

Internal Factors Influencing Rural Ecotourism Entrepreneurship (Case Study in Bogor Regency of West Java)

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Abstract

Developing rural ecotourism business requires actors with good entrepreneurial capacity. The factors that cause the formation of entrepreneurship in individuals of ecotourism villages in Indonesia are not yet known. This study examined the internal factors that build entrepreneurial capacity in rural ecotourism. The research location was four tourism tourists in Bogor Regency: Ciasihan, Sirnajaya, Watesjaya, and Pabuaran Villages. Individuals who manage natural resources, innovate, take risks in running their businesses are entrepreneurs and vice versa. The number of respondents was 442. This number is calculated from four selected villages in Bogor regency, where purposive sampling was used. The sample was divided into two groups: the entrepreneurial group of 240 respondents and the non-entrepreneurial group of 202 respondents. Primary data were obtained by respondents filling out a list of questions using a closed-ended questionnaire and applying "the one score one indicator scoring system pattern." Data analysis was carried out in a quantitative descriptive manner based on the average value of each indicator. The quality relationship between variables was analyzed using logistic regression analysis to determine the variables that significantly affect rural ecotourism entrepreneurship. The results showed that the significant variables that influenced rural ecotourism entrepreneurship are 1) openness, 2) achievement motivation, 3) closed mindset, 4) innovation, 5) efficiency, 6) open mindset, and 7) locus of control. A qualitative approach is carried out by entering rural communities with observations and interviews to determine the behavior and internal variables that form entrepreneurship in individual rural communities. The most considerable Odds Ratio value was on the openness variable with a score of 3.242, which meant that if individuals in tourist villages had an openness attitude, they would tend to have entrepreneurship 3.242 times higher than those who did not have an openness attitude. Entrepreneurship in tourist villages is crucial to creating ecotourism businesses that can change rural resources into added value. Rural communities must be understood from their behavior as businesses are formed in rural ecotourism.

Keywords

entrepreneurship; behavior; internal factors; ecotourism; tourism village

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INTRODUCTION

Ecotourism is a strategy to support conservation and provide income for communities in and around protected areas (Das & Chatterjee, 2015). Ecotourism is considered a more appropriate form of utilization for forest and natural resources because its product can encourage the growth of understanding and awareness of the importance of conservation, education, and appreciation of the functions of the natural environment. Ecotourism also significantly develops rural areas through entrepreneurship opportunities programs (Chirozva, 2015; Thompson, Gillen, & Friess, 2018). The profits from the ecotourism business run by the entrepreneur will return to the countryside and its communities for the development of ecotourism, and this advantage must reduce the cost of ecotourism to the environment and the host community (Stronza, 2007).

The natural tourist attraction around the forest and various local potentials in rural areas must be packaged into products with high selling value by entrepreneurs. Based on this, the entrepreneurial aspect should be the focus of attention in forest resource management and other natural resources management.

Entrepreneurship is defined as the identification and exploitation of business opportunities in individual-opportunity relationships (Shane Scott. & Venkataraman, 2000); there is a direct influence of an individual's household income on their involvement in entrepreneurship (Lim, Hoon, & Clercq, 2015). Understanding the formation of entrepreneurship in individual rural communities is essential for developing entrepreneurship itself.

Community groups generally carry out entrepreneurship activities with limitations on production factors and other capital. With minimal resources and naturally local products, a business actor must be creative and innovate to produce products with high added value (Jaafar, Abdul-Aziz, Maideen, & Mohd, 2011; Lerner & Haber, 2001). It should be noted that forest products and agricultural products generally have low economic

value when sold in the form of raw materials. There needs to be appropriate technology input and attractive product packaging to provide high profits. Furthermore, the uniqueness and biodiversity of forests and other natural areas will have no economic value if innovative environmental services, such as in the ecotourism sector, are not used. Using forest area environmental services through ecotourism programs requires an entrepreneur with high entrepreneurial abilities.

