



Social Entrepreneurial Intention Factors of Tourism Management Students

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Abstract: *This chapter aims to assess how humane orientation as a cultural value and prior experience in social problems (dependent variable) influence social entrepreneurial intention (SEI, independent variable) of students of tourism management. The additional antecedents of SEI, such as empathy, moral obligation, social self-efficacy, and perceived social support, were entered into the research model as mediating variables between independent and dependent variables. The research was conducted on a sample of 70 students enrolled in studies of tourism management in the Republic of Serbia. The results of single mediation regression analysis indicate that empathy and perceived social support are mediators between the dependent and independent variables, while moral obligation and perceived social support are not. Results of the study present implications both for theory and practice in the area of social entrepreneurship of university students.*

1. INTRODUCTION

The tourism industry faces many problems, which primarily concern local communities and most often happen in underdeveloped countries. The challenges associated with this industry often have their source in the development of mass tourism and the use of natural resources in order to realize activities whose main goal is to appropriate profits. Increase of low-cost airlines, connection to the Internet, and taking advantage of the opportunities it provides, as well as growing competition, provide numerous benefits to travel users, but at the same time have significant negative consequences. It has become more difficult to ignore the invisible “externalities” associated with resource exploitation, environmental degradation, low wages, and poor working conditions (Pollock, 2016).

As the problem of environmental pollution becomes more and more present and obvious, the number of countries that pass laws in this area and oblige economic entities to implement them is also growing. This also applies to the tourism sector and requires innovative approaches that will include the application of environmental principles and sustainable practices. The search for responsible practices paves the way for innovative approaches to tourism development, as traditional approaches do not meet the new requirements that focus on sustainability principles.

It is of great importance for the tourism industry to become more sustainable for various environmental (pollution reduction, including greenhouse gas emissions, water, and energy consumption, to protect local ecosystems), social (cultural impact and social differentiation), and economic reasons (de Lange & Dodds, 2017).

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Due to the mentioned problems that the trends in the tourism industry bring with them, there is a growing pressure on tourism companies to be more responsible - both on the environmental and social levels. The number of profitable companies is increasing, while on the other hand, they are successfully creating social and environmental value. Such companies operate under different labels - environmentally friendly, responsible, sustainable, geo, good tourism - but there is no single conceptual framework and approach which unites them (Pollock, 2016).

As tourism is one of the first industries to start applying the principles of sustainable business and sustainable development, social entrepreneurship soon found its application in this area (von der Weppen & Cochrane, 2012; Sloan et al., 2014). The emergence of social enterprises in tourism puts focus on local communities, natural resources and helps develop sustainable tourism practices. By creating social value and a kind of social transformation, social entrepreneurship has the potential to counter the negative externalities caused by the tourism industry (Altinay et al., 2016; Sheldon et al., 2017).

The establishment of social enterprises in the Republic of Serbia (Serbia) took place after 2000, however, it is not possible to say with certainty how many of them there are today, since the last comprehensive survey on social enterprises was conducted in 2012 to examine their economic impact (SORS, 2014). According to the data obtained during the mentioned research, 1,196 social enterprises are registered in Serbia, which operate in various legal forms (cooperatives, citizens' associations, foundations, companies for professional rehabilitation, and persons with disabilities). Areas in which social enterprises in Serbia mainly operate are education and training, tourism and catering, and agriculture (SORS, 2014).

In recent years, there are more social enterprises that are trying to contribute to local development by connecting tourism and traditional crafts. These are mostly organizations from underdeveloped rural areas founded by women (Cvejić, et al., 2008). Social enterprises in Serbia that operate in the field of tourism are mainly from the category of citizens' associations (Cvejić, et al., 2008; SORS, 2014). Social enterprises in tourism represent a significant potential for local development, preservation of tradition, and protection of the environment. However, for social entrepreneurs operating in this field, it would be extremely important to improve knowledge about good practices and the latest trends in the field of local and rural tourism, as well as social services (Cvejić, et al., 2008).

Although there is an increasing number of social enterprises in the tourism industry in Serbia, there is not much research on this topic, especially not on the intentions to establish social tourism enterprises. Therefore, the purpose of this paper is to address the problem of social entrepreneurship in the tourism sector by identifying the main drivers of social entrepreneurial intention (SEI) of students enrolled in tourism management studies. The research was conducted on a sample of students of economics engaged in studies of tourism management. The results are obtained following the research concept of Hockerts (2015) by conducting a single mediation regression analysis. The results of the study create twofold contribution, theoretic and practical.

In the following part, firstly literature review on social entrepreneurship and intention is provided in a way to derive research hypotheses from it. Secondly, the methodology of data analysis is presented with specific identification of participants, measures used and procedure of analysis applied. Thirdly, the results of the analysis are shown, and fourthly discussion is derived from the results of the study. Lastly, future research directions and conclusions are introduced.

2. LITERATURE REVIEW

In line with the omnipresent environmental challenges which society faces, social entrepreneurship has emerged as one of the solutions that combine individual entrepreneurial values and goals and offers solutions to specific social problems. Social entrepreneurship has also found its place in tourism and has become an alternative that offers potential solutions to the numerous social problems that this industry is facing.

