank loans stifle entrepreneurship (Dube, 2020). The role of entrepreneurship in an unconducive macroeconomic environment becomes limited. Conversely, entrepreneurship assumes bigger and more important roles in macro-economic environments with favourable employment opportunities, low lending and inflation rates and good government monetary policies.

The microeconomic environment deals with how decisions on resource allocation, products and prices of goods and services are made at individual people or company level (Masunda & Mupaso, 2019). These decisions are influenced by demand, supply and the marginal utility of demand. Entrepreneurs who make good decisions on resource allocation and production are likely to run profitable and viable businesses that can have a wider and higher impact. For entrepreneurship to play a significant role in a sector, the business enterprise must respond adequately and efficiently to demand and supply goods of acceptable quality and price to consumers.

The Role of Entrepreneurship in Economic Development

It is not a new phenomenon that there is so much weight attached to entrepreneurship development. Historical academic traces relate the vitality of entrepreneurship development to a key number of essential benefits. Foremost, drawing from Tambuna's (2007) study, it can be inferred that entrepreneurship development is a

distinct form of economic activity that allows entrepreneurs to tap into existing economic resources and opportunities to provide products and services to consumers. In that notion, entrepreneurship is the engine that either drives or enhances economic development. The significance of such activities is attached to numerous goals and targets such as poverty reduction (Fortunato & Alter, 2015), social development (Obaji & Olugu, 2014) and sustainability (Gordon, Natarajan & Arora, 2009). Hence, this is of instrumental importance, especially at a time when economies are confronted with numerous economic and social problems. In that regard, entrepreneurship development becomes the key stage of setting such goals.

From the above section, it can be inferred that the positive connection between entrepreneurship development and economic development is engineered through numerous economic avenues existing in the form of economic indicators. Commencing with Gordon, Natarajan and Arora (2009) propositions, the interactive connection linking entrepreneurship development with unemployment as an economic indicator, the need to foster entrepreneurship development has been significantly emphasised in academic studies (Asogwa & Dim, 2016; Fortunato & Alter, 2015; Gordon, Natarajan & Arora, 2009; Obaji & Olugu, 2014). Besides, countries like Zimbabwe that have been observing a huge rise in unemployment will mostly benefit from entrepreneurship development initiatives. With high levels of unemployment in Zimbabwe soaring around the disputed 20% (Vinga, 2022) and other independent analysts contending to be high above 70% (BBC, 2022), the need and importance of both business development and growth, and entrepreneurship development are of huge importance. Hence, as noted earlier in this section, entrepreneurship development enhances the utilisation of both economic and human resources. In addition, this is accompanied by an increase in the development of ancillary businesses that will also employ additional employees to cater for such developments.

Fortunato and Alter (2015) analysed the role of entrepreneurship development in the context of sustainable development through community development. The findings reiterate the importance of entrepreneurship development in solidifying sustainability initiatives. Hence, in this regard, challenges like poverty are tackled. Along similar lines, Alsafadi et al. (2020) attached such contributions to an increase in income-generating activities providing consumers with disposable income. Similarly, attributes poverty to the lack of disposable income to purchase goods and services. In that respect, promoting entrepreneurship development serves to accord consumers with several opportunities they can utilise to generate income and boost their disposable income levels.

One of the key avenues through which entrepreneurship development relates to economic development is through the vital economic and social aspects it addresses. For instance, Fortunato and Alter (2015) attached entrepreneurship development to economic development through the reduction of economic problems like inflation which acts in a reduction manner that restricts economic growth and development. In such instances, Ahmad (2015) noted that inflation can rise significantly when the level of goods and services demanded outweighs production. This entails that the lack of individual businesses and companies tapping into existing production facilities and opportunities is what triggers inflation. Consequently, entrepreneurship development becomes the vital key which governments can utilise to boost the economy's productive capacity and enhance the widespread availability of goods and services. Under such cases, the supply of goods and services will increase and impose a downward pull effect on prices. Christensen (2004) reinforces the importance of such activities citing that they facilitate growth in business activities as exports become relatively cheaper and increase in competitiveness on the international market. As a result, an increase in the level of exports causes an increase in operational and production capacity among domestic companies and an inflow of foreign currency, which when channelled to enhance productivity will have an outstanding effect on both GDP and GDP per capita. This exhibits the significance and calls for governments to promote entrepreneurship development programs.

In another instance, Asogwa and Dim (2016) attribute the role of entrepreneurship development in economic development to the generation of tax revenue. Thus, an increase in tax revenue accords the government with additional capacity to fund other programs, projects and goals aimed at promoting economic development. It is in this regard that the role of governments in entrepreneurship development is emphasised. Other studies also relate governments' involvement in entrepreneurship development to the provision of information, training and education facilities (Obaji & Olugu, 2014) and the creation of a conducive environment for fostering entrepreneurship development (Li et al., 2020).

The interactive connections linking entrepreneurship development with economic development can be attributed to other activities that are indirectly related to these two variables. Tende (2014) asserts the relevance and contribution of entrepreneurship development to harnessing and enhancing business synergies and ancillary production and consumption activities. By implication, this implies that one entrepreneur's output forms inputs into another entrepreneur's input requirements. Therefore, this helps in eliminating supply bottlenecks and structural rigidities in both the supply and production of goods and services. Moreover, Ahmad (2015) notes that other and more business enterprises are established to support already existing businesses with resources such as labour, materials and services. Hence, by doing so, both the productive capacity of the economy together with economic output will increase and this shows a significant avenue through which entrepreneurship development plays an instrumental role in promoting economic development.

The provided evidence in this section reinforces ideas supporting that entrepreneurship development and economic development are positively intertwined (Ahmad, 2015; Christensen, 2004; Fortunato & Alter, 2015; Tende, 2014) and are crucial for promoting economic development (Asogwa & Dim, 2016; Gordon, Natarajan & Arora, 2009; Lukes, 2017; Obaji & Olugu, 2014). In addition, these ideas also highlighted the importance of promoting entrepreneurship development citing that it enhances

economic development but this is also attached to other economic and social activities that are indirectly related to economic development. This contributes towards addressing some of the major challenges observed in the long-standing debate about the role of entrepreneurship development in economic development. Furthermore, these reviewed insights provide novel suggestions on possible courses of economic action by directing governments into using entrepreneurship development to target other economic and social development activities rather than confining it to economic development. This also connects to improvements in quality of life but such has not been fully established in prior studies and thus, causing a nascent examination of the contagion effect of entrepreneurship development and economic development's interactive connection to other social and economic activities. Based on such observations, the importance of integrating quality of life in this entrepreneurship development debate, therefore, becomes a cause for concern, especially in countries struggling with unemployment and poverty problems. As a result, it can thus, be ascertained at this juncture that the studies carry huge novel empirical contributions to existing studies on entrepreneurship development.

Entrepreneurship Development in Zimbabwe

Entrepreneurship development is one of the most coveted developments in Zimbabwe and its prevalence serves as a key instrument the government can utilise to accomplish various policy objectives. With high levels of unemployment soaring around the disputed 20% (Vinga, 2022) that other independent analysts are contending to be high above 70% (BBC, 2022), the need and importance of both business development and growth, and entrepreneurship development are of huge importance. Aside, inflation is raging high and its annual consumer price inflation climbed further from 256.9% in August to 285% in September 2022 (Trading Economics, 2022). This is further against the backdrop of plunging economic performance to as low as -5.83 in 2020 (Statista, 2022), one can attest that the need to promote business growth and boost entrepreneurship

in Zimbabwe is an urgent matter of utmost importance. With a population of 15.371 million people (World Ometer, 2022), combinedly, all these forces have collaboratively undermined the quality of life of an ordinary Zimbabwean individual.

According to Zimstats (2022), the Total Consumption Poverty Line (TCPL) for one person stood at \$23,479.00 and the Food Poverty Line (FPL) for one person in July 2022 was \$17,909.00. This evidently portrays the quality-of-life Zimbabweans are accustomed to and this demands further examination, and hence, justifies the undertaking of this study. Amid such outlined challenges, this study proposes that harnessing entrepreneurship development activities stirs business growth in the right direction essential for improving quality-of-life in Zimbabwe. Thus, a good foundational platform for implementing such initiatives will be based on the highly potential growth but the untapped hotel and tourism opportunities. Hence, the next section examines tourism and hospitality initiatives in Zimbabwe and how they can be structured to boost business growth and the quality-of-life.

The Importance of Tourism and Hospitality Sector to the Zimbabwean Economy

In Zimbabwe, tourism generated \$500 million and employed about 200 000 people making it the third largest contributor to the GDP after agriculture and mining in 2017 (ZTA, 2017, Zibanai, 2018). The National Tourism Sector Strategy policy document shows that the governments expect the country's tourism sector to grow from an estimated \$1.6 to \$7.0 billion at an annual growth rate of 16% from 2017 to 2030 (National Tourism Sector Strategy, 2018).

Tourism and hospitality sectors cater for local, regional and international visitors. International tourist account for the largest share of visitors to various tourist destinations across the country. This generates foreign currency for the economy and provides numerous economic opportunities for tourism and hospitality service providers (Mutana

et al., 2013). Provision for accommodation is one of the major services provided in the tourism and hospitality sector. Currently, Zimbabwe offers about 15 million beds annually at an average stay of six nights (National Tourism Sector Strategy, 2018). Auxiliary services such as entertainment, catering and beauty therapy are also promoted through the provision of accommodation services.

Victoria Falls: A Tourist Attraction and Town

Victoria Falls is also a town named after the famous falls of the same name. It is an urban town with the majority of the population employed in tourism (ZTA, 2009). Victoria Falls is a well-known tourist destination in Zimbabwe because many visitors come to see the famous falls. Tourists have been visiting Victoria Falls for more than 150 years (Kabote, 2015). The town and the falls are located in the north-west tip of Zimbabwe on the mighty Zambezi River. The falls attract tourists from all over the world. Activities such as bungee jumping and flying over the falls are offered at the falls while others such as game viewing and rafting are offered on the Zambezi River and surrounding Hwange national park (Makuvaza, 2012). It is an important source of foreign currency and opportunities for local and national economies. Tourists often come for different lengths of stay in hotels, lodges or holiday homes operated by different entities.