In developing countries, especially in Indonesia, ecotourism businesses are generally carried out by residents who live in rural areas bordering forest areas. Most of their livelihood and business activities depend on using forest areas and environmental services. Some residents with a high entrepreneurial spirit around the forest can provide added value to using the forest area and ecological services. Local people with high entrepreneurial capacity generally create various handicraft products, food, and traditional medicines. Ecotourism programs that are unique around forest areas are also typically initiated by highly creative individuals. The presence of individuals who have a high entrepreneurial spirit can ultimately make the use of forest resources more of high economic value.

For individuals with a high entrepreneurial capability in rural ecotourism, it is necessary to analyze the factors that influence the quality of one's entrepreneurship. These factors can be divided into internal factors derived from individual characteristics and external factors or environmental conditions (Gnyawali & Fogel, 1994; Honggang & Shaoyin, 2014; Yurrebaso, Picado, & Paiva, 2021). External factors are variables outside the individual that can influence the formation of rural ecotourism entrepreneurship, such as entrepreneurial ecosystems (Kline, Hao, Alderman, Kleckley, & Gray, 2014) and other social variables (Wang, Hung, & Huang, 2019). Individual factors determine the success of entrepreneurship programs in rural ecotourism.

Ecotourism businesses need individuals with cheerful characters and personali-

ties, such as creativity, innovation, perseverance, etc. The character of the ecotourism business is a creative and challenging field. Ecotourism goods and services must always be created in attractive forms and packaging. Ecotourism programs must be designed with education, experience, and satisfaction for tourists. Therefore, entrepreneurs with high competence in traveling must be present. Ecotourism is closely related to the ability to create an in-depth experience program from a trip to places of natural beauty, but doing so in a way that avoids damaging the environment while also helping local people.

Internal factors of entrepreneurship can be interpreted as factors from the individual side of business actors (entrepreneurs) that can affect the emergence of a business entrepreneurial spirit. This internal factor is more inclined towards an entrepreneur's psychological aspects and mindset. Several studies on entrepreneurship state that the internal factors that influence the formation of a person's entrepreneurial spirit are very diverse. Some internal research on entrepreneurship such as in employees (Anastasiya, Marina, & Oksana, 2021), Education (Jin, 2022), Business organization (Chebbi, Yahiaoui, Sellami, Papisolomou-Doukakis, & Melanthiou, 2020). Kallmuenzer et al. (2019) state that innovativeness, proactiveness, and risk-taking factors greatly influence entrepreneurial success (performance). Frese & Gielnik (2014) state that self-efficacy, proactive personality, and achievement motivation are more highly correlated with the success of an entrepreneurial business. Furthermore, General mental ability and creativity are the forming factors of a person's entrepreneurial spirit (Shane. S. & Venkataram S, 2000). Business opportunities for someone with high creativity and "mental ability" will be easily identified.

Based on the role of entrepreneurs, who are very vital for the development of rural areas, it is necessary to study the internal factors that influence the emergence of an entrepreneurial spirit in rural ecotourism. This study aimed to Investigate the internal factors that play a role in building the ent-

repreneurial capacity in rural ecotourism. By understanding the internal factors within the individual, an understanding of the psychological factors driving the formation of rural ecotourism entrepreneurship will be obtained. This study refers to the conditions in the field and the demographics of entrepreneurs in rural areas who are primarily men of productive age.

METHOD

Study location. Bogor Regency was chosen as the research location because of its considerable ecotourism potential and the growth of ecotourism destinations. The study locations have become the leading destinations for visitors from the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas, with massive potential for tourist visits. The distribution of tourism village study locations can be seen in Figure 1. The tourist villages already represent the character of rural areas in Bogor Regency, with the largest economy supported by the agricultural sector.

