



summary master thesis

Topic: Entrepreneurial Behavior of family-run businesses in the hotel industry
Research Question: How effectively is entrepreneurship demonstrated in family-run hotels and to what extent can the entrepreneurial spirit be transferred to the next generation?
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1 problem definition