The tourism and hospitality industries have led to the expansion of accommodation facilities such as lodgings, hotels and camping sites and their associated service facilities such as restaurants, parks and shopping centres (Karambakuwa et al., 2011). However, there are challenges in accommodation in Victoria Falls. Firstly, the majority of businesses and accommodation facilities (75%) in Victoria Falls are owned by large foreign enterprises (Muchapondwa & Pimhidzai, 2011). Foreign ownership of facilities in the resort town is linked to the externalization of profits. Resultantly, the business operators are extractive and there is a low recapitalization of the businesses leading to the dilapidation of accommodation facilities and limited development. Secondly, there is a shortage of accommodation and prices are very high. Kabote (2015) found that 70% of

the people interviewed in Victoria Falls affirmed that prices of goods and services including accommodation have increased significantly due to tourism. Consequently, accommodation facilities including residential are overcrowded at any given time as residents and tourists alike feel the high costs. Entrepreneurship is required to circumvent these challenges.

Accommodation Facilities in Victoria Falls

Accommodation and recreation facilities at the site need to be proportional to the nature or type of tourists that arrive. Victoria Falls town offers a wide range of accommodations including five-star hotels, chalets, lodges, guesthouses, bush camps, cottages and camping sites (Makuzva & Ntloko, 2018). The hotels are of international standards and usually cater for high-end tourists while lodges offer cheaper alternatives. Recently, the Victoria Falls airport was upgraded and expanded to allow more tourist arrivals in larger aircraft (Njerekai, 2014). There are vast opportunities for entrepreneurs to enter the tourism and hospitality accommodation development sector.

The opportunities include the development of new accommodation facilities, redesigning the current facilities to improve their environmental sustainability and repackaging tourism bundles. Despite the availability of these different types of accommodation, there are often shortages due to high demand during the peak seasons (Makoni & Chikobvu, 2018). Secondly, most of the current accommodation facilities were developed a long time ago and are not efficient at water and energy consumption although they are well maintained. Old accommodation facilities may not be environmentally friendly with high energy and water consumption, which contribute to high costs in rentals (Dube & Nhamo, 2018). Some of the old facilities are dilapidated due to years of neglect, which increases tourist apathy (Nyaruwata & Runyowa, 2017).

Another innovative way for entrepreneurs to play a more important role in tourism and hospitality development in Victoria falls is to develop comprehensive packages for tourists. The entrepreneurs can offer packages that include tour guides, entertainment and

transport arrangements in addition to accommodation services (Makuzva & Ntloko, 2018). Tourists would prefer to engage service providers who can arrange multiple activities and pay once rather than make multiple payments to different service providers. Thus, accommodation facilities operators often organize the itinerary of tourists to include chartered transport, tours at different sites and entertainment during their stay at a particular hotel or lodge.

The importance and contribution of tourism and hospitality to the GDP of an economy depend on demand. Some tourist destinations have high tourist traffic, which is the single most important determinant. Otero-Giraldez et al (2012) asserted that socio-economic factors including the status of the tourist destination, its population size, disposable income of the target tourist, prices and promotional campaigns influence demand for tourist services including accommodation. All these factors may act individually or in combination to influence demand but tourist behaviour is so complicated that it cannot be explained by economic factors only (Khadaroo & Seetanol, 2008). In addition, the level of impact is generated by the size, cost of tourism and nature of activities in the tourist destination. The status of the tourist attraction influences the number of tourists and the demand for accommodation and hospitality services required. It is critical that stakeholders in the tourist destination play their different roles to promote and raise its status to maintain high levels of tourist. The provision of high-standard accommodation services at affordable rates is not the aspect of promoting a tourist destination.

The Effects of the Macro-economic Environment on the Tourism and Hospitality Industry

The tourism and hospitality industries in Victoria Falls are governed by the National Tourism Sector Strategy adopted in 2018 (National Tourism Sector Strategy, 2018). According to the strategy, tourist accommodation in Zimbabwe is estimated at

15 million beds throughout the year 2020 with an average occupancy of 31%. Over a 10-year period up to 2030, the government expects the number of available beds and occupancy to rise to 27 million and 75%, respectively (National Tourism Sector Strategy, 2018).

The low bed occupancy rate in Zimbabwe is caused by a complex combination of issues including economic and political factors. Over the last 20 years, Zimbabwe's rankings as a tourist destination have declined significantly. For instance, between 2015 and 2019, Zimbabwe has been ranked among the last of 140 countries around the world as a tourist destination (Gómez-Vega et al., 2021) due to an unstable political and economic environment and poor infrastructure. There have been very few new developments in the accommodation sector to encourage tourists and cater for the increased demand for facilities.

Critically low employment opportunities, high lending and inflation rates and unpredictable government policies have caused investors to shy away while local entrepreneurship has been stifled (Makoto, 2020). Local entrepreneurs fail to raise the required capital funding due to high lending rates and also the risk of poor returns to service the loans. Volatile political environment and poor infrastructure cause tourist arrivals to decline, which ultimately leads to poor profit margins for tourist service providers (Woyo & Slabbert, 2021).

Entrepreneurs have to find innovative ways to navigate these challenges. Their role becomes more apparent in volatile environments. While entrepreneurs have been able to provide goods and services in Victoria Falls, little has been achieved in terms of developing new accommodation facilities. By nature, accommodation facilities are expensive to develop and require substantial capital. Capital for investment is usually raised through borrowing from banks or financial institutions. In Zimbabwe, borrowing rates are exorbitant and lending is risky (Bonga, 2020; Makoto, 2020). This discourages

the emergence of new entrepreneurs and ultimately reduces the roles played by entrepreneurs in tourism and hospitality development in accommodation.

The Effects of the Micro-economic Environment on the Tourism and Hospitality Industry

While Victoria Falls is within the tourism and hospitality industry, it is unique and has its own micro-economic attributes. Naturally, tourism and hospitality products are unique and monopolistic because the experience in one tourist destination cannot be replicated in another since there are no identical tourism destinations in the world (Karambakuwa et al., 2011). Therefore, in terms of product differentiation, tourists come to experience Victoria Falls, which cannot be redesigned or improved. However, entrepreneurs have an opportunity to make the experience for the tourist more memorable by providing auxiliary services such as accommodation. The entrepreneur must make important decisions to develop accommodation services that meet the expectations of the consumers at affordable prices.

Currently, Victoria Falls experiences a shortage of accommodation facilities during peak times. In terms of the demand aspect of micro-economics, the entrepreneur must exploit the available demand and supply appropriately designed and priced accommodation facilities. They must also make the necessary decisions to ensure that accommodation facilities are developed at reasonable costs to ensure profitability. The challenge in property development includes high property taxes (Weaver & Lawton, 2001), which can limit investment in new property development. Entrepreneurs must find innovative ways to raise capital for developing relatively affordable accommodation facilities to cater for a wide spectrum of consumers. This relates to the aspect of resource mobilization and allocation aspect of micro-economic factors affecting entrepreneurship. Also, entrepreneurs must provide services that increase marginal utility for the consumer to ensure that the tourist returns a substantial number of times.

Challenges to Entrepreneurship in the Tourism and Hospitality Industry

Tourism and hospitality development in Zimbabwe is lagging behind due to years of a non-performing economy (Chiutsi & Mudzengi, 2012). It was reported that about 30% of tourists that previously visited Zimbabwe expressed a lack of interest in returning due to poor infrastructure including low-standard accommodation (Nyaruwata & Runyowa, 2017). This was corroborated by the Zimbabwe National Tourism Master Plan 2017-2035 which acknowledged the deteriorating infrastructure that hinders tourism development and expansion. Economic challenges have profound effects on entrepreneurs who may desire to penetrate the tourism and hospitality industry. The challenges encountered by entrepreneurs in accommodation provision within the tourism and hospitality industry include high capital costs, prohibitive registration costs, competition against established enterprises and market penetration.

Most infrastructural developments in the tourism and hospitality industry are financed on credit extended by financial institutions (Ngendakumana & Mashahanya, 2019; Chigora et al., 2021). However, high-interest rates between 15 and 30% have stalled borrowing by entrepreneurs leading to stagnation in the tourism and hospitality development in accommodation (Nyaruwata & Runyowa, 2017). Victoria Falls was not spared the effects of the economic downturn and unfavourable lending rates. Resultantly, developments in accommodation have stalled and become less competitive against other countries in the region. Similarly, Tanzania has also suffered from dilapidated accommodation facilities and local entrepreneurs do not have the capacity to invest in capital-intensive tourism and hospitality developments in accommodation (Wade et al., 2001).

Entrepreneurs are also hindered to penetrate the tourism and hospitality industry by high registration costs. References cited in Mbaiwa (2005) noted that tourism is capital-intensive and has high entry costs for emerging entrepreneurs due to a long history of

dependence on foreign capital, human resources and management skills. Healy (1994) noted that local people are mostly involved in the tourism and hospitality industry as employees but not as entrepreneurs because of high costs of entry, and other barriers such as a shortage of skills.

Competition from established accommodation providers is also a barrier to increasing the role of entrepreneurship in tourism and hospitality development in accommodation. Large corporates have established financial resources, markets and reputations, which give them a comparative advantage against entrepreneurs who are merging (Mbaiwa, 2005).

Opportunities and Roles for Entrepreneurs in Tourism and Hospitality Development

The entrepreneurial process is based on four core principles identifying and evaluating an opportunity, developing an appropriate business plan, determining the required resources and managing the established venture (Hisrich et al., 2007). In a tourist destination like Victoria Falls, different opportunities surface in tourism and hospitality development in accommodation. It is imperative that entrepreneurs identify and exploit openings at an opportune time. However, entrepreneurs must also be able to develop sound business plans and strategies and gather resources such as financial and human resources that will enable them to penetrate the market profitably.