Data collection methods

This research identifies the internal variables (internal factors) that make up entrepreneurial behavior, including aspects of psychology, mindset, and religiosity. This type of research leans more towards exploratory research while maintaining the power of quantitative analysis and an in-depth understanding of various phenomena occurring at the study site through a phenomenology approach. The research methods combined qualitative with quantitative approaches. In this study, the Qual→Quan design was implemented, with first the qualitative stage and the second the quantitative stage (Molina-Azorín, López-Gamero, Pereira-Moliner, & Pertusa-Ortega, 2012). The first stage uses a qualitative approach to explore individual behaviors related to rural ecotourism entrepreneurship. For this purpose, in-depth observations and interviews were conducted with all rural ecotourism stakeholders. In the second stage, a quantitative approach is used to determine the in-

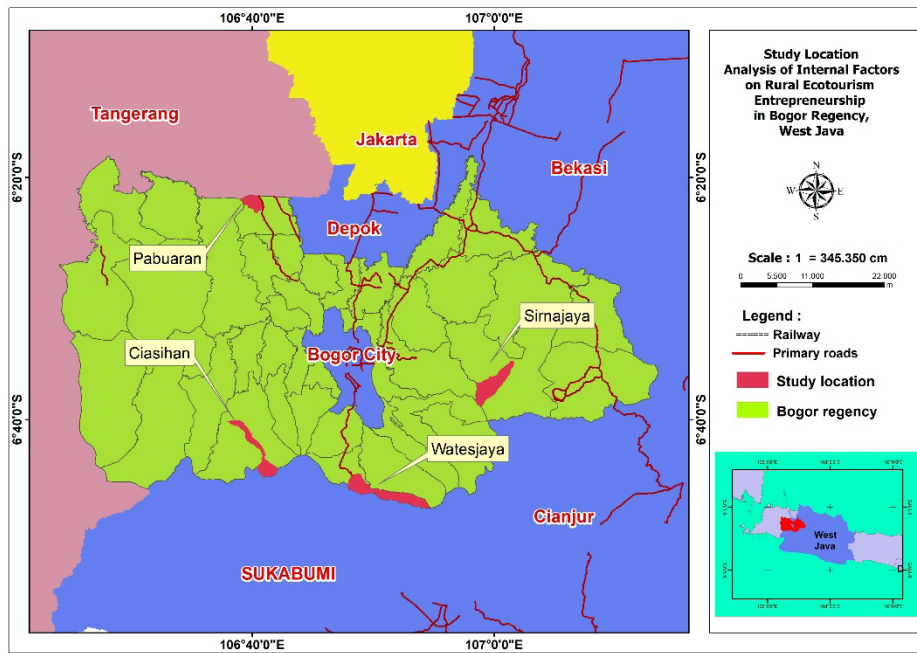


Figure 1. Research location Ciasihan village, Sirnajaya village, Watesjaya village, Pabuaran village

fluence of each internal variable in shaping rural ecotourism entrepreneurship. For this purpose, questionnaires with respondents who voluntarily guaranteed confidentiality were analyzed using logistic regression (Bhusal & Pandey, 2019).

This type of research leans more towards exploratory research while maintaining the power of quantitative analysis and in-depth meaning of various phenomena occurring at the study site through a phenomenology approach. The number of respondents was 442, selected from the population of rural communities around ecotourism destinations in Bogor Regency (Table 1). Entrepreneurs in this study are individuals who innovate and take risks in managing resources in their environment by running a business to create products or services with added value and vice versa.

Respondents were divided into two groups: the entrepreneurial group of 240 respondents and the non-entrepreneurial group of 202 respondents. The purpose of the study was explained to them, and they were briefed about the ethical considerations and then asked to fill out the questionnaire. The purpose of the study was explained to them, and they were told about the ethical considerations and then were asked to fill in the questionnaire. Primary data was obtained by respondents filling out a list of questions using a closed-ended questionnaire and applying the “one score, one indicator scoring system” pattern (Avenzora, 2008). Perception scores were assessed in a range of 1-7 with the following explanations: 1 = very low, 2 = low, 3 = somewhat low, 4 = average, 5 = moderately high, 6 = high, and 7 = very high.