Social entrepreneurship is a relatively new topic in the academic world, so, accordingly, the literature on this topic is limited. However, in recent years, there has been a marked increase in interest in the concept of social entrepreneurship by various stakeholders, such as policymakers, NGOs, and scientists (Chamberlain et al., 2015).

Social entrepreneurship is a concept derived from entrepreneurship, but the intentions of the social and traditional entrepreneurs differ, as well as the overall goals of the enterprise (Lepoutre et al., 2013). While the basic goal of a traditional company is profit, social enterprises operate with the goal of achieving certain social benefits in addition to profit. Namely, social entrepreneurship is defined as “the process of identifying, evaluating and exploiting opportunities aiming at social value creation by means of commercial, market-based activities and of the use of a wide range of resources” (Bacq & Janssen, 2011, p. 374).

Peredo and McLean (2006) further clarify the concept of social enterprises by defining a social entrepreneur as an individual behind the entity and motivated not only by profit but primarily by social goals (George, 2013). In addition to social goals, social entrepreneurship is also aimed at eliminating the negative consequences that may arise from commercial business, which benefits the local community (Newbert & Hill, 2014).

Although there is no generally accepted definition of social enterprise, the one proposed by the European Commission (2011, p. 2) is often used, which defines social enterprise as “an operator in the social economy whose main objective is to have a social impact, rather than make a profit for their owners or shareholders. It operates by providing goods and services for the market in an entrepreneurial and innovative fashion and uses its profits primarily to achieve social objectives.” Also, the definition proposed by the OECD (1999 p. 184) shows the essence of social enterprise as follows: “social enterprise deals with any private activity conducted in the public interest, organized with an entrepreneurial strategy, but whose main purpose is not the maximization of profit but the attainment of certain economic and social goals, and which has the capacity to bring innovative solutions to the problems of social exclusion and unemployment.”

However, the stake that social entrepreneurship can play in the tourism industry has not been given enough attention (Boluk, 2011). Social entrepreneurship in the tourism industry is usually defined as a market-based strategy to address societal challenges while maximizing the benefits that tourism can provide to local communities, while proactively minimizing the negative impacts and externalities that this industry can cause, to achieve sustainable local community development (Aquino et al., 2018).

The role of social enterprises in the tourism industry is often associated with fostering environmental and sustainable business practices (Ergul & Johnson, 2011) and is seen as an instrument that helps conserve natural resources (Porter et al, 2018). Based on this approach, some of the benefits of

developing social enterprises in the tourism industry are the creation of sustainable tourism products and services, laying the foundations for other sustainable entrepreneurial activities, significant contribution to local community development by promoting local economic development, etc. (de Lange & Dodds, 2017). That is, the role of social entrepreneurship in the development of the tourism sector is reflected in the optimal engagement of available resources, new jobs, economic and social empowerment of local communities, encouraging sustainable entrepreneurial activities.

2.1. Social entrepreneurial intentions

Entrepreneurial operations in most cases do not happen spontaneously but are the result of the entrepreneur's intention to establish and develop a company on the basis of identified opportunities. As a social enterprise differs from a traditional enterprise in its characteristics, so a social entrepreneur is characterized by different characteristics and motives for doing business. The decision to start a social enterprise must be accompanied by a clear vision, great enthusiasm, and a strong moral responsibility of the social entrepreneur (Beauchamp et al., 2004). In order for a social entrepreneur to succeed in his intention to establish and promote a social enterprise, it is necessary for him to possess extremely high moral responsibility, empathy, compassion for other people's problems, etc. (Ivanović Đukić, et al., 2020).

According to Mair and Noboa (2006), the traits important for SEI that are anchored in it are derived from Ajzen's (1991) Theory of planned behavior and his taxonomy on attitudes toward behavior, subjective norms, and perceived behavioral control. Consequently, SEIs can be based on empathy, moral judgment, social self-efficacy, and the presence of social support (Mair & Noboa, 2006; Hockerts, 2015).

One of the most important characteristics of social entrepreneurs is empathy. Empathy usually means an individual's ability to empathize with other people, and to understand other people's feelings (Preston et al., 2007). A social entrepreneur needs to have the ability to empathize with the problems of others and to communicate effectively so that he can identify opportunities for entrepreneurship that will at the same time positively affect certain social groups. In this sense, empathy is an emotional driver that provokes the intention of a social entrepreneur to help others or protect the environment (Korte et al., 2018). Numerous studies have recognized and highlighted the importance of empathy in social entrepreneurs (Mair & Noboa, 2006; Hockerts, 2015; Korte et al., 2018).

As social entrepreneurs engage in business activities in order to solve certain social problems and create social value, they are mostly associated with strong ethical principles and high morals (Bornstein, 2004; Bacq et al., 2011; Bull & Ridley-Duff, 2018). Standards of right and wrong or good and bad behavior are defined through the ethical and moral principles of individual behavior (Fischer, 2004). Moral principles determine the ideals of moral behavior defined by society, which, together with other customs, rules, and traditions, are passed on to future generations. The very nature of social entrepreneurship leads to the expectation that a social entrepreneur is a moral person characterized by qualities such as honesty, reliability, behavior in accordance with moral principles, and possession of values that connect a social entrepreneur with the community. Therefore, adherence to moral standards and personal moral values are essential attributes for entrepreneurs engaged in social missions (Hockerts, 2015).