Models that have been developed in the accommodation sector show that accommodation is the leading contributor to entrepreneurial opportunities for development in the tourism and hospitality industry (Meyer, 2007). This model divided the opportunities in accommodation into core functions such as employment creation and non-core functions such as laundry, retail and entertainment.

Entrepreneurs can play a pivotal role in tourism and hospitality development in three critical ways that fit into the two functions of the model. Firstly, they respond to unexpected events that some established businesses cannot adapt to (Alsafad et al., 2020). Tourism and hospitality industries are subject to unanticipated economic, environmental and political changes giving room for entrepreneurs to emerge. In responding to the unexpected, entrepreneurs create new economic and employment opportunities or prevent economic loss when negative events occur. Secondly, entrepreneurs can take advantage of incongruity dissonance (Lungu & Bogoslov, 2019). Dissonance occurs when there is a disparity between the expected and reality of things. For instance, accommodation must be of a certain standard and quantity but some accommodation facilities are sub-standard and inadequate.

Entrepreneurs have a role to penetrate the accommodation market and stabilize the dissonance. New accommodation facilities with auxiliary services to also provide non-core functions of accommodation can be established by entrepreneurs to minimize disparities in the market. Thirdly, entrepreneurs have a role to play in developing new methods and products to change the market structure. Accommodation is a long-term fixed infrastructure, which makes them overtaken by events. Entrepreneurs can play a significant role in Victoria Falls by replacing old accommodation facilities with new ones. Modernization is placing emphasis on developing environmentally friendly accommodation facilities that maximize natural lighting and reduce energy and water costs (Dube and Nhamo 2018). This also feeds into the non-core functions of accommodation provision since energy and water use efficiency have the benefits of a reduced carbon footprint on the environment. However, the high capital costs required for infrastructural development will hinder tourism and hospitality development in Victoria Falls and entrepreneurs must play an active role to rejuvenate this sector.

This review highlights the major points in the tourism and hospital developments in accommodation but is not exhaustive. It identifies that entrepreneurship has a

significant role to play in tourism and hospitality development in accommodation in Victoria Falls. However, there are economic, environmental and political factors that pose significant barriers to entrepreneurship. The major challenge is the lack of financial capital for venturing into accommodation development. This challenge requires innovative entrepreneurs who can source financial resources in an unattractive economic environment. Competition from established entities such as multi-national conglomerates operating accommodation resorts in Victoria Falls. Penetrating this market can be daunting for local entrepreneurs who often lack the financial backing of large corporates or skills in management and marketing to attract tourists. Developing unique accommodation products such as inclusive holiday packages, reduced prices and offering personalized services can be used to attract tourists to their accommodation services.

Generally, local entrepreneurs are sidelined in tourism and hospitality developments in tourist destinations. However, very few studies have investigated the role of entrepreneurs in tourism and hospitality developments in accommodation. This would provide a basis for designing suitable intervention strategies and policy formulation at local and national levels. It is imperative to promote entrepreneurs in tourism and hospitality industries for multiple benefits including employment creation and minimising externalization of wealth by multi-national establishments.

Related Studies and Hypotheses Development

One of the paramount aspects and contributions of this study are linked to its expansion of the subject of quality of life to the business context. Studies on quality of life are widely confined to the health sector and address concerns such as those posed by Covid-19 (Ferreira et al., 2021) and depression and social support (Alsubaie et al., 2019). As a result, attempts to explore further the interaction between entrepreneurial development, business growth and quality of life remained attractive. With limited avenues available to enhance the quality of life, attempts to find more avenues of

promoting the quality of life will always be in high demand. This follows similar suggestions highlighting that countries are at loggerheads as to how best they can effectively formulate strategies aimed at boosting the quality of life (DasGupta, 2018; Kautonen, Kibler & Minniti, 2017). Additionally, drawing from the previous section's establishments uncovered that having an integrative framework of stakeholder engagement for innovation management is vital for boosting entrepreneurship development. In that regard, this study introduces a new and original integrative framework for business growth and quality of life in boosting entrepreneurial development. This serves as a platform in which the current study's novel ideas are embedded. Related studies were reviewed in this section in accordance with the established connections between entrepreneurial development, business growth and quality of life. Consequently, related hypotheses were formulated and hence, the formulation of hypotheses is the centre of the next section. The review is presented as follows;

The relationship between entrepreneurial development and business growth

The relationship between entrepreneurial development has been attached to numerous activities such as manufacturing (Lukeš, 2017), and trade and development activities (Tambunan, 2007). Hence, its inception in areas like business growth has to a greater extent been sidelined. Besides, prior studies that have addressed similar aspects are limited in scale, scope and methodological reach. For instance, drawing from an earlier examination by Cope (2003) analysing the nature and impact of critical experiences within small business growth and entrepreneurial development, the growth of the business is viewed as being significantly influenced by the entrepreneurs' entrepreneurial development skills and experiences. This resonates with an essential aspect of entrepreneurial competencies raised in other academic studies (Ahmad, 2015; Asogwa & Dim, 2016).

Altinay and Altinay's (2008) earlier study on the factors influencing business growth: the rise of Turkish entrepreneurship in the UK, cites the increasing role of governmental support, education, and economic and social factors in stirring up business growth. With significant connections to entrepreneurship development, governmental support, education, and conducive economic and social factors will stir up business growth through improvements in entrepreneurship development. Hence, this directs findings to possible recommendations and strategies essential in improving both entrepreneurship development and business growth. Nonetheless, it portrays entrepreneurship development as an engine for boosting business growth and will be the hallmark for commencing this study's present arguments about connections linking entrepreneurship development with business growth.

Also, Carter and Ljunggren (2014) conducted a study aimed at analysing how entrepreneurial households facilitate business growth. Interestingly, avenues such as ancillary business activities increased utilisation of resources demanding the inputs and services of other companies and the provision of goods and services were the chief elements through which entrepreneurship development was established as effecting positive changes in business growth. This, therefore, reinforces notions surrounding the positive interaction linking entrepreneurship development with business growth.

Mustapha, Fakokunde and Awolusi (2014) examined the emerging opportunity for entrepreneurial development and growth. Their findings uncovered that economic and social discrepancies created voids presenting opportunities for entrepreneurs to tap into. Consequently, they outlined that businesses will grow once customers tap into such opportunities. This adds to prior studies presented in this section denoting possible positive connections linking entrepreneurship development with business growth (Altinay & Altinay, 2008; Carter & Ljunggren, 2014).

In a strategic entrepreneurship attempt to explore the aspects of entrepreneurship as growth and growth as entrepreneurship, Davidsson, Delmar and Wiklund (2017), the existence of two-way interactive connections between entrepreneurship as growth and

growth as entrepreneurship were noted. This acts as a stumbling block against attempts aimed at fostering consensus among academic studies. Along similar lines, Li et al. (2020), highlighted that business incubators play a positive role in entrepreneurship development thereby further substantiating claims of a positive connection between entrepreneurship as growth and growth as entrepreneurship (Altinay & Altinay, 2008; Carter & Ljunggren, 2014; Mustapha, Fakokunde & Awolusi, 2014). It is along these lines that the following hypothesis was established;

Hypothesis 1: Entrepreneurship development has positive significant effects on business growth.

The impact of entrepreneurship development on the quality of life

Morris and Lewis (1991) raised debate about entrepreneurship as a significant factor in the societal quality of life. Their findings were in reiteration that entrepreneurship deals with challenges restricting improvements in the societal quality of life. Thus, scientifically speaking, this connotes a positive interaction spanning from entrepreneurship development to quality of life. Again, arguments will commence at this stage with a proposition outlining that entrepreneurship development has a positive impact on quality of life.

Marcketti, Niehm and Fuloria (2006) distinctively broadened their examination from Morris and Lewis (1991) by focusing on an exploratory study of lifestyle entrepreneurship and its relationship to life quality. However, both studies exhibit similar results concerning the impact of entrepreneurship development and quality of life. But such findings demand caution when applied to distinct forms of entrepreneurship to studies like the present study that draws no attention to a specific form of entrepreneurship.

Additional forms of entrepreneurship exist and their effects on quality are undeniably positive but differences in the magnitude of impact are what is visibly evident. For instance, a study by Kautonen, Kibler and Minniti (2017) established relatively low but significant interactive connections between late-career entrepreneurship, income and quality of life. In another instance, DasGupta (2018) conducted a literature review on micro-entrepreneurship development and quality of life improvement. It was upheld that there are positive effects spanning from entrepreneurship to quality of life.

Aguirre et al. (2020) explored the impact of a distinct form of entrepreneurship called innovative entrepreneurship concerning its effects on quality of life. Thus, by implication, it is established that necessitates certain forms of innovations are crucial to improving quality of life. As a result, these findings together with Morris and Lewis' (1991) findings are in alignment and call for measures aimed at improving entrepreneurship development with the sole aim of improving quality of life. Further support can be rendered by Marcketti, Niehm and Fuloria (2006) that use an exploratory approach to study the effect of lifestyle entrepreneurship on life quality. Similarly, a positive connection was established and hence, reinforces arguments to contend that improvements in entrepreneurship development will necessitate improvements in quality of life.

Zainea et al.'s (2020) contemporary examination of the impact of social entrepreneurship as a key driver in improving the quality of life using TOMS Company as a case study, exhibited those positive developments in social entrepreneurship act as a positive key driver in improving the quality of life. This evidently cements arguments that entrepreneurship development positively impacts the quality of life. As a result, the following hypothesis was formulated in line with these provided ideas;

The impact of business growth on quality of life

This connection represents one of the major sidelined topics in academic research. Hence, as it stands there are no modest attempts to explore the exact nature of effects

posed by business growth on quality of life. However, existing ideas are provided in a nascent manner. For instance, Deller et al. (2001) established that amenities introduced by businesses have a positive role to play in improving the quality of life in rural economic growth. Gabriel and Rosenthal (2004) asserted in their study that topic issues about the quality of life merely require firms' and households' judgements to either choose between the quality of the business environment or quality of life. This suggests that though the quality of life is preferable, the best option in that regard may oppositely call for improvements in the quality of the business environment. As a result, this clouds judgements about the possible manner and extent to which business growth affects the quality of life. In order to clear such discrepancies, the study formulated the following hypothesis;

Hypothesis 2: Business growth has positive significant effects on quality of life.