Table 1. The number of respondents in each research location

No	Tourism Village	Location	Entrepreneurship	Non entrepreneurship
1	Ciasihan	TN Halimun Salak	63	47
2	Sirnajaya	Perhutani	60	52
3	Watesjaya	TN Gede Pangrango	60	50
4	Pabuaran	Private Forest	57	53
Total number			240	202

Data analysis

Respondents' perception scores on internal components were analyzed descriptively-quantitatively based on the average value of each criterion/indicator indicator. An analysis of the quality relationship between variables is carried out using logistic regression analysis to determine the variables that significantly affect rural ecotourism entrepreneurship. The tendency or desire of the local community around ecotourism destinations to become an entrepreneur is the dependent variable (variable Y), which will be built into an equation model. At the same time, the internal factor is the independent variable (variable X) determining a person to become an entrepreneur. The dependent variable that will be examined consists of 2 possibilities: respondents who become entrepreneurs ($Y = 1$) and respondents who do not ($Y = 0$).

RESULTS AND DISCUSSION

Internal Factors of Rural Ecotourism Entrepreneurship

Ecotourism in the Bogor district is increasing in line with the COVID-19 pandemic, which has caused a shift from artificial tourism to natural tourism. The ecotourism business in the research villages, namely the villages of Watesjaya, Sirnajaya, and Ciasihan, has been running well, while in the Pabuaran village, it is still running low. Most business sectors run by the community in rural ecotourism locations are trading, creative business, and the service sector. Trading businesses at these tourist sites include food and beverage, souvenirs, and tourist products consumption. The types of companies in the service sector are generally in the form of service businesses that require special skills, knowledge, and creative ideas, such as workshops and tourist guides. The local community and BUMDes manage rural ecotourism in the Sirnajaya tourism village.

Meanwhile, the village of Watesjaya is managed by the local community and the private sector. Meanwhile, rural tourism activities in Ciasihan and Pabuaran villages are governed only by the local community.

Ecotourism management in the four research villages is dynamic because each party wants more benefits from their business. Individuals who run businesses in tourist villages have side jobs such as farming, forestry, gardening, livestock, and odd jobs.

Validity Test and Reliability Test

The internal space that forms rural ecotourism entrepreneurship consists of four aspects: 1) psychological aspects, 2) closed mindset aspects, 3) open mindset aspects, and 4) religiosity aspects. These four aspects are further described into 18 factors/variables. The results of the research instrument reliability test using the Cronbach's Alpha method were reliable on all factors (Cronbach's Alpha value > 0.6). The results of the validity test of the research instrument using the Pearson correlation method obtained valid results (correlation value or r value $> r$ table) for almost all variables except for the closed mindset variable and the religiosity variable. Based on this, the survey of internal factors on rural ecotourism entrepreneurship can be analyzed further.

Table 2. Validity and Reliability test on internal factors rural ecotourism entrepreneurship

Internal factors	Product moment correlation (r)	Cronbach's Alpha
Persistence	.371**	.829
Goals	.447**	.824
Courage	.629**	.814
Efficient	.535**	.820
Openness	.708**	.809
Conscientiousness	.692**	.811
Extraversion	.673**	.813
Agreeableness	.462**	.824
Neuroticism	.336**	.834
Self-efficacy	.587**	.817
Initiative	.717**	.809
Innovativeness	.582**	.820
Need for Achievement	.549**	.819
Locus of Control	.528**	.821
Risk Taker	.592**	.817
Closed Mindset	.099*	.843
Open Mindset	.495**	.823
Religiosity	.047	.836

Table 3. Score of internal factors of rural ecotourism entrepreneurship

Tourism Village	Average Score			
	Psychology	Closed Mindset	Open Mindset	Religiosity
Ciasihan	5.14	3.28	5.17	6.40
Sirnajaya	4.96	3.28	5.14	6.73
Watesjaya	5.11	3.33	5.32	6.71
Pabuaran	5.06	3.88	5.85	6.24
Average	5.07	3.44	5.37	6.52

Source : Processed Data

Table 2 shows that all the internal factors of rural ecotourism entrepreneurship have a relatively high average score (score > 5) except for the closed mindset aspect. The aspect of religiosity has the highest score, while the element of a closed mindset has the lowest score. Furthermore, the difference in internal factor scores in the four tourism villages is also insignificant. This is due to the relatively same natural conditions and culture, as well as the relatively same level of education. It can be interpreted that the condition of the internal factors of entrepreneurship in the four research villages is almost the same.