The model proposed by Mair and Noboa (2006) also suggests self-efficacy as a feature important for social entrepreneurs. Self-efficacy refers to the belief that with the help of one's own abilities,

certain behavior can be successfully reported (Bandura, 1977). The self-efficacy of social entrepreneurs, as individuals who help solve certain social problems, is a very important characteristic, since they face numerous challenges, both when establishing social enterprises and during the business. These challenges (suspicion towards the social concept, limited access to financial resources, poor employment potential, lack of entrepreneurial culture, unrealistic expectations from the state) can have a disincentive effect on potential entrepreneurs when thinking about founding a social enterprise. Therefore, social self-efficacy is a prerequisite for the existence of SEIs.

Social support also has a very important role for potential social entrepreneurs, that is, the support that an individual expects from his environment (Mair & Noboa, 2006). The importance of social enterprise support systems and networks is especially stressed during their establishment when access to finance and other resources needs to be provided. Lack of trust in local authorities and business partners and lack of their support can be a serious constraint for social enterprises (Ivanović Đukić et al., 2020).

2.2. Characteristics of a social entrepreneur

While one group of research shows that members of the younger generation are more inclined to start social ventures, which reflects the interest of the young population (university age, usually) in social issues and problems that arise in their environment and their growing need to find the right solutions (Harding & Cowlong, 2006; Leahy & Villeneuve-Smith, 2009), others argue that social entrepreneurs are mostly wealthy individuals who engage in social entrepreneurship at a later age (Bacq et al., 2011). This group of research shows that older people who intend to become social entrepreneurs, based on their life experiences and perceived problems in society, seek practical solutions to address them (Corner & Ho, 2010; Nicolás et al., 2018).

In addition to personal qualities and skills, social entrepreneurs also need certain knowledge. Engaging in social entrepreneurship often requires knowledge in the field of project management, the ability to negotiate with local authorities, specific knowledge in accounting and financial management, etc. (Sharir & Lerner, 2006; Haugh, 2007). The factor that can significantly influence the intentions of founding a social enterprise is the knowledge and experience of the founders in running the business.

The impact of education has not been fully examined, so it cannot be said with certainty whether the level of education increases the likelihood of engaging in social entrepreneurship (Harding & Cowling, 2006). However, some authors argue that a higher level of education can affect an individual's higher social commitment (Lepoutre et al., 2013) because a higher level of education and a higher level of knowledge and skills makes an individual more socially oriented (Corner & Ho, 2010). Often, social entrepreneurs are people of non-economic education (journalists, sociologists, artists, etc.), who do not have enough experience in marketing, sales, financial management, business performance monitoring, business negotiation which brings with it numerous problems (poor organization, poor approach to defining the marketing mix, etc.) (Ivanović Đukić, et al., 2020).

In addition, previous work and life experience may also have an impact on later entrepreneurial choices and prosocial behavior (Kautonen et al., 2010; Hockerts, 2015;). For example, for individuals who have prior knowledge of social problems (Ernst, 2011), experience in social work, recycling, volunteering, or if they have encountered certain problems throughout their lives, such as poverty, unemployment, limited educational opportunities, etc., they are more likely

to be motivated to engage in some social mission (Yiu et al., 2014). Although prior experience could influence the development of SEI, Hockerts (2015) proved that it is also a predictor of empathy, moral obligations, social self-efficacy, and perceived social support.

Humane orientation measures the degree to which society encourages and rewards traits such as justice, caring for others, altruism, generosity, and kindness to others (House et al., 2004). Previous research has found a positive link between humane orientation and entrepreneurship (Stephan & Uhlaner, 2010; Zhao et al., 2012), as such orientation can help companies to cope with risks through social support, which is especially important for a society that is at a low level of economic development (Calza et al., 2020; Nedeljković-Knežević & Pavluković, 2020). Moreover, a person's thoughtfulness, consideration, and sensitiveness to social injustice are found to be an important predictor of personal reasons to be a social entrepreneur (Calza et al., 2020; Rieger et al. 2021).

Therefore, the following research hypotheses arise from a previous review of the literature:

H1a: Empathy mediates the relationship between prior experience and SEI.

H1b: Empathy mediates the relationship between humane orientation and SEI.

H2a: Moral obligation mediates the relationship between prior experience and SEI.

H2b: Moral obligation mediates the relationship between humane orientation and SEI.

H3a: Social self-efficacy mediates the relationship between prior experience and SEI.

H3b: Social self-efficacy mediates the relationship between humane orientation and SEI.

H4a: Perceived social support mediates the relationship between prior experience and SEI.

H4b: Perceived social support mediates the relationship between humane orientation and SEI.

3. METHODOLOGY OF DATA ANALYSIS

3.1. Participants

A web-based questionnaire was spread among students of economics from the department of management in tourism. As it was used Google form for administrating the questionnaire, there were no missing data and only totally completed questionnaires were recorded. Therefore, the sample size was 70 respondents. The sample is part of the larger group of respondents and it was extracted from the group of 350 participants in the research made up of students of economics from all departments. It should be pointed out that it was used the convenience sampling technique, meaning that the target population was students of one faculty at the University of Niš and that all of them were enrolled in the studies of economics. The majority of respondents were female (75.7%), while men encountered 24.3% of respondents. The average age of respondents was 22.59 (SD=4.116) years. The respondents had both urban (74.3%) and rural (25.7%) residences. When it comes to the level of study, 62.9% of students were enrolled in bachelor studies, while 37.1% were students of postgraduate studies. Furthermore, 62.7% of respondents had already some knowledge in entrepreneurship and attended courses at the faculty on this topic and 37.1% did not have such a courses experience. Lastly, 30.0% of respondents stated that they have entrepreneurs among close family members and 70.0% do not.

3.2. Measures

The original versions of the questionnaires are translated into Serbian language and their context is adjusted to achieve the maximum understanding of surveyed students. The participants ranged their responses on the 5-point Likert response scale ranging from 1- 'strongly disagree'

to 5- 'strongly agree' for the items measuring prior experience, empathy, moral obligation, social self-efficacy, perceived social support, and SEI. Humane orientation as cultural value is measured on the 7-point Likert scale from 1- 'very' to 7- 'not at all'. Therefore, these answers are recorded in order to achieve the same direction of items.

In this research, the authors controlled multiple demographic variables which were entered into the model as covariates. In this regard, gender (0 = male, 1 = female), age was stated in number of respondents' years, place of residence (0 = urban, 1 = rural), study level (0 = undergraduate, 1 = postgraduate), entrepreneurship education (0 = yes, 1 = no) and entrepreneur in a family (0 = yes, 1 = no). In numerous researches, these variables reported a significant influence on SEIs (Hockerts, 2015; Fragoso et al., 2020; Rieger et al., 2021). The research model (Figure 1) contains predictor variables, namely prior experience, and humane orientation, mediating variables empathy, moral obligation, social self-efficacy and perceived social support, and dependent variable SEI. The measurement scales for these variables are presented in the following.

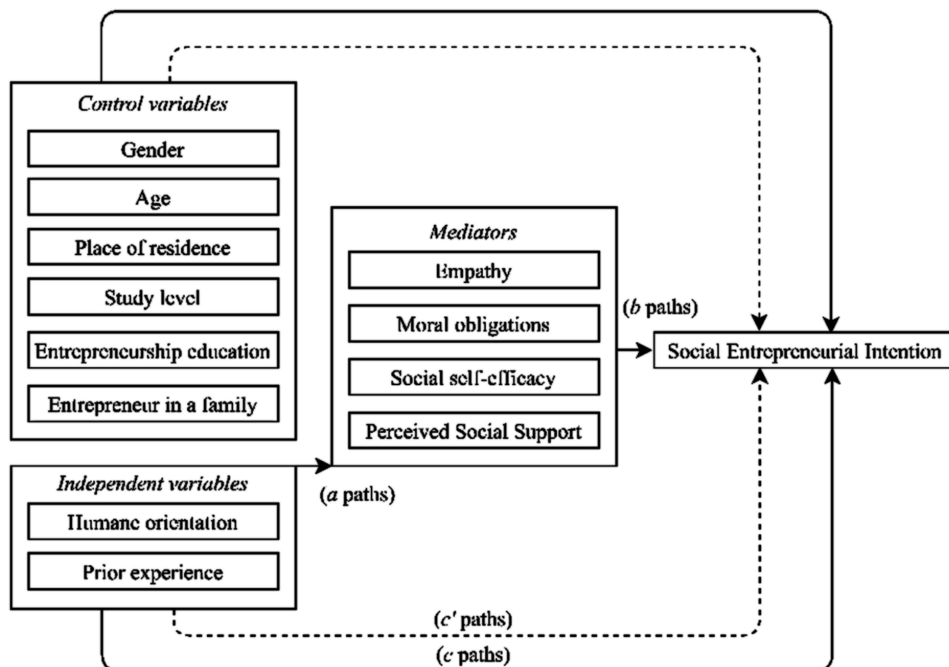


Figure 1. Theoretical model

Source: Authors

Humane orientation as a variable is extracted from the set of GLOBE Culture Dimensions as a degree to which a person is encouraged by society to which belongs to be caring, sympathetic, sensitive to social injustice, fair and similar (House et al., 2004). These variables include measurement of the state in the society 'as is' and values 'as should be', so in this research, it is measured cultural values in the everyday practices 'as is' and it was applied 5-item survey to rate these practices. An example of a question is: 'In this society, people are generally tolerant of mistakes'. The Cronbach's alpha for this variable is 0.867 (Table 1).

Prior experience in this research is an ascendant of SEI where an experience with social problems will be expected to influence the intention of a person to be a social entrepreneur. This variable is assessed using a 3-item scale where one was 'I have volunteered or otherwise worked with social organizations' (Hockerts, 2015). The internal consistency of this scale is 0.771.

Empathy as a variable is considered by Hockerts (2015) as “an ability to recognize and propensity to react to other person’s emotional state” (p. 4). It is measured by a 3-item questionnaire and the obtained reliability was satisfactory ($\alpha = 0.778$). An example item includes: ‘Seeing socially disadvantaged people triggers an emotional response in me’.

Moral obligation refers according to Hockerts (2015) to moral responsibilities that one person fills and that drives him to provide help to another person in social need. This 3-item scale accounted high reliability of $\alpha = 0.866$. One of the questions in this scale is: ‘We are morally obliged to help socially disadvantaged people’.