The moderating effects of business growth

Nascent ideas regarding the moderating influences of factors linked to the quality of life have always been a subject of debate. For instance, Li et al. (2020) contend that entrepreneurship development itself is moderated by a wide range of factors, notably government regulations and business start-ups. This dispels notions that any attempt to explore subsequent influences of entrepreneurship development on other vital business and economic indicators will be one-way related (Davidsson, Delmar & Wiklund, 2017). These issues are compounded by challenges observed by the researcher pointing to the unavailability of studies exploring how business growth moderates the relationship between entrepreneurship development and quality of life. In order to cover for such empirical limitations, the study formulated the following hypothesis;

Hypothesis 3: Business growth moderates the relationship between entrepreneurship development and quality of life.

Conceptual Framework

Following the successful establishment of connections linking entrepreneurship development, business growth and quality of life as well as their underlying hypotheses, a conceptual framework presented in Figure 1 was developed to represent such initiatives.

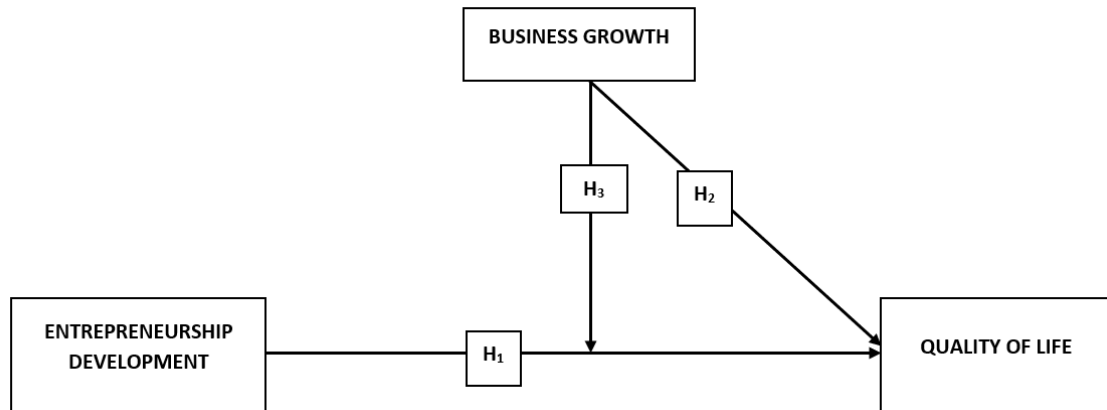


Figure 1.

The proposed conceptual model with related variable elements

Therefore, as per Figure 1's established, the connections linking entrepreneurship development, business growth and quality of life and their underlying constraints will be subjected to tests using a structural equation modelling approach. As a result, the next chapter of the study explores in depth the achievement of attempts aimed at estimating a structural equation model to test the purported hypotheses.

CHAPTER III

Research Methodology

Research Approach

The study is a quantitative examination of the interactive effects spanning from entrepreneurship development and business growth to quality of life. By adopting a quantitative research approach, the study was able to test the relationships linking entrepreneurship development and business growth on the quality of life. Furthermore, it is empirically justified to adopt a quantitative research approach because of its high objectivity and accuracy (Apuke, 2017). Arghode (2012) supports the quantitative research approach because of its ability to allow researchers to reach a higher sample size. Porte (2010) cites benefits linked to the possibility of capturing vast amounts of data far more quickly than other research activities. Thus, quantitative data analysis methods involving the application of structural modelling techniques were applied to data collected from SMEs using a questionnaire. Subsequently, reliability, validity and path analysis was conducted to arrive at the desired conclusions and suggestions.

The Study Area

The findings of this study are based on questionnaire responses collected from SMEs in Victoria Falls, Zimbabwe. The decision to confine the study to Victoria Falls is that a significant number of tourism and hotel activities are widely concentrated in that

area. Moreover, Victoria Falls is widely known worldwide for its tourist attractions and hence, collecting data from SMEs in Victoria Falls provides much-needed insights into the connections linking business growth, entrepreneurship development and the quality of life of people in Zimbabwe.

Victoria Falls is also a town named after the famous falls of the same name. It is an urban town with the majority of the population employed in tourism (ZTA, 2009). Victoria Falls is a well-known tourist destination in Zimbabwe and many visitors come to see the famous falls. Tourists have been visiting Victoria Falls for more than 150 years (Kabote, 2015). The town and the falls are located in the northwest tip of Zimbabwe on the mighty Zambezi River. The falls attract tourists from all over the world. It is an important economic hub for generating foreign currency and opportunities for local and national economies. Tourists often come for different lengths of stay in hotels, lodges or holiday homes operated by different entities. The coming of tourists to Victoria Falls creates both challenges and opportunities for entrepreneurs in the tourism and hospitality sector.

The tourism and hospitality industries have led to the expansion of accommodation facilities such as lodgings, hotels and camping sites and their associated service facilities such as restaurants, parks and shopping centres (Karambakuwa et al., 2011). However, there are challenges in accommodation in Victoria Falls. Firstly, ownership of the majority of businesses and accommodation facilities (75%) in Victoria Falls is in the hands of large foreign enterprises (Muchapondwa & Pimhidzai, 2011), which suffocates the proliferation of entrepreneurs. Secondly, there is a shortage of accommodation and prices are very high, which requires the intervention of entrepreneurs. Thirdly, Zimbabwe has been reeling under economic and political challenges over the last 20 years, which places unprecedented pressure on entrepreneurs in tourism and hospitality development in accommodation. A combination of these factors makes Victoria Falls an ideal study site

for investigating the impact of entrepreneurship in tourism and hospitality development in accommodation.

Population and Sampling Methods

Successful research depends on developing a suitable sampling strategy to identify the subjects for the study. Basically, sampling is a process of identifying representative individuals to be collected in a smaller and more manageable sample from a large population that contains all possible individuals (Taherdoost, 2016). Phenomena of interest to the researcher are then investigated on the sample with the assumption that the results can be inferred from the larger population. Sampling is carried out to reduce the costs of research and to delimit the study to a feasible scale given that it is impossible to investigate every possible individual in a population. Purposive and expert sampling approaches will be used.

The purposive sampling approach is the probability selection of individuals in a section of the population with the required characteristics (Berndt, 2020). In simpler terms, purposive sampling determines where, how and who will be selected for the study to derive data that can be used to fulfil study objectives, draw inferences on the larger population and achieve external validity (Teddlie & Yu, 2007). A purposive sampling method based on secondary data on accommodation operators in the tourism and hospitality industry in Victoria Falls was used to select respondents for this study. According to Teddlie and Yu (2007), the benefits of applying purposive sampling are that it is time-effective and cost-effective compared to other available sampling methods available. Berndt (2020) states that purposive sampling is best applicable when there is a limited number of primary data sources required in developing further a study. Teddlie and Yu (2007) also direct another benefit of purposive sampling is essential in

anthropological situations where the discovery of meaning can benefit from an intuitive approach.

Secondary data on hotels, guest houses and lodges in Victoria Falls were obtained from the Zimbabwe Tourism Authority database. Two groups of entrepreneurs will be identified as small-scale and medium-scale based on the number of facilities or rooms operated in the Victoria Falls area. The proportion of small to medium-scale operators will be 3:1 to obtain a fair representation of entrepreneurs who are “fighting” to establish rather than those who have almost surmounted all the challenges.

The study centred on analysing responses provided by hotel and tourism SMEs operating in Victoria Falls, Zimbabwe. Responses were collected from entrepreneurs, managers and employees to broaden the study’s generalisability. The study identified 171 hotel and tourism SMEs with a total number of 14 193 employees. As a result, Yamane’s sample size determination formula was applied (Israel, 2017) as follows;

$$\text{Sample size} = \frac{\text{Population}}{1 + \text{Population} (\text{Margin error of } 0.05)^2} \quad (1).$$

$$= \frac{14\,193}{1 + 14\,193 (0.05)^2} \quad (2).$$

The above sample size determination formula provides a sample size of 389.04 respondents. Hence, 390 questionnaires were distributed to entrepreneurs’ managers and employees of hotel and tourism SMEs operating in Victoria Falls, Zimbabwe.

Data Collection Tools

Questionnaires were used to collect data from SMEs in the hotel and tourism industry situated in Victoria Falls, Zimbabwe. The proposed questionnaire was structured into four sections with the first section being dedicated to capturing the entrepreneurs’ demographic details. The second section focused on collecting information related to

entrepreneurship development in the hotel and tourism industry. The variable entrepreneurship development was constructed using eight (8) variable items adapted from the study by Jahangir and Malika (2019). However, additions were made based on literature reviews conducted by the researcher. Questions such as “*Both female and male entrepreneurs have equal access to entrepreneurial opportunities*” and “*It is difficult to take advantage of existing tourism entrepreneurial opportunities in my community*” were incorporated and measured using a five-point Likert scale from 1 (= very weak) to 5 (= very strong).

Insights related to the quality of life were catered for in the third section of the questionnaire. The respondents’ quality of life was examined using five notable measures of quality of life (physical wellbeing, material wellbeing, social well-being, emotional well-being, and development and activity) totalling twenty-four (24) variable items adapted from previous related studies (Diener et al., 1985; 2009; WHOQOL Group, 1994; Wydra, 2014) measured on a five-point Likert scale from strongly disagree (= 1) to strongly agree (= 5) to measure questions like, “*I feel comfortable in my community*” and “*I am living a fulfilled and meaningful life*”. Lastly, the questionnaire also had another section dedicated to capturing details about the hotel and tourism entrepreneurs’ business growth. The variable was composed of ten (10) variable elements including constructs like quality management and product development that were measured on a five-point Likert scale from strongly disagree (=1) to strongly agree (=5) and adapted from previous related studies (Lumpkin & Dess, 2001; Pechlaner et al., 2004; Peters, 2001, 2008).