Psychological Aspects

The psychological aspect consists of fifteen components or factors, namely: 1) persistence, 2) goals, 3) courage, 4) efficiency, 5) openness, 6) conscientiousness, 7) extraversion, 8) agreeableness, 9) neuroticism, 10) self-efficacy, 11) initiative, 12) innovativeness, 13) need for achievement, 14) locus of control and 15) risk taker. Figure 2 shows that the score of the psychological aspect of rural ecotourism entrepreneurship was positive (score > 4). The initiative is an internal factor component with the highest score of 5.32. Innovativeness is a component of the psychological aspect, with the lowest score of 4.62.

Mindset Aspect

The mindset aspect consists of two sub-aspects: a closed mindset and an open mindset. A closed mindset is a public view or thought on the negative concept of entrepreneurship. On the other hand, an open mindset is a positive view of entrepreneurship. The closed mindset score is descen-

ding, i.e., the higher the score, the more negative the condition, while the open mindset score is ascending, i.e., the higher the score, the more positive the condition. Figure 3 shows that the average score of the closed-mindedness aspect in the tourist village of the research location was low (score <4). The average score for the element of open-mindedness in the tourist village of the research location is relatively high (score > 5).

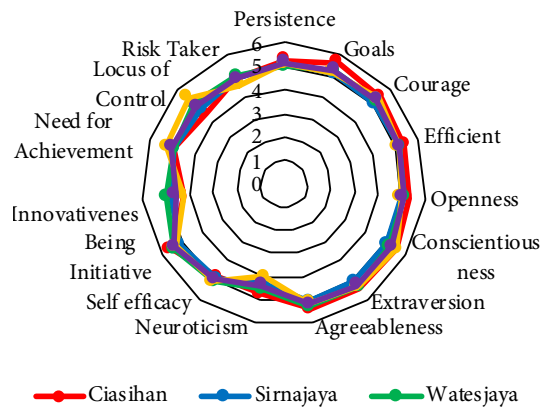


Figure 2. Scores of psychological aspects in entrepreneurship

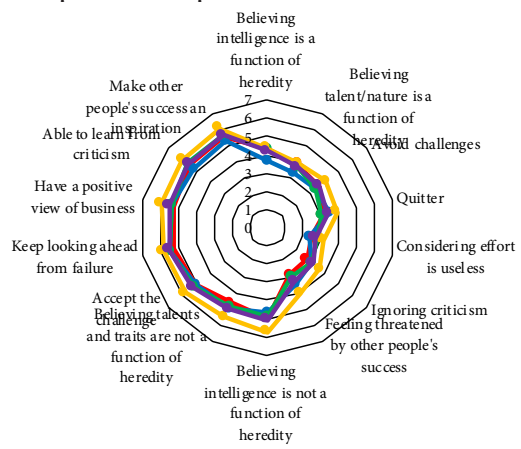


Figure 3. Scores of mindset aspects in entrepreneurship

Aspects of Religiosity

The aspect of religiosity consists of seven factors, namely: 1) being religious because of parents/descendants, 2) believing in religion, 3) religion calms the soul, 4) religion expands business and sustenance, 5) religion is a guide for life, 6) religion of belief and must carry out, 7) religion is the purpose of life. Figure 4 shows that the average religiosity aspect of ecotourism entrepreneurship in tourist villages is high (score > 6). The scores regarding religiosity in the four tourist villages did not show a significant difference. A high score on the religiosity aspect illustrates that the religious condition in the tourist village of the research location is excellent (religious), with the majority of the religion being embraced as Islam.

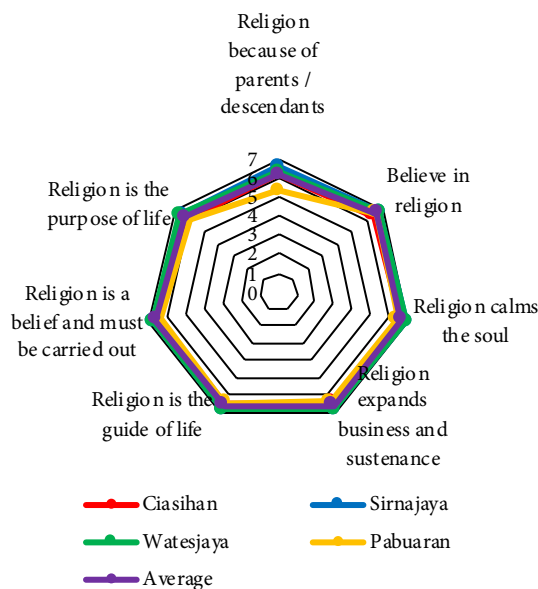


Figure 4. Aspects of religiosity in entrepreneurship

Internal Space Model in Rural Ecotourism Entrepreneurship

Logistic regression or logit is part of multiple linear regression analysis. This logistic regression analysis is a technique to explain the probability of a definite occurrence from the response variable category (Firdaus, Harmini, & Afendi, 2011). Logistic regression analysis examines the relationship between the influences of the explanatory variable (X) and the response variable (Y) through a specific mathematical equation model. In general, the explanatory variables can be in the form of categorical variables or numerical variables to estimate the probability of certain events from the response variable category. The feasibility test of the logistic regression model was assessed using the criteria of Hosmer and Lemeshow as measured by the chi-square value. Based on Table 4, it can be seen that the significance value of the model based on Hosmer and Lemeshow is significant (value 0.070), so the model can be said to have met the good fit test criteria, so it was accepted for further analysis.

From the output of the Omnibus Test, as shown in Table 4, it can be seen that the significance value of the model at the 95 percent confidence level ($\alpha = 0.05$) is 0.000 or sig < 0.05. These results indicate that the model is significant, so it can be said that at least one independent variable affects the dependent variable (variable Y). Based on this, the model estimation can be accepted and used for further analysis (Ghozali, 2018).

Table 4. Parameters of logistic regression estimation based on Hosmer and Lemeshow

Step	Chi-square	df	Sig.
1	14.394	18	.072

Note: The value of Hosmer and Lemeshow is significant if > 0.05.

Table 5. Parameters of logistic regression estimation based on Omnibus Tests of Model

	Chi-square	df	Sig.
Step	184.060	18	.000
Block	184.060	18	.000
Model	184.060	18	.000

Table 5 shows that the highest odds ratio [Exp(B)] was in the openness variable, 3.242, while the lowest odds ratio is in the Locus of Control variable, which is 0.503. The odds ratio value is a value that reflects a person's probability of becoming an entrepreneur. With an odds ratio of 3.242, it can

Table 6. Logistic regression of internal factors on rural ecotourism entrepreneurship

Internal factors	B	S.E.	Sig.	Exp(B)	95% C.I. for EXP(B)	
					Lower	Upper
Persistence	.011	.150	.939	1.011	.754	1.356
Goals	-.142	.159	.371	.868	.636	1.184
Courage	.130	.177	.463	1.139	.805	1.610
Efficient	-.390	.192	.042	.677	.464	.987
Openness	1.176	.202	.000	3.242	2.181	4.819
Conscientiousness	.065	.190	.733	1.067	.735	1.548
Extraversion	-.411	.220	.062	.663	.431	1.021
Agreeableness	.110	.155	.480	1.116	.823	1.514
Neuroticism	-.171	.117	.145	.843	.670	1.060
Self efficacy	-.081	.161	.614	.922	.673	1.264
Initiative	.261	.199	.191	1.298	.878	1.918
Innovativeness	.408	.143	.004	1.504	1.137	1.990
Need for Achievement	1.143	.193	.000	3.137	2.149	4.581
Locus of Control	-.686	.162	.000	.503	.366	.692
Risk Taker	-.080	.173	.645	.923	.657	1.297
Closed Mindset	.676	.157	.000	1.967	1.447	2.674
Open Mindset	-.461	.181	.011	.631	.442	.900
Religiosity	-.352	.284	.216	.703	.403	1.228
Constant	-4.079	2.461	.097	.017		

Table 7. Nagelkerke R-Square on estimating the rural ecotourism entrepreneurship model

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	425.411 ^a	.341	.455

be interpreted that individuals in tourist villages with an openness attitude will tend to have entrepreneurship 3.242 times higher than those who do not have an openness attitude.

Table 6 shows that the Nagelkerke R-Square value is 0.439, in the sense that internal factors influence the opportunities for local people to become entrepreneurs by 43.9 percent. The remaining 56.1 percent of the possibilities for local people to become entrepreneurs come from other factors or variables not included in the research.

Table 7

Table 7 shows that of the 18 variables tested, it turns out that only seven internal space variables (internal factors) are significant, namely: 1) efficient, 2) openness, 3) innovativeness, 4) achievement motivation,

5) locus of control, 6) closed mindset and 7) open mindset. The variables that were not significant were: 1) resilience, 2) purpose in life, 3) courage, 4) conscientiousness, 5) extraversion, 6) agreeableness, 7) neuroticism, 8) self-efficacy, 9) being initiative, 10) risk, and 11) religiosity.

Innovation is significant in creating high performance in producing goods and services. Innovation is also essential in adding value for small and medium enterprises in rural ecotourism areas. The emergence of innovation is strongly influenced by the behavior and culture of the local community (Al Mamun et al., 2016). In addition, innovation is also determined by the level of knowledge or information sourced from various parties (Nybakk, Crespell, Hansen, & Lunnan, 2009). People who have high in-

Table 8. Significant variables in the estimation of the entrepreneurship model

Significant Variable	Odds Ratio	Interpretation
Efficient	0.677	Individuals with high efficiency are 0.677 times more likely to become entrepreneurs
Openness	3.242	Individuals with high openness are 3.242 times more likely to become entrepreneurs
Innovativeness	1.54	Individuals with high innovative traits are 1.54 times more likely to become entrepreneurs
Achievement motivation	3.137	Individuals with high achievement motivation are 3.137 times more likely to become entrepreneurs
Locus of Control	0.503	Individuals with high locus of control are 0.503 times more likely to become entrepreneurs
Closed mindset	1.967	Individuals with a high closed-mindset trait are 1.967 times more likely to become entrepreneurs
Open mindset	0.631	Individuals with a high open mindset trait are 0.631 times more likely to become entrepreneurs

novation power will get great benefits in the business they run. However, Friedman et al. (2020) state that innovation does not always significantly influence the quality of performance of a business/entrepreneur.

Achievement motivation is an individual's need for achievement in personal and social life. Akhtar et al. (2020) reported that the need for achievement will significantly affect the intention to try (direct effect). The need for achievement positively and substantially impacts entrepreneurial intentions when mediated by self-efficacy behavior (indirect effect). Individuals with a need for achievement can be seen in all those who strongly desire to succeed. The person sets challenging standards for himself. These people always strive to get the best results and seek improvement in their actions for extraordinary results (Sajilan, Hadi, & Tehseen, 2015). The need for achievement and locus of control has a moderate positive relationship with Entrepreneurial Satisfaction, but risk factors cause an insignificant relationship with Entrepreneurial Satisfaction (Ismail, Rahim, Kamal, Mat, & Husin, 2015).

Locus of control is apparent in the entrepreneurs of the villages of Ciasihan and Watesjaya, who strongly believe that their fate is determined by themselves even though they live in the highlands and border

the forests. People in the tourist villages of Sirnajaya, Ciasihan village, and Watesjaya village are very religious, indicated by the high average value of religiosity. Hence, they prioritize spiritual beliefs over material pursuits. The results showed that the religiosity variable was not valid.

Locus of control has a positive relationship to the success of a business (Ismail et al., 2015). Internal locus of control and societal culture can predict entrepreneurial attitudes and intentions (Baluku, Bantu, & Otto, 2018). Internal locus of control and individualism are specific indicators of control and normative beliefs in individuals. There are direct and indirect effects of locus of control moderated by individualism (Chang, 2013). Internal locus of control and entrepreneurial attitudes positively correlate with entrepreneurial intentions (Baluku et al., 2018).

Neuroticism refers to the individual's ability to adjust and control emotional states. Individuals with high levels of neuroticism tend to experience several negative emotions, including anxiety, hostility, depression, self-consciousness, impulsivity, and vulnerability (Costa & Mcrae, 1992). Meanwhile, people with low levels of neuroticism are characterized as confident, calm, and relaxed (Zhao & Seibert, 2006). Depressed conditions and unfavorable situations will

encourage someone with high neuroticism to be entrepreneurial. This is because people with high neuroticism are able to carry out coping strategies, especially when under stress (Chen & Liang, 2020). Chen & Liang (2020) reported that the neuroticism of young farmers was lower than that of old farmers. Although neuroticism is not the main factor influencing entrepreneurial success, its contribution is still needed (Hachana, Berraies, & Ftiti, 2018). In the gender aspect, neuroticism turns out to be negatively correlated with entrepreneurial success, but it is still a significant factor in influencing the success of a business (Hachana et al., 2018).

People's mindset about entrepreneurship is very influential on an entrepreneur's success. Kouakou et al. (2019) define the entrepreneurial mindset as a comprehensive thought process. The entrepreneurial mindset has a positive and significant impact on the performance of small and medium enterprises. To develop and be successful in running an entrepreneurial business, an entrepreneur needs to have an entrepreneurial mindset and entrepreneurial competence (Kouakou et al., 2019). Furthermore, Asenge et al. (2018) stated that the entrepreneurial mindset is a significant variable in the performance of small and medium enterprises in developing countries.

Entrepreneurial society shows resilience and perseverance in opening their businesses with uncertain visitor situations even though rural farmers have the same attitude, so this variable is insignificant. The purpose of life is evident in entrepreneurs in tourist villages. Courage also determines someone to start a business and continue running it, and farmers also have this trait, so the variable is considered insignificant. The efficient nature is seen in rural tourism entrepreneurs in the tourist village of Sirnajaya, where they save and keep the goods being sold in stock in the stalls, so this variable is significant.

There are different mindsets between entrepreneurs and those who are not entrepreneurs in the Sirnajaya and Ciasihan Tourism Villages. The mentality of an individual influences a person's actions to move

and look for business opportunities and turn them into products and services that have more value. The mindset can affect the formation of rural ecotourism entrepreneurship, which will impact the sustainability of the surrounding forest.

CONCLUSION

Entrepreneurship in rural ecotourism is essential to create businesses that can increase the added value of products from natural resources. Individuals in rural communities must be understood for their behavior as entrepreneurs in rural ecotourism. Behavioral understanding is based on the psychology of the traits that exist in an individual or person. According to the study results, entrepreneurs in Ciasihan Tourism Village, Sirnajaya Village, and Watesjaya Village have very open mindsets and have the highest odds ratio. Furthermore, the factor that distinguishes individuals in rural ecotourism between those who are entrepreneurs and those who are not entrepreneurs who do not have entrepreneurial characteristics is achievement motivation, which is reflected in the enthusiasm to work in several fields, such as farming, forestry, and trading. Innovative behavior is also reflected in people who are entrepreneurs in rural ecotourism locations.

Entrepreneurs in Watesjaya Village changed the condition of the natural environment to be clean so that it could be used as a tourist attraction, while in Pabuaran Village, changing the former mining area into an ecotourism attraction. The nature of openness is the most significant factor causing the formation of rural ecotourism entrepreneurship. If we can increase the openness factor in society, it will impact increasing rural ecotourism entrepreneurship. Open individuals will find it easier to receive information and adapt to travelers, which can impact visitor satisfaction.

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