

EXPLORING THE NEXUS OF FAMILIAL NETWORKS AND ENVIRONMENTAL CONSCIOUSNESS IN HOSPITALITY AND TOURISM ENTREPRENEURSHIP

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1. Introduction

This study aims to address the research question of whether family social capital affects the level of engagement in the entrepreneurial process in hospitality and tourism and how this relates to environment-related motivations. The decision to engage in the entrepreneurial process and social capital through bonds and bridges Provides new insights into the relationship between perceptions of family support. The primary contribution is the motivational role of "following an environmental mission". It mediates the relationship between H&T business entrepreneurial activity and family social capital.

2. Research Methodology

This study selected a sample of 384 to ensure representativeness using the Krijcie & Morgan table for unknown populations within the H&T sector. The study uses a quantitative approach based on positivism utilizing structured surveys. This study uses data analysis tools to investigate how environmental motivations moderate the relationship between family social capital and the engagement of entrepreneurial activity in Sri Lanka's H&T sector. The research adopts a cross-sectional design, and probability sampling is used to ensure generalizability. The data is analysed using structural equation modelling in Smart-PLS software to identify the relationship between variables.

3. Findings and Discussion

The results show a positive correlation between strong family ties and the adoption of sustainable practices, suggesting that family networks play a significant role in encouraging sustainable entrepreneurship in the hospitality and tourism sector. The distinctiveness of the family hierarchy is important in the decision-making process, and it has been possible to determine how ecological strategies are implemented.

4. Conclusion and Implications

This research explores the importance of family networks fostering sustainable entrepreneurship. The insights gained can demonstrate the study needed by policymakers and industry leaders by developing targeted support for sustainable tourism practices and family values by promoting environmental and cultural sustainability.

Keywords: Family networks, Environmental consciousness, Hospitality entrepreneurship, Tourism entrepreneurship, Sustainable tourism