The 390 questionnaires were distributed and collected by hand from the 3rd of September to the 7th of November 2022. The SMEs were physically approached and a formal request was lodged requesting their participation in the study. Consequently, 306 questionnaires were collected and represented a response rate of 78.46%, which is high enough to provide a reliable indication of the actual population.

Data Analysis Methods

Given that the study identifies structural connections linking entrepreneurship development in the hotel and tourism industry, business growth and the quality of life, a structural modelling approach will be applied. The decision and importance of applying a structural equation modelling approach lie in its potency to deduce moderating effects between the supposed variables (Tenenhaus, 2008; Thakkar, 2020). That is, a Structural Modelling Approach (SEM) was deployed to ascertain the moderating effects of business growth on the relationship between entrepreneurship development and quality of life. Furthermore, a structural modelling approach was still yet to be applied in analysing the identified connections as other studies are based on applying techniques such as descriptive methods (Iuliana, Carmen Maria & Alexandrina, 2016) and frequency tabulations (Sokko, 2015).

Ali et al. (2018) highlighted that SEM combines multiple regression analysis and factor analysis to separate structural links between two or more variables. According to the literature, no comprehensive work has been done to build an integrated SEM that analyses the combined effects of business growth on the relationship between entrepreneurship development and quality of life around the world. Besides, SEM's use in this study was justified by its potency to estimate numerous and interrelated dependence in one analysis (Hancock, Stapleton & Mueller, 2018). The data analysis process was conducted using a data analysis program called Smart PLS.

Reliability and Validity Tests

Foremost, factor analysis was deployed to analyse the validity of the variable elements. As such, variables with factor loadings of 0.70 were selected and considered related to each other (Thakkar, 2020) and capable of proving reliable explanations about

the connections linking business growth, entrepreneurship development and the quality of life of people in Zimbabwe.

The validity of the developed questionnaire was tested using a focus group study. Subsequently, the researcher also used purposive sampling to identify individuals for focus groups and key information. As a result, 3 individuals for the focus group and key information were selected by considering the importance of an individual in the tourism and hospitality accommodation sector. The 3 individuals comprised entrepreneurs, managers and employees of hotel and tourism SMEs operating in Victoria Falls, Zimbabwe. Their importance was determined by their role in the industry, experience or seniority in their position and knowledge of the industry. The selection of individuals for FG and key informants was a deliberate process to identify individuals with expert knowledge of the micro and macro-economic industry. The selection process was assisted by an expert in the tourism and hospitality industry, an experienced former operator of an accommodation facility and the researcher as informed by the literature review. Consequently, both participants expressed satisfaction with the questionnaire's ability to gather the required information reliably.

Discriminant and convergent validity tests were further applied to ascertain the questionnaire variables' (business growth, entrepreneurship development and quality of life) construct validity. According to Ali et al. (2018), discriminant validity shows that two measures that are not supposed to be related are unrelated. Discriminant validity was performed using the Fornell and Larcker criterion. Convergent validity was established using the Average Variance Extracted (AVE) test results and AVE values above 0.50 were accepted as indicating Convergent validity (Tenenhaus, 2008; Thakkar, 2020).

The variables were tested for composite reliability using rho and the composite reliability test results to establish if there are high levels of correlations of multiple indicators of the same construct that are in agreement (Hancock, Stapleton & Mueller, 2018). Consequently, values of at least 0.70 were considered as warranting the desired

composite reliability (Hancock, Stapleton & Mueller, 2018). Cronbach's alpha test to determine the variables' internal consistency under the same guidelines that values of at least 0.70 were considered as warranting the desired internal consistency (Hancock, Stapleton & Mueller, 2018).

Model Fitness Tests

The estimated model was subjected to model fitness testing using the Goodness of Fit Index (GFI), which is a measure of fit between the hypothesized model and the observed covariance matrix and the adjusted goodness of fit index corrects the GFI, which is affected by the number of indicators of each latent variable (Barrett, 2007). The GFI and AGFI range between 0 and 1, with a value of over. The Standardized Root Mean Square Residual (SRMR) was also used for such purposes. The SRMR is an absolute measure of fit and is defined as the standardized difference between the observed correlation and the predicted correlation (Barrett, 2007). It is a positively biased measure and that bias is greater for small populations and low degrees of freedom studies. Because the SRMR is an absolute measure of fit, a value of zero indicates a perfect fit. A value less than 0.08 is generally considered a good fit (Hu & Bentler, 1999). Additionally, the Normed Fit Index (NFI), which is an incremental measure of goodness of fit for a statistical model was also applied as part of the model fitness tests (Hancock, Stapleton & Mueller, 2018). According to Hancock, Stapleton and Mueller (2018), NFI values greater than 0.80 suggests a good fit and values greater than 0.9 means a satisfactory fit.

Ethical considerations

Like all other studies involving human subjects, ethical considerations will be treated in high esteem. The acceptable ethical considerations were considered at all levels

including contacting potential subjects identified in purposive sampling and focus groups during the reporting of findings. The guidelines on ethical clearance as stipulated by the university were strictly followed. Consent of individuals was sought before data collection and their anonymity was guaranteed during and after data collection. No individual identifying information was collected during the research. Moreover, in order to avoid individual identification, the results were reported and discussed as a composite.

The participants were asked to provide information freely in non-coerced environments and for no benefit. Participants were made aware of the objectives and aims of the study and how the data collected were used prior to their participation in the study. Additionally, the participants were notified that their participation is voluntary and they had the freedom to pull out at any given time that they may want to. The researcher took every precaution to ensure that the questionnaire do not contain any questions or information that might have caused emotional harm or instigated violence or guilt or prejudice against gender, colour, creed, sexual orientation and or disability. Any conflicts of interest were declared to avoid introducing bias in the study.

CHAPTER IV

Data Analysis and Presentation

Introduction

The findings of this study are derived from data analysis conducted on 306 collected questionnaire responses. Subsequently, a Structural Equation Modelling (SEM) approach was applied with the intention of determining the significance of entrepreneurship development in enhancing the quality of life through business growth. As a result, this chapter of the study is dedicated to answering the proposed research question and ascertaining possible strategic and policy direction essential for harnessing entrepreneurship development initiatives in boosting business growth and the quality of life listed as follows;

- How significant is entrepreneurship development in promoting business growth in the hotel and tourism industry?
- How viable are entrepreneurship development strategies implemented in the hotel and tourism industry in enhancing the quality of life?
- Can business growth yield significant positive influences on the deployment of entrepreneurship development strategies used in enhancing the quality of life? That is, how significant are the moderating effects of business growth on the relationship between entrepreneurship development and quality of life?

Insights into the Hotel and Tourism SMEs' Entrepreneurship Development

Regarding the insights into the hotel and tourism SMEs' entrepreneurship development, 68% of the participating companies were represented by male employees and 32% by female employees. 38.24% occupied managerial positions while 16.01%

occupied supervisory-related posts and 45.75% occupied general employee positions as shown in Table 1 below.

Table 1.

Insights into the hotel and tourism SMEs' entrepreneurship development

No.	Measure	Description	Frequency	Percentage
1	Gender	Male	208	68.0%
		Female	98	32.0%
		Total	306	100
2	Job position	Managerial	117	38.24%
		Supervisory	49	16.01%
		General employee	140	45.75
		Total	306	100
3	Business foundation	Prior to 1980	29	9.48%
		1981-1990	118	38.65%
		1991-2000	69	22.55%
		After 2000	90	29.41%
		Total	306	100
4	Main activities	Hotel	126	41.2%
		Gastronomy	29	9.5%
		Sports	47	15.4%
		Travel agency	104	34.0%
		Total	306	100
5	Years working in the tourism industry	Less than 1 year	24	7.8%
		1 to 5 years	113	36.9%
		6 to 10 years	64	20.9%
		More than 10 years	105	34.31%
		Total	306	100
6	Satisfaction with business growth in the past three years	Very unsatisfied	116	37.9%
		Unsatisfied	87	28.45%
		Moderately satisfied	58	19.0%
		Satisfied	45	14.7%
		Very satisfied	-	-
		Total	306	100

According to the provided Table 1 results, 118 SMEs were set up between 1981 and 1990 followed by 90 SMEs that were set up after the year 2000 in Victoria Falls, Zimbabwe. Thus, the high number of SMEs set up after the year 2000 represents a 30.43% increase in the number of set-up SMEs from the 69 SMEs that were set up between the year 1991 and the year 2000.

Attention was placed towards determining the main activities undertaken by the SMEs and Table 1 denotes that 41.2% of the surveyed SMEs primarily centred their operations on hotel activities. 34% of the SMEs were mainly engaging in travel agency activities followed by 15.4% of the respondents that were in sports activities and 9.5% engaging in gastronomy activities. Meanwhile, Table 1 additionally shows that the highest number of the SMEs' managers surveyed have been working for the related SMEs for 1 to 5 years (n=113) and the least for less than one year (n=24). This portrays a high level of managerial commitment exhibited by the SMEs' managers and can be linked to better working conditions and remuneration.