Social self-efficacy is assessed using Hockerts’ (2015) 3-item scale designed to capture a person’s potential to solve social problems. An example of an item is: ‘I could figure out a way to help solve the problems that society faces’. The Cronbach’s alpha for this scale is 0.686.

Perceived social support as a variable refers to back-up from other entities that social entrepreneur expects (Hockerts, 2015). The 3-item version of the questionnaire also included the item ‘If I planned to address a significant societal problem people would back me up’. The Cronbach’s alpha of this scale is 0.860.

Social entrepreneurial intention is the dependent variable in current research and it is measured by the application of Hockerts’s (2015) 3-item scale. The Cronbach’s alpha of the scale is 0.682. An intention is anticipated to be a predictor of a person’s behavior (Ajzen, 1991) and as such, it is crucial to identify its predictors. One of the items used for measuring SEI is ‘I have a preliminary idea for a social enterprise on which I plan to act in the future’.

3.3. Procedure

After exploring frequencies in order to present socio-demographic characteristics of the sample, descriptive statistics of the researched variables and Pearson two-tailed correlations between them were calculated. The cutoff point for all significant data was taken as a p-value smaller than 0.05. Furthermore, we have employed PROCESS macro v3.5 (Hayes, 2017) for testing the mediation effect between hypothesized factors of SEIs of students. Using a calculation of 5,000 bootstrap iterations, it was tested theoretical model (Figure 1) in which gender, place of residence, study level, entrepreneurship education, entrepreneur in a family were entered into the model as control variables, prior experience, and humane orientation as cultural value were considered as independent variables and SEI as the dependent variable.

In the stated model, empathy, moral obligation, social self-efficacy, and perceived moral support were mediating variables between independent and dependent variables. Total, direct and indirect effects were tested and lately analyzed. The identified indirect effect through mediating variable between independent and dependent variable is further confirmed by the Sobel test. Prior to conducting regression analysis, the assumptions of the analysis were checked, especially multicollinearity which could be harmful to regression analysis. Previously listed analyses were conducted via program the Statistical Program for Social Sciences (SPSS v23).

4. RESULTS

Table 1 shows descriptive statistics and the reliability of the measurement scales used in this study. Having in mind that for humane orientation, the minimum value of responses is 1.20, while the maximum was 7, and that 4 is the neutral attitude toward defined items of humane orientation, screening the mean data indicates that respondents showed moderately high humane orientation (Mean = 4.837, SD = 1.336). On contrary, students rated their previous experience in helping others in social need on a 5-point Likert scale with a mean value of 3.072 (SD = 1.121). The mean value is under the value of 3 which implies a neutral attitude and indicates that they have some experience in providing support to others. Variables such as empathy (Mean = 3.943, SD = 0.911), moral obligation (Mean = 3.771, SD = 1.011), social self-efficacy (Mean = 3.729, SD = 0.952) and perceived social support (Mean = 3.272, SD = 0.970) scored above the threshold of point 3 as neutral attitude. Lastly, respondents on a scale of one to five showed lower SEI (Mean = 3.124, SD = 1.022), which indicates the existence of an intention to be a social entrepreneur.

Table 1. Descriptive statistics of the researched variables

Variable	Mean	SD	Minimum	Maximum	α
Age	22.59	4.116	19	32	n/a
Humane Orientation	4.837	1.336	1.20	7.00	0.867
Prior Experience	3.072	1.121	1.00	5.00	0.771
Empathy	3.943	.911	2.00	5.00	0.778
Moral Obligation	3.771	1.011	1.33	5.00	0.866
Social self-efficacy	3.729	.952	1.33	5.00	0.686
Perceived Social Support	3.272	.970	1.00	5.00	0.860
Social Entrepreneurial Intention	3.124	1.022	1.00	5.00	0.682

Source: Authors

Table 2. Correlation analysis results

	1	2	3	4	5	6	7	8	9	10	11	12	13
1. Gender	1												
2. Age	.000	1											
3. Residence	-.048	-.044	1										
4. Study level	-.254*	.483**	-.046	1									
5. Entrepreneurship Education	-.254*	.136	-.046	.266*	1								
6. Entrepreneur in a Family	-.007	-.158	-.043	-.077	.181	1							
7. Humane orientation	-.153	.030	-.072	.006	-.032	.122	1						
8. Prior	-.096	-.117	-.046	-.048	-.194	-.032	.421**	1					
9. Empathy	.143	.162	-.054	.030	-.119	.042	.467**	.441**	1				
10. Moral obligation	.124	.044	-.038	-.036	-.113	.101	.327**	.332**	.749**	1			
11. Social	.060	.195	-.061	.076	-.097	-.151	.290*	.363**	.632**	.552**	1		
12. Perceived Social Support	-.080	.008	.047	-.021	.020	.067	.337**	.364**	.435**	.333**	.510**	1	
13. Social	-.075	-.010	-.022	.132	.076	.084	.600**	.623**	.476**	.330**	.378**	.583**	1

Note: ** significant at the .01 level; * significant at the .05 level

Source: Authors

The intercorrelations between researched variables are presented in Table 2. Humane orientation is positively correlated with empathy ($r = .467, p < .01$), moral obligation ($r = .327, p < .01$), social self-efficacy ($r = .290, p < .01$), perceived social support ($r = .337, p < .01$) and SEI ($r = .600, p < .01$). Prior experience is positively related to empathy ($r = .441, p < .01$), moral obligation ($r = .332, p < .01$), positively related to social self-efficacy ($r = .363, p < .01$), perceived social support ($r = .364, p < .01$) and SEI ($r = .623, p < .01$). Empathy is positively and statistically significantly related to other three antecedents of SEI, i.e., moral obligation, social self-efficacy, perceived social support ($r = .749, p < .01, r = .632, p < .01, and r = .435, p < .01$,

respectively), lastly with a SEI ($r = .476, p < .01$). Moral obligation is positively related to social self-efficacy ($r = .552, p < .01$), perceived social support ($r = .333, p < .01$) and SEI ($r = .330, p < .01$). Social self-efficacy is positively related perceived social support ($r = .510, p < .01$) and SEI ($r = .378, p < .01$). Perceived social support and SEI are significantly positively correlated ($r = .583, p < .01$).

The proposed hypotheses were tested using a single mediation regression analysis. The direct, indirect, and total effects of regressed variables are presented in detail in Table 3, as well as an influence of control variables from the total effect regression analysis output. It was found that in the case when empathy is mediating variable and humane orientation is independent, and when empathy is mediating variable and prior experience is the independent variable, both mediation models are upheld ($\beta = .100, 95\% \text{ CI } [.02, .19]$, and $\beta = .105, 95\% \text{ CI } [.01; .23]$). Additionally, the Sobel test confirmed the mediating effect, and it can be stated that hypotheses H1a (2.16, $p=0.031$) and H1b (2.05, $p=0.040$) are confirmed. Secondly, two models in which first had humane orientation and second prior experience as an independent variable, and moral obligation was mediating variable were not supported ($\beta = .040, 95\% \text{ CI } [-.01, .11]$, and $\beta = .040, 95\% \text{ CI } [-.03; .13]$) and that 95% bias-corrected bootstrap confidence interval that includes zero.

Table 3. Results of the single mediator regression analysis

Effect	Humane orientation				Prior experience			
	B	SE	p	95% CI	B	SE	p	95% CI
<i>Control variables</i>								
Gender	.165	.247	.505	-.33;.66	.265	.231	.256	-.20;.73
Age	.006	.028	.825	-.05;.06	.006	.026	.813	-.05;.06
Residence	-.006	.227	.980	-.46;.45	.146	.213	.497	-.28;.57
Study level	.148	.248	.552	-.35;.64	.047	.232	.838	-.42;.51
Entrepreneurship Education	.430	.222	.057	-.01;.87	.679	.211	.002	.26;1.10
Entrepreneur in a Family	-.105	.224	.639	-.55;.34	-.001	.208	.997	-.42;.42
<i>Mediator - Empathy</i>								
IV on Mediator (a path)	.319	.072	.000	.17;.46	.382	.092	.000	.20;.56
R2	.306		.001		.295		.002	
Mediator to SEI (b path)	.312	.126	.016	.06;.56	.276	.117	.021	.04;.51
Direct effect of IV on SEI (c' path)	.362	.082	.000	.20;.53	.522	.094	.000	.33;.71
R2	.468		.000		.533		.000	
Total effect of IV on SEI (c path)	.462	.075	.000	.31;.61	.627	.086	.000	.45;.80
R2	.414		.000		.491		.000	
Indirect effect IV-SEI (ab path)	.100	.043	2.16 ($p=0.031$)	.02;.19	.105	.057	2.05 ($p=0.040$)	.01;.23
<i>Mediator - Moral obligation</i>								
IV on Mediator (a path)	.245	.087	.006	.07;.42	.324	.106	.003	.11;.54
R2	.189		.061		.204		.040	
Mediator to SEI (b path)	.165	.108	.132	-.05;.38	.124	.102	.230	-.08;.33
Direct effect of IV on SEI (c' path)	.421	.078	.000	.26;.58	.587	.092	.000	.40;.77
R2	.435		.000		.503		.000	
Total effect of IV on SEI (c path)	.462	.075	.000	.31;.61	.627	.086	.000	.46;.80
R2	.414		.000		.491		.000	
Indirect effect IV-SEI (ab path)	.040	.031	1.34 ($p=0.179$)	-.01;.11	.040	.041	1.13 ($p=0.259$)	-.03;.13
<i>Mediator - Social self-efficacy</i>								
IV on Mediator (a path)	.202	.084	.018	.03;.37	.298	.101	.004	.10;.50
R2	.154		.148		.189		.062	
Mediator to SEI (b path)	.241	.110	.033	.02;.46	.180	.106	.096	-.03;.39
Direct effect of IV on SEI (c' path)	.413	.076	.000	.26;.56	.574	.090	.000	.39;.75
R2	.456		.000		.513		.000	

Total effect of IV on SEI (c path)	.462	.075	.000	.31;.61	.627	.086	.000	.45;.80
R2	.412		.000		.491		.000	
Indirect effect IV-SEI (ab path)	.049	.033	1.62 (p=0.105)	-.01;.13	.054	.045	1.47 (p=0.141)	-.01;.17
<i>Mediator – Perceived Social Support</i>								
IV on Mediator (a path)	.246	.085	.005	.08;.42	.351	.102	.001	.15;.56
R2	.164		.117		.202		.041	
Mediator to SEI (b path)	.438	.098	.000	.24;.63	.385	.096	.000	.19;.58
Direct effect of IV on SEI (c' path)	.354	.070	.000	.21;.49	.492	.084	.000	.32;.66
R2	.558		.000		.597		.000	
Total effect of IV on SEI (c path)	.462	.075	.000	.31;.61	.627	.086	.000	.46;.80
R2	.414		.000		.491		.000	
Indirect effect IV-SEI (ab path)	.107	.052	2.43 (p=0.015)	.01;.22	.135	.060	2.61 (p=0.009)	.04;.27

Source: Authors

Thirdly, the hypothesis H3a that social self-efficacy will mediate the relationship between humane orientation and SEI ($\beta = .049$, 95% CI $[-.01, .13]$), and H3b that social self-efficacy will mediate the relationship between prior experience and SEI ($\beta = .054$, 95% CI $[-.01, .17]$) were not supported, which are presented in Table 3. Fourthly, the single mediator analysis revealed that perceived social support mediates the relationship between humane orientation and SEI and thus hypothesis H4a is confirmed ($\beta = .107$, 95% CI $[-.01, .22]$). Lastly, perceived social support mediates the relationship between prior experience and SEI, and thus hypothesis H4b is confirmed ($\beta = .135$, 95% CI $[-.04, .27]$). The Sobel test supported previous conclusions (2.43, $p=0.015$, and 2.61, $p=0.009$, respectively). In models where the prior experience was predicting variable and only mediating variables were changed, there were identified the statistically significant influence of entrepreneurship education ($\beta = .679$, $p < .01$, 95% CI $[-.26, 1.10]$). Meaning that an upgrade in the knowledge about entrepreneurship would make a positive influence on SEIs of students.

5. DISCUSSION

The previous research is founded on postulates of Ajzen's (1991) Theory of Planned Behavior (TPB) and the research of Mair and Noboa (2006) who adapted it according to the context of social problems and SEI which develops from it. The inferences of the TPB are that intentions are susceptible to influences of exogenous variables such as cultural values or personality traits through mediators (attitudes toward behavior, subjective norms, and perceived behavioral control). The adaptation of TPB for social entrepreneurship surrounding was made in transforming mediators of intent to empathy, moral obligation, social self-efficacy and perceived behavioral control. Lastly, Hockerts (2015) added prior experience with social problems to be antecedent of mediation variables of SEI. Therefore, the authors' research combined previous concepts and examine the influence of tourism management students' prior experience and humane orientation as the cultural value on SEI, and the mediating role of empathy, moral obligations, social self-efficacy, and perceived social support in these relationships.

Humane orientation and prior experience play a crucial role in evolving process of SEIs in students. There is a very small number of researches that put its focus on the relationship between prior experience, humane orientation, empathy, moral obligation, social self-efficacy, and perceived social support, and their influence on SEI. Therefore, this study tries to merge these concepts. In all regression models, humane orientation and prior experience had a significant influence on SEI, meaning that their increase should cause an increase in the dependent variable.

Entrepreneurship education loaded a significant effect on SEI where the prediction variable was a prior experience. Moreover, there is a statistically significant mediation of empathy between humane orientation and SEI, and between prior experience and SEI, thus confirming hypotheses H1a and H1b. When mediating variable was changed to perceived social support, hypotheses H4a and H4b were confirmed, and imply that this mediator explains additional variations in SEI. The contemporary literature supports these conclusions. Firstly, the existence of entrepreneurship education is a commonly significant predictor of entrepreneurial intent (Nguyen et al., 2019; Rieger et al., 2021). The findings of Hockerts (2015) are partially aligned with the result of the authors. Hockerts (2015) indicates that in a single mediation regression analysis all four antecedents of SEI mediate the relationship between prior experience in social problems and intent. His research indicates that not only previous experience but also antecedents explain the additional variability of SEI. Evidence of Rieger et al. (2021) suggests that socially supportive cultural norms, such as pleasantness and helpfulness, are important predictors and mediators that help the transition of personal feasibility and desirability of the social venture to SEI.

In contrast to our expectation no mediating effect of moral obligations and social self-efficacy was identified between prior experience and humane orientation, on the one side, and SEI, on the other side. For example, Hockerts (2015) results are somewhat contradictory to the authors' research because social self-efficacy in his analysis marked a high mediating effect. Still, in the case of social self-efficacy, it was identified direct effect on SEI, indicating that this variable has a positive effect on intent and its increase will lead to an increase in intent.

In the context of Serbia, entrepreneurial orientations in tourism such as work ethic, innovativeness, empathy, autonomy, and risk readiness are influenced by a diverse number of Globe cultural values (uncertainty avoidance, performance orientation, group collectivism, assertiveness, and gender equality), but no influence of humane orientation was recorded (Nedeljković-Knežević & Pavluković, 2020). Therefore, the theoretical implication of the chapter is that prior experience and humane orientation as a cultural value are marked as significant predictors of SEI of tourism management students, while that effect is mediated by empathy and perceived social support. The second implication is that this chapter overcomes the lack of research on this topic, combines two exogenous variables of SEI, and shows that prior experience and humane orientation are embedded in SEI through empathy and perceived social support. This further means that antecedents of SEI interact and explain its variations to a greater extent. The third theoretical contribution of the research is the inclusion of cultural components in Hockerts's (2015) model of SEI. As such, the novelty of the chapter is that if the perception of kindness, fairness, and generosity of a person is promoted as highly acceptable and recognized among members of a society, it will contribute to the person intended to be an entrepreneur.

Practical implications of the chapter derive from the fact that entrepreneurship education is marked as the influential factor of SEI of tourism management students. It could be used in a way that through education students could acquire knowledge on how to unite profit-oriented objectives and objectives to target some vulnerable group or a social need by starting their social venture in the tourism sector. Through education, students could gain various skills important for future business activities (Spear et al., 2013). Krstić et al. (2017) denote the importance of education as a motivational factor to establish a social enterprise and enhance employment opportunities. Secondly, social entrepreneurship is recognized as one of the unexploited areas in Serbia and there is room for improvement but that improvement is connected to cultural change. As seen, the research results indicate humane orientation has a decisive effect on SEI, albeit the Serbian society

is marked as distrustful when it comes to social enterprises (Spear et al., 2013). Accordingly, policymakers are challenged to develop policies that will target the transformation of cultural legacy which does not support social entrepreneurship by raising awareness of social problems, humane values, and how future entrepreneurs could address these problems in different areas such as the tourism sector. Especially, rural tourism was recognized as an area where social entrepreneurship in Serbia could emerge (Matović et al., 2020). Again, the role of education and training could be notable in creating a positive atmosphere for human orientation development at students' early age and knowledge acquisition on social entrepreneurship in the tourism industry. Lastly, the creation and promotion of opportunities to gain experience in working with people in social need or resolving the common social problem are of main importance for the development of both social and sole entrepreneurial spirit in students. When it comes to tourism and the place of social entrepreneurship in it, the research results could serve policymakers and educators in the creation of programs for providing opportunities for obtaining prior experience and identifying students with high humane orientation in order to direct them toward education on how to establish own social venture in the tourism sector such as agrotourism and social tourism (Spear et al., 2013).

6. FUTURE RESEARCH DIRECTIONS

The present research has its limitations that could drive future research in the area of social entrepreneurship in Serbia. First, the study researched the single mediation effect of four antecedents of social entrepreneurship intent as in Hockerts's (2015) research. However, Hockerts (2015) continued his research in the direction of multiple mediations of previously mentioned antecedents. Therefore, future research could examine the multiple mediation effect of empathy, moral obligation, social self-efficacy, and perceived social support between prior experience and humane orientation and SEI of students. Secondly, following the research of Rieger et al. (2021), and Nedeljković-Knežević and Pavluković (2020), not only humane orientation may be the predicting variable of SEI, so future research could put its focus on broadening the list of cultural values as possible influential factors of intent to be a social entrepreneur. Thirdly, the sample frame of the study is completely focused on students enrolled in studies of tourism management so the sample size has its limitation. In order to achieve generalizability of research results, rather than just obtaining indicative results, it is of great importance to extend the research to the whole student population of one faculty or university as in the research of Hockerts (2015) and Rieger et al. (2021).

7. CONCLUSION

The positive and negative societal effects of a tourism industry development have been broadly researched by many scholars (Pollock, 2016; de Lange & Dodds, 2017). With the emerging trend of social entrepreneurship development, the tourism sector paved its way to tackling social problems and having significant economic benefits for the business, and thus expanding the boundaries of its positive outcomes. Hence, it is of the utmost importance to identify what are the main drivers of a person's intent to set up his own social venture. Therefore, the focus of this paper was put on the research of the SEI and its antecedents. One person can develop compassion or empathy for another person's social problems which can be an antecedent of the intent to develop social enterprise. People's intent to establish social enterprise can also be driven by ethical principles and moral obligations. It is a characteristic of the social entrepreneur that he or she understands and believes in his own competencies to solve some social problem by starting a social enterprise, namely, the belief in possessing social self-efficacy. Lastly, the perception of social support by external bodies, such as the government and local community, could

positively influence SEI development. Except for previously mentioned antecedents of SEI derived directly from Ajzen's (1991) TPB, future social entrepreneurs can develop intent under the influence of some prior experience or cultural values (Hockers, 2015; Rieger et al. 2021).

This chapter aimed to examine whether prior experience and humane orientation as cultural values affect the development of SEI and is that relationship mediated by empathy, moral obligations, social self-efficacy, and perceived social support. The results indicate that empathy and perceived social support mediate the effect of prior experience and humane orientation on SEI. Moreover, in the case where prior experience is a predicting variable of SEI, entrepreneurship education appears as a positive predictor too. As the research was conducted on the sample of students of economics engaged in studies of tourism management, the results are indicated in the way that if policymakers want to develop social entrepreneurship in the tourism sector in Serbia, it should consider the importance of students' prior experience and humane orientations when designing education and training programs. Actions for cultural changes pointed toward overcoming the distrust in social entrepreneurship are also very much needed in Serbia in order for citizens to adhere to humane orientations. Both government and educational institutions are challenged to recognize students with empathy and belief in the social support of other persons and point them toward education and training in social entrepreneurship.

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