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Doctoral School of Economic and Regional Sciences

The effects of entrepreneurial social factors on agritourism
“Rural lodgings in Tunisia”

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1.INTRODUCTION

1.1. Relevance of Topic

Nowadays, history has become a source of activities directly or indirectly related to tourism; as a result, it is vital to improving tourist sites in order to alleviate the slowdown in the tourism sector. The construction of facilities such as guest houses, lodges, campgrounds, elegant hotels, youth hostels, as well as roads, restaurants, museums, and rental car companies, is one of the measures that aid the sector's resurrection. These enhancements allow for territorial growth and the diversification of the tourist offer and the shift from quantity to quality tourism: alternative tourism. This last concept is meant to be an alternative to the typical mass tourism that prioritizes profit over everything else, sometimes at the expense of the regions visited. Alternative tourism appears to be a viable option in this regard since it provides clients with a unique, individualized experience based on cultural interactions, experience sharing, discovery, and a sustainable environment. Furthermore, it provides a social and economic benefit to the local population throughout the project's implementation as well as during the operation of the activity. Alternative tourism provides a more equitable distribution of the resources created by the tourism environment as well as a sector assessment. In this regard, the various actors have not stopped competing in innovation to give formulas, sites, and new kinds of lodging that include freshness, uniqueness, quality contribution, adaptation to needs, and indisputable assets to attract and maintain clients. Agriculture-related tourism, commonly known as agritourism, is a growing but largely unrecorded alternative tourism business.

And in order to adapt to the evolution of tourist demand, Tunisian entrepreneurs have started by promoting the new concept of alternative tourism: Agritourism (rural lodges, guest houses, equestrian farms...). This trend phenomenon is developing in Tunisia to meet the need of the growing number of tourists who are looking for alternatives other than the tourism to which they are used. Participation in this tourism revolution is viewed as a reaction against mass tourism and the desire for a unique and precisely individualized experience outside of standard formulae (Euromonitor, 2013). This development appears to be a new type of agricultural tourism. Today, this new type of tourism has a significant competitive advantage in the worldwide tourism market, and it has already had a significant economic and social impact on the rural development of some underdeveloped areas (Zhou & Kaplanidou, 2017). Agritourism is an important component of rural communities' multifunctional development. Furthermore, rural development encompasses a wide range of new activities, including the creation of high-quality and region-specific products, nature conservation and landscape management, agritourism, and the growth of local procurement chains. In scientific studies, various theories and techniques describe agritourism as an economic, social, cultural, and psychological phenomenon (Petrović, et al., 2017). The rural area is a vital basic resource for the expansion of agritourism, which was founded on the desire for serenity and outdoor space for healing in the urban society (Nickerson, et al., 2001). On the other hand, agritourism is a term that is more consistently applied to tourism products and services closely tied to the agricultural environment, products, and other types of farm stays (Petrović, et al., 2017). In fact, agritourism has benefits for rural tourism destinations. As a result, individuals in charge of the development, promotion, and organization of rural tourism zones band together to aid in the growth of these areas, as well as to offer (Roman & Golnik, 2019), and modify their rural tourism product or service to meet the needs of today's customers. Individual However, individual enterprises' sustainability in the agritourism sector depends on their collaboration and cooperation with their work (Che, et al., 2005). This is especially critical for highly specialized entrepreneurs

who are trying to keep their agritourism firms afloat. As a result, before supplying the products/services required for their customers' demands, it is also vital to gain a deeper understanding of the many antecedents that lead to participation in the creation of an agritourism business. Researchers have realized the relevance of entrepreneurial social aspects and their effects on development in order to lessen the risk that an entrepreneur may encounter before, during, or after starting a business. However, there has been little research on the role of social entrepreneurial aspects in the context of entrepreneurial agritourism.

1.2. Problem statement

The engine of agritourism is the curiosity for a specific cuisine or, more broadly, for the agricultural world. Agritourism is not a new phenomenon; it began in the 1930s with farm accommodations and the first paid vacations, but it has evolved significantly in recent years. "Agritourism has developed greatly over the past 10 years and will undoubtedly continue to increase in the future," according to many observers from around the world (Gil Arroyo , et al., 2013). "Visits to producers have increased since the 1990s and are attracting an ever-growing number of aficionados" (Croce & Perri , 2010, p. 5). Growing agritourism appears to be a long-term stakeholder. Due to the growing public interest in food, rural accommodation, farm visits, and animation, and the promotion and sale of farm and area products, which appears to be one of the key current sociological trends, it could help the development of many territories (Fischler , 1990). Consider the growing use of short circuits for grocery purchases (Herault-Fournier , et al., 2012); the rise of gastronomic tourism (Clergeau & Etcheverria , 2013); the new recognition of gastronomy as a UNESCO World Heritage Site (Mantéi , 2012); and the wider public interest in food (results of food business reports, surprising success of tough works like Enders (2015) on the most recent scientific breakthroughs in digesting).

Rural accommodation is another type of agritourism that has emerged in recent years. This type of agritourism, which is increasing and posing issues, has received little research. Furthermore, the success of various forms of rural tourism accommodation in Tunisia, such as rural lodges and guest rooms, cannot be ignored among Tunisian and foreign tourist clientele. Analysts are concerned about the future of this type of lodging, on the one hand, because of withdrawal movements observed here and there following a continuous increase in the number of rural lodgings, and on the other hand, because of a very sharp increase in the number of guest rooms, which could (ironically) saturate demand. The importance of rural tourism for rural development is widely established, and rural tourist accommodation, in its most particular forms, plays a vital role in the offer of rural tourism (Durrande-Moreau, 2018). We assess the strategic importance of having a detailed understanding of the processes at work inside the tourist accommodation park, as well as a forward-looking attitude, to inform and guide rural tourism entrepreneurs, professionals, and decision-makers in their decisions and activities. Currently, a company's success is determined by the availability of high-quality products and services, competitive enterprises, and highly qualified entrepreneurs. It has to be examined whether any of these principles are representative of rural tourism conditions and actionable. To do so, we look at entrepreneurial social elements that contribute to an agritourism entrepreneur's business development (our study focuses on rural lodge entrepreneurs) and lead to their success. The goal of the study is to discover and comprehend the social entrepreneurial elements that have shaped and driven agritourism entrepreneurs.

To our knowledge, no study has looked at the idea of social entrepreneurial characteristics (social capital, social identity, social motivation, and functional abilities) and their influence on participation in the creation of an agritourism business at the same time. Few studies have looked at the influence of entrepreneurial social elements in the development of an agritourism enterprise. All of these considerations have led us to frame the problem of this doctoral dissertation through the following key question: **How do entrepreneurial social factors affect the entrepreneurial development of an agritourism business in rural Tunisian regions?**

The findings of the study are a useful tool for gathering information on many aspects of agritourism development, and they can be used in tourism industry research or academic studies.

1.3. Objectives of the study

The overarching goal of this research is to investigate and better understand agritourism enterprises, as well as to assess their potential as a model for vital rural development. Understanding the significance of social entrepreneurial factors in agritourism entrepreneurship is also important. The study has various specific aims that are related to the general goal:

- Examining the definition of agritourism entrepreneurship and the interaction between development, planning, and tourism to identify the main elements of the agritourism idea.
- Examine the impact of entrepreneurial social determinants on the development of the Tunisian agritourism industry. Explain how numerous elements influence an entrepreneur's conduct in the establishment of an agritourism enterprise.
- Develop, test, and evaluate a research model that explains the entrepreneurial social aspects of a Tunisian entrepreneur involved in the establishment of an agritourism firm.

1.4. Research questions and hypotheses

The impact of entrepreneurial social elements that influence participation in the development of a firm must be investigated to understand an entrepreneur's behavior in an agritourism context. Four aspects are investigated in this study: social capital, social identity, social motivation, and functional competencies, with the impact of these four critical factors on participation in the growth of an agritourism business being carefully examined. The modeling of square-based structural equations is used to investigate the relationship (PLS- SEM) between independent and dependent variables mediated by an agritourism entrepreneur's social identity and drive. Furthermore, by defining social innovation as a moderating variable, the impact of social innovation on the relationship between social capital and participation in the development of an agritourism firm is investigated. The following research questions and hypotheses are based on past research and formulated from previous literature available in our study environment. Because of our research, the hypotheses are not sorted from 1 to 10 in the next section, and they do not follow the chronological sequence of the research questions.

R.Q1: How can social capital affect the participation in the development of business in agritourism?

H1: The social capital has a strong effect on the entrepreneur to rely on the functional competencies of the agri-entrepreneur.

H2: The social capital has a strong effect on the entrepreneur to rely on the social identity of an entrepreneur in agritourism.

H4: *The social capital has a strong effect on the entrepreneur to rely on social motivation.*

H7: *The social capital has a strong effect on the entrepreneur to rely on the participation in the development of business in agritourism.*

R.Q2: Does the social identity affect the functional competencies of an entrepreneur in agritourism?

H3: *The social identity of the entrepreneur in agritourism has a strong effect on the functional competencies.*

R.Q3: What are the social motivations of an entrepreneur regarding participating in the development of an agritourism business?

H5: *The social motivation has a strong effect on the entrepreneur to rely on participation in the development of business in agritourism.*

R.Q4: What are the functional competencies of an entrepreneur regarding participating in the development of an agritourism business?

H6: *The functional competencies have a strong effect on the entrepreneur to rely on the participation in the development of business in agritourism.*

R.Q5: How to explain the relationship of social capital toward functional competencies of an entrepreneur in agritourism?

H8: *The social identity mediates the relationship between social capital and functional competencies.*

R.Q6: How to explain the relationship of social capital towards the participation in the development of a business in agritourism?

H9: *The social motivation mediates the relationship between social capital and participation in the development of business in agritourism.*

R.Q7: How can the social capital of an entrepreneur participate in the development of an agritourism business?

H 10: *Social innovation moderates the relationship between social capital and participation in the development of business in agritourism such that a higher level of social innovation would strengthen the positive relationship between social capital and participation in the development of business in agritourism.*

The conceptual research framework to be tested in this study is given in figure 1. The research framework illustrates the interaction between the independent variables (social capital and functional skills), the dependent variables (participation in the development of an agritourism business) and the mediating (social identity and social motivation) and moderating (social innovation) variables.

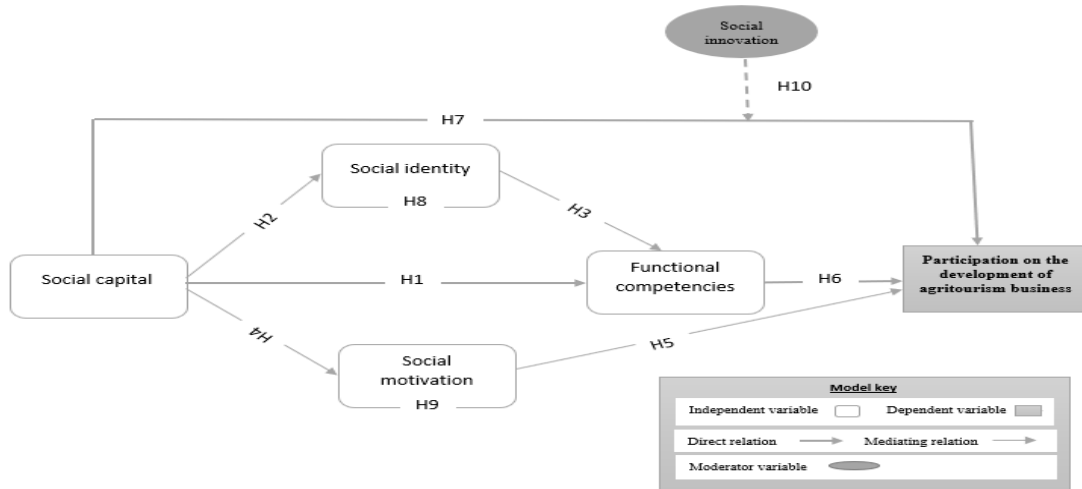


Figure 1. Proposal of a preliminary conceptual model

1.5. Epistemological positioning

We favored a post-positivism approach, which allows us to deduce a conceptualization of the relationships between the social factors of an entrepreneur that intervene in the framework of our study and favor participation and business development in agritourism by going back and forth between exploratory qualitative studies and the literature. To verify these associations and provide an explanation of the function of entrepreneurial social elements in the development of an agritourism firm, this modeling will be followed by a quantitative test. As a result, we conducted qualitative exploratory research first, followed by a quantitative (empirical) confirmation study. Given the recent nature of the subject and the rarity of the works, this combination approach is the most suited. It will allow us to consolidate the choice of explanatory variables for the conceptual model from the literature on the one hand and test the relationships and hypotheses given on the other side, using the partial least squares approach and the structural equations methodology. Our research is backed by a hypothetico-deductive approach that focuses on a quantitative questionnaire investigation. In the first theoretical phase, we mobilize theoretical domains and analyze them to establish our research hypotheses, which we then aim to test in the second empirical phase. Based on the initial phase, our concern has evolved into two parts: a theoretical concern for marketing management knowledge reform and a practical concern for professional orientation toward more profitable and efficient management practices. We were motivated in our epistemological posture by Sheth and Parvatiy (2000), who advocates a three-step approach:

define, handle, and deposit in relation to a large number of concepts borrowed simultaneously from the social sciences and marketing.

1.6. Research design

The research was based on an understanding of the function of social entrepreneurial elements in assisting entrepreneurs in the establishment of agritourism businesses. The author followed the stages outlined in the research design in order to attain the study's goal. The author's goal from the start was to develop a model based on literature and a qualitative investigation. The research design included illustrations of all relevant study phases. The following components of the doctoral thesis contain the information mentioned: introduction, literature review, material and methods, results and discussion, conclusion, and suggestions.

2. RESULTS AND DISCUSSIONS

2.1. Results preparatory of qualitative phase

2.1.1. First part of the interview

In the next sections, we will analyze each of the categories of entrepreneurial social capital, namely: The Knowledge and Information network, the family category and others, the resource and business network, and, finally, the funding network. For each category of social capital, we present a figure which gives an overview of the mobilization of these networks at each stage of the creation process. We indicate the intensity of use, ranging from low to high. This intensity aims to illustrate graphically our interpretation of the analyzed cases. We can see that there are changes in entrepreneurial social capital at each of the four stages of the creative process. This share capital goes from a predominantly Knowledge and Information network to a more diversified network, comprising all categories of networks and composition with proportionally more and more resource and business contacts. These observations confirm the results of other research that noted the dynamic, progressive and evolutionary character of entrepreneurs' social capital as the process of setting up their business progresses.

a) Knowledge and Information network: Entrepreneurs must seek information and obtain expertise about creating projects in the agritourism industry after opting to create their own business, which is critical in order to start a business. When most of the instances investigated decided to start a firm in the agrotourism industry, this was the situation. They sought information and advice from past contacts. Consider the case of the "Côté ferme" in Mjez ilbeb, whose owner wanted to create a rural lodge where tourists may learn about rural life and take advantage of the agritourism services available. The owner of this accommodation went to other lodgings to observe their solutions for how they built their lodgings, and he took note of the services that were offered and how the agricultural and tourism sectors were combined. This is an example of how having a huge network with numerous structural flaws can be beneficial. The owner of "Côté ferme" might evaluate the various services provided by other lodgings and get ideas for how to build his own. As a result, networks are an important aspect of building a lodge and contribute to the project's success (Khazami & Lackner , 2022).

"El nour sahara" (a rural cottage in Tunisia's south) was unable to find information and knowledge through its informal network since it was unable to supply the information required. This lodge's

owner attempted to contact other lodging establishments in other Tunisian cities for guidance and assistance. Because of the time and distance, he had difficulty contacting them. As a result, the city government was approached, which proved to be an excellent decision. He was ultimately able to bridge several holes in his informal network thanks to government help as a formal link. As a result, he was able to collect information that his network was unable to deliver. He learned how to start, plan, and run a business, which was quite useful to him during this time. This demonstrates that network functionality isn't all that important. The most important factor is how entrepreneurs can bridge the gaps in their network.

In another case, the lodging "Dar ennour" used social networks as a source of information and inspiration to create and develop its project (Khazami & Lackner , 2022). The entrepreneur finds what he needs to launch his project in the facebook groups concerned in this sector. This proves that the functionality of the network is not so important. What matters more is how entrepreneurs have no limits in their search for information, they can do everything. The figure 2 resume the mobility of the Knowledge and Information network in different phases of enterprise cycle. It is very high during the initiation phase when the entrepreneur searches more information and help.

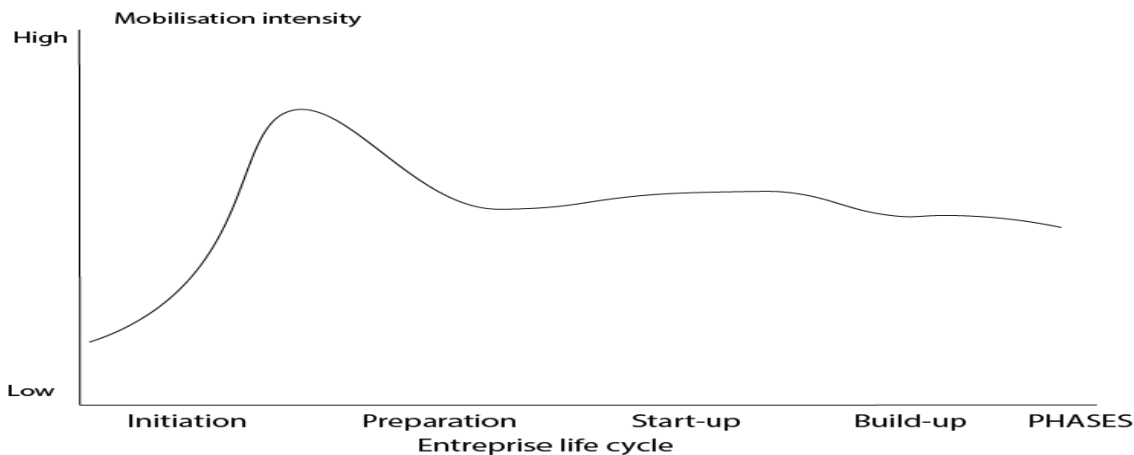


Figure 2. Mobilization of the Knowledge and Information network (Khazami & Lackner , 2022)

b) The family network and others: The first network category is named "family and others," and it includes family members and friends. The majority of these interactions are used in the early phases of the creation process (See figure 3). Their ability to mobilize reduces over time, particularly after business hours. Other researchers have noticed a reduction in the utilization of family and other close contacts over time (Ruef, et al., 2004).

Entrepreneurs are beginning to discuss the prospect of developing tourism services in addition to the agricultural products that are already available with friends or colleagues. Entrepreneurs seek information and opinions from various contacts in their network, frequently within family and friends, to progress their business idea or analyze a business opportunity, in addition to what their colleagues from the nucleus of the entrepreneurial team bring them. These are people who are experts in the subject or who know something about the market where entrepreneurs want to launch their own business. These wannabe entrepreneurs, for example, converse with family members or friends who are currently involved in the industry. This is how four of the five entrepreneur instances have evolved.

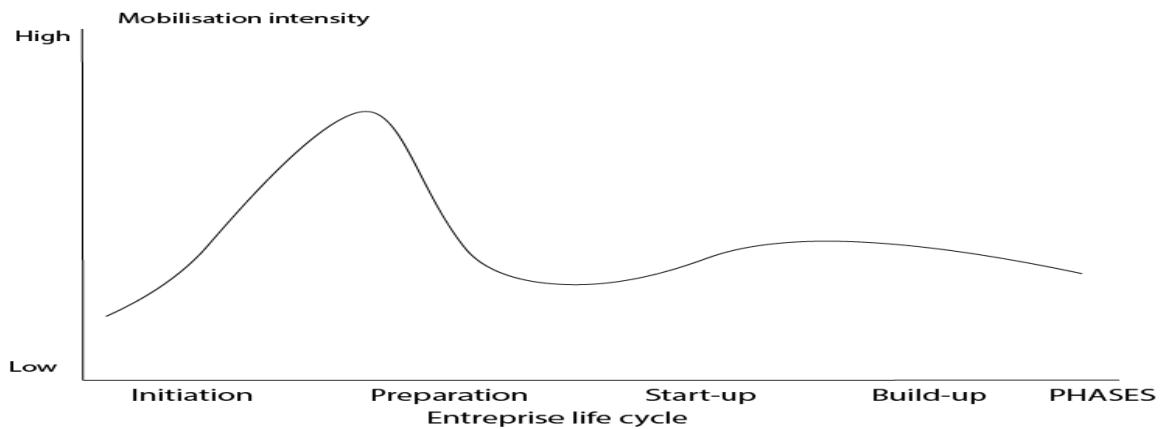


Figure 3. Mobilization of family and other networks (Khazami & Lackner , 2022)

The family was largely a source of support and financial resources in the instances we looked at. Entrepreneurs with the fewest resources to invest in their businesses have primarily used it. They expected the family connections to be more sought. It can be explained in part by the fact that rural lodge owners begin their businesses with the help of a tourism group. They also discover some of the resources they would normally seek from the family among their associates or in the tourism organization.

c) *The resource and business networks:* The resource network is not extremely mobilized in the early stages of the creation process, as seen in Figure 4. Only during the start-up stage, when entrepreneurs begin to sell their services or products, does this mobilization begin to increase.

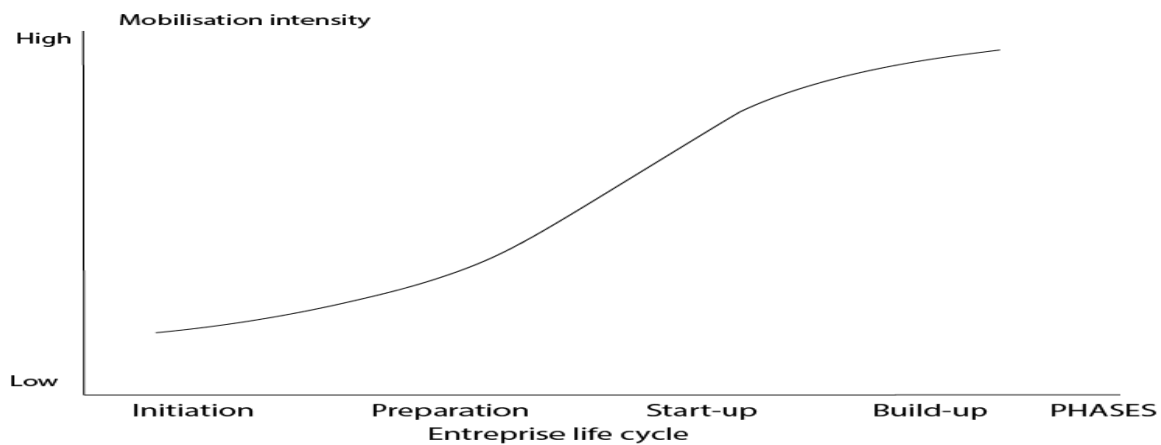


Figure 4. Mobilization of the resource and business networks (Khazami & Lackner , 2022)

Despite the necessity of submitting an idea for creating and marketing a service/product to potential clients or at the very least to someone who is familiar with the market for this service/product, rural lodging entrepreneurs rarely mobilize resource relationships during the initial stages. They frequently opt to establish their own business without first having their business idea examined by at least one potential client. It's no different in the planning stage. Even if they want business data in order to construct a business plan, entrepreneurs rarely, if ever, use potential clients or other business contacts to obtain this data. One of the risks that an entrepreneur overlooks when starting late to mobilize business contacts is developing a service that is unsuitable for market demands and conditions. As a result, they risk having trouble marketing it, particularly during times of crisis. Entrepreneurs of rural lodges deliver highly motivating services/products, but they are created, constructed, and presented in such a way that they are incompatible with or inadequately adapted to markets, particularly the crisis markets that Tunisia has experienced in recent years.

Entrepreneurs would benefit greatly from establishing business ties early on, particularly in international markets or with potential local customers for their services. Apart from having someone from the market evaluate their initial idea, as we've already mentioned, such mobilization would benefit entrepreneurs in a number of ways, including allowing them to focus ways to better satisfy the needs of future consumers and customers.

First, the knowledge and skills that entrepreneurs gain via interactions with business connections enable them to build services that are better defined to fulfill market needs, with agritourism and commercial services being particularly well suited. Second, business contacts can connect

entrepreneurs with a variety of resources that can provide them with valuable commercial information for approaching a wide range of markets, which is a valuable asset for many outstanding rural lodges. From the beginning, these services have been aimed at both the international and local markets. Other sources may be able to provide valuable information on financial aid programs or perhaps money for the expansion of their tourist services.

Finally, when they established their business, they all needed support, as "Green Ranch" did when he decorated his lodge using his informal network and friends' contacts. They had to enlist the help of a buddy from their network to work on-site in his spare time, including evenings and weekends. They informed him that once the income started, they would pay him. This information, according to Shane (2003), represents the principles of network theory, which states that strong links offer advantages over weak links. During the creation of corporate processes, close relationships are frequently required. Dar ichkel's entrepreneur received a little contribution from the local municipality as part of an entrepreneurship course in which this lodge's entrepreneur joined after a friend informed him of the paid training. In reality, the Tunisian government provides incentives to encourage entrepreneurs to expand their businesses. This idea was elaborated on in the next paragraph about the funding network.

d)The funding network: The finance network is activated during the planning stage and remains active throughout the business and consolidation phases (See figure 5). The financial relationships that have been established are primarily government funding agencies. We've witnessed the mobilization of venture capital funds in almost every situation we've looked at. Banks and family members are used by entrepreneurs to mobilize financial resources. Furthermore, our findings support what has already been established in the literature: that some entrepreneurs start their businesses with their own money or with the help of family members (Di Gregorio & Shane, 2003). These funds will be supplemented by public money or contributions from financial institutions. We noted the importance of using public funding agencies or government resources in the case of Tunisian agritourism services studied during this research project, as well as having recourse to venture capital suppliers because of their critical need for financial resources to complete the development of their businesses.

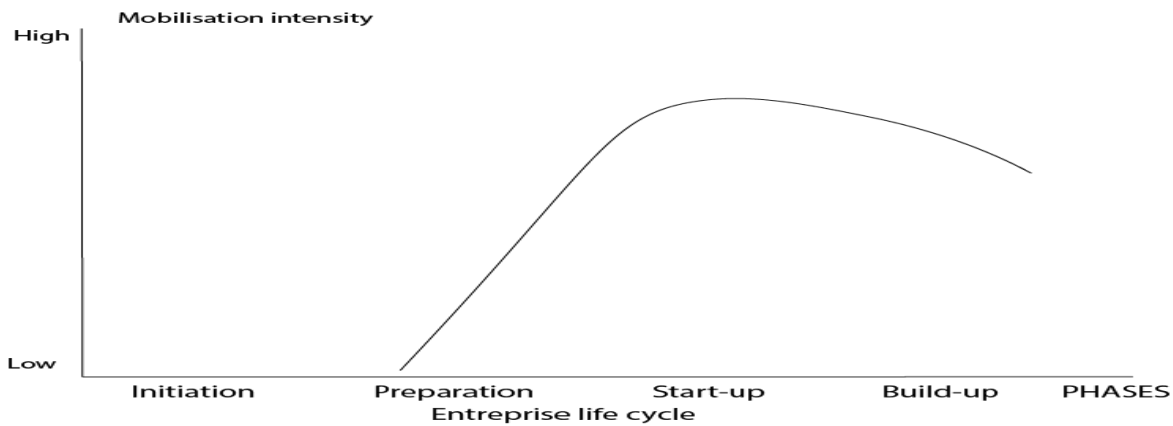


Figure 5. Mobilization of the funding network (Khazami & Lackner , 2022)

This thesis sought to explore the main characteristics of the industry network and how they have been used for new Tunisian entrepreneurs in the agritourism sector. By focusing on qualitative interviews, the impacts of the networks were mapped based on the process of entrepreneurial creation, in order to answer the research question: *How did the Tunisian entrepreneur benefit from their networks throughout the entrepreneurial process of developing their rural lodging?*

Most of the enterprises polled are members of many local or national professional networks (e.g., tourist offices, agricultural offices, etc.), which are frequently associated with a general or thematic labeling. Indeed, they believe that the legibility and reputation of their organization among tourists is primarily determined by these structured links or, increasingly, the construction of a website. However, their personal knowledge (friends of friends, family friends) is sometimes used to attract tourists by word of mouth. Those tourists may also arrive through local tourism operators; however, consumer referrals are still limited. Thus, it appears that entrepreneurs with many weak links with both local contacts (such as restaurateurs, leisure activities, or even other accommodation structures) and close contacts (primarily family members) can benefit from the dissemination of information about their structure's location and level of quality. Interpersonal interactions, on the other hand, appear to complement more formal partnerships within social capital (network professionals, internet).

Entrepreneurs' social capital enabled them to access fresh resources in some cases, according to the interviews. Relationships are frequently more local (inside the territory) and stronger than they were previously (relationships with friends). Some owners were aware of the availability of specific subsidies and consequently received a financial capital contribution. When a tourist housing business is combined with a food or leisure business, entrepreneurs can often recruit temporary workers more easily than they can through temporary employment agencies.

Other entrepreneurs were able to profit from the experience of other lodging owners, who were able to offer them advice on how to operate their business (e.g., membership of networks and choice of labels, investment, etc.). This type of learning, like access to new resources, occurs when an entrepreneur maintains good ties with other members of the same group, in this case, tourism entrepreneurs or hotel owners.

The interviews reveal that it is critical to distinguish the types of information at issue at the level of the processes governing information circulation. Given the geographic and social dispersion of tourists, social capital can influence the renown of an activity if it is present on a large scale and affects people from many circles. As a result, the entrepreneur with a large number of local contacts and connections in remote places will be favored with a large number of professional partnerships and other advantages. In terms of guidance or knowledge about resources, on the other hand, the entrepreneur will have easier access to information due to the large number of people who belong to various groups and inside the professional sphere. Finally, when the two parties are in proximity, it can be beneficial.

The figure 6 is giving a summary of the social capital mobilized by each network throughout the four stages of the development process of a rural lodging.

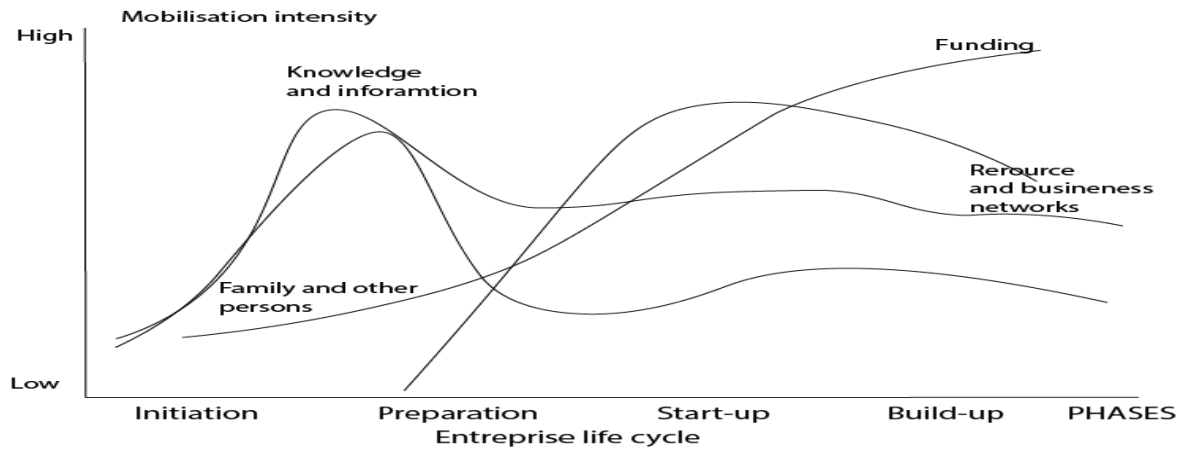


Figure 6. The social capital mobilized by each network throughout the four stages of the development process of a rural lodging (Khazami & Lackner , 2022)

Existing research on social capital in entrepreneurship has one drawback: it tends to take a cross-cutting approach, ignoring the changes that occur during the creation process. In this regard, we made a contribution by conducting a retrospective study that gives a complete and careful analysis of the development of social capital during the four stages of farm development. The figure above depicts the differences in the mobilization of the various networks. It's worth noting that some connections can also function as multiple contacts. A multiplex contact is one that helps to disseminate a variety of resources, not just those that are typically associated with its category. As a result, activating a certain type of contact might occasionally help entrepreneurs to amass resources that would otherwise be directed to another type of contact.

As a result, the first part of this study allows us to recommend creating an atmosphere and a support system that will allow entrepreneurs to expand and diversify their networks prior to the commencement of the rural accommodation development process. This step defined the social capital portfolio that an entrepreneur employs the most during the course of their business development.

The social contacts of agritourism entrepreneurs play an essential role in the development of rural lodging and the distribution of information, according to this initial phase of the investigation. However, this forces us to distinguish between two types of social capital: those related to communication, knowledge, and information in the context of the accommodation system, which involves remote social capital and weak links, and those related to the launch and management. Relationships with government organizations and other local tourist entrepreneurs, which lead to tighter links, are the mainstay of tourism activities. The interviews also demonstrate the importance of social capital, particularly local and strong ties, in agritourism firms' strategic decisions. We will identify the structure of social interactions that determines the options for accessing resources,

as well as its impact on the rest of the components of our proposal model, during the second phase of interview processing.

2.1.2. Second part of the interview

The goals of this section are to confirm the study lines that arose from the literature review on the one hand, and to explore new elements that may develop in connection with our conceptual framework on the other hand. After the examination of each category that was unveiled in the first part of our interview, it attempts to define the components of Tunisian entrepreneurs' entrepreneurial social capital in the context of agritourism. Second, to see if the aspects of social identity that we used in our research elicit a positive response from owner-managers of rural lodgings, as well as to discern how different social identities recognize different opportunities. We'll also figure out all of the social motivations that motivate and push the entrepreneur to start an agritourism firm. Similarly, this project intends to investigate participation in the establishment of an agritourism business by combining these antecedents. To achieve this sensitive goal properly, we chose to deeply evoke social capital because this networking helps, on the one hand, to bring out the components of social identity and, on the other hand, to produce motivation in an entrepreneur while they are developing their company. Finally, the study looks into the connections between these three variables and the growth of the agritourism business in rural areas. Face-to-face interviews with agritourism entrepreneurs have been implemented. All of these interviews took place in Tunisia and were videotaped and transcribed. They lasted between 1 hour and 30 minutes and 2 hours each. As a result, our work will be organized as follows, drawing influence from Walliman (2005): pre-analysis phase and data analysis.

Pre-analysis phase

• *Investigation procedure*

In the vast majority of cases, qualitative research leads to the formulation of recommendations. They also allow scholars to look into fresh ideas and connections in the field (Andréani & Conchon, 2005). The objectives of this qualitative study are to corroborate the research lines that emerged from the literature review on the one hand, and to investigate novel components that may emerge in tandem with our framework on the other. conceptual. Its purpose is to investigate the links between entrepreneurial social factors and the growth of agritourism businesses. Given our goal, we conducted a semi-structured interview in the field to collect qualitative data and ensure proper information extraction. The interview is conducted according to a script that contains leading questions that must be broad and open. Furthermore, the interview guide should emphasize the research's central theme, which is derived from the theory, the research challenge, and the interviewer's personality (Romelaer, 2002). The participants were interviewed about the following topics: (1) the value of social capital, (2) their social identities as they developed their agritourism businesses, (3) their social motivations that led them to develop this business, and (4) their participation in the development of their agritourism businesses (see appendix 4). The goal of this qualitative study, as stated previously, invites us to use the "semantic saturation" criterion to maximize the number of respondents in the sample (Evrard, et al., 2003). On this basis, if two successive interviews no longer generate new information, data collection ends.

• *Sampling*

We contacted the owners of rural lodgings in order to attain our research goals. The convenience sample is made up of ten Tunisian entrepreneurs who own rural lodges in Tunisia and have been in business for more than a year. This activity was carried out based on the population's geographical diversity and structural relevance, rather than statistical representativeness. As a result, each respondent was asked to recruit additional subjects who met the predetermined criteria, until saturation was reached (See table 1).

Table 1: Characteristics of the qualitative sample

| Entrepreneur | Case | Experience of entrepreneur |
|--|--|--|
| Man in his 50s | Rural lodging+ local dishes | Work experience as an agriculture engineering+ Experience in farming |
| Woman and man (married couple) in their 40s (Both interviewed) | Rural lodging | Experience as doctors |
| Man and woman (a married couple in their 40s (Both interviewed) | Rural lodging+ Equestrian farm | Work experience as doctors+ Experience riding horse for woman |
| Two men in their 50s (brothers and both interviewed) | Rural lodging +Equestrian farm | Experience as both in hotel services |
| Woman in her 40s and man in his 50s (married couple and both interviewed) | Rural lodging + Green pedagogic space for children | Training on the food sector for the woman Man long experience as a food engineering |
| Woman in her 40s | Rural lodging | Experience as a teacher |

The content of the product is provoked (Murray, 2018) from an interview guide developed to present the research to the participants and target the most appropriate profiles. Face-to-face interviews were conducted, tape-recorded, and transcribed. The interviews were coded one by one and examined to determine the entrepreneur's identity and primary habits. Six types of entrepreneurs are classified in terms of identity:

- ❖ Entrepreneurs have been identified as predominantly Darwinian. His primary motivation is to increase his financial wealth.
- ❖ Three more entrepreneurs were characterized as being predominantly community-based. Their primary motivation is tied to the community to which they belong, the authenticity of which serves as the basis of their self-evaluation, and their frame of reference is linked to the community it serves (visitors).
- ❖ Two of the firms were community-based, and they were part of a group with a missionary bent. The roots of social motivation can be traced back to an idealistic ecological ethic based on communities and their participation in rural areas. Their frame of reference is linked to the guests' community.
- ❖ A missionary identity has been identified in an entrepreneur. The benefits of the local community (visitors to rural lodges) and educational purposes (horse breeding) are the foundations of social motivation, but they also come from the community. Its self-

assessment foundations were tied to the success and advancement of the local community, and its frame of reference was linked to idealistic aspirations about educational and helpful traits.

- ❖ An entrepreneur has been defined as a member of a group with a Darwinian identity who has a missionary identity. The basis of social motivation in this case were replication, which was linked to both an idealistic objective and individual awareness in the establishment of employment and profits. The fundamentals of self-evaluation were tied to idealism.
- ❖ By banding together with particular Darwinian identities, two entrepreneurs were identified as having a community identity. The fundamental social motive was linked to both contributing to the local community and self-interest in obtaining more income in this study.

Data analysis

➤ *Components of social capital:*

The significance of the parameters found during the literature research is confirmed in this qualitative exploratory phase. Following the utilization of social capital in the business formation process, three variables have been identified: structural capital, relational capital, and cognitive capital. These characteristics may also have an impact on an entrepreneur's social identity and drive.

a) Structural social capital: During the study, several interactive features associated with the entrepreneur's desire to expand his business that could allude to strong and direct ties are plainly visible through the respondents' interviews. As a result, networked social ties provide an information channel that reduces the time and effort required to acquire data. When networks have strong relations and direct links among their members, awareness sharing is relatively easy to achieve and maintain. In addition, several respondents' remarks emphasize the importance of social connections in affecting their company development behavior *"I preserve nearby and solid social relationships with some members of the local community of this region", "I communicate frequently... They made things easier for me before the beginning of my project. " "I know most of the people here on a personal level since I lived my childhood in this area, right after when I grew up and I had my old job, I changed to the capital. Often here with my family to get away from everyday life and, I decided to start my project, the locals here helped me a lot and they appreciated the idea of this rural lodging with lots of encouragement"*.

Similarly, getting to know other entrepreneurs can help you develop a proclivity for working for yourself. Knowledge of specialists and professionals in agriculture and tourism, which is incorporated into the social network, could also be a strength that makes identifying and exploiting opportunities easier. For instance, one interviewee stated: *"My friend knows a man who already works in tourism ... and we met ... after a long discussion, he helped me by certain places and gave me some contacts that I need it"*.

Persons with close relatives or friends who act as village representatives and have expertise of the implementation of projects in rural areas of Tunisia. These village leaders, for example, are well-versed in government policy and legislation. They also have the most management experience among the locals. It can be seen in a clip from several interviewees' speeches. *"I know the" 3omda*

"here, and he showed me the necessary papers to start my project", "the difficulty in the development of a business is the regulatory papers, but the head of this village facilitated my tasks".

b) Relational social capital: Relational social capital has arisen as an emotional sense in interpersonal connections that facilitates information transmission. Individuals who closely identify with and trust a network have relational capital. Collaboration, resource attainment, and knowledge sharing amongst people are all dependent on trust. Some study has been published in the literature (Davidsson & Honig, 2003; Zhao, et al., 2011), which has highlighted trust as a component of relational social capital in the literature. This variable was clearly stated in speeches, implying that the entrepreneur made his decision based on the reliability of his network. According to the thematic analysis, trust is implicitly generated in talks about relational social capital and information exchange. Furthermore, people are more eager to participate in social and helpful exchanges and interactions when their relationships are highly trustworthy. It can be seen in a clip from several interviewees' speeches. *"I have total trust in my relatives and friends", "... for me, a strong relationship with the local community is more profitable in terms of time and money".* To develop an environment conducive to information exchange, interpersonal trust is essential. Throughout the course of a project, respondents stated their faith in their networking, and it appears to be more significant in some instances. *"I'm trying to jump into the project or change another direction", "... Yes, what others are saying, and I am proposing, is of great importance to me ... makes things easier for me and allows me to save a lot of time".*

Strong linkages are more favorable for the transfer of comprehensive information and implicit awareness in terms of information benefits. When good information and implicit awareness cannot be readily codified or understood, their transmission becomes increasingly dependent on tight and recurring connections. As a result, it is possible to claim that the strength of the relationship has a more direct impact on resource transmission. Identification appears to be a very essential process in the responses of some interviewees, based on this effect. In actuality, people view themselves to be associated with another person or a group of people with whom they have a close relationship. Here is an example of verbatim: *"The period before the start my project, I needed some advice, some information, ... and oh!!! I got them by contacting my networking ..." have received full help and exchange information about the project, competitors, pars, too, my neighbor offered me contact with an investor".*

A strong sense of exchange, such as favoritisms offered and received, and a strong sense of equality, are also important components of social capital. The following is taken directly from the interviewees: *"I like sharing with others my knowledge because some of them also helped me in the launch of my business", "it's just a give-give", and "when I do not find the correct information or when I find a lack in my bank account for the project, I asked for help to my relatives, and I know they helped me ... and it was the same when someone of them asked my help".*

c) Cognitive social capital: We discovered that entrepreneurial participants mostly exhibit cognitive social capital for building a rural hotel. Furthermore, the distinction between individuals, language, and shared codes has been highlighted by cognitive social capital. To maximize the chances of members understanding each other, it is preferable to have mutual knowledge by allowing them to openly communicate their information. The parties' cognitive component encompasses not only the creation of a fruitful relationship but also the development of both

parties' mental presence. These individuals mention *"My family and friends boost me to develop my business and add some touristic services"*, *"... In the beginning when I started to think about adding a new service to my land and create my cottage, my wife told me that I am crazy... Now, I see she is totally proud and encourage me all the time"*.