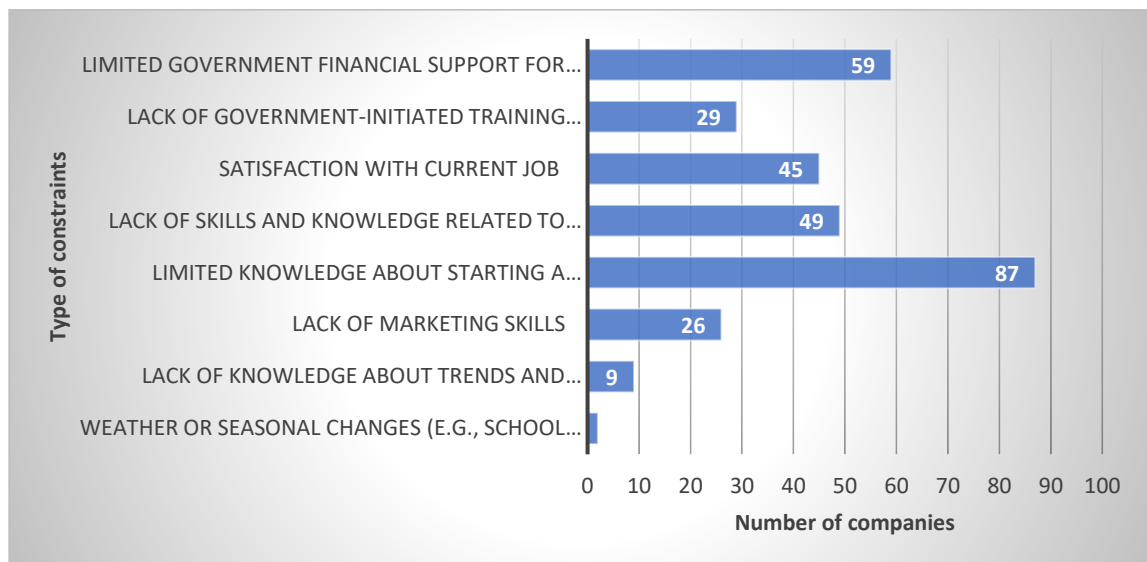


Figure 2.

Constraints on the SMEs' operations

However, 37.9% of the SMEs expressed through their representative managers that there were very unsatisfied with business growth in the past three years. This can be attributed to the effects of the pandemic that wreaked havoc on business operations (Li et al., 2021) and performance (Aronica, Pizzuto & Sciortino, 2022; Jang & Kim, 2022). 28.45% were unsatisfied and only 14.7% expressed satisfaction with their enterprises' business growth in the past three years. Along similar lines, further attempts to uncover the constraints hindering the SMEs, show that 87 SMEs were affected by the limited knowledge about starting a business, and 59 were limited by lack of government financial support. The rest were as a result of a lack of skills and knowledge related to tourism (n=49), satisfaction with the current job (n=45), lack of government-initiated training (n=29), lack of marketing skills (n=26), lack of knowledge about trends and tourism opportunities (n=9) and weather or seasonal changes (e.g., school holidays, rain), (n=2) as shown in Figure 1.

Factor Analysis

After having provided basic insights into the surveyed SMEs' operational and entrepreneurship development activities, the study applied robust and solid quantitative data analysis with the intention of determining the validity of the collected data. As such, factor analysis was conducted to establish whether the questionnaire variable constructs were related under the guideline that variables with factor loadings of at least 0.60 are related (Yong & Pearce, 2013).

This is superior to the commanded cut-off point of 0.50 (Afthanorhan, 2013) with Awang et al. (2015) commending as the best cut-off point 0.60. As long such lines of propositions, 0.60 was used at the standard factor loading benchmark essential for determining the relatedness of the variables' constructs. As a result, 6 Business Growth (BG), 6 Hotel and Tourism Entrepreneurship development (HTED) and another 6 Quality of Life (QOF) variables constructs were related with factor loadings exceeding 0.60

(Afthanorhan, 2013; Awang et al., 2015) as shown in Table 2. Additionally, all the p-values were significant at 1% and thus, signifying that the constructs were significantly related (Afthanorhan, 2013; Awang et al., 2015).

Table 2.

Variable factor analysis results

	Loadings	Sample mean	Standard deviation	T statistics	P values
BG1	0.716	0.778	0.050	15.658	0.000
BG3	0.791	0.723	0.047	15.537	0.000
BG4	0.670	0.648	0.039	16.612	0.000
BG5	0.770	0.699	0.044	16.014	0.000
BG6	0.652	0.428	0.057	7.493	0.000
BG7	0.719	0.536	0.061	8.830	0.000
HTED1	0.695	0.673	0.044	15.519	0.000
HTED3	0.679	0.546	0.064	8.526	0.000
HTED4	0.783	0.692	0.036	19.138	0.000
HTED5	0.747	0.795	0.035	22.794	0.000
HTED6	0.713	0.562	0.054	10.419	0.000
HTED8	0.724	0.614	0.058	10.712	0.000
QOF1	0.740	0.741	0.061	12.130	0.000
QOF11	0.744	0.692	0.061	11.425	0.000
QOF3	0.789	0.775	0.054	14.375	0.000
QOF5	0.853	0.773	0.040	19.356	0.000
QOF7	0.716	0.602	0.066	9.191	0.000
QOF9	0.758	0.662	0.056	11.950	0.000

Note: BG: Business growth; HTED: Hotel and tourism entrepreneurship development; QOF: Quality of life

Descriptive Analysis

Descriptive statistics were computed for the selected variable constructs and high common agreements were noted as the respondent SMEs' managers indicated ha complaint management (mean=4.20; standard deviation=0.79), marketing (mean=4.20; standard deviation=0.797), accounting (mean=4.07; standard deviation=0.86), overall

business competence (mean=4.01; standard deviation=0.84) are essential for promoting the growth of heir SMEs' business.

Table 3.

Descriptive statistics

Variable constructs	Mean	STD Dev.
Business growth		
Overall business competence.	4.01	0.84
Accounting.	4.07	0.86
Human resources management.	3.91	0.81
Marketing.	4.20	0.97
Human resources development.	3.90	0.84
Complaint management.	4.20	0.79
Hotel and tourism entrepreneurship development		
Both female and male entrepreneurs have equal access to entrepreneurial opportunities.	4.26	0.92
I have the necessary skills and training to start and run a hotel and tourism business.	4.01	0.85
I can easily mobilise the required resources needed to start and operate a hotel and tourism business.	3.92	0.95
The government provides training programs to existing and future tourism entrepreneurs.	3.87	0.97
Banks and the government provide entrepreneurs with the necessary financial resources required to start and operate a hotel and tourism business.	3.76	0.99
Industry professionals and other experts are easily available to provide information on hotel and tourism business management	3.75	0.86
I am satisfied with my health constitution.	3.68	1.09
Sometimes I like to sleep in.	3.83	0.91
I am satisfied with the amount of income I generate.	3.71	0.98
Working together in our company is often stressful.	3.78	1.00
I feel comfortable in my community.	3.80	0.88
I actively contribute to the happiness and satisfaction of others.	4.00	0.83

According to Table 3, major quality of life indications were linked to the SMEs' managers being actively contributing to the happiness and satisfaction of others (mean=4.00; standard deviation=0.83), liking to sleep in sometimes (mean=3.83; standard deviation=0.91), and feel comfortable in my community (mean=3.80; standard deviation=0.88).

The computed descriptive analysis results exhibit that a lot of the respondents indicated that they agree with the idea that both female and male entrepreneurs have equal access to entrepreneurial opportunities (mean =4.01; standard deviation=0.920) and have the necessary skills and training to start and run a hotel and tourism business.

Collinearity Test Results

The Variance Inflation Factor (VIF) results were integrated into the analysis so as to establish whether the estimated model is free from multicollinearity problems. This was done under the guideline that VIF values below 3 indicate the absence of multicollinearity problems (Kock & Lynn, 2012). According to the provided Table 4 results, all the VIF values are below as per Kock and Lynn's (2012) guidelines and this, therefore, indicates that the estimated model does not suffer from any multicollinearity problems (Kock & Lynn, 2012).

Table 4.

Collinearity test results

Variable constructs	VIF
BG1	1.607
BG3	1.919
BG4	1.353
BG5	2.220
BG6	1.847
BG7	1.730
HTED1	1.525

HTED3	1.495
HTED4	1.924
HTED5	1.744
HTED6	2.176
HTED8	1.981
QOF1	1.610
QOF11	1.740
QOF3	2.057
QOF5	2.629
QOF7	1.995
QOF9	2.009

Note: BG: Business Growth; HTED: Hotel and Tourism Entrepreneurship development; QOF: Quality of life

Reliability and Validity Test Results

Initiatives were taken to ascertain the reliability of the estimated model and Cronbach's alpha values were more than 0.70 (BG=0.826; HTED=0.826; QOF=0.865) indicating a high internal consistency among the model variables (Heo, Kim & Faith, 2015). In addition, composite reliability was tested using rho_a and rho_c, and both values exceeded 0.70 and proved that composite reliability was established (Peterson & Kim, 2013).

Table 5.

Reliability and validity test results

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted
BG	0.817	0.826	0.866	0.520
HTED	0.819	0.826	0.869	0.525
QOF	0.860	0.865	0.896	0.590
<i>Overall reliability = 0.832</i>				

Note: BG: Business Growth; HTED: Hotel and Tourism Entrepreneurship development; QOF: Quality of life

Lastly, the study tested the convergent validity of the three variables using the average variance extracted results and as indicated all the AVE values are more than 0.50 (Cheung & Wang, 2017). This implies that convergent validity was established (Cheung & Wang, 2017). Apart from the AVE test results, the Fornell-Larcker criterion was also applied to validate the existence of discriminant validity among the variables. According to Ab Hamid, Sami and Sidek (2017), discriminant validity is established when the diagonal values exceed the correlation values. As such, Table 6 results mirror such assertion and hence, discriminant validity was established (Ab Hamid, Sami & Sidek, 2017).

Table 6.

Fornell-Larcker criterion results

	Business growth	Entrepreneurship development	Quality of life
Business growth	0.727		
Entrepreneurship development	0.723	0.724	
Quality of life	0.558	0.537	0.768
Correlations coefficient test			
	Business growth	Entrepreneurship development	Quality of life
Business growth	1		
Entrepreneurship development	0.666**	1	
Quality of life	0.530**	0.550**	1

** Correlation significant at 0.01 level (2-tailed)

The compiled correlation coefficient test results presented in Table 6 show that the independent variables entrepreneurship development and business growth are positively and significantly correlated by 0.666 at 1%. Since this number is below 7, we, therefore, conclude that there is no collinearity (Schroeder, Lander & Levine-Silverman, 1990). Meanwhile, the dependent variable quality of life is highly and positively correlated with business growth and entrepreneurship development by 0.530 and 0.550, respectively.

These results essentially demonstrate the link positive role of each variable in improving the other and support the study's arguments to reinforce efforts and strategies aimed at promoting entrepreneurship development and business growth so as to enhance people's quality of life.

Model Fitness and Robustness Test Results

Model fitness and robustness tests were conducted so as to ensure that the estimated model is well-poised to offer solid results that are free from specification bias. The first test involved applying the SRMR through which values less than 0.08 are desirable and indicate a good fit (Shi & Maydeu-Olivares, 2020). The study's results through Table 7 support and mirror such a condition and hence, it can be declared that there is a good model fit. Furthermore, it was ascertained that the obtained d_ULS and d_G values were high above their related confidence interval values and implies again that there is a good fit (Iacobucci, 2010). The robustness of the estimated model is further supported by a significant chi-square value of 1000.772 and a high NFI of more than 0.95 (Shi, Lee, & Maydeu-Olivares, 2019).

Table 7.

Model fitness and robustness tests results

	Saturated model	Estimated model
SRMR	0.074	0.074
d_ULS	1.623	1.623
d_G	0.616	0.616
Chi-square	1000.772*	1000.772*
NFI	0.966	0.966

* Significant at 0.01 level

Regression Analysis

Given that the study has been confined to all the required collinearity (Kock & Lynn, 2012), reliability (Heo, Kim & Faith, 2015; Peterson & Kim, 2013), validity (Ab Hamid, Sami & Sidek, 2017; Cheung & Wang, 2017) and fitness and robust (Iacobucci,

2010; Shi, Lee & Maydeu-Olivares, 2019; Shi, & Maydeu-Olivares, 2020) requirements, the study proceeded to conduct a regression analysis of BG, HTED and QOF and the results are provided in Table 8. The initial regression analysis results reveal that there is a positively significant interaction of 0.447 emanating from business growth to quality of life with an explanatory power of 28.1%. This entails that any improvement in business growth by 1% causes an improvement in the quality of life by 0.447%.

Table 8.

Regression (path) analysis results

	Coefficient	T	P values	R	R²	Adj. R²
	statistics					
BG -> QOF	0.447	2.327	0.020	0.530	0.281	0.279
HTED -> BG	0.875	30.498	0.000	0.666	0.443	0.441
HTED -> QOF	0.244	1.278	0.201	0.550	0.302	0.300

Note: BG: Business Growth; HTED: Hotel and Tourism Entrepreneurship development; QOF: Quality of life

It is further revealed that positive hotel and tourism entrepreneurship developments were causing a major significant increase in business growth by 0.875% with an explanatory power of 44.3%. However, hotel and tourism entrepreneurship developments were noted as causing a low positive and insignificant improvement in quality of life of 0.244 associated with an explanatory power of 30.2%. Consequently, the following section discusses these results with the goal of providing remarkable suggestions capable of boosting business growth, entrepreneurship development and quality of life in Victoria Falls, Zimbabwe.

Table 9.

Indirect effect results

	Original sample (O)	T statistics	P value
HTED-> BG -> QOF	0.258	9.846	0.000

Indirect effects linking entrepreneurship development and quality of life through business growth were tested as well. The goal was to test whether business growth moderates the relationship between linking entrepreneurship development and quality of life. The provided Table 9 results uphold the existence of lowly significant positive moderating effects of business growth. That is, business growth moderates the relationship between linking entrepreneurship development and quality of life. Thus, hypothesis 4 was accepted.

Discussion of Findings

The prime aim of this study was to answer the following questions

- 1) ***How significant is entrepreneurship development in promoting business growth in the hotel and tourism industry?:*** The findings revealed that there is a significant positive interaction linking entrepreneurship development with business growth. These results are in support of previous findings established business growth (Tende, 2014; Vossenber, 2013) and denote an increase in complementary business activities. More so, Fortunato and Alter (2015) established similar observations and attributes this to a growing synergy of supporting and complementary business connections. As a result, hypothesis 1 was accepted. This aligns with the theoretical propositions put forward by the social exchange theory, which recognizes that a buyer and a seller provide mutual benefit to each other (Cropanzano et al., 2017). As a result, the theoretical contributions of this study uncover the need to create a conducive business atmosphere and synergy where businesses can effectively interact with each other to promote the flow of physical and financial resources.

Along a similar line, entrepreneurship development has been noted to cause major improvements in business growth of 0.875. Tende (2014) echoes the positive contribution of entrepreneurship development to the growth of businesses citing an increase in opportunities. As a result, hypothesis 2 was established to be valid in the context of SMEs operating hotel and tourism businesses. Besides, entrepreneurship development is at the heart of various social and economic development activities aimed at boosting employment (Asogwa & Dim, 2016), economic growth and development (Doran, McCarthy & O'Connor, 2018) and tackling poverty (Ifeoma, Purit, & Yusuf, 2018). Consequently, this denotes the ever-vital role of entrepreneurship development in any economy. Hence, the study's theoretical and practical implications call for strategies and policies aimed at promoting entrepreneurship development.

- 2) **How viable are entrepreneurship development strategies implemented in the hotel and tourism industry in enhancing the quality of life?:** Though positive entrepreneurship development strategies effects were observed, the contributions to the quality of life were relatively insignificant as indicated by a coefficient of 0.244 which was insignificant at 5%. This is contrary to studies that have established positively significant effects (Kautonen, Kibler & Minniti, 2017; Ramkissoon, 2020). Therefore hypothesis 3 was rejected. Nonetheless, it remains vital that these are denoting a positive role being played by entrepreneurship development strategies in improving the quality of life. Practically, this calls for strategies aimed at improving both entrepreneurship development and quality of life. As a result, the study's practical implications demand government policies to enact programs and facilities aimed at boosting entrepreneurship development such as education and training programs and funding schemes coupled with social programs aimed at improving the quality of life.

- 3) **Can business growth yield significant positive influences on the deployment of entrepreneurship development strategies used in enhancing the quality of life?:** That is, how significant are the moderating effects of business growth on the relationship between entrepreneurship development and quality of life? As such, the study findings supported the moderating effects of business growth moderates the relation between linking entrepreneurship development and quality of life. As a result, hypothesis 4 was validated in the context of SMEs operating hotel and tourism businesses. With no previous studies having tested this novel connection (Fortunato & Alter, 2015; Tende, 2014; Vossenber, 2013), this study, therefore, infers and argues that there are lowly significant positive moderating effects of business growth moderates the relation linking entrepreneurship development and quality of life in Victoria Falls' hotel and tourism businesses managed by SMEs that has been demanding further attention. This is of paramount importance and serves to provide huge practical contributions, especially amid struggles faced by businesses and economies to '*shake off*' the adverse effects of the pandemic that have wreaked havoc on business operations (Li et al., 2021) and performance (Aronica, Pizzuto & Sciortino, 2022; Jang & Kim, 2022). Therefore, the study's contributions direct efforts to measure capable of effectively enhancing business growth to be put into place. In that regard, SMEs can Focus on established revenue sources, reduce their risks and be adaptable.

Given the depth nature of the study's findings together with the novel discussions that have been made, the chapter is dedicated to inferring possible conclusions, highlighting study contributions and suggesting recommendations and future study guidelines.

CHAPTER V

Conclusions and Recommendations

Conclusions

One of the prime aims of the study was to determine effective ways through which entrepreneurship development can be used as a business growth strategy. The practical importance of such findings is evidently important to an economy like Zimbabwe that is struggling to contain rising unemployment and poverty levels, especially at a time when the pandemic has exacerbated these challenges. Consequently, the findings suggest that entrepreneurship development is the key to significantly boosting business growth in the hotel and tourism industry. The empirical contributions of such findings direct to supporting initiatives denoting a growth in complementary synergies of business activities in and outside the hotel and tourism industry. Furthermore, this carries positive ripple effects as improvements in business growth trigger significant improvements in quality of life as noted from the study findings. As a result, the findings' policy implications require entrepreneurship development initiatives to be vitally linked to business growth and quality of life and call for strategies and supporting courses of action and policies to optimally achieve stated goals and targets.

Based on the second objective of the study was to ascertain the role of entrepreneurship development in enhancing the quality of life, the study findings have vitally uncovered that promoting entrepreneurship development leads to improvements in the quality of life. Such findings are vital and have huge practical implications for less developed economies like Zimbabwe. This is because the findings direct efforts to improve the quality of life in a male-dominated industrial sector riddled with challenges such as limited knowledge about starting a business, lack of government financial support, lack of skills and knowledge related to tourism, satisfaction with current job, lack of government-initiated training, lack of marketing skills, and lack of knowledge about trends and tourism opportunities amid the disastrous effects imposed by the pandemic. As a result, the findings have notable practical implications linked to gender equality, women empowerment and human capital development concerning their effective use in improving the quality of life. Most importantly, the findings infer that significant improvements in quality of life are feasible when entrepreneurship development activities are structured around SMEs operating in the hotel and tourism sector.

Lastly, the study infers its ideas from attempts made to explore the moderating effects of business growth on efforts to deploy entrepreneurship development in enhancing the quality of life. The novelty and theoretical contributions of the study are embedded in such attempts as no theoretical and empirical examinations have made related attempts to uncover these connections. Consequently, the study concludes that improving the quality of life should not be merely based on entrepreneurship development but should encompass business growth development strategies.

Recommendations According to Findings

In line with the study's findings denoting that entrepreneurship development is essential for boosting business growth and positively contributes to improving the quality of life, the following recommendations were suggested;

- Governments and tourism boards should provide training to related SMEs and provide them with more knowledge about trends and tourism opportunities.
- Human capital development exercises should be encouraged in hotel and tourism SMEs so as to boost their marketing skills, knowledge about starting a business, and skills and knowledge related to the tourism sector.
- Proper and better working conditions and remuneration packages should be given to increase job satisfaction among hotel and tourism SMEs leading to improvements in the quality of life.
- Government-initiated training schemes for locals to run and manage a business in rural areas are essentially required and should be provided to hotel and tourism SMEs.
- Government financial support for locals to start a business needs to be increased, especially for hotel and tourism SMEs.

Recommendations for Future Research

Like many qualitative studies, this study was affected by a lack of replication because qualitative studies are usually impossible to replicate. The delimitations of this study also related to the availability of resources. As such, information on the role of entrepreneurs is scattered and not readily available in Zimbabwe due to the dominance of informal trade. As a result, the study created new knowledge but the risk of estimates in economic terms rather than official documents loomed largely. Due to the limitation that the study's findings cannot be generalized to other sectors and countries, it is vital for future studies to test similar interactions under different contexts, sectors and countries. Additionally, the opinions of people in Victoria Falls, Zimbabwe whose quality of life is affected by the SMEs' hotel and tourism activities were not included. Hence, interviews are strongly encouraged to be undertaken in future studies.

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LIST OF APPENDICES

Appendix A

Research questionnaire

ANALYSING THE ROLE OF TOURISM AND HOSPITALITY ENTREPRENEURSHIP DEVELOPMENT IN ENHANCING THE QUALITY OF LIFE AND BUSINESS GROWTH

Dear Participant,

This survey is being conducted by Anna Hwemba, currently a student at Near East University in Nicosia, North Cyprus, as part of her Master's Thesis in Business Administration. It is being conducted under the supervision of Doctor Serife Eyupoglu. The study seeks to examine stakeholders' perceptions of the role of tourism and hospitality entrepreneurship in managing the quality of life and business growth. Kindly note that your participation in this study is voluntary.

We, therefore, appreciate your cooperation. The survey will take about 10 minutes to complete. This survey must be filled out by hotel and tourism entrepreneurs. Any information you provide will remain confidential and will solely be used for academic purposes. This information will not be shared with third parties. It is very important that you answer all of the questions in order for us to obtain accurate data.

If you have any questions about this study, feel free to contact us. We would be pleased to share the results. If you provide us with an e-mail address, we will send you a summary of the results of this survey when completed.

We thank you so much for your time and effort in completing this survey.

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M.S.c Business Administration
E-mail: hwembaanna@yahoo.com
Tel: +90 533 857 8458

Section A: Demographic section

Please click a box when a statement applies to your organization.

1. Gender of the entrepreneur

- Male
- Female

2. Business foundation

- Prior to 1980
- 1981-1990
- 1991-2000
- After 2000

3. Main activities

- Hotel
- Gastronomy
- Sports
- Travel agency

4. Years working in the tourism industry

- Less than 1 year
- 1 to 5 years
- 6 to 10 years
- More than 10 years

5. Satisfaction with business growth in the past three years

- Very unsatisfied
- Unsatisfied
- Moderately satisfied
- Satisfied
- Very satisfied

6. Constraints on operations (tick where applicable)

- Weather or seasonal changes (e.g., school holidays, rain)
- Lack of knowledge about trends and tourism opportunities
- Lack of marketing skills
- Limited knowledge about starting a business

- Lack of skills and knowledge related to the tourism sector.
- Satisfaction with current job
- Lack of government-initiated training schemes for locals to run and manage a business in rural areas
- Limited government financial support for locals to start a business with.
- None

Section B: Informative section on tourism entrepreneurship

Kindly tick the corresponding box in relation to your overall perceptions about tourism entrepreneurship based on a Likert scale from 1 = Strongly Disagree, 2 = Disagree; 3 = Not Sure, 4 = agree and 5 = Strongly Agree.

	Hotel and tourism entrepreneurship development	1	2	3	4	5
7	Both female and male entrepreneurs have equal access to entrepreneurial opportunities.					
8	It is difficult to take advantage of existing tourism entrepreneurial opportunities in my community.					
9	I have the necessary skills and training to start and run a hotel and tourism business.					
10	I can easily mobilise the required resources needed to start and operate a hotel and tourism business.					
11	The government provides training programs to existing and future tourism entrepreneurs.					
12	Banks and the government provide entrepreneurs with the necessary financial resources required to start and operate a hotel and tourism business.					
13	I have the ideas required to about operate a hotel and tourism business.					
14	Industry professionals and other experts are easily available to provide information on hotel and tourism business management					

Section C: Informative section on quality of life

Kindly tick the corresponding box in relation to changes in your overall quality of life from 1 = Strongly Disagree, 2 = Disagree; 3 = Not Sure, 4 = Disagree And 5 = Strong Agree.

	Quality of life	1	2	3	4	5
15	I am satisfied with my health constitution.					
16	I feel that I am totally fit.					
17	Sometimes I like to sleep in.					
18	I possess more than others.					
19	I am satisfied with the amount of income I generate.					
20	I wish to have more time for myself.					
21	Working together in our company is often stressful.					
22	I am an active member of my community (local associations, politics, etc.).					
23	I feel comfortable in my community.					
24	I like to spend my leisure time with my family.					
25	I actively contribute to the happiness and satisfaction of others.					
26	I am motivated and interested in pursuing my daily activities.					
27	I am competent and qualified for those activities that I perceive as important ones.					
28	Others respect me.					
29	My social relationships are enriching.					
30	I am living a fulfilled and meaningful life.					
31	I am optimistic for the future.					
32	Sometimes I consider selling my business.					
33	My work is very enjoyable.					
34	I feel stressed during my work.					
35	I am very happy with my leisure activities.					
36	Leisure time is very important to me.					
37	I am very satisfied with the political situation in my community.					
38	I have strong trust in our legal system.					

Section D: Informative section on business growth

Evaluate your firm's competencies in comparison to competitors; measured on a Likert scale from 1 = Strongly Disagree, 2 = Disagree; 3 = Not Sure, 4 = Disagree And 5 = Strong Agree.

		1	2	3	4	5
39	Overall business competence.					
40	Leadership.					
41	Accounting.					
42	Human resources management.					
43	Marketing.					
44	Human resources development.					
45	Complaint management.					
46	Quality management.					
47	Product development.					
48	Business growth.					

Questionnaire References

Variable	Items	Source
Quality of life (QoL)		
Physical wellbeing	I am content with my health constitution.	WHOQOL Group (1994)
	I feel that I am totally fit.	
	Sometimes I like to sleep in.	
Material wellbeing.	I possess more than others.	Diener et al. (1985)
	I am satisfied with the amount of income I generate.	
Social wellbeing	I wish to have more time for myself.	Wydra (2014)
	Working together in our company is often stressful.	
	I am an active member of my community (local associations, politics, etc.).	
	I feel comfortable in my community.	
	I like to spend my leisure time with my family.	
Emotional wellbeing	I actively contribute to the happiness and satisfaction of others.	Diener et al. (2009)
	I am motivated and interested in pursuing my daily activities.	
	I am competent and qualified for those activities that I perceive as important ones.	
	Others respect me.	
	My social relationships are enriching.	
	I am living a fulfilled and meaningful life.	
	I am optimistic for the future.	
	Sometimes I consider selling my business.	
Development & activity	My work is very enjoyable.	Diener et al. (1985)
	I feel stressed during my work.	
	I am very happy with my leisure activities.	
	Leisure time is very important to me.	
Items related to satisfaction with politics (adapted to the context)	I am very satisfied with the political situation in my community.	Cummins (2012), Pechlaner et al. (2004), Peters and Schuckert
	I have strong trust in our legal system.	

		(2014), Pukeliene and Starkauskiene (2011)
Variable	Items	Source
Business growth	Overall business competence.	(Lumpkin & Dess, 2001; Pechlaner et al., 2004; Peters, 2001, 2008)
	Leadership.	
	Accounting.	
	Human resources management.	
	Marketing.	
	Human resources development.	
	Complaint management.	
	Quality management.	
	Product development.	
	Business growth.	
Tourism entrepreneurship development	Entrepreneurial opportunities are equally available for both male and female entrepreneurs.	(Jahangir & Malika, 2019) * Additions were made based on literature reviews conducted by the researcher.
	It is difficult to take advantage of existing tourism entrepreneurial opportunities in my community.	
	I have the necessary skills and training to start and run a hotel and tourism business.	
	The government provides training programs to existing and future tourism entrepreneurs.	
	I can easily mobilise the required resources needed to start and run a hotel and tourism business.	
	The government and banks provide us with the necessary financial resources required to start and run a hotel and tourism business.	
	I strongly have ideas about running a hotel and tourism business.	
	I can easily get ideas on hotel and tourism business management from industry experts and other professionals.	

Appendix B**Permissions Regarding the Use of Scales****BİLİMSEL ARAŞTIRMALAR ETİK KURULU**

11.05.2022

Dear Anna Hwemba

Your application titled **“Analysing the Role of Tourism and Hospitality Entrepreneurship Development in Enhancing the Quality Of Life and Business Growth”** with the application number NEU/SS/2022/1307 has been evaluated by the Scientific Research Ethics Committee and granted approval. You can start your research on the condition that you will abide by the information provided in your application form.

Assoc. Prof. Dr. Direnç Kanol

Rapporteur of the Scientific Research Ethics Committee

Note: If you need to provide an official letter to an institution with the signature of the Head of NEU Scientific Research Ethics Committee, please apply to the secretariat of the ethics committee by showing this document.

Appendix C

Turnitin Similarity Report

ANALYSING THE ROLE OF TOURISM AND HOSPITALITY
ENTREPRENEURSHIP DEVELOPMENT IN ENHANCING THE
QUALITY OF LIFE AND BUSINESS GROWTH by Anna Hwemba

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