Shared codes and language make it easier for people to grasp each other's goals and how to act in their communities. To begin with, shared knowledge makes it easy for people to communicate with one another and have access to their information. Second, shared knowledge provides a common conceptual framework for assessing predicted exchange and combination profits. Finally, shared knowledge conveys a sense of interconnectedness. It enhances the ability of several parties to incorporate knowledge gained via social interactions. Some respondents' remarks also emphasize the importance of the sharing vision in communication with their networks: *"Share with your circle is very important to your business "*, *" You cannot work without a balanced communication with your surroundings "*.

Similarly, through a shared vision, cognitive social capital symbolizes the collective goals and aspirations of an organization's members. It is indeed regarded as "a liaison mechanism that assists various sectors of the business in integrating or combining resources" (Tsai & Ghoshal, 1998, p. 467). As a result, members of similar organizations will be expected to work together to share or exchange resources. Local communities and individual networking develop groups that share common interests and aims in the rural lodging industry. Cohen and Prusak's (2001) theories were supported by the findings. They conclude that shared values and objectives bind members of networks and human communities, facilitating cooperation and improved knowledge sharing in terms of quantity and quality, and eventually assisting in the completion of projects. For instance, one interviewee stated: *"... since we have the same interest in promoting our region, the community here helped me a lot at the beginning of my developing phase of my project"*, *"in parallel with my personal goal, I wanted to make my old region a famous destination that people from different countries or city come to visit ... And that helped me a lot at first because the people here appreciated the idea of promoting our region "*.

As a result of our investigation, twelve prospective dimensions have been identified, which will be subjected to a pre-test later. According to the majority of participants' interviews, social capital indicates two often related categories: the entrepreneur's social identity and social motivation.

➤ *Components of social identity*

Entrepreneurs must, and still desire, to set themselves apart from the rest of society. They do, in fact, profoundly affirm the psychological need to be a part of the group. People define themselves as a person who identifies with an internal group whose characteristics are wholly different from those of an external group, based on the principle of social identity. In other words, belonging to an internal group allows people to incorporate positive aspects of the internal group, such as achievement and status, by contrasting them with perceived negative elements of the external group, resulting in an increase in their esteem and effectiveness. As a result, members of social groups rank activities based on how well they match their identity prototype, making them more likely to participate in activities that are most appropriate for them. Individuals' social identities grow throughout their lives, beginning in childhood, and will be constantly changed and reassessed throughout their lives. According to our study's interviews, we identified three forms of relative

social identity for Tunisian rural lodge entrepreneurs, which are supported by Sierge et al. research's (2016). As a result, an entrepreneur's social identity influences the type of opportunity that they pursue, the strategic decisions that they make, and the type of value that they produce. The analysis of the social identity of an entrepreneur can offer light on an inexplicable variance in the process of building a business based on this observation. Entrepreneurs' social motive, self-evaluation, and reference group all impact their social identity, resulting in three distinct types of social identity: Darwinians, communitarians, and missionaries.

a) *The Darwinian identity*: The "traditional entrepreneur" identity is accounted for by the Darwinian identity, which has the primary goal of building a stable and profitable firm. Competitive enterprises and other Darwinians provide the Darwinians with a reference framework and a social group against which they can judge themselves. For instance, one interviewee stated: *"I create my firm in order to make money because on our days and especially after the revolution, in Tunisia, to stay in your job without any other income, makes life difficult. Also, I want to be an owner business and advance my career as an agriculture engineer in the world of business. My family supports me on my decision... and this is a support for me... they help me morally, money, networks... and now, I think that I took the right decision to launch my rural lodge in this area... my business shows a growth success nearby the visitors"* (Khazami & Lackner, 2021).

The industry in which they exploit, the markets that they serve, or the greatest social cause that they promote have little or no meaning for these types of entrepreneurs. As a result, if they can make more money and have more prospects to succeed, they may flip and invest in new firms. Entrepreneurs with a largely Darwinian identity are primarily concerned with the profitability of their enterprises as well as their own personal gain. In other words, they devote the majority of their time to tasks that ensure the success of their company. This objective viewpoint is analogous to the causality principle, which uses the aims as a foundation for acting and making decisions based on the estimation of expected returns. The interviewees verbatim confirm: *"... my ambitions are quite high. We are in the agritourism market, and from everywhere we are visiting and enjoying the ambience", "To be successful, my business reveals a successful financial performance compared to my competitors"*.

To start a firm, Darwinian entrepreneurs rely on their social capital. This is backed up by these direct quotes: *"My family supports me on my decision ... and this is supportive of me ... they help me morally, money, networks ... and now, I think that I took the right decision to launch my rural lodge in this area ... ", "to me, the success of most of the businesses started by your networks "* (Khazami & Lackner, 2021).

The acquired results are consistent with the variables indicated in the literature and provided in the previously established conceptual model. In addition, the study discovered a novel variable that appears to be unique to Tunisia, namely "**Personality traits specific to entrepreneurship**". General characteristics (such as openness to experience, conscientiousness, and emotional stability, the need for accomplishment, the proclivity for innovation or inventiveness, a proactive personality style, a general sense of self-confidence or self-efficacy, and stress tolerance, the need for autonomy) are not only the best predictors of behavior or performance in a specific field like entrepreneurship. Our research of the interviews found the following entrepreneurial characteristics among Tunisian entrepreneurs: **Entrepreneurial Orientation**. This indicator represents the degree to which a company's executives have an entrepreneurial mindset. This notion is divided into three parts: the trend toward innovation, taking risks, and being proactive. It

can be seen in a clip from several interviewees' speeches. *"it's a new field of battle that deserves to discover it", "Being an entrepreneur means taking risks", "In any case, you are challenged every morning", "I, in five years, I had to arrive two or three mornings with peace of mind in this business, therefore, every morning you are called into question on your forecasts, on your vision of things, therefore, it takes the spirit of initiative", "I prefer to go ahead and discover new ideas, new battlefields to dig into"* (Khazami & Lackner, 2021).

b) *The Communitarian identity*: The communitarian identity can be developed based on the incentive of hobbies or leisure activities, as well as a business's desire to maintain a group of like-minded individuals. These individuals mention *"My grandfather has owned this farmhouse for many years... It is my main motivation to reconstruct it while maintaining the old charm and traditional things in this house... It is very important for me and for the visitors to exchange stories related to this house showing them some pictures that remember the history of this treasure"* (Khazami & Lackner, 2021).

A firm that wants to keep a group of like-minded people can build a community identity based on the motivation of their hobbies or leisure interests. In this situation, being a part of the social group, sharing the community's intimate abilities and competencies, and serving it from within necessitates the development of a trustworthy identity. It can be seen in a clip from several interviewees' speeches. *"The first time, before we start our business, we think about making money and our farmhouse, but we are going to have a good time. the visitors are looking for a place to eat in the area ... the place to taste our traditional food, beautiful nature ... the local community here farmhouse, they also helped us to start their business with their knowledge, information, friends ... ", "that's what I wanted to do for a long time ... "* (Khazami & Lackner, 2021).

It is unimportant for communitarians to move sectors; in exchange, they may be inventing new, more potent ways to help the collective. This interpretation is similar to Shah and Tripsas' concept of the "entrepreneurial user" (2007). Users are defined as entrepreneurs who discover an idea through their personal use and then share it with their community, according to their definition. In addition, the process includes a collaborative creative activity within the user community prior to the creation of a business. It's confirmed by some interviewees: *"I have owned this farmhouse many years ago ... a few years ago, a thought has progressed that when I withdraw, I will be the owner of my business ... today, I am achieving my dream"* (Khazami & Lackner, 2021).

Their entrepreneurial activities are presented as essential for community progress in their community identity. *"My main motivation for this business was to offer a new product for our customers that they did not get it before"* (Khazami & Lackner, 2021). This interviewee's interest in local heritage and traditional handicrafts stems from a desire to connect with them to a larger community. According to this finding, self-interested motivation for products and business development corresponds to effective conduct based on the starting concept of knowing oneself rather than focusing on the ultimate aim. Entrepreneurs that specialize in a sense of community were particularly interested in what their networks could provide them as they developed their projects. They aimed to keep their flexibility in order to generate ideas depending on opportunities, and they collaborated with others to do so. It can be seen in a clip from several interviewees' speeches. *"People like to tell others ... So, I started with a word of mouth to make knowing my cottage." Now, they came to accommodate in my house and taste my traditional food ", " Through the contact with the local community, I knew what I wanted to do in this business ... I knew what I wanted to start my business ", " ... I believe that if you know the people already, then I'm sure it's*

a lot easier to get you up and running, that's getting results very quick ", " Our first customers are coming from here" (Khazami & Lackner, 2021).

As a result, an entrepreneur with social orientation increases his prospects. The capacity to correctly understand others, convey feelings and thoughts clearly, be convincing, and make a good impression are all examples of social orientations (confidence, seriousness ...). As a community-minded entrepreneur, these social orientations enable him to not only establish large relational capital, but also to extract useful resources (advice, support, money, time, etc.) from his social network. Furthermore, the higher a business's social orientation, the greater its financial performance.

c)The Missionary identity: The missionary identity that drove the founders of the company to advocate for a better cause and conduct responsibly is regarded as critical. As a result, their motivation is solely focused on social entrepreneurship, and research on the identity of social entrepreneurship have been conducted. Individuals devoted to a social entrepreneurial identity, according to Jones, Latham, and Betta (2008), must distinguish themselves from Darwinians and distance themselves from for-profit identities. As a result, missionary identity can be just as important in terms of defining itself in relation to the social purpose of entrepreneurs and distinguishing itself from other sorts of identification. As a result, identity is founded not only on "who I am," but also on "who am I not?" Some responders' remarks also emphasize the importance of missionary identity for social development: "Many people go to my farm to educate about horses and make a tour around the village.", "My principal motivation is to open my cottage in the firm, I can pursue values that are essential to me or special cause (for example social, sustainability, ...) (Khazami & Lackner, 2021).

Entrepreneurs with a missionary identity rise to prominence as a result of their deep convictions about their businesses, which serve as a vehicle for social change. They consider their companies as a platform through which they may further their societal objectives. This objective positioning is not focused on profit or a foreseeable return, but it can always be argued that they use the causality principle to base their actions on the goal. This is confirmed by the interviewee's response: *"To us, our green cottage can contribute to change many bad habits and to make some places better to consume"* (Khazami & Lackner, 2021). Its missionary character, founded on an organic way of life and the encouragement of local contribution, provides a clear vision of the company's ultimate form. When he first began to build their agritourism business, this goal was at the forefront of his mind. *" I want to convince them that it is what I'm looking for and what I'm dreaming about ... A farmhouse in the middle of my firm ... Now, many visitors to my cottage come to relax and to change the place of everyday life and to make the tour around the village ... which encourages the development of the region and transforms it to the best ", "to open a cottage on the agriculture firm, both ministries of tourism and agriculture oblige for some criteria as the cottage does not spoil the base of agriculture land"* (Khazami & Lackner, 2021).

On this basis, we claim that entrepreneurs' missionary identity is based on society's collective aspirations. Indeed, they will make decisions in accordance with the societal community. The following is taken directly from the interviewees: *"Of right! we must think about earning money, but we have other viewpoints also ... we can be atypical as a business since there is so much idealism in it", "It is a distinct venture. If you do not comprehend it, you will think it is working... we could really change the city ... with the community of our region, we will create a new different picture", "...that is what we like and then that is what we can do. And always with social purpose"* (Khazami & Lackner, 2021).

The acquired results are consistent with the variables indicated in the literature and provided in the previously established conceptual model. In addition, the study discovered a novel variable that appears to be unique to Tunisia, namely " **Eco-entrepreneur responsibility**". Being an entrepreneur who considers environmental responsibility when starting a firm has become a serious concern today. It necessitates those businesses set an example and accept responsibility for society, employees, and customers. Environmental concerns are now being integrated into many firms' internal management systems. The goals are varied: reducing waste, reducing resource use, and, more broadly, reducing negative environmental impacts. Some participants in our qualitative study expressed an interest in being environmental guardians. They strive to eliminate negative consumption that is harmful to the environment in their operations. *"Our goal for this lodging is above all to consume organic to reduce the massive use of products which destroy nature", another interviewee said that: "the government also encourages us and encourages this kind of project which protects the environment. She mentions in their law as an important point to consider before opening a lodge"* (Khazami & Lackner, 2021).

We understand that a single entrepreneur can have multiple identities, some of which may be shared. It is confirmed verbatim by the following: *"It is not just a business for money, there are these types of firms everywhere in many different places. To me, it is to deliver goods and services with a high quality to our customer and to help them to live unforgettable experience. For me, it is also better to be able to work your own business ", " Through the contact with the local community, I realized there was an opportunity to get into this business ... I knew what my local community want to react to this place ... I am sure that you will be able to start your business. Our first customers who came to consume our service was from a relative of our neighbor ... So, I started with the word of mouth ... from everywhere, they came to taste my traditional food ", " Here, to live a new experience and to be able to do what we truly need the best. What is the motivation behind our business? How do you go about it?... Discover new things totally different than a hotel, it is a challenge", "For us, the green concept is the most important ... we care about the future of our children ... we want to create a green life ... To be healthy in their mind and their behavior. To us, we are going to make our business better"* (Khazami & Lackner, 2021).

Social capital can impact hybrid identities, resulting in mixed approaches or ambiguous conduct. Because it will be difficult to verify these hybrid identities in the future, our assumptions will concentrate on the social capital effect on one type of identity at a time, while ignoring the influence of other possible identities.

➤ **Components of the social motivation of an agritourist entrepreneur**

Thematic analysis showed a number of themes concerning agritourism businesses and their social motive. Indeed, we can detect numerous elements that influence the social motivation of the entrepreneur throughout the business creation process and their consequences on the development of their social identity by analyzing the remarks of the respondents.

The acquired results are consistent with the variables indicated in the literature and provided in the previously established conceptual model. In addition, the study discovered two new variables that appear to be unique to Tunisia, namely "**image of the entrepreneur**" and "**Entrepreneurial innovators**".

a) *Financial success*: This is undoubtedly the most prominent motivation in the interviewees' speeches. Entrepreneurs seek financial success first and foremost. Some respondents' remarks

further emphasize the importance of motivating interaction in determining their decision to start a business: *"I am looking for a business that allows me to improve my standard of living", "my old job is not enough to live a big family ... we wanted to accompany with another business to have more money ... This project helped us a lot "* (Khazami & Lackner, 2021).

Tunisian agritourism operators are looking for ways to supplement their revenue. For instance, one interviewee stated: *"agriculture is not enough to make us live, we need an addition"*. Many entrepreneurs who work in agriculture or other fields want to supplement their family's income. Financial success was indicated by respondents during a project, and it appears to be more important in some instances. *"My project now reaches a certain level of success with visitors." "This work pays well ", " Best paying business "* (Khazami & Lackner, 2021) .

Farm tourism, which is thought to boost family income and revenue from recreation, is often complementary. Although agritourism has become an important long-term livelihood strategy for certain entrepreneurs who already work in agriculture, it continues to be a source of additional revenue for others. Whatever the case may be, it has proven to be a long-term indicator of regional development. Furthermore, financial success appears to be one of the most frequently invoked motivator benefits during the start-up of a business.

b) Interesting work/hobby: The easiest motivator to discern in the respondents' comments was interesting to work/hobby, which was frequently centred only on the motivational component. We have, however, been able to identify certain patterns. *"I like what I do now ... when I was in my old job, I'm always in the pressure and I do not like working in the obligation ... Now, I feel free without any pressure because I like what I do ", " It's a pleasure for me to be responsible for my work "* (Khazami & Lackner, 2021).

A passion that turned into a business was also a source of motivation for entrepreneurs. An example of the verbatim is as follows: *"It's an interesting job for me ... In some period in my life, I want to be an entrepreneur with my own business", "My job now is my hobby ... It's what I want to do"* (Khazami & Lackner, 2021).

A motive for building agriculture and tourist enterprises was an entrepreneur's business ambition and enthusiasm when he decided to expand his firm. During the course of a project, respondents revealed their enthusiasm and involvement in their business, and it appears to be more essential in some cases. *"I like what I'm doing now", "for me, the farm is all that I love most in my life", "to love what you do, and what you do will 'love back ... it's a Tunisian proverb that expresses the love you find in my business"* (Khazami & Lackner, 2021).

Interesting work/hobby also refers to the terminology associated with the concept of motivation, particularly for those who have taken the risk of leaving secure employment to start their own business and be self-employed. *"I like risk", "A child's dream", "Business love", "I dreamed about it", "Like this work", "Stimulating work"* (Khazami & Lackner, 2021).

c) Consumer education: The concept of consumer education is completely mirrored in the responses, and visitors provide meaning that is as accurate as that described in the literature study. For entrepreneurs, agritourism firms are a wonderful tool to improve their personal lives and build their identities. *"I transferred my knowledge as a farmer to my visitors", "I lived with them the harvest of grapes ... It was a well rewarding experience for them", "there are some who have already lived the experience of riding on horseback but who do not know how to treat a horse"* (Khazami & Lackner, 2021). Diversifying into agricultural tourism because of a commitment to

consumer education. If farm visitors have a greater understanding of what goes on on the farm, it may be easier to get support for farm activities when they are needed.

d) Tax incentives: Tax incentives, which have spurred individuals, particularly young people, to start and grow businesses, are one of the topics to be discussed following Tunisia's revolution. The government has aided the emergence of new projects by providing tax benefits to both new and existing entrepreneurs. The following is taken directly from the interviewees: *"also the state has helped us in our projects", "after the revolution, many people are suffering from the rise of lifestyle ... we cannot live with a salary that we take our jobs only; we need other sources for more ... the tax facilities that our new government offers us, motivated us a lot to think about launching a project "* (Khazami & Lackner, 2021).

The federal government's operations have an impact on all enterprises, including farms, once again. Tax incentives for farmers and ranchers encourage them to launch new businesses. Tax relief was another important reason in encouraging our interviewees to consider creating an agritourism business, as our research indicated. The relevance of tax reduction in inspiring entrepreneurs is further emphasized by some respondents' comments: *"I thought about this business it's been a while, but thinking about the tax and all that, I canceled the idea ... From the revolution, everything changed ... they have facilitated many things ", " with taxes, we cannot think about business "* (Khazami & Lackner, 2021).

e) Meet the needs of the leisure/holiday market: In today's leisure society, on-farm and off-farm recreation possibilities are becoming increasingly significant. Entrepreneurs are drawn to sectors that combine two domains at the same time, such as agritourism, in order to capitalize on the desire for new lodging and leisure experiences.

Furthermore, rural lodgings are an important component of rural regions' multifunctional development. Furthermore, rural development encompasses a wide range of new activities, such as environmental conservation and landscape management, agritourism, and the growth of local supply chains. It connects agricultural producers with tourists or day-trippers, allowing them to learn about the agricultural environment, life, and production through the reception and information provided by their host. It is an important aspect of the eco-development of certain rural areas, particularly in terms of the impact of this activity, which generates significant income, on the protection and enhancement of the natural, agricultural, and cultural resources of the area. Some respondents' remarks also emphasize the importance of satisfying the needs of the leisure/holiday sector in determining their decision to start an agritourism business. *"This sector is growing strongly", "If I see my friends, for example, there are two who have decided to start this type of business because it is profitable and trendy", "after the revolution, everything is changed and decreased agriculture and tourism which are the two most profitable sectors for us and for our country, but unfortunately ... in recent years have noticed a new sector that looks like that mixed both ... As I am a farmer, I decided to take this path of changing"* (Khazami & Lackner, 2021).

f) New agricultural government programs: Many federal agricultural programs are being scaled back or phased out. Most agricultural programs in this context are focused on crops, so farmers, for example, could be more concerned about the loss of government agriculture programs.

The main thrusts of pre-revolutionary and post-revolutionary government development strategies have been economic growth, unemployment reduction, and integration into the global economy.

The agricultural and rural sectors encounter challenges that limit their growth. It is characterized by a poorly organized agri-food sector that is not being used as a development strategy, farmers' limited access to extension and training services, and small producers' limited access to rural financial services, all of which prevent the adoption of new technologies that require investments. Agriculture research and extension get very little funding. Despite substantial advances, rural populations in some areas still lack access to essential services and infrastructure. Furthermore, the sector must contend with the aridity of the region as well as the variety of climatic events. Rainfed agriculture is hampered by erratic rainfall and erosion, which degrades soil quality. Due to a system of poor agricultural supervision and extension, the intensification of agricultural production systems in irrigated areas remains low. This has an impact on productivity and puts a strain on food demand. Finally, agricultural farmers and other disadvantaged groups are hampered by the policies of agricultural trade liberalization and reliance on the global market.

Agriculture policy is being implemented as part of the government's five-year economic and social development plans, as well as sector-specific policies. Development plans, in general, aim to have a substantial impact on agriculture and rural development. According to several of the people interviewed, the country does not appear to have either a long-term national strategy for agricultural development or a well-defined medium-term action plan (Garcia, et al., 2019).

Tunisia has been pursuing a new strategy to create initiatives connected to sustainable tourism and organic farming in order to generate income at the local level while avoiding the traditional pattern of mass tourists since 2016. Because it will rely on the valorisation of existing natural resources and local products in rural areas, this initiative has great development potential. Tunisia would be able to build a professional network, assist farmer training, and implement organic and fair agritourism pilot projects in the various regions designated under this new plan (Moroccan press agency, 2017).

The concept is to allow all farmers and peasants in rural Tunisia to engage in organic farming, to offer new local and recreational products to visitors, and to welcome them in rural cottages, bed and breakfast houses, and educational farms. It can be seen in a clip from several interviewees' speeches. *"After the revolution, new programs are working on the development of certain sectors that are threatened by the revolution ... I'm talking about agriculture since I'm working in ... these new rules that our government has followed are appearing more efficient than the old ... facilitations, no obstacles in the launch of business related to agriculture and many other benefits ... thank you to the revolution that helped us "*, another interviewee who says: *"years have suffered from poor attendance at the level of our sector ... the new changes, motivated us a lot to think about business"* (Khazami & Lackner, 2021).

g) *Companion with guests*: In certain circumstances, especially for women farmers, the social benefits of meeting a diversity of individuals outweigh the economic benefits (Murphy, 2011). Women farmers are often in charge of addressing the demands of visitors, thanks to the division of labor on farms and the inclusion of tourism products and services *"we prepare traditional dishes for our lodge"*, *"in our house, we give Tunisian traditional breakfast and dinner"* (Khazami & Lackner, 2021).

Entrepreneurs in the agritourism industry strive to provide products and services to their customers that entice them to return to their lodges and embrace their products. It is supported by the verbatim accounts of the interviewees: *"I like contact with my visitors", "I like to talk about my old experiences and the stories that surround the area ... this area is very rich with stories"* (Khazami & Lackner, 2021).

They also have deep bonds with tourists who come to take advantage of their services *"What a pleasure to meet people from different countries... we share stories, knowledges and many other things"*, *"It was easy to be friends with our visitors"* (Khazami & Lackner, 2021). As a result, agritourism enterprises form strong and enduring bonds with individuals (company owners, tourists, and the local population) by fostering a sense of community around a common cause and a novel experience. Furthermore, this motive appears to be the benefit that is most frequently invoked during this form of transaction.

h) The image of an entrepreneur: During the investigation, a new motive emerges as a major factor in the majority of the interviewees' responses. According to several participants, the image of an entrepreneur is extremely essential to them. *"Successful feeling"*, *"I like to lead"*, *"I want to see my lodge on the top"* (Khazami & Lackner, 2021). In addition, the potential to exert leadership that comes with becoming a manager has surfaced as another aspect in our research that differs from past findings. Nonetheless, as an entrepreneur, this is an essential component of your profession.

The following were mentioned by these respondents: *"sense of freedom"*, *healthy lifestyle"*, *"satisfy our need to be autonomy to others"* (Khazami & Lackner, 2021). However, a person's psychological development, social development, and personal well-being are all dependent on meeting these demands. However, this fulfillment can only come from interacting with others in one's own social situation.

Entrepreneurs who exercise their leadership with their staff could meet these needs. Because this motivating element appears to be based on an individual's innate desires, its significance is crucial in explaining this profession decision.

An entrepreneur presents a composite agritourism product based on terroir-based tangible resources as well as, and most importantly, the valorisation of agricultural know-how. He is a master of creation and transformation's technical itineraries and gestures (from field to fork). Based on these qualitative findings, we discovered that when an entrepreneur considers himself as an actor and business owner, the projection of his future image as an entrepreneur is a natural result of the motivation process. Furthermore, the findings reveal that having a positive self-image as the sole owner of his company and the sole person accountable for its success or failure appears to be an active factor in the development of a project. Being the owner of a firm is a powerful motivator for an entrepreneur to grow personally and improve their personality. Respondents explicitly acknowledged their desire to lead their companies, and it appears to be more significant in some cases. *"it is very important for me to be the owner of my business"*, *"after years and years working as a farmer, I developed my business... be the leader of it, it is a most important pattern"* (Khazami & Lackner, 2021).

i) Entrepreneurial innovators: According to our findings, innovation is a source of fresh growth prospects and a driver of leadership. In this context, the value of invention serves as a motivator for the entrepreneur to give his all. The importance of entrepreneurship and innovation has been stressed, with a few notable exceptions.

Entrepreneurial innovators display both core and secondary entrepreneur characteristics. These individuals are more likely to be innovators than entrepreneurs. The status quo is never enough for an entrepreneurial innovator. They are always looking for ways to improve their processes. Innovative entrepreneurs want change, get tired of it, and are driven to take risks to bring their discoveries to market, unlike master innovators who are content with innovation in and of

themselves. Entrepreneurial innovators discover market gaps and fill them with innovative business models, products, and procedures that they will personally promote. As an example of verbatim, consider the following: *"the idea of developing your business is an innovative thing ...", "I got tired of working on a job that is standard for me ... I did it for years ... the same tasks ... no innovation ... the idea of developing my business is really something that pushes me every day to give the best version of myself ... to encourage the creative part of me"* (Khazami & Lackner, 2021).

➤ **Components of the agritourism entrepreneur business development**

We conducted field observations to better understand what agritourism is today and to determine its components. The farm's agritourism, on the other hand, is thriving. Farmers value the social interchange with tourists and the improved control of their income, according to the entrepreneurs involved, while tourists value the direct contact with producers and the discovery of producing sites. We identified two elements of the entrepreneur's participation in the development of his agritourism firm based on the interviews conducted: agritourism on-farm and agritourism off-farm. In the following sections, we will go over our qualitative findings in greater depth.

--- Developing business in agritourism on- farm

a) *Accommodation on- farm* is a popular activity, especially during the summer, accounting for up to 10-15% of overnight stays. Original and new offers, such as the "straw adventure" network offer, which is an accommodation offer on active farms that is quite unique in both content and organization, occur from time to time. Tourists can sleep in a straw-covered barn and experience peasant hospitality and breakfast. This service, which has been developed across Tunisia, is unique, immersive, well-communicated, and reasonably priced, and hence has numerous advantages. However, in other agritourist locations, this activity is essentially non-existent, especially when the farmers are dairy breeders who spend the summer caring for animals and storing hay. *"We offer accommodation so that the visitor gets the most out of nature and enjoys agricultural activities..."* (Khazami, et al., 2020).

b) *Catering* is based on the restaurant or refreshment bar concept, is thriving in some locations. In the winter, some farmers provide food on their farm, while at the summer, they provide catering in their alpine chalet. As numerous rural lodge owners have confirmed. *"With the accommodation, our rural lodge offers other services for our clientele, namely the local gastronomy which belongs to our region"* (Khazami, et al., 2020).

c) *Farm tours* Rarely are they considered actual tourism offerings. Rather, they are occasionally asked to answer to a certain curiosity and are supplied free of charge once a week while performing an agricultural duty. Some rural resorts charge a fee for mountain pasture tours in which visitors can assist in various tasks (calling the herd, milking, making cheese). Faced with high demand from Tunisian and international tourists and tour operators, encourages operators to offer farm tours on a more frequent basis at more affordable rates. Some rural hotels reacted. *"With us, our visitors can accompany us for a tour of the farm and practice some agricultural activities ... most of them have appreciated the offer and join us with pleasure and curiosity"*.

d) *Direct farm sales* are practiced on varied scales in all territories. Opening hours are frequently restricted to only a few hours per week. *"At the end of their visits, we present to them some of our products made and produced in our premises"* (Khazami, et al., 2020).

---Developing business in agritourism off- farm

Agritourism off-farm is a new company that has emerged in conjunction with rural resorts. The interviews provide insight into several types of off-farms agritourism.

a) *Accommodation in old farms, or in folklores places*, is mentioned marginally. *"Sometimes, tourists come to our house just to spend the day discovering our activities and the activities offered by others in the region ... and at the end of the day, they prefer to stay in another area and not with us ... "* (Khazami, et al., 2020).

b) *Restaurants that offer "local" menus* are thought to be significant. Some local restaurants are particularly interested. It is establishing contractual channels between farm producers and restaurateurs for the mutual benefit of both parties as well as tourists seeking these formulas. Some interviewees say it verifies their suspicions. *"In our rural lodge, we do not offer food ... for that we offer addresses of certain restaurants in the region so that our visitors can visit them"* (Khazami, et al., 2020).

c) *Agritourism off-farm tours*: cooperatives, wineries, and cheese cellars are the most common. These tours, which were originally created to attract consumers, have evolved into true tourist attractions. Tours can also take place outside and focus on the terroir's unique characteristics. Specialist guides, for example, provide "landscape readings," in which they explain the connections between soils, floral meadows, ruminants, and the flavor of cheese. *"With our activities, the tourist can make agritourism tours in the region" v.*

c) *The sale of regional products off-farm* is frequently provided by stores affiliated with cooperatives, which are popular with travelers. Markets and retailers can also provide it (producers or even general). The region, for example, promotes the sale of regional products by bringing together the players: milk, cheese, fruit, and vegetable farmers, local village markets, and traders who organize specific kiosks. *"In our area, apart from what we offer here, you can find other producers who sell their products as well ..."* (Khazami, et al., 2020).

e) *Museums*: In some locations, they play a significant role. They can be formed on a private (production cooperatives, refiners or traders, groups) or public (public-private partnerships). One interviewee said that the neighborhood had a well-known museum.

f) *Theme routes*: For some locations, they are a key draw. In certain rural locations, an old cheese trail has lately been restored and reinvigorated for visitors. *"Here, on the right, an old family factory which has been upgraded with a new concept for tourists to discover how cheese-making is done"* (Khazami, et al., 2020).

g) *The themed trails* allow the walker to go on a free exploration of the territory They cover a wide range of topics, from short walks to hiking. Take note of the horse pathways as well. "... yes, there are horseback rides ..." (Khazami, et al., 2020).

h) *The themed stays* are provided by a few mountain guides who want to share their love of mountain pastures and vineyards.

i) *Events*: There are many of events, especially in the summer, and they serve a dual purpose. Internally, they equate to a regional festival that brings people together around shared beliefs. Externally, they allow for the promotion of regional products and the portrayal of a positive image of the region. Some events have a long history. "*We have a famous event here, which takes place every year in our region*", while others have more recent "*full moon parties*" (Khazami, et al., 2020).

Agritourism, whether on or off the farm, is a virtuous circle in the end. It promotes local agriculture, preserves know-how and sceneries, and enhances the image of the region in order to attract tourists. It serves as a complement to more appealing pursuits. We found some responses from respondents that summarize the effects of running an agritourism business.

"There are a lot of things to develop in terms of agricultural tourism, such as farm visits or highly successful snacks. They make it possible to attract tourists in all seasons, which is valuable"

"Agriculture-related tourism is too little exploited. It brings a huge image benefit to the territory. It refers to a certain ideal of life. We are a real village, with a life for the year"

"Cheese is clearly a major part of our identity, it is a vector of innovation and differentiation. The potential is considerable, but it requires mediation work "

"We can still enhance our agriculture, we have real products, real know-how. Some foreign tour operators include farm tours in their packages. For them, these small mountain farms are extraordinary "

"Tourists take part in traditional festivals in large numbers, it's a real craze. We also want to promote restaurants that use local products and allow easy identification " (Khazami, et al., 2020)

Qualitative study was used to confirm the applicability of the concepts given in the conceptual model and to determine the elements influencing an agritourism entrepreneur's decision to develop their rural region in Tunisia. This research revealed the importance of "social capital" in the establishment of an entrepreneur's social identity and the determination of their social incentive to grow their business (See figure 19). The introduction of two factors as social incentive triggers, "the image of the entrepreneur" and "Entrepreneurial innovators," is a plus for our research. To the best of our knowledge, the literature on social motivation has not emphasized these two notions, which are the focus of this qualitative study. Also, the new two concepts related to the social identity of an entrepreneur: "Personality traits specific to entrepreneurship" and " Entrepreneurial Orientation" appeared as strength on the social identity research.

The subjectivity of analysis is the limit of our effort. Furthermore, our qualitative research has revealed that additional factors such as perceived danger, emotions, and others might influence the agritourism entrepreneur's views on the growth of their rural region. However, because the goal was not to include all of the variables that could influence the entrepreneur, we limited ourselves to those that we thought were more relevant for our research in order to strengthen the conceptual model's predictive control.

2.2. Results of Exploratory Factor Analysis

Factor analysis was carried out using the SPSS version 26 program. An exploratory factor analysis was performed on a sample of 100 participants. A principal component analysis and varimax rotation were used to create an EFA. The factor loading threshold was set at 0.50. To verify acceptable levels of explanation, the communality of the scale, which measures the amount of variance in each dimension, was also tested. Except for five items, all communalities were more than 0.50. Table 2 shows the preliminary results of exploratory factor analyses of the measurement scale.

Bartlett's Test of Sphericity, which provides a measure of the statistical probability that the correlation matrix has substantial correlation among some of its components, was used to quantify the overall importance of the correlation matrix. The results were substantial, with $X^2 (n= 100) = 302,252$ ($p < 0.001$), indicating factor analysis appropriateness. The Kaiser-Meyer-Olkin (KMO) sampling adequacy score was 0.748, indicating that the data was suitable for factor analysis. Data with KMO values greater than 0.700 are considered suitable for factor analysis. Finally, the factor solution produced from this research resulted in sixth components for the scale, accounting for 85.355 percent of the data variation.

Table 2. Preliminary Results of Exploratory Factor Analyzes of the Measurement Scale

| Variables | Dimensions | Items | Communalities | Eigenvalue | Rotated factor loadings | Cronbach's Alpha | | |
|--------------------------------|---------------------------|-------|---------------|------------|-------------------------|------------------|------|------|
| Social capital of entrepreneur | Structural social capital | SCS1 | .757 | 2.310 | .850 | .845 | | |
| | | SCS2 | .850 | | .796 | | | |
| | | SCS3 | .868 | | .906 | | | |
| | Relational social capital | SCR4 | .702 | 2.786 | .838 | .851 | | |
| | | SCR5 | .736 | | .632 | | | |
| | | SCR6 | .864 | | .807 | | | |
| | | SCR7 | .676 | | .608 | | | |
| | | SCR8 | .774 | | 2.509 | | .824 | .902 |
| | | SCR9 | .862 | | | | .716 | |

| | | | | | |
|--|-------------------------------|-------------------------|-------------------------------|----------|----------------------|
| | SCC10 | .716 | | .602 | |
| | | KMO = .882 | Test of Bartlett: Significant | p <0.001 | α of the scale: .945 |
| | | Total variance 78.056 % | | | |
| | SID1 | .922 | 2.675 | .956 | .829 |
| | Darwinian identity | SID2 | .926 | .718 | |
| | | SID3 | <u>.227</u> | .459 | |
| | | SID4 | .898 | .943 | |
| | SIC5 | .595 | 1.948 | .737 | .729 |
| Social Identity of entrepreneur | Communitarian identity | SIC6 | .913 | .708 | |
| | | SIC7 | .863 | .912 | |
| | SIM8 | .878 | 2.913 | .918 | .865 |
| | Missionary identity | SIM9 | <u>.219</u> | .419 | |
| | | SIM10 | .829 | .888 | |
| | | SIM11 | .927 | .959 | |
| | | KMO = .865 | Test of Bartlett: Significant | P <0.001 | α of the scale: .939 |
| | | Total variance 74.519 % | | | |
| | SM1 | .729 | 1.267 | .725 | .896 |
| | SM2 | .616 | | .775 | |
| | SM3 | .962 | | .938 | |
| | SM4 | .633 | | .625 | |
| | SM5 | .657 | | .609 | |
| Social motivation of entrepreneur | SM6 | .806 | | .782 | |
| | SM7 | .640 | | .670 | |
| | SM8 | .638 | | .789 | |
| | SM9 | .833 | | .855 | |
| | SM10 | .952 | | .936 | |
| | SM11 | .958 | | .937 | |
| | | KMO = .812 | Test of Bartlett: Significant | p <0.001 | |
| | | Total variance 76.583% | | | |

| | | | | | | |
|--|--|-------------|-------------------------------|---------|------|------|
| <i>Functional competencies of entrepreneur</i> | FC1 | .691 | 1.219 | .752 | .683 | |
| | FC2 | .683 | | .804 | | |
| | FC3 | .522 | | .554 | | |
| | FC4 | .633 | | .671 | | |
| | FC5 | .481 | | .646 | | |
| | FC6 | .553 | | .729 | | |
| | FC7 | .493 | | .557 | | |
| | FC8 | .713 | | .807 | | |
| | FC9 | .820 | | .901 | | |
| | | KMO= .659 | Test of Bartlett: Significant | p<0.001 | | |
| Total variance 62.090% | | | | | | |
| <i>Social innovation</i> | SINN1 | .917 | 2.679 | .959 | .940 | |
| | SINN2 | .921 | | .960 | | |
| | SINN3 | .841 | | .841 | | |
| | | KMO= .743 | Test of Bartlett: Significant | P<0.001 | | |
| Total variance 89.259% | | | | | | |
| <i>Agritourism development</i> | Agritourism development of farm | ADOFF1 | .695 | 1.328 | .833 | .755 |
| | | ADOFF2 | .857 | | .833 | |
| | | ADOFF3 | .974 | | .986 | |
| | | ADOFF4 | .352 | | .562 | |
| | | ADOFF5 | .859 | | .927 | |
| | <i>Agritourism development</i> | ADOFF6 | .795 | | .866 | |
| | | ADOFF7 | .784 | | .703 | |
| | | ADOFF8 | .690 | | .817 | |
| | | ADOFF9 | .726 | | .834 | |
| Agritourism development on farm | ADONN1 | .977 | 3.841 | .987 | .986 | |
| | ADONN2 | .967 | | .982 | | |
| | ADONN3 | .829 | | .904 | | |

| | | |
|------------------------|-------------------------------|----------------------------------|
| ADONN4 | .972 | .985 |
| KMO= .845 | Test of Bartlett: Significant | p <0.001 α of the scale: .898 |
| Total variance 80.599% | | |

Nonetheless, five items (SI3, SI9, FC5, FC7, and AD4) failed to load appreciably on any dimension in this initial EFA. As a result, these items were excluded from further investigation. The EFA was repeated by the author without these components. The results of this new investigation confirmed the theoretically described structure of the sixth element in the research (see table). The KMO (Kaiser-Meyer-Olkin) coefficient was 0.757. The sixth factors accounted for 85.516 percent of the variance among the study's items. The results of the Bartlett's Sphericity Test were significant, with all communalities exceeding the required value of 0.500. The sixth component found as part of this EFA corresponded to the research's theoretical proposition. Factor 1 has Social Capital (SC) items SC1 to SC10, whereas Factor 2 contains Social Identity (SI) items SI1 to SI11 (SI). Items SM1 to SM11 in Factor 3 refer to Social Motivation (SM). Items FC1 to FC9, signifying Functional Competencies, make up Factor 4. (FC). SINN1 to SNN3, referring to Social Innovation, is the fifth factor (SINN). Finally, component 6 brings together 12 items ranging from AG1 to AG13, which indicate the growth of the agritourism industry (AG). The factor loadings are shown in the table below (See table 3).

Table 3. Factor Analysis Results After Elimination of Items with Low Factor Loadings

| Variables | Dimensions | Items | Communalities | Rotated factor loadings | Cronbach's Alpha |
|---------------------------------------|----------------------------------|-------|---------------|-------------------------|------------------|
| <i>Social capital of entrepreneur</i> | Structural social capital | SCS1 | .757 | .850 | .845 |
| | | SCS2 | .850 | .796 | |
| | | SCS3 | .868 | .906 | |
| | Relational social capital | SCR4 | .702 | .838 | .851 |
| | | SCR5 | .736 | .632 | |
| | | SCR6 | .864 | .807 | |
| | | SCR7 | .676 | .608 | |
| | Cognitive social capital | SCC8 | .774 | .824 | .902 |
| | | SCS9 | .862 | .716 | |

| | | | | | |
|---|---|-------|------|------|--|
| | SCC10 | .716 | .602 | | |
| SS loadings= 1.031 KMO = .882 α of the scale= .945 Test of Bartlett= Significant p <0.001 | | | | | |
| Total variance 78.056 % | | | | | |
| Social Identity of entrepreneur | SID1 | .937 | .896 | .892 | |
| | Darwinian identity | SID2 | .940 | .910 | |
| | SID4 | .911 | .881 | | |
| | SIC5 | .585 | .749 | .729 | |
| | Communitarian identity | SIC6 | .947 | .945 | |
| | SIC7 | .865 | .894 | | |
| | SIM8 | .879 | .904 | .949 | |
| | Missionary identity | SIM10 | .835 | .885 | |
| | SIM11 | .941 | .896 | | |
| | SS loadings= 1.142 KMO = .859 α of the scale= .956 Test of Bartlett= Significant p <0.001 | | | | |
| | Total variance 87.095 % | | | | |
| Social motivation of entrepreneur | SM1 | .729 | .725 | .896 | |
| | SM2 | .616 | .775 | | |
| | SM3 | .962 | .938 | | |
| | SM4 | .633 | .625 | | |
| | SM5 | .657 | .609 | | |
| | SM6 | .806 | .782 | | |
| | SM7 | .640 | .670 | | |
| | SM8 | .638 | .789 | | |
| | SM9 | .833 | .855 | | |
| | SM10 | .952 | .936 | | |
| | SM11 | .958 | .937 | | |

| | | | | |
|--|--------|-------------------------------|-----------|-----------------------------|
| | | SS loadings= 1.267 | KMO= .812 | α of the scale= .896 |
| | | Test of Bartlett= Significant | p <0.001 | |
| | | Total variance 76.583% | | |
| <i>Functional competencies of entrepreneur</i> | FC1 | .652 | .740 | .701 |
| | FC2 | .738 | .855 | |
| | FC3 | .593 | .529 | |
| | FC4 | .740 | .825 | |
| | FC6 | .881 | .931 | |
| | FC8 | .850 | .886 | |
| | FC9 | .806 | .877 | |
| | | SS loadings= 1.073 | KMO= .669 | α of the scale= .701 |
| | | Test of Bartlett= Significant | p <0.001 | |
| | | Total variance 75.160% | | |
| <i>Social innovation</i> | SINN1 | .917 | .959 | .940 |
| | SINN2 | .921 | .960 | |
| | SINN3 | .841 | .841 | |
| | | SS loadings= 2.679 | KMO= .743 | α of the scale= .940 |
| | | Test of Bartlett= Significant | p <0.001 | |
| | | Total variance 89.259% | | |
| <i>Agritourism development of farm</i> | ADOFF1 | .706 | .825 | .728 |
| | ADOFF2 | .860 | .904 | |
| | ADOFF3 | .977 | .979 | |
| | ADOFF5 | .871 | .922 | |
| | ADOFF6 | .792 | .816 | |
| | ADOFF7 | .805 | .801 | |
| | ADOFF8 | .675 | .821 | |

| | | | | |
|--|-----------|-----------------------------|-------------------------------|----------|
| <i>Agritourism development</i> | ADOFF9 | .739 | .832 | |
| | ADONN1 | .977 | .975 | .986 |
| Agritourism development on farm | ADONN2 | .966 | .972 | |
| | ADONN3 | .833 | .900 | |
| | ADONN4 | .974 | .974 | |
| SS loadings= 1.009 | KMO= .870 | α of the scale= .896 | Test of Bartlett= Significant | p <0.001 |
| Total variance 84.798% | | | | |

The goal of this part was to operationalize variables of agritourism sector development related to social factors of entrepreneurship. A review of the literature was used to develop a measurement scale, which was then compared to the findings of the qualitative investigation. Some measurement scales have undergone development or modification, resulting in item reformulations or deletions. The pre-test also allowed for more precise comprehension and consequently validation of the experimental settings. The use of factor analyses allowed the scale to be purified, its dimensionality studied, and its psychometric quality verified.

The next stages will provide a better understanding of the measurement model's quality and adequacy by investigating the construct's reliability and validity, specifically convergent and discriminant validity, as well as putting the hypothesized relationships between the variables to the test through a structural model analysis. In this case, confirmatory factor analysis (CFA) was used to assess the measurement model's suitability, followed by a Structural Equation Model (SEM) analysis to corroborate the structural model. PLS-SEM was used to investigate the moderating role of 'social identity' and 'social motivation'.

Estimation of the measurement model

The primary goal of estimating the measurement model is to ensure that the constructs are correctly represented. As a result, it is advisable to check the validity and reliability of the construct measures by ensuring that the indicators accurately depict them. Our constructs' measuring scales are reflective in character. However, by assigning the results within the framework of our

investigation, we show the approach for evaluating the measurement scales of the constructs estimated by the PLS-SEM method.

➤ **Verification of the reliability and validity of the model measurements:**

To analyze internal consistency, we use the software SmartPLS3 and its PLS method calculation commands to verify the composite reliability, the reliability of the indicators (items reliability), and the Cronbach's Alpha index, as recommended by Hair et al (2017). Indeed, the indicator of internal consistency, namely the composite reliability coefficient, which represents the construct in terms of item correlation, must normally be larger than (0.7) and less than (0.95), with a tolerance of a minimum threshold of 0 (0.6) (Hair & al., 2017). Cronbach's alpha, which is concerned with the correlation of items and their representativeness of the same construct, must also have a value larger than 0. (0.7). The indicators' dependability affects the items of the structures, and it may be verified using the indicators' external loads (outer loading). Items with low loading factor values (factor loading 0.4 or less) should be deleted, according to Hair et al (2017). A minimal item loading of (0.4) is accepted, whereas items with loadings between (0.4) and (0.7) must be eliminated after assessing their impact on the improvement of the indicators (CR) and the average of the extracted variance (AVE). By examining the loading of the indicators, we identified some items with low loading values (<0.5). We proceeded by deleting them one by one, starting with the item that represents the value of the lowest factor loading and verifying its impact on the scale's dependability, as recommended by Hair et al (2017). The reliability indicators of the CR and AVE scales were improved when seven items (SM2, SM8, FC3, FC6, ADOFF2, ADOFF6, ADOFF7) were eliminated. Following the model's purification, we verified the loading as well as the CR and AVE indices, which revealed that the indicators all had loadings larger than (0.7), and that the measurement scales all had good internal consistency with CR values greater than (0.6) and less than (0.95). (See table 4).

One of the most significant metrics of dependability in PLS SEM models is Rho A. It calculates the squared correlation between the construct score and an unknown score or the genuine construct score. The required minimum score for Rho A is 0.7 (Henseler, et al., 2014).

Table 4. PLS-SEM assessment results of reflective measurement models

| Constructs | Dimensions | Indicators | Loadings | *Cronbach's | | Composite |
|------------|---------------------------|-------------|--------------|--------------|--------------|--------------|
| | | | | Alpha | Rho_A | Reliability |
| | | | | <i>0.945</i> | <i>0.952</i> | <i>0.954</i> |
| | | <i>SCS1</i> | 0.887 | <i>0.847</i> | <i>0.848</i> | <i>0.908</i> |
| | <i>Structural capital</i> | <i>SCS2</i> | 0.802 | | | |
| | | <i>SCS3</i> | 0.735 | | | |

| | | | | | |
|--------------------------|-------------------------------|--------------|--------------|--------------|--------------|
| <i>Social capital</i> | <i>SCR1</i> | 0.585 | <i>0.851</i> | <i>0.876</i> | <i>0.900</i> |
| | <i>Relational capital</i> | <i>SCR2</i> | 0.850 | | |
| | | <i>SCR3</i> | 0.891 | | |
| | | <i>SCR4</i> | 0.831 | | |
| | | <i>SCC1</i> | 0.819 | <i>0.902</i> | <i>0.907</i> |
| | <i>Cognitive capital</i> | <i>SCC2</i> | 0.929 | | <i>0.939</i> |
| | | <i>SCC3</i> | 0.842 | | |
| | | | 0.954 | 0.984 | 0.960 |
| | | <i>SID1</i> | 0.935 | <i>0.889</i> | <i>0.915</i> |
| | <i>Darwinian identity</i> | <i>SID2</i> | 0.815 | | <i>0.933</i> |
| | | <i>SID4</i> | 0.924 | | |
| | | <i>SIC1</i> | 0.685 | <i>0.727</i> | <i>0.754</i> |
| <i>Social identity</i> | <i>Communitarian identity</i> | <i>SIC2</i> | 0.751 | | <i>0.846</i> |
| | | <i>SIC3</i> | 0.871 | | |
| | | <i>SIM1</i> | 0.875 | <i>0.949</i> | <i>0.951</i> |
| | <i>Missionary identity</i> | <i>SIM3</i> | 0.847 | | <i>0.967</i> |
| | | <i>SIM4</i> | 0.939 | | |
| | | <i>SM1</i> | 0.743 | 0.914 | 0.944 |
| | | <i>SM3</i> | 0.893 | | |
| | | <i>SM4</i> | 0.746 | | |
| <i>Social motivation</i> | | <i>SM5</i> | 0.770 | | |
| | | <i>SM6</i> | 0.743 | | |

| | | | | | | |
|--|---------------------------------|---------------|--------------|--------------|--------------|--------------|
| | | <i>SM9</i> | 0.714 | | | |
| | | <i>SM10</i> | 0.888 | | | |
| | | <i>SM11</i> | 0.891 | | | |
| | | <i>FC1</i> | 0.827 | <i>0.788</i> | <i>0.847</i> | <i>0.847</i> |
| Functional competencies of entrepreneur | | <i>FC2</i> | 0.775 | | | |
| | | <i>FC4</i> | 0.828 | | | |
| | | <i>FC8</i> | 0.642 | | | |
| | | <i>FC9</i> | 0.560 | | | |
| | | <i>SI1</i> | 0.965 | <i>0.940</i> | <i>0.985</i> | <i>0.961</i> |
| Social innovation | | <i>SI2</i> | 0.969 | | | |
| | | <i>SI3</i> | 0.896 | | | |
| | | | | <i>0.977</i> | <i>0.980</i> | <i>0.981</i> |
| Agritourism development | | <i>ADONN1</i> | 0.987 | <i>0.986</i> | <i>0.988</i> | <i>0.990</i> |
| | Agritourism on farm | <i>ADONN2</i> | 0.983 | | | |
| | | <i>ADONN3</i> | 0.909 | | | |
| | | <i>ADONN4</i> | 0.986 | | | |
| | | <i>ADOFF1</i> | 0.839 | <i>0.938</i> | <i>0.945</i> | <i>0.954</i> |
| | Agritourism off farm | <i>ADOFF3</i> | 0.988 | | | |
| | | <i>ADOFF5</i> | 0.933 | | | |
| | | <i>ADOFF8</i> | 0.815 | | | |
| <i>ADOFF9</i> | | 0.842 | | | | |

*Jöreskog's (1971) composite reliability

The extracted mean variance (AVE) was investigated further to study convergent validity, which gives and indicates how the underlying concept explains more than half of the variance in its elements, suggesting that the construct converges to its indicators (Hair & al., 2017). The AVE values of the compositions analyzed were higher than the required value of 0.50, indicating that the construct explains more than 50% of the variance in its indices (elements). As a result, the converge validity has been achieved.

After demonstrating reliability and convergent validity, it was decided to assess the discriminant validity of the combinations studied that should be specified in the model as well as the empirical difference from other formulations using the most recommended and popular criterion of Fornell and Larcker (1981) rather than the less rigorous cross-loading approach (Hair & al., 2017).

➤ **Heterotrait-monotrait ratio (HTMT):**

We evaluated the H ratio in two parts, as per Hair et al. (2017, 2019) guidelines: first, we checked the values of HTMT based on the output of the PLS algorithm, which must be less than (0.85). The HTMT values provided by the Bootstrap procedure output were checked in the second stage. We verified that the HTMT values are within their appropriate confidence intervals (CI = 0.95), indicating that there is no cross-correlation concern.

Table 5. Results of the HTMT value- Discriminant validity

| | Agritourism development | Functional competencies | Social capital | Social identity | Social innovation | Social motivation |
|--------------------------------|--------------------------------|--------------------------------|-----------------------|------------------------|--------------------------|--------------------------|
| Agritourism development | - | - | - | - | - | - |
| Functional competencies | 0.840 | - | - | - | - | - |
| Social capital | 0.432 | 0.469 | - | - | - | - |
| Social identity | 0.736 | 0.650 | 0.465 | - | - | - |
| Social innovation | 0.159 | 0.169 | 0.070 | 0.123 | - | - |
| Social motivation | 0.482 | 0.692 | 0.566 | 0.336 | 0.080 | - |

Table 5 shows that all HTMT_{.90} values ranged from 0.840 (FC->AG) to 0.070 (SINN -> SC), with 0.840 being the highest and 0.070 being the lowest.

➤ **HTMT as a statistical test (HTMT inference)**

The largest upper confidence interval limit for HTMT inference is .958, which is less than 1, indicating that the value one is outside the interval's range. This indicates that the two conceptions

are empirically different. As a result, we conclude that discriminant validity between the various pairs of reflective constructs has been established (See table 6).

Table 6. Heterotrait- Monotrait Ratio (HTMT)

| | Original Sample (O) | Sample Mean (M) | 5.0% | 95.0% |
|---|---------------------|-----------------|-------|-------|
| Functional competencies -> Participation in the development of agritourism business | 0.963 | 0.963 | 0.928 | 0.999 |
| Social capital -> Functional competencies | 0.470 | 0.482 | 0.286 | 0.697 |
| Social capital -> Participation in the development of agritourism business | 0.441 | 0.444 | 0.272 | 0.608 |
| Social identity -> Functional competencies | 0.715 | 0.714 | 0.603 | 0.811 |
| Social identity -> Participation in the development of agritourism business | 0.802 | 0.801 | 0.715 | 0.874 |
| Social identity -> Social capital | 0.491 | 0.495 | 0.335 | 0.645 |
| Social innovation -> Functional competencies | 0.169 | 0.218 | 0.102 | 0.377 |
| Social innovation -> Participation in the development of agritourism business | 0.157 | 0.170 | 0.037 | 0.345 |
| Social innovation -> Social capital | 0.048 | 0.110 | 0.040 | 0.226 |
| Social innovation -> Social identity | 0.112 | 0.148 | 0.062 | 0.286 |
| Social motivation -> Functional competencies | 0.665 | 0.673 | 0.541 | 0.801 |
| Social motivation ->Participation in the development of agritourism business | 0.455 | 0.464 | 0.310 | 0.608 |
| Social capital -> Social motivation | 0.575 | 0.580 | 0.440 | 0.711 |
| Social motivation -> Social identity | 0.369 | 0.374 | 0.201 | 0.539 |
| Social motivation -> Social innovation | 0.085 | 0.148 | 0.076 | 0.264 |

Estimation of the structural model

➤ Assessment of the collinearity problems of the model

Before proceeding to the evaluation of the structural model in terms of estimation error, it is necessary to examine the collinearity of the constructs. By recognizing the collinearity problem, independent variables are examined. The membership of two or more indicators in the same block

expressing the same information, as in the case of a redundancy of indicators utilized as a single object for the assessment of numerous concepts, is the problematic form of collinearity. The variance inflation index "VIF" can be used to determine whether or not a collinearity problem exists. As a result, the Smart PLS software allows us to obtain multi-collinearity results via the "VIF" values. The VIF indicator must have values larger than 5 (tolerance threshold 0.20), and the variables and indicators must have values less than (0.5). Hair et al., (2017) suggest that these collinearity issues can be solved by removing the problematic construct, merging the independent variables into a single variable, or transforming a higher order variable. The constructions in our model are reflective in nature and have the property of being interchangeable, as seen by the VIF values exhibiting values less than 3 (See table 7). As a result, we preserved our existing structures without making any changes.

Table 7. Evaluation of the Variance Inflation Factor (VIF)

| | Agritourism development | Functional competencies | Social capital | Social identity | Social innovation | Social motivation |
|--------------------------------|--------------------------------|--------------------------------|-----------------------|------------------------|--------------------------|--------------------------|
| Agritourism development | - | - | - | - | - | - |
| Functional competencies | 2.368 | - | - | 1.237 | - | 1.237 |
| Social capital | 1.642 | 1.000 | - | 1.237 | - | 1.237 |
| Social identity | 1.991 | - | - | - | - | - |
| Social innovation | 1.024 | - | - | - | - | - |
| Social motivation | 1.844 | - | - | - | - | - |

➤ **Assessment of the relevance and significance of the structural model**

Given the exploratory nature of our study, we performed the resampling procedure via the Bootstrapping processing on the SmartPLS3 software with a confidence interval of 10% to evaluate the causal relationships of the model's constructs. The indicator p-value representing the probability of error allows us to confirm or deny the existence of a relationship between the variables, as shown in figure 2. Indeed, we can only assume that a relationship exists and that it is significant when it does and when it is significant for a maximum level of error of 5% (The relation exists at 95 percent).

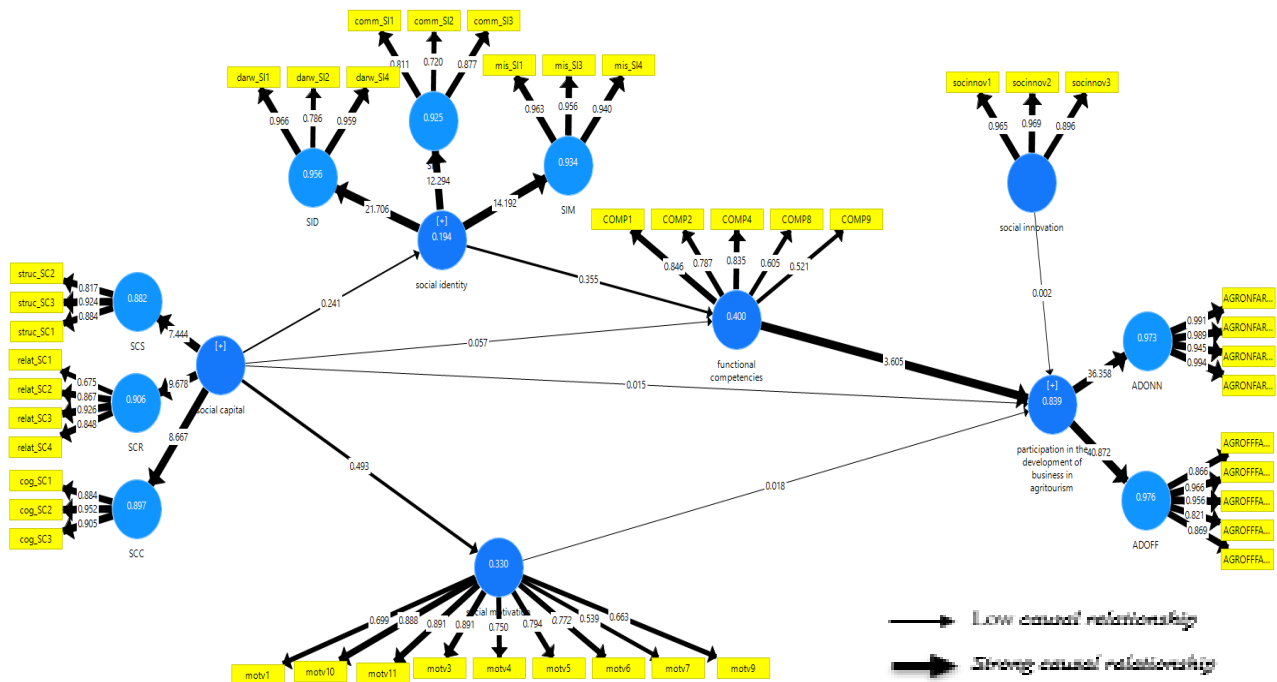


Figure 23. Estimation of the conceptual model (legend: Bootstrap output of the constructs with their correlation coefficients (path coefficient) and (p- value) and in bold the arrows representing a strong causal relationship

Evaluation of relational links

The correlation coefficient (β) as well as the value of the index educate us about the importance as well as the direction of the causal relationship between the constructs that progress in the same direction when we observe positive and significant coefficients (p- value). Given the exploratory nature of our study, all of the relationships in our model are significant (p 5%) at a confidence interval of 10% using the Bootstrap treatment, with the exception of the relationship between social innovation and participation in the development of agritourism business and the relationship between social motivation and participation in the development of agritourism business. The correlation coefficients reveal the evolution of our model's constructs, such as "social capital" and "functional competencies," as well as "social capital" and "engagement in the development of agritourism businesses" (See table 8). All of these factors are strongly correlated, so a favorable social capital promotes the entrepreneurs' functional competencies, and a favorable social capital indicates the entrepreneurs' participation in the development of their agritourism firm. Similarly, increased functional competencies of enterprises imply participation in the growth of the agritourism industry. Similarly, as entrepreneurs' social capital grows, so does their willingness to participate in the development of agritourism farms.

Table 8. Evaluations of relational links (confidence interval of the Bootstrapping procedure 10%, $p < 0.10$; $p < 0.05$; $p < 0.01$ Significant)

| | Std.β Correlation coefficient | Standard Deviation | t- statistics | p- values | Significance |
|-----------|-------------------------------|--------------------|---------------|-----------|-----------------|
| FC -> AG | 0.923 | 0.032 | 28.466 | 0.000 | Significant |
| SC ->FC | 0.161 | 0.093 | 1.732 | 0.083 | Significant |
| SC->AG | 0.064 | 0.037 | 1.743 | 0.081 | Significant |
| SC->SI | 0.462 | 0.088 | 5.255 | 0.000 | Significant |
| SC->SM | 0.586 | 0.063 | 9.279 | 0.000 | Significant |
| SI ->FC | 0.604 | 0.067 | 9.009 | 0.000 | Significant |
| SINN ->AG | 0.017 | 0.048 | 0.348 | 0.728 | Not Significant |
| SM->AG | -0.072 | 0.058 | 1.242 | 0.214 | Not Significant |

➤ **The predictive accuracy of the R² structural model**

We were able to visualize the values of the coefficient of determination R², which tells us about the variance of endogenous variables explained by their predictors, namely all the exogenous variables that are related to them, by providing us with their combined effects, by running the PLS algorithm. R² acceptable levels vary by discipline, according to Hair et al (2017). Keep in mind that the greater the value, the better the model's forecast. According to Hair et al (2017, 2019), in the context of consumer behavior research in Marketing, the values of this index are low for a threshold below 0.20, moderate for values below 0.50, and strong for values surpassing 0.75.

Table 9. Estimates of R² by the PLS method

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | t- Statistics (O/STDEV) | p-Values | Predictive accuracy of latent variable |
|--|---------------------|-----------------|----------------------------|---------------------------|----------|--|
| Participation in the development of business agritourism | 0.871 | 0.881 | 0.026 | 33.302 | 0.000 | Strong |

| | | | | | | |
|-------------------------|-------|-------|-------|-------|-------|-----------------|
| Functional competencies | 0.192 | 0.213 | 0.099 | 1.928 | 0.054 | Weak |
| Social identity | 0.486 | 0.506 | 0.049 | 9.970 | 0.000 | Moderate |
| Social motivation | 0.445 | 0.454 | 0.098 | 4.550 | 0.000 | Moderate |

The R^2 values for the construct "Participation in the growth of commercial agritourism" are 0.871, as shown in Table 9. This suggests that the independent factors can account for more than half of the variation in participation in company agritourism development. The construct functional competencies have R Square values of 0.192. These have a minor impact.

This study is regarded as one of the first in the field of agritourism entrepreneurship. However, these findings are useful for future research in the field. R^2 values over 0.486 and 0.445 indicate a moderate effect for the construct's social identity and social motivation, respectively. Because there is no predictor variable, the R^2 of social innovation (SINN) and social capital (SC) is 0. For a better understanding of the results, the corrected R Square values after penalizing for model complexity and sample size are also provided (See table 10).

Table 10. Estimates of adjusted R^2 by the PLS method

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | t- Statistics (O/STDEV) | p- Values | Predictive accuracy of latent variable |
|--|------------------------------------|--------------------------------|---|------------------------------------|------------------|---|
| Participation in the development of business agritourism | 0.864 | 0.874 | 0.028 | 31.370 | 0.000 | Strong |
| Functional competencies | 0.183 | 0.205 | 0.100 | 1.826 | 0.068 | Weak |
| Social identity | 0.476 | 0.495 | 0.050 | 9.556 | 0.000 | Moderate |
| Social motivation | 0.434 | 0.444 | 0.100 | 4.344 | 0.000 | Moderate |

➤ **The size effect f^2**

It is advisable to check the change in the values of the coefficient of determination R^2 after the exogenous factors are removed in order to assess the usefulness of these exogenous variables in explaining the latent endogenous variables of the model. As a result, the size effect f^2 test supports the model's predictive power R^2 by alerting us about the strength of the association between the model's latent variables. Indeed, the f^2 index indicates the extent to which the explanatory variable influences the explained variable's coefficient of determination. The model is estimated in two steps using the PLS program, once with the exogenous latent variables present and once without them present. According to Hair et al. (2017), the thresholds of variation of the index f^2 vary

between (0.02), (0.15), and (0.35), with a minor effect of size for a threshold value of less than 2%, a moderate effect for a threshold of 15%, and a big effect of size for threshold values of 35%.

Table 11. Evaluations of the effect of size f^2

| | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | t- Statistics (O/STDEV) | p- Values | Effect size |
|-----------|---------------------|-----------------|----------------------------|---------------------------|-----------|---------------|
| FC -> AG | 1.607 | 1.785 | 0.676 | 2.379 | 0.017 | Large |
| FC ->SI | 0.528 | 0.567 | 0.172 | 3.064 | 0.002 | Large |
| FC ->SM | 0.237 | 0.253 | 0.125 | 1.892 | 0.059 | Medium |
| SC->AG | 0.001 | 0.008 | 0.013 | 0.045 | 0.964 | Small |
| SC->FC | 0.237 | 0.294 | 0.190 | 1.248 | 0.212 | Medium |
| SC-> SI | 0.069 | 0.076 | 0.043 | 1.603 | 0.109 | Small |
| SC->SM | 0.214 | 0.231 | 0.092 | 2.330 | 0.020 | Medium |
| SI ->AG | 0.439 | 0.475 | 0.198 | 2.220 | 0.026 | Large |
| SINN ->AD | 0.003 | 0.015 | 0.021 | 0.133 | 0.894 | Small |
| SM->AG | 0.009 | 0.026 | 0.038 | 0.236 | 0.813 | Small |

The PLS treatment's outputs revealed that the variable "functional competencies" contributes significantly to the explanation of the variance of "Participation in the development of business agritourism" with a large effect of size ($f^2 = 1.607 > 0.35$) and "Social identity" ($f^2 = 0.528 > 0.35$). Thus, entrepreneur functional competences have a big size effect for their social identity with a strong causal relationship on the one hand, and a moderate size effect for their social motivation on the other. With ($f^2 = 0.214 < 0.35$), "social capital" has a moderate effect on "social motivation". As a result, entrepreneur social capital helps moderately to explaining the variation in their social drive. He finds a weak size effect on "Entrepreneur's functional abilities" when comparing the size effect to "social capital" ($f^2 = 0.237 < 0.35$). As a result, we conclude that social capital plays a significant role in explaining entrepreneur functional competency variance. As a result, it only makes a minor contribution to the application of social identity variation. On the other hand, "social identity" has a significant impact on participation in the growth of company agritourism ($f^2 = 0.439 < 0.35$). These findings suggest that the entrepreneur's social identity has a significant role in the variation of participation in the development of business agritourism. We can see that this variable has a very modest size effect on involvement in the development of business agritourism ($f^2 = 0.003 < 0.35$) by looking at the values linked to the size effect of social innovation. For its part, "social motivation" has a small effect ($f^2 = 0.009 < 0.35$). Social innovation and social drive, based on these principles, could contribute poorly to explaining variance in their social capital but greatly

to explaining variation in agritourism company development (All results are included in the table 11).

We may deduce from these findings that the model's latent variables have a good association because the size effect indicator is linked to the significance of causal links.

➤ *The quality of the predictive capacity of the Q² structural model*

As a result, a Q² value greater than zero for an endogenous variable shows that the structural model is predictive for that variable. The values of the Q² index can be obtained in two ways: one using data from both the measurement and structural models (cross-validated redundancy), and the other using only the data from the measurement model (cross-validated communality). We then move to the Blindfolding treatment on the software PLS-SEM, which is the technique that permits the Q² index to be calculated. According to Hair et al. (2017), the strategy entails reusing data by omitting a portion of the data matrix and then estimating the model to forecast the excluded component. In order to analyze the fluctuation of the indicator Q² when one of the explanatory variables is deleted from the model, the Q² index must also be calculated in order to calculate the effect of size q². The predictive importance of the endogenous variable from the model's exogenous variable is represented by the q² index. In other words, the indicator q² allows you to determine the extent to which the exogenous variable has an effect on the model's endogenous variable. This index's values vary from 0.02, 0.15, and 0.35, indicating weak, moderate, and significant predictive relevance, respectively.

We find that the values associated with the endogenous constructs are all different from zero and rather high when we examine the output of the statistical Blindfolding processing by the PLS-SEM program in order to assess the predictive significance of the model. The value of Q² reveals that it has a significant predictive capacity for the exogenous variables that provide an antecedent to the endogenous variable "participation in the development of commercial agritourism" (0.707). All exogenous variables have moderate explanatory predictive power for the remaining antecedents of endogenous variables. The results in table 12 clearly demonstrate the model's predictive usefulness when it comes to endogenous latent variables.

Table 12. Results of the predictive relevance of endogenous variables

| Constructs | SSO | SSE | Q ² _predict | Predictive relevance |
|-------------------------|----------|----------|-------------------------|----------------------|
| Agritourism development | 900.000 | 264.033 | 0.707 | Large |
| Functional competencies | 500.000 | 387.051 | 0.226 | Medium |
| Social identity | 900.000 | 776.299 | 0.137 | Medium |
| Social motivation | 900.000 | 742.119 | 0.175 | Medium |
| Social capital | 1000.000 | 1000.000 | - | - |
| Social innovation | 300.000 | 300.000 | - | - |

The size effect coefficients support the existence of a significant link between constructs with high predictive quality of their antecedents. Indeed, when the antecedent "functional competencies" is removed from the model for the construct "participation in the development of business agritourism," the value of Q^2 falls from (0.707) to (0.217), demonstrating the strong predictive value of a size effect q^2 of value (1.672). It's the same with the endogenous variable "functional competencies," whose coefficient of determination dropped from (0.226) to (0.099), indicating the variable's subsequent explanatory power ($q^2 = 0.164$). The size effect, which attests to its average predictive prediction ($q^2 = 0.006$), supports the fluctuations in the coefficient of determination (from 0.707 to 0.705) for the variable "social motivation" and its association with "participation in the growth of company agritourism." Unlike the relationship between "social capital" and "participation in the growth of business agritourism," the influence of size q^2 on this construct is very small (0.003), which can be explained by the presence of other antecedents with a higher prediction quality for this construct. The association between "social capital" and "functional competence," which has a very tiny size effect, is the same. Table 13 shows a summary of the size effect q^2 and predictive relevance q^2 evaluations.

Table 13. Summary of the evaluations of the predictive relevance Q^2 and of the size effect q^2

| Relationship/ Constructs | Q^2 includes (predictive importance) | Q^2 excluded | q^2 (size effect) | Quality of the size effect |
|---|--|----------------|---------------------|----------------------------|
| Social capital ->Functional competencies | 0.226 | 0.000 | 0.291 | Strong |
| Social Identity->Functional competencies | 0.226 | 0.099 | 0.164 | Medium |
| Social motivation-> participation in the development of business agritourism | 0.707 | 0.705 | 0.006 | Weak |
| Functional competencies -> participation in the development of business agritourism | 0.707 | 0.217 | 1.672 | Strong |
| Social capital -> participation in the development of business agritourism | 0.707 | 0.706 | 0.003 | Weak |

➤ *The FIT model goodness-of-fit index (SRMR)*

The value of the RMS theta (0.13) in our study shows a result that is somewhat higher than the a priori acceptable threshold, leading us to conclude that the model has acceptable predictive significance (See table 14).

Table 14. Standardized root means square residual (SRMR) and RMS_{theta}

| SRMR SATURATED | ESTIMATED SRMR | RMS_{THETA} |
|----------------|----------------|----------------------|
|----------------|----------------|----------------------|

| | | |
|-------|-------|-------|
| 0.120 | 0.136 | 0.130 |
|-------|-------|-------|

2.3. Verification and Interpretation of the model's research hypotheses

We can assess the structural links by appreciating the strength of the relationships between them, based on the estimations of the structural models and the measurement models, and on the various treatments through the PLS software for the reliability and validity analyses of the measurement scales, as well as the verification of the predictive quality of the model. In this section, we are content with reporting and summing the outcomes of the hypotheses tests in order to go over them in detail later by analyzing and discussing all of the findings.

2.3.1. Verification of direct effects

The processing of the PLS program gives us with suitable statistical indices to properly understand these relationships in order to verify the hypothesis of the structural links between the constructs of the research model. We can determine whether there is a strong or weak relationship between the constructs by looking at the coefficient of the structural linkages. Because the relationship can be positive or negative, this coefficient swings between (-1) and (+1), and the closer the coefficient gets to zero, the weaker the relationship becomes, and vice versa. The significance of the coefficients of these structural links, on the other hand, is determined using Bootstrap processing via PS software, which allows the value of the test (t- statistics) to be calculated, thus justifying the structural link's significance for a value greater than the critical value 1.65. (For a significance level of 10 percent used in the context of exploratory research). The indices of statistical processing carried out by PLS for each of the ties in the model between the dependent and independent variables are summarized in table 15. In the next paragraph, we'll look at each relationship separately and discuss the outcomes.

Table 15. Summary of the results of the model link statistics

| <i>Path coefficient of research hypotheses</i> | | | | | | |
|--|---------|-------------------------------|--------------------------------|---------|----------|------------------|
| Hypothesis | Path | Std.β Correlation coefficient | Standard Deviation (STD Error) | t-value | p- value | Decision |
| H1 | SC ->FC | 0.161 | 0.093 | 1.732 | 0.083 | Supported |
| H2 | SC->SI | 0.462 | 0.088 | 5.255 | 0.000 | Supported |
| H3 | SI ->FC | 0.604 | 0.067 | 9.009 | 0.000 | Supported |
| H4 | SC->SM | 0.586 | 0.063 | 9.279 | 0.000 | Supported |

| | | | | | | |
|-----------|------------------|--------|-------|--------|-------|----------------------|
| H5 | SM->AG | -0.072 | 0.058 | 1.242 | 0.214 | Not Supported |
| H6 | FC->AG | 0.923 | 0.032 | 28.466 | 0.000 | Supported |
| H7 | SC->AG | 0.064 | 0.037 | 1.743 | 0.081 | Supported |
| H8 | SC ->SI - >FC | 0.291 | 0.055 | 5.321 | 0.000 | Supported |
| H9 | SC->SM - >AG | -0.042 | 0.036 | 1.142 | 0.253 | Not Supported |

2.3.2. Verification of indirect effects

These are the intermediate variables that help to clarify the process that connects the independent explanatory variables to the explained dependent variables.

2.3.2.1. Verification of the mediating effect of social identity

➤ Verification of the indirect effect

Following Hair et al (2017)'s recommendations, a significant value of p-value 0.000 is displayed for the indirect effect between the independent variable "social capital" and the dependent variable "functional competencies" after performing the first Bootstrapping treatment of the indirect effect (5000 steps change of sign at 5%) on the PLS software to verify the total effect. Through the mediating variable of social identity, we can argue that the link between social capital and functional competence is important. As a result, the indirect effect is considerable, and the first condition is proven (See table 16).

Table 16. Evaluation of the indirect effect (social identity)

| Indirect effect relationship | Initial sample (O) | Sample mean (M) | Standard deviation (STDEV) | t- value (O / STDEV) | p-values |
|---|-----------------------|--------------------|----------------------------------|-----------------------------|----------|
| Social capital - > Social identity - > Functional competencies | 0.291 | 0.287 | 0.055 | 5.321 | 0.000 |

➤ Verification of the direct effect

We see a significant p-value when we look at the direct effect of the independent variable "social capital" on the dependent variable "functional skills" (from the path coefficients) (0.083). Because

the indirect and direct effects are both strong and relevant, we can conclude that social identity is a partial mediator of the relationship (See table 17).

Table 17. Evaluation of the direct effect

| Direct effect relationship | Initial sample (O) | Sample mean (M) | Standard deviation (STDEV) | t- value (O / STDEV) | p-values |
|--|--------------------|-----------------|----------------------------|--------------------------|----------|
| Social capital - > Functional competencies | 0.161 | 0.151 | 0.093 | 1.732 | 0.083 |

➤ **Verification of Bootstrapping confidence intervals**

The significance of social identity (SI) in mediating the relationship between social capital (SC) and functional competencies was investigated using mediation analysis (FC). Table 18 shows that the total effect of SC on FC was statistically significant ($\beta = 0.435$, $t = 3.884$, $p < 0.001$). The impact of SC on FC is significant ($\beta = 0.161$, $t = 1.732$, $p = 0.083$) when the mediating variable (SI) is included. SC had a substantial indirect influence on FC through SI ($\beta = 0.291$, $t = 5.321$, $p < 0.001$). This demonstrates that SI fully mediates the link between SC and FC.

Table 18. Summary of the assessment of the direct and indirect effect (social identity)

| Total effect (SC - > FC) | | Direct effect (SC - > FC) | | Indirect effects of (SC - > FC) | | | | | Results |
|--------------------------|-----------|---------------------------|-----------|---------------------------------|-------|-----------|-----------|--------------|--------------|
| Coef ficie nt | p- valu e | Coefficie nt | p- valu e | Coef ficie nt | SD | t- Val ue | p- valu e | BI (5%, 95%) | Signific ant |
| 0.435 | 0.000 | 0.161 | 0.083 | H: SC->SI->FC | 0.268 | 0.052 | 5.135 | 0.000 | 0.190, 0.365 |

➤ **Checking the intensity of the mediating effect**

In a model with a mediation effect, it's critical to check the force of mediation and calculate its intensity on the mediated part. The variance considered presented by the ratio of the indirect impact to the overall effect ($VAF = \text{indirect effect} / \text{total effect}$) is the method used for this purpose. In reality, this ratio allows you to see how much the mediation process explains the dependent variable's volatility. This experiment was conducted to see how social capital influences an entrepreneur's functional abilities. Hair et al. (2017) look at two levels of variance in VAF to

understand how mediation works. According to these authors, a VAF value of less than 20% suggests that there is no mediating impact, whereas a VAF value of greater than 20% but less than 80% qualifies partial mediation as normal, and a VAF value greater than 80% indicates complete mediation. We have a VAF of 61 percent in our example ($VAF1 = 0.268 / 0.435 = 0.616$), indicating that this is a normal partial mediation. This may indicate the existence of another or more mediators who should be considered in the interaction.

2.3.2.2. Verification of the mediating effect of social motivation

➤ Verification of the indirect effect

The indirect effect of the relationship was confirmed using the PLS software's Bootstrapping treatment, which revealed that the indirect effect between the independent variable "social capital" and the dependent variable "participation in the development of agritourism business" is significant, with a p-value of 0.000. (See table 19). Through the mediating variable social motivation, we can deduce that the relationship between social capital and participation in the development of agritourism businesses is significant. The first condition of the mediation effect is valid, according to these findings.

Table 19. Evaluation of the indirect effect (social motivation)

| Indirect effect relationship | Initial sample (O) | Sample mean (M) | Standard deviation (STDEV) | t- value (O / STDEV) | p-values |
|--|--------------------|-----------------|----------------------------|--------------------------|----------|
| Social capital - > social motivation - > participation in the development of business in agritourism | -0.042 | -0.040 | 0.036 | 1.142 | 0.253 |

➤ Verification of the direct effect

We see a significant value of p-value (0.000) when we check the direct effect (from the path coefficients) of the independent variable "social capital" on the dependent variable "participation in the development of agritourism business," which leads us to conclude that social motivation does indeed represent a partial mediator in the relationship because the indirect and direct effects are both significant and important (See table 20).

Table 20. Evaluation of the direct effect

| Direct effect relationship | Initial sample (O) | Sample mean (M) | Standard deviation (STDEV) | t- value (O / STDEV) | p-values |
|----------------------------|--------------------|-----------------|----------------------------|--------------------------|----------|
|----------------------------|--------------------|-----------------|----------------------------|--------------------------|----------|

Social capital - > participation in the development of agritourism business

0.064 0.060 0.036 1.743 0.081

➤ **Checking Bootstrapping Confidence Intervals**

The significance of social motivation (SM) in mediating the link between social capital (SC) and participation in the growth of agritourism businesses were investigated using mediation analysis (AG). The total effect of SC on AG was significant ($\beta = 0.424, t = 4.371, p < 0.001$), according to the results in table 21. The impact of SC on AG remained significant when the mediating variable (SM) was included ($\beta = 0.064, t = 0.081, p < 0.001$). The indirect effect of SC on AG via SM ($\beta = -0.042, t = 1.142, p = 0.253$) was found to be minor. This demonstrates that SM has no role in the link between SC and AG.

Table 21. Summary of the evaluation of the direct and indirect effect (social motivation)

| Total effect (SC -> AG) | | Direct effect (SC -> AG) | | Indirect effects of (SC -> AG) | | | | | Results |
|----------------------------|---------|-----------------------------|---------|--------------------------------------|--------|---------|---------|---------------|-----------------|
| Coefficient | p-value | Coefficient | p-value | Coefficient | SD | t-Value | p-value | BI (5%, 95%) | Not Significant |
| 0.424 | 0.000 | 0.064 | 0.081 | H: SC->SM->AG -0.042 | -0.040 | 1.142 | 0.253 | -0.111, 0.009 | |

2.3.2.3. Verification of the moderation effect

The substantial evaluation of social innovation in the model validated the moderation effect analysis and led us to the conclusion that the social innovation variable has a moderating effect in the link between "social capital-> involvement in the growth of agritourism business") (See table 22).

Table 22. Assessment summary of the moderation effect (social innovation)

| | Initial sample (O) | Sample mean (M) | Standard deviation (STDEV) | t- value (O / STDEV) | p-values | Result |
|--|--------------------|-----------------|----------------------------|--------------------------|----------|--------------------|
| Moderator effect 1 -> participation in the development of agritourism business | -0.086 | -0.081 | 0.036 | 2.380 | 0.017 | Significant |

As a result, a higher level of social innovation would improve the beneficial association between social capital and agritourism business development. The hypothesis investigated the function of social innovation in mediating the relationship between social capital and participation in the growth of agritourism businesses. Table 31 shows that social innovation moderates the connection between social capital and participation in agritourism business development ($\beta = -0.086$, $t = 2.380$, $p < 0.001$).

This section allowed us to present, estimate, and validate the conceptual model by using the PLS partial least squares method to verify the causal relationships after conducting factorial analyses on the measurement scales. We first justified our choice of the PLS-SEM methodology by presenting the data analysis method we used. As a result, we spent time defining the nature of the elements that make up the research model and designing measurement and structure models. After that, we estimated each of the measurement and structure models. The results of the numerous structural link tests are presented in the following sections, along with an interpretation of the results for each research hypothesis.

2.4. Results and discussions of research hypotheses

Following the various statistical treatments performed on the data collected, which allowed us to evaluate the construct measurement instruments on the one hand and our conceptual model on the other hand through the estimation and validation of measure and structure models, we focus on the interpretation of the expected results in this section. We offer the results of the testing of study hypotheses relating to direct links in this section, followed by those of indirect links of mediation and moderation. We'll start by exposing the outcomes of the tests, and then we'll compare them to the literature.

2.4.1. Presentation of direct links

2.4.1.1. The link between social capital and functional competencies

H-1: Social capital has a positive effect on the functional competencies of the agritourism entrepreneur.

We first evaluated the model using the repeated indicator approach, and then we evaluated the model using only the first-order constructs to test the significance of the sub-hypotheses and conclude on the overall significance of the hypothesis. We emphasize that this process was used to examine all of the model's structural links, which will enable us to justify our hypotheses and under hypothesis by combining the results from the two methods. The results of the structural model estimation of the influence of social capital on entrepreneur functional abilities demonstrate that the link is positive ($\beta = 0.161$). Using the Bootstrap procedure to continue the study, the direct link was shown to be significant at the 5% level with a statistic t -value (1.732). More specifically, table 32 shows that relational social capital and cognitive social capital both have a positive impact on entrepreneurs' functional competencies ($\beta = 0.278$, t -statistics = 2.678) and ($\beta = 0.246$, t -

statistics = 2.259), respectively, whereas capital social structural capital has a negative impact on entrepreneurs' functional competencies ($\beta = -0.421$, t- statistics = 3.439) at the 5% level.

The theory behind these findings is that the formation of feelings in interpersonal interactions improves knowledge exchange and tends to engage entrepreneurs in their partnerships. Furthermore, the shared knowledge that allows entrepreneurs to freely express their knowledge tends to raise the chances of members understanding one another. If the network's social interactions are poorly managed, they risk negatively affecting the entrepreneur's functional competencies and removing information conduits that lower the time and effort required to collect information.

Table 23. Summary of the H 1

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t-Statistics | p-values | 5% | 95% | Decision |
|---|------------------|---|-----------------|--------------|----------|--------------|--------------|------------------|
| H1 | H1.1 | Social structural capital -> functional competencies | -0.421 | 3.439 | 0.001 | -0.658 | -0.250 | Supported |
| | H1.2 | Social relational capital -> functional competencies | 0.278 | 2.678 | 0.007 | 0.106 | 0.442 | Supported |
| | H1.3 | Social cognitive capital -> functional competencies | 0.246 | 2.259 | 0.024 | 0.075 | 0.438 | Supported |
| H1: Social capital -> functional competencies | | | 0.161 | 1.732 | 0.083 | 0.062 | 0.390 | Supported |

2.4.1.2. The link between social capital and social identity

H-2: Social capital has a positive effect on the development of social identity in the entrepreneur.

According to this theory, social capital has an impact on the development of social identity. The estimations of the effect of social capital dimensions on entrepreneur social identity construct dimensions reveal that the two constructs have a positive and significant relationship ($\beta = 0.462$, t- statistics = 5.255). According to the results of Bootstrapping, social structural capital encourages the growth of the entrepreneur's missionary identity ($\beta = 0.441$, t- statistics = 2.157), but has a

negative relationship with other identities (see table 23). Furthermore, at a significant level of 5%, social cognitive capital tends to produce a favorable communitarian identity among entrepreneurs ($\beta = 0.311$, t- statistics = 1.783). Social relational capital, on the other hand, has a negative and inconsequential effect on the three social identities. Three sub-hypotheses have been ruled out. The importance of the relationships between the first-order constructs of social capital and the dependent variable social identity, as well as the relationship between the two latent constructs, led us to infer that our main hypothesis was partially validated. The findings show that a broad portfolio of social capital contributes to an entrepreneur's social identity. In other words, an entrepreneur with a large social capital base likely to grow his social identity favorably.

Table 23. Summary of the H 2

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t- Statistics | p- values | 5% | 95% | Decision |
|------------|------------------|--|-----------------|---------------|-----------|--------|-------|------------------|
| H2 | H2.1 | Social structural capital -> Darwinian identity | 0.298 | 1.334 | 0.182 | -0.084 | 0.655 | Rejected |
| | H2.2 | Social relational capital -> Darwinian identity | -0.003 | 0.016 | 0.987 | -0.327 | 0.302 | Rejected |
| | H2.3 | Social cognitive capital -> Darwinian identity | 0.193 | 1.189 | 0.234 | -0.079 | 0.456 | Rejected |
| | H2.4 | Social structural capital -> communitarian identity | 0.250 | 1.039 | 0.299 | -0.205 | 0.600 | Rejected |
| | H2.5 | Social relational capital -> communitarian identity | -0.057 | 0.287 | 0.774 | -0.379 | 0.264 | Rejected |
| | H2.6 | Social cognitive capital -> communitarian identity | 0.311 | 1.783 | 0.075 | 0.007 | 0.579 | Supported |
| | H2.7 | Social structural capital -> missionary identity | 0.441 | 2.157 | 0.031 | 0.107 | 0.765 | Supported |
| | H2.8 | Social relational capital -> missionary identity | 0.048 | 0.262 | 0.793 | -0.254 | 0.353 | Rejected |
| | H2.9 | Social cognitive capital -> missionary identity | | | | | | Rejected |

| | | | | | | |
|---|--------------|--------------|--------------|--------------|--------------|----------------------------|
| | -0.072 | 0.398 | 0.691 | -0.362 | 0.231 | |
| H2: Social capital -> Social identity | 0.462 | 5.255 | 0.000 | 0.311 | 0.610 | Partially Supported |

2.4.1.3. The link between social identity and functional competencies

H-3: Social identity has a positive effect on the development of functional competencies in an entrepreneur.

When starting a rural business, this hypothesis supports the premise that the development of many social identities and activities favors the development of functional abilities of an entrepreneur. The structural link between social identity and functional abilities is positive ($\beta = 0.604$) and fairly significant (t- value = 9.009), according to the data (see table 24). With ($\beta = 1.377$, t- statistic = 5.967), the "Darwinian identity" variant has a favorable effect on functional skills. The versions of "missionary identity" and "communitarian identity," on the other hand, have a negative impact on functional competencies ($\beta = -0.702$, t- statistic = 5.486; $\beta = -0.046$, t- statistic = 0.234). The hypothesis is partially correct since the three types of social identity have different effects on functional abilities.

Table 24. Summary of the H 3

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t- Statistics | p- values | 5% | 95% | Decision |
|--|------------------|---|-----------------|---------------|-----------|---------|--------|----------------------------|
| H3 | H3.1 | Darwinian identity -> functional competencies | 1.377 | 5.967 | 0.000 | 1.027 | 1.725 | Supported |
| | H3.2 | communitarian identity -> functional competencies | -0.046 | 0.234 | 0.815 | - 0.309 | 0.278 | Rejected |
| | H3.3 | missionary identity -> functional competencies | -0.702 | 5.486 | 0.000 | - 0.899 | -0.496 | Supported |
| H3: Social identity -> functional competencies | | | 0.604 | 9.009 | 0.000 | 0.332 | 0.656 | Partially Supported |

2.4.1.4. The link between social capital and social motivation

H4: Social capital has a positive effect on social motivation in an entrepreneur.

The fourth hypothesis proposes that social capital is at the root of their social motivation development. The statistical results suggest that the relationship is positive ($\beta = 0.586$). The direct association is significant (t- value = 9.279) at 5%, according to bootstrap processing. Table 25 reveals that social relational capital has a ($\beta = 0.863$, t- statistics = 6.209) strong positive effect on an entrepreneur's social motivation. In contrast to the Social structural and Social cognitive capital variants, the relationship is negative ($\beta = -0.208$, t- statistics = 1.220; $\beta = -0.067$, t- statistics = 0.323). This is how social capital affects an entrepreneur's social incentive in numerous ways. However, an entrepreneur with a significant amount of social capital, particularly relational capital, is more likely to be socially driven. His activities and contacts with social capital and networking reflect his motivation to advance in business through socialization. These findings make sense to us in the context of creating a rural business that is primarily driven by social motivation.

Table 25. Summary of the H 4

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t- Statistics | p- values | 5% | 95% | Decision |
|---|------------------|---|-----------------|---------------|-----------|--------|--------|----------------------------|
| | H4.1 | Social structural capital -> social motivation | -0.208 | 1.220 | 0.222 | -0.658 | -0.250 | Rejected |
| | H4.2 | Social relational capital -> social motivation | 0.863 | 6.209 | 0.000 | 0.602 | 1.080 | Supported |
| H4 | H4.3 | Social cognitive capital -> social motivation | -0.067 | 0.323 | 0.747 | -0.425 | 0.269 | Rejected |
| H4: Social capital -> social motivation | | | 0.586 | 9.279 | 0.000 | 0.450 | 0.681 | Partially Supported |

2.4.1.5. The link between social motivation and participation in the development of agritourism business

H5: Social motivation in an entrepreneur has a positive effect on participation in the development of agritourism business.

The results of statistical analyses linked to the influence of an entrepreneur's social motivation on participation in the growth of an agritourism firm demonstrate a significantly negative association

($\beta = -0.072$). At 5%, the direct correlation is insignificant (t-value = 1.242), according to the bootstrap analysis (See table 26). This finding explains why an entrepreneur is not socially motivated to engage in agritourism business development. As a result, the H5 hypothesis is not validated, indicating that agritourism entrepreneurs are not motivated to enhance and build their operations. We can assume that this is due to the current circumstance in which the entire planet is experiencing a pandemic. Most sectors have been harmed by COVID-19, including the agritourism sector, which is expanding as a new industry linked to the visits of local and foreign tourists.

Table 26. Summary of the H 5

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t-Statistics | p-Values | 5% | 95% | Decision |
|---|------------------|---|-----------------|--------------|----------|--------|-------|-----------------|
| | H5.1 | social motivation -> participation on farm | -0.049 | 0.683 | 0.495 | -0.169 | 0.050 | Rejected |
| | H5.2 | social motivation -> participation off farm | -0.056 | 0.851 | 0.395 | -0.156 | 0.023 | Rejected |
| H5 | | | | | | | | |
| H5: social motivation -> participation in the development of agritourism business | | | -0.072 | 1.242 | 0.214 | -0.175 | 0.018 | Rejected |

2.4.1.6. The link between functional competencies and participation in the development of agritourism business

H-6: Functional competencies have a positive effect on participation in business development in agritourism.

This hypothesis supports the notion that an entrepreneur's functional competencies motivate participation in the growth of an agritourism enterprise. Functional competencies have a strong positive and significant coefficient ($\beta = 0.923$, t-statistic = 28.466), according to statistical analysis. As a result, the sub-hypothesis is confirmed. Functional abilities do, in fact, have a positive and significant effect on on-farm engagement ($\beta = 0.906$, t-statistic = 21.036). This is a supported theory (See table 27). As a result, functional competencies have a positive and significant impact on off-farm engagement ($\beta = 0.884$, t-statistic = 18.728). Given the relevance of an entrepreneur's functional competencies, the latter is urged to engage in the development of agritourism businesses, whether on or off the farm.

Table 27. Summary of the H 6

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t- Statistics | p- Values | 5% | 95% | Decision |
|---|------------------|--|-----------------|---------------|-----------|-------|-------|------------------|
| | H6.1 | functional competencies -> participation on farm | 0.906 | 21.036 | 0.000 | 0.856 | 0.980 | Supported |
| | H6.2 | functional competencies -> participation off farm | 0.884 | 18.728 | 0.000 | 0.810 | 0.949 | Supported |
| H6 | | | | | | | | |
| H6: functional competencies -> participation in the development of agritourism business | | | 0.923 | 28.466 | 0.000 | 0.860 | 0.967 | Supported |

2.4.1.7. The link between social capital and participation in the development of agritourism business

H-7: Social capital has a positive effect on participation in the development of agritourism business.

The results of the structural model estimation of the social capital influence on participation in the growth of agritourism companies demonstrate that the relationship is strictly positive with the value ($\beta= 0.064$). The direct association between the value of the t- statistic and the value of the t- statistic is not significant at the 5% level, according to bootstrap processing (1.743). These findings highlight the relevance of social capital in agritourism company development, particularly in health-related issues (COVID-19), which have increased people's interactions and engagement in the agritourism sector's development. We can say that the hypothesis is validated at the end of these findings in table 28.

Table 28. Summary of the H 7

| Hypothesis | Under Hypothesis | Relationship | Original Sample | t- Statistics | p- values | 5% | 95% | Decision |
|------------|------------------|---|-----------------|---------------|-----------|--------|-------|------------------|
| H7 | H7.1 | Social structural capital -> participation on farm | 0.151 | 1.802 | 0.072 | -0.065 | 0.293 | Supported |
| | H7.2 | Social relational capital - > participation on farm | -0.163 | 1.460 | 0.144 | -0.366 | 0.005 | Rejected |

| | | | | | | | |
|--|---|--------|-------|-------|--------|-------|--------------------------------|
| H7.3 | Social cognitive capital - > participation on farm | 0.087 | 0.846 | 0.398 | -0.082 | 0.257 | Rejected |
| H7.4 | Social structural capital -> off-farm participation | -0.103 | 1.041 | 0.298 | -0.268 | 0.058 | Rejected |
| H7.5 | Social relational capital - > off-farm participation | 0.019 | 0.226 | 0.821 | -0.124 | 0.151 | Rejected |
| H7.6 | Social cognitive capital - > off-farm participation | 0.176 | 1.862 | 0.063 | 0.033 | 0.347 | Supported |
| H7: Social capital -> participation in business development in agrotourism | | 0.064 | 1.743 | 0.079 | 0.081 | 0.125 | Partially Supported |

2.4.2. Presentation of Indirect links

2.4.2.1. The social identity mediation relationship of the relationship between social capital functional competencies

H8: social identity mediates the link between social capital and entrepreneurs' functional competencies.

We were able to uncover the mediating effect of social identity in the relationship between social capital and entrepreneurs' functional competencies by following the procedure for verifying the mediation effect, which was previously described by Preacher and Hayes (2008) as well as Zhao et al. (2011), and by following Hair et al. (2017) recommendations. In fact, we began by assessing the two conditions pertaining to the indirect and direct effects. On the one hand, the findings of the Bootstrap processing statistics demonstrated that the indirect influence of social capital on entrepreneurs' functional competencies through social identity is substantial (p-value < 0.000). The verification of the second criterion, referring to the direct effect of social capital on the functional competences of entrepreneurs, revealed a substantial effect (see table 29), leading us to infer that social identity is a partial mediator. Furthermore, the Bootstrap treatment of PLS was used to verify the confidence intervals, confirming the mediating role of social identity in the association between social capital and functional competencies of entrepreneurs. The degree of social identification that explains the variation in functional abilities was revealed by the ratio of variation of the indirect effect to the total effect (VAF = 0.365), demonstrating a typical partial mediation.

Table 29. Summary of the results of the direct and indirect effect of the mediation relationship (social identity)

| Total effect (SC - > FC) | | Direct effect (SC - > FC) | | Indirect effects of (SC - > FC) | | | | | Results | |
|-----------------------------|---------|------------------------------|---------|---------------------------------|-------------|-------|---------|---------|--------------|-----------|
| Coefficient | p-value | Coefficient | p-value | | Coefficient | SD | t-Value | p-value | BI (5%, 95%) | Supported |
| 0.435 | 0.000 | 0.161 | 0.083 | H: SC->SI->FC | 0.268 | 0.052 | 5.135 | 0.000 | 0.190, 0.365 | |

We check the type of mediation according to Baron and Kenny at this level (1986). The direct and indirect effects are both significant, and the sign of their product is positive, indicating that "social capital" mediates part of the effect on "functional competencies," in addition to the fact that "social capital" explains part of "functional competencies" independently of "social identity." In other words, a high level of "social capital" supports the entrepreneur's social identity, which has a beneficial impact on his functional competencies. As a result, we might conclude that it is a partial complementary mediation (See table 30).

Table 30. Summary of results of the type of mediation (social identity)

| Direct effect sign | Indirect effect sign | Product sign (direct effect * indirect effect) | Type of mediation |
|--------------------|----------------------|--|----------------------|
| +0.161 | +0.268 | +0.038 | Complementary |

2.4.2.2. The mediating relationship of the social motivation of the relationship between social capital and participation in the development of agritourism business

H9: Social motivation mediates the relationship between social capital and participation in the development of agritourism business.

On the one hand, the results of the statistical analyses of the Bootstrap treatment of PLS relating to the verification of the mediating effect of social motivation in the relationship between social capital and participation in the development of agritourism business showed that the indirect effect of social capital on participation in the development of agritourism business through social motivation is not significant. On the other hand, social capital has a strong direct effect on participation in the growth of agritourism businesses (See table 31).

Table 31. Summary of the direct and indirect effect of the mediation relationship (social motivation)

| Total effect (SC -> AG) | | Direct effect (SC -> AG) | | Indirect effects of (SC -> AG) | | | | | Results | |
|----------------------------|---------|-----------------------------|---------|--------------------------------|-------------|--------|---------|---------|---------------|----------|
| Coefficient | p-value | Coefficient | p-value | | Coefficient | SD | t-Value | p-value | BI (5%, 95%) | Rejected |
| 0.424 | 0.000 | 0.064 | 0.081 | H: SC->SM->AG | -0.042 | -0.040 | 1.142 | 0.253 | -0.111, 0.009 | |

By checking the type of mediation, we can see in table 32 that the direct effect between "social capital" and "participation in the development of agritourism business" has a positive sign, whereas the indirect effect has a negative sign, leading us to conclude that the product of the indirect effect has a negative sign. These findings demonstrate that there is no mediation. Based on these findings, we may conclude that "social motivation" does not act as a mediator between "social capital" and "engagement in the growth of agritourism businesses".

Table 32. Summary of results of the type of mediation (social motivation)

| Direct effect sign | Indirect effect sign | Product sign (direct effect * indirect effect) | Type of mediation |
|--------------------|----------------------|--|--------------------------|
| +0.064 | --0.042 | -1.523 | Not Complementary |

2.4.2.3. The relation of moderation of social innovation of the relation between social capital and participation in the development of agritourism business

H 10: Social innovation moderates the relationship between social capital and participation in the development of agritourism business such that a higher level of social innovation would strengthen the positive relationship between social capital and participation in the development of agritourism business.

Insofar as social innovation does moderate the relationship in question, the results of checking the moderating impact of social innovation using the interaction term of the creation method are contradictory to our assumptions. However, the estimated direct link between social innovation and participation in the growth of agritourism business implies that social innovation may serve as an antecedent to the reasons for agritourism business development.

Table 33. Indicators of the tests of the direct relationship between social innovation and participation in the development of business in agritourism

| | Initial sample (O) | t- Statistics | p- values | 5% | 95.0% |
|--|-----------------------|---------------|-----------|--------|--------|
| Moderator effect 1 -> participation in the development of agritourism business | -0.086 | 2.380 | 0.017 | -0.163 | -0.039 |

Insofar as social innovation moderates the link in question, the results of the two-stage approach to verifying the moderating impact of social innovation match our expectations. The evaluation of the direct link between social innovation and participation in the development of the agritourism industry, on the other hand, reveals that social innovation plays an essential role in development (See table 33). Indeed, implementing social innovation encourages learning and adds to the growth of an entrepreneur's business in their area. In a somewhat dynamic environment like tourism, and more specifically agritourism, the cooperative capacities between members of an entrepreneur's social capital, as well as the inventive learning developed, appear to be key influencers in agritourism business involvement.

3. CONCLUSIONS AND RECOMMENDATIONS

The purpose of this doctoral dissertation is to investigate the influence of entrepreneurial social elements in the growth of agritourism businesses. Concepts that have never been addressed in a conceptual model that connects them together, especially in a novel environment like agritourism. The goal of combining these notions was to better forecast the behavior of an entrepreneur who is having increasing difficulty figuring out how to establish a firm and how to position it favorably against the competition. The following is a description of the work's problem: *"How do entrepreneurial social factors have an effect on the entrepreneurial development of an agritourism business in rural Tunisian regions?"*.

The primary goals of this study are to gain a better understanding of the concept of participation in the development of agritourism businesses, which has yet to be defined, as well as to appreciate the powerful explanation of this construct in relation to the social factors that lead to its realization. Similarly, we hope to propose a conceptual framework that connects entrepreneurial social factors and participation in the development of agritourism businesses in order to test them simultaneously by identifying a moderating variable that may affect the interaction between two dynamics that ultimately lead to business success. As a result, our primary goal is to investigate and better understand agritourism enterprises, as well as to assess their potential as a model for vital rural development. In truth, agritourism is an element of the rural world's integration into development dynamics. Farmers, according to their philosophy, contribute to the beautification of the countryside. As a result, this type of tourism can keep couples on the farm and away from off-farm

jobs. It also allows you to open yourself to the outside world and break up the monotony of daily rural living through relational connections with clients.

In Tunisia, challenges remain, including the legal framework for the business and the profile of the Tunisian agricultural producer. To tackle these issues, Tunisia has to establish a program to encourage agritourism and entrepreneurs who have already begun or intend to start in the field. As a result, its programs must begin with the reality and viewpoints on the ground. As a result, the value of our research or model was to explain social aspects in the context of agritourism through the study of entrepreneurship. For the economic development of a business in a new context, such as agritourism, an agritourism entrepreneur's social capital can promote the economic development of his activity to the extent that his relationships facilitate the circulation of information and then give him access to new resources, both material and immaterial (raw materials, capital) (knowledge). Furthermore, social capital can affect an entrepreneur's economic activities as well as the development of local tourism more broadly through strong relationships, such as family or friends. Indeed, when trusting connections develop amongst entrepreneurs, we see that they have an impact on their strategic behavior, sometimes leading to the establishment of a new business, additional investments, or even a price level agreement. As a result, entrepreneurs have been worried about maintaining a large number of relationships with a variety of people, both geographically and socio-professionally. Data research demonstrated that social capital is important for an agritourism entrepreneur's business development. We realized the importance of specific constructs linked (related) to our study framework as we progressed in our investigation. According to the literature on social identity structures, social motivation motivates entrepreneurs to continue building their enterprises, and functional competencies are crucial.

Indeed, social capital appears to be a factor in the entrepreneur's desired social identity. Furthermore, the concept of social capital has been proven to be directly linked to the entrepreneur's functional competencies. Due to the global health crisis and the small number of participants in our sample, because agritourism is a new sector in Tunisia, social motivation is not important to engage in the development of business in agritourism. These constructs that we felt significant to examine in engaging in the creation of an agritourism firm have thus been added to our theoretical framework. To accomplish so, we've decided to start with a double exploratory qualitative study using semi-structured interviews to gain a better understanding of the subject and to uncover any potential relationships and constructs by comparing them to the literature. We began the second portion of the interview with the same interviewees after conducting a qualitative investigation with ten entrepreneurs of Tunisian rural lodges. This research has allowed us to gain a more comprehensive understanding of the evolution and formation of social capital mobilized in the framework of agritourism, as well as to identify potential variations in the key components of rural lodgings. The exploratory study with the same entrepreneurs, on the other hand, allowed us to identify the key "social incentive of an agritourism entrepreneur," which agrees with Bartha, et al. framework (2019). It also enabled us to determine the components of a social identity that an entrepreneur picks while building his company. This research enabled us to separate the various dimensions of the concept of participation in the development of an agritourism business. We generated a set of hypotheses and proceeded to construct our conceptual model based on our literature review and the outcomes of our exploratory qualitative studies. Our modeling entails connecting social capital to entrepreneur functional competencies via the mediation of social identity, as well as social capital to participation in the growth of agritourism businesses via the mediation of social incentive and moderation by social innovation. We conducted a survey of 100

entrepreneurs from rural lodges to evaluate the model and verify the research hypotheses by administering a questionnaire. The 'Partial Least Squares' structural equation method was used to examine these data. These statistical treatments occupied the second half of our effort. We began with factorial analyses of the measuring equipment used to measure the constructs, both exploratory and confirmatory. Then we looked at the many direct and indirect mediation and moderating relationships. In addition to the direct benefits of social capital and functional competencies, the research model allowed us to highlight the mediating effects of social identity and social motivation. As a result, it has allowed us to improve our knowledge and understanding of how entrepreneurs can participate in the growth of an agritourism firm while considering entrepreneurial social concerns. The interactions of social capital support this participation in the development of an agritourism firm, and particular functional competencies peculiar to the entrepreneur stimulate it. Otherwise, for the effective development of their agritourism firms, entrepreneurs value their social capital and functional competencies.

3.1. Contributions

3.1.1. Theoretical contributions

This study investigated entrepreneurial behavior in the establishment of an agritourism firm and developed a methodology to assist entrepreneurs in this sector who are experiencing economic hardship following COVID-19 and the revolution. Beginning with an examination of the factors that influence entrepreneurial behavior in the development of agritourism businesses, the research has resulted in a conceptual model that can be used to encourage entrepreneurs to develop their entrepreneurial social factors in the growth of their agritourism businesses. The best final fit of the model obtained in this study suggests that: (i) the dimensions of an entrepreneur's social identity are affected by different levels of entrepreneurial social capital; (ii) the different dimensions of entrepreneurial social capital do not directly affect the participation in the development of agritourism business; on the other hand, the mediating role of functional competencies plays an important indirect role in this relationship (SC) and (AG); (iii) the relationship between social capital and functional competencies mediated by social identity is tested significantly positive; (iv) social entrepreneurial capital has had a direct influence on the social motivation of an entrepreneur; on the other hand, the relationship between this and the participation in the development of agritourism business mediated by social motivation responsibility of an entrepreneur is tested significantly negative. There has been some research into the impact of social innovation on the establishment of agritourism businesses. This study appears to be the first to use data directly from Tunisian agritourism entrepreneurs to assess the effects of social innovation on the relationship between social capital and participation in the development of the industry. The findings of this study can help entrepreneurs in the agritourism sector, especially in light of the economic difficulties brought on by pandemic outbreaks. These findings can inform the growth of agritourism businesses, especially in a crisis, thanks to our expanding understanding of the necessity of employing social variables of entrepreneurs in the development of a firm. This study can also help with the development of entrepreneurial marketing communications, allowing for more effective campaigns to impact visits and stays in rural lodges.

One of the goals of this research was to look at the role of social capital in entrepreneurial development. Social capital is frequently regarded as a critical component of entrepreneurial development. However, research on this topic is fragmented and dispersed, and there is a lack of an integrative model that takes into account both the multifaceted nature of social capital and the outcomes of entrepreneurial growth models. The measurement of social capital has traditionally been done in terms of the entrepreneur's relative position in his social network and the attributes that derive from it, reducing social capital to one dimension and separating other components. The three components of social capital (structural, relational, and cognitive) are integrated and researched in greater depth in this work to capture all of the qualities of this concept and its implications on entrepreneur development. In comparison to earlier research, this study adds the assessment of the impact of social capital on entrepreneurial development. Its goal is to demonstrate the significance of this concept as an analytical framework for incorporating social factors into entrepreneurial activity. However, the findings demonstrate that, contrary to the study's previous conclusions, the three dimensions of social capital have no direct impact on participation in the growth of agritourism businesses; however, an indirect effect enhances the association between the two variables. Indeed, the tourism economy, and more specifically, the agritourism sector in our study, has been badly impacted by the coronavirus epidemic and the efforts taken to contain the virus's spread. As a result, given the intertwining of the effects of the economic and health crises, as well as the gradual relaxation of travel restrictions, demand recovery will take time. At the same time, as the pandemic persists, travelers' confidence will be harmed much more. This attitude will undoubtedly alter once the agritourism entrepreneurs who faced difficulties during the recession have recovered. The combination of modern and older literature has allowed the specificities of the notion of social capital in the era of participation in the development of agritourism companies to be clarified. Furthermore, even though the sample size was small, the fact that we segmented the study of the process of developing a business into four main stages, each with several sub-stages (see qualitative) allowed us to refine our understanding of the role of social capital in the development of a business in the agritourism context. It also gives a model that the reader might assume, but which has never been shown so convincingly using actual data. Each stage of the business development process necessitated the development of a new social capital structure.

The assessment of the agritourism literature in the second part suggests that agritourism's epistemological and methodological advancement are two crucial features of agritourism in social entrepreneurship (Barbieri et al., 2019; Rauniyar, et al., 2020). This bibliometric analysis will aid scholars in identifying understudied agritourism themes in social entrepreneurship for further study.

The research highlights top academics and research countries in the subject of agritourism in social entrepreneurship, as well as major research issues, interrelationships, and partnership methods. This study contributes to the understanding of agritourism as a concept in social entrepreneurship. The bibliometric and structured network analysis conducted could help to fill the gap in agritourism research in social entrepreneurship (Rauniyar, et al., 2020). This systematic mapping of the agritourism research field in social entrepreneurship aids in effectively visualizing the available literature in the field of agribusiness by graphically illustrating the evolution of research publications over time and assisting in the identification of current and potential research interests.

The third contribution is the linking of variables that have never been presented in the same study before and that have succeeded in empirically validating the effects that we wanted to measure and in explaining in a significant way the participation in the development of agritourism businesses in the entrepreneurship field that we were interested in modeling. The study of entrepreneurial social elements within the theoretical framework of entrepreneurial engagement in the development of an agritourism firm and its interaction with social variables is a valuable addition to the entrepreneurial literature. Indeed, the development of a conceptual framework that connects entrepreneurial social factors (social capital, functional competencies, social identity, and social motivation) has made it possible to identify the most determining variables in entrepreneur participation in the development of agritourism businesses and to determine their possible effects by validating it empirically in an entrepreneurial framework. Finally, qualitative research has been very useful in identifying agritourism enterprises (rural lodges in our instance) and businesses on real land, as well as the dimensions of social capital, social identity, and conceptual specificities of participation in the growth of company agritourism. These social entrepreneurial aspects have been found to be critical in the growth of agritourism businesses (Nahapiet & Ghoshal, 1998; Sieger, et al., 2016; Bartha, et al., 2019; Durrande-Moreau, et al., 2017). As a result, an entrepreneur who possesses these entrepreneurial social traits and combines them will be more likely to continue participating in the growth of their agritourism firm. All of these contributions have enabled us to enrich the work of recent literature with those who have been our basic references such as the social capital reference framework of Nahapiet and Ghoshal (1998), the work of Sieger et al., (2016) for social identity, research on social motivation by Bartha, et al (2019) and participation in the development of agritourism business of Durrande-Moreau et al (2017) by continuing research on the factor's entrepreneurial social skills of an agritourism entrepreneur and applying their measurement scale.

3.1.2. Methodological contribution

This Ph.D. dissertation benefits from a qualitative study of rural lodging entrepreneurs. We were able to have a broad field of view from several angles as a result of this research, which increased the study's rigor. Furthermore, the empirical confirmation of the relationships using a combination of a qualitative method backed by semi-structured interviews and a quantitative approach via the administration of the questionnaire was a significant contribution to our research. In addition to applying entrepreneurial social factor scales to rural lodge entrepreneurs in the context of agritourism in a developing country like Tunisia and constructing a scale for assessing involvement in the growth of an agritourism business based on Durrande-Moreau et al's work (2017). Another novelty of this work is the use of appropriate metrics and their validation in the context of a study of entrepreneurial agritourism.

Our final management contribution is the utilization of the technique for constructing second-order entities using the approach of repeated indicators and crossing it with the first stage of the two-stage approach. Indeed, the "repeated indicator" approach allows for the evaluation of causal links between higher-order constructs by modeling second-order reflective structures (Hair et al 2017). In other words, this method allows you to determine the significance of the relationship between higher-order constructs, but it does not allow you to determine the significance of the direct impacts of lower-order dimensions on the model's dependent variables. Given the necessity of

investigating both the lower and higher levels of the relationship in our study setting, we built two models. The main model of our study, which was evaluated using the repeated indicators approach and included second-order constructs alongside first-order constructs, helped us test the main hypotheses by examining the relationship between higher-order constructs and allowing us to better interpret the validity of the first-order measurement model and the structure model, as well as predict the quality of our study model. Thus, a second causal model which contains the manifest first-order variables without containing the second-order constructs and this by following, on the one hand, the recommendations of the software developer SmartPls as Becker (2018) and Hair et al (2017) and, based on the works of Van Riel (2018), and Henseler et al (2014).

3.1.3. Managerial contribution

This study could aid entrepreneurship professionals and entrepreneurs in the development of their agritourism firms. We have a few suggestions in this direction that we feel free to make. Managers of rural lodges, in particular, must pay close attention to their enterprises' development by taking a social approach. Indeed, the findings on the impact of social capital on agritourism entrepreneurs highlight the importance of the structural, relational, and cognitive links that these entrepreneurs must favor in the development of their businesses in order to facilitate certain stages in the progression of their functional skills and the identification of the right social identity for them. As shown in our findings, they could also enhance their social incentives in order to increase their participation in their agritourism enterprises. They do so by providing a social framework that encourages the growth of social entrepreneurship. Nowadays, social entrepreneurial characteristics have become a requirement for the success of enterprises, which are more reliant on social entrepreneurship for their growth and pursuit. Furthermore, combining the findings of qualitative investigations with a review of the literature revealed that an entrepreneur's business in agritourism requires entrepreneurial social characteristics (social capital, functional competencies, social identity, and social motivation). Entrepreneurs employ functional competencies as an entrepreneurial social component that aids in the growth of an agritourism firm.

Identifying key issues, themes, challenges, and potential areas of agritourism in social entrepreneurship will also assist agritourism marketers, destination managers, policymakers, and other key stakeholders in developing and strengthening the status of all partners involved in an agritourism value chain in social entrepreneurship, as well as narrowing the gap between entrepreneurs' expectations and perceptions.

Another managerial contribution is the identification of new kinds of agritourism for entrepreneurs as well as tourists, which is leading the way in this sort of tourism. This method, on the other hand, allows for a new perspective on agritourism based on a deeper understanding of reality. It should enable the agritourism operator to expand his firm and the activities he or she provides to tourists and visitors. Furthermore, it must address the importance of commerce in agritourism.

The public is interested in land and agriculture goods, which can be used as a tourist resource. Consumers, on the other hand, are interested in locally produced foods, how they're prepared, and the cultural aspects that surround them. They enjoy exploring, tasting, and bringing them back as souvenirs. They value the unique opportunity to immerse themselves in the agricultural world. It's critical for them to have documentation that the food they're eating is from the location they're

visiting. The environmental (e.g., hiking trails) and cultural (e.g., castles, churches) aspects of the regions are frequently highlighted in brochures and websites, but the agricultural heritage is rarely mentioned. Some tourist portals, for example, offer "flavor" or "terroir," which showcase regional food goods, or "accommodation," which connects visitors to farm inns. As a result, the entrepreneur should focus on growing his business. Similarly, this research aids the entrepreneur in integrating these agritourism offers into the territory in order to achieve a favorable position. In this age of health crisis, which has destroyed the tourism and agriculture sectors, the agritourism offer is consistent with the more general tourist offer, as well as the total offer of the region. Territorial marketing might be a road that an entrepreneur can take to achieve this consistency, which must be built as the initiative progress. This study demonstrates the necessity for agritourism mediator training for localities interested in developing agritourism. The territories can also act in the long run through vocational training if they want to develop agritourism. Our findings reveal that people in the agricultural sector rarely consider tourism products, while people in the tourism world frequently overlook agricultural wealth.

3.2. Limits and perspectives of the research

Despite its merits, our research has limitations. The first constraint we'd like to mention has to do with the size of the sample we employed to evaluate our study hypotheses. Because of the novelty of this industry, as well as the health problem being at the root of a worldwide economic crisis with life-changing repercussions, we have only had interaction with a few agritourism entrepreneurs. It has had very tangible effects on the tourism sector, which is vital to many populations, communities, and businesses, and these ramifications are especially felt in countries, cities, and regions where tourism accounts for a significant portion of the economy, making an exhaustive study impossible. Future studies could take into account this limitation by defining research criteria that allow researchers to reach a larger population that is likely to reflect the characteristics of these entrepreneurs.

The second constraint that we must note is the operationalization of the concept of an entrepreneur's social drive. The findings revealed no significant link between participation in the establishment of agritourism businesses and the results. This result, however, does not necessarily imply that the entrepreneurs polled are not socially driven. On the contrary, we believe that an entrepreneur's social drive plays a role in his or her ability to participate in the development of a business. This unexpected outcome could be explained by the tiny sample size required to get concrete results, as well as the negative implications that the globe is experiencing as a result of the coronavirus, which has impacted various sectors, including our doctorate work context.

The final point we'd like to make is that using the PLS method inside the framework of structural equation models provides a novel approach to studying entrepreneurial social dynamics and rural development. Despite its limits, it thus opens up significant research possibilities, as the models built as part of this work have properties that are well suited to the application of this method.

4. NEW SCIENTIFIC RESULTS

Since the 1970s, the Tunisian tourism system has produced mass seaside tourism, concentrated in coastal towns. The tourist infrastructure (essentially seaside resorts) is often assimilated to the hotel industry. This mono- activity, favored by a certain sectoral policy, is at the origin of the

current tourist crisis in all its dimensions: economic, social and environmental. The political instability that followed the 2011 revolution, as well as the terrorist attacks that hit Tunisia in 2015, significantly reduced the number of tourists to the country. These political and security crises were overtaken by his recovery from Covid-19. The priority of Tunisian tourism stakeholders today is therefore to relaunch this sector. At the same time, an awareness of environmental issues has emerged in recent years to promote the development of a new type of more sustainable tourism.

The prospect of developing sustainable and responsible tourism has developed among travelers the need for a new form of tourism, local and ecological. Indeed, the appearance of agritourism is an important lever that contains essential elements to contribute to the construction of the tourism of tomorrow. It involves the preservation of natural resources and cultural heritage with respect for local communities and their interests as well as those of visitors and future generations. Thus, under the effect of the pandemic, the health dimension integrates this concept of alternative tourism. Moreover, the overhaul of tourism and its system must therefore be part of a global and integrated long-term approach, which mobilizes all the actors of the territories-destinations concerned. Therefore, the present study is conducted to examine and deepen the understanding of agritourism enterprises and assess their potential as an important development model in rural areas. Also, understand the role of social entrepreneurship factors in fostering agritourism entrepreneurship.

- The development of the social capital of the entrepreneur during the development of business in agritourism is a novelty in my study.

In terms of the mechanisms associated with the transmission of information, the interviews I've conducted with entrepreneurs suggest that it's critical to distinguish the types of information involved. If it exists on a large scale and affects people from various circles, social capital can have an impact on the image of activity. As a result, the entrepreneur with a large number of local contacts and who works in remote places will benefit from multiple professional partnerships and other benefits. On the other hand, because of the presence of many people from various groups and within the professional sphere, the entrepreneur will have better access to information for assistance or resource information. Finally, when the information transmitted involves the day-to-day administration of the company, proximity can be useful. Managers of agritourism firms must be cautious when establishing their businesses using a social strategy. Indeed, the findings on the impact of social capital on agritourism entrepreneurs emphasize the importance of the social capital links that these entrepreneurs must foster in the development of their businesses, as it allows them to take certain steps to improve their functional skills and identify the best marketing strategy for their products and services.

- The output of the study provides novel information about the research areas in agritourism in social entrepreneurship.

In my research, I employed the Rowley and Slack technique to conduct a systematic review of the agritourism literature (2004). To fill the vacuum of any such research that would analytically and objectively define the main research poles in this subject, I presented a systematic structured bibliometric and network analysis of the body of literature on agritourism in social entrepreneurship.

Important keywords have been identified, together with their proportional frequency of use and, as a result, the most searched locations within the theme of agritourism in social entrepreneurship. Through an iterative examination of search keywords, potential knowledge gaps and research gaps connected to agritourism in social entrepreneurship were identified. In the document's "research topic" section, notable contributions are noted and grouped together. This section of the study identified influential authors' works, as well as their co-citation, dominance, and collaboration. The in-depth manual assessment of all known research works in the field highlighted emerging poles of research in the subject of agritourism in social entrepreneurship literature. In the context of agritourism in social entrepreneurship, the political ramifications appear to be the most researched area. The study looked into the elements that influence tourist destination selection, perception formation, and externality. It also discusses the importance of farmers' traits and reasons for using such on-farm procedures to boost their revenue. Technical factors were also examined in relation to the leisure and agritourism industries in particular. The study also focuses on the innovation gap, as well as marketing and pricing strategies.

The United States, Italy, and the United Kingdom have done the most research on agritourism in social entrepreneurship. While research from Asian and African countries with agrarian economies is still in its infancy.

The study emphasizes the conceptual distinction between agritourism and other related ideas in the typology of agritourism. It also shows that topics like the role of social elements including social identity, social motivation, social capital, and skills have received very little attention. It was observed that there is a strong need to identify important research themes that have remained unexplored but are essential to realizing the potential of agritourism in social entrepreneurship. As a result, we conducted our study, which looked at the topic of social entrepreneurship elements.

- This pioneering research on entrepreneurial social factors in agritourism is not without evoking many dimensions that open up new avenues of theorization.

This was a difficult topic to research. Because there are no credible and available basic data and statistics on agritourism in Tunisia, this is the first study of the social variables of entrepreneurship in the agritourism sector based on qualitative and quantitative analysis. The findings of our study enable us to comprehend the social behavior of agritourism entrepreneurs, their social capitals that aid in business development, as well as their social motivations and the factors, primarily social identity, and functional competencies, that encourage the entrepreneur in the project development process. This was a difficult topic to research. Because Tunisia lacks trustworthy and accessible fundamental data and statistics on agritourism in general, this is the first study to be conducted. The findings of this study help to fill a gap in the literature by bringing together social factors of entrepreneurship in the agritourism industry not only in Tunisia but also in other countries and formulating methodological guidelines for data collecting and analysis.

- The conceptual model of this study considers the entrepreneurial social factors as a potential for agritourism development.

In my empirical research, it was discovered that social capital plays a critical role for Tunisian entrepreneurs seeking to develop their businesses due to a lack of information from government institutions by promoting the economic development of their activity by facilitating the circulation of information and then providing access to new resources, both material (raw materials, capital) and immaterial (knowledge). The findings emphasize the importance of social motivation and social identity in business development, as well as functional skills for successful agritourism business development.

5. SUMMARY

This doctoral research is interested in the study of the role of entrepreneurial social factors in the participation in the development of agrotourism. Concepts that have not been studied in a conceptual model that brings them all together and especially in a new context such as agritourism. The goal of this choice of crossing these concepts was to better predict the behavior of the entrepreneur who finds it increasingly difficult to start a business and to position it well in relation to its competitors. The problematic of this work is presented as follows: "How do entrepreneurial social factors have an effect on the entrepreneurial development of an agritourism company in rural Tunisia?".

The general objective of this study is to examine and deepen the understanding of agritourism enterprises and to assess its potential as a model for important development in rural areas. Also, to understand the role of social entrepreneurship factors to encourage agritourism entrepreneurship. Linked to the general objective, the study has specific objectives: To examine what agritourism entrepreneurship is and to understand the relationship between development, planning and tourism with the aim of identifying the main characteristics of the concept of

agrotourism, to explore and examine the important role of entrepreneurship social variables on agrotourism Tunisian business development. However, explain how different factors influence the behavior of an entrepreneur in the development of an agrotourism business, conceptualize, test, and validate a research model explaining the entrepreneurial social factors of a Tunisian entrepreneur within the framework of his participation in the development of an agrotourism business. To achieve these objectives, I used a systematic review of the agritourism literature to clarify the concept of agritourism in social entrepreneurship. A systematic structured bibliometric and network analysis presented in the body of literature on agritourism in social entrepreneurship to fill the void of unavailability of any such research that would analytically and objectively determine the main research poles in this domain.

After that, a study model was constructed, and primary data was collected using qualitative and quantitative approaches. First, in-depth interviews with rural lodge entrepreneurs were conducted to highlight the main research problem and better understand the main variables of the study. In the quantitative part, a questionnaire was developed and distributed to Tunisian entrepreneurs to understand the structure of their entrepreneurial behavior. After testing the collected questionnaire, only 100 questionnaires were valid and used for the analysis part. The data were analyzed using the SPSS 26 and SmartPLS 3.0 programs, and the various statistical tests were applied focusing on the analysis of the modeling of structural equations. The results of this research revealed the following main conclusions:

1. Social capital positively affects the functional skills of the entrepreneur. If social relationships connected to the network are poorly managed, they risk negatively influencing the functional skills of the entrepreneur and risk no longer providing information channels that reduce the time and effort required to collect information.
2. The effect of social capital dimensions on the development of the social identity of the entrepreneur confirm the existence of a positive and significant link between the two constructs. The results found confirm that the social identity of entrepreneurs is a result of a large portfolio of social capital. In other words, an entrepreneur who has an important base of social capital tends to positively develop his social identity.
3. The functional competencies of an entrepreneur are favored by the development of different social identities and activities when launching a rural business.
4. An entrepreneur who holds an important base of social capital and more especially a base of relational capital, tends to be socially motivated. His behaviors and interactions with social capital and networking reveal the motivation of socialization for himself to move forward in business.
5. The results showed that entrepreneurs are not motivated to improve and develop businesses in agritourism. We can deduce that perhaps because of the current situation that the whole world is living in during this period of a pandemic. COVID-19 has prevented the survival of most sectors, including the agritourism sector which is emerging as a new sector, and which is linked by the visits of local or international tourists.

6. With the importance of the functional competencies that an entrepreneur must-have, the latter is encouraged to participate in the development of agrotourism business whether on-farm or off-farm.

7. The social capital effect on participation in the development of agritourism business.

The social identity mediation relationship of the relationship between social capital functional competencies. Unlike social motivation, it does not contribute to mediating the relationship between social capital and participation in the development of agritourism business.

The results show that a higher level of social innovation would strengthen the positive relationship between social capital and participation in the development of agritourism business. In addition, the results reveal that at higher level of social innovation, the social capital was found to have a stronger impact on participation in the development of agritourism business.

Given the novelty of the field of study, this research is one of the pioneering works that can serve as a benchmark for the future work of academics and researchers. More importantly, the results of this study can provide useful information for entrepreneurs in the agricultural and tourism sector who plan to fully understand the behavior of an agritourism entrepreneur before offering an appropriate product or service to consumers. The results of this study can be used by the territorial managers and the managers of the rural lodges or the managers of the agritourism sector interested to improve their strategies and policies regarding this sector. In addition, agritourism entrepreneurs can use the results of this study to develop more competitive communication strategies and provide them with a better understanding of the main variables that could affect the behavior of their entrepreneurs to fully understand the behavior of their consumers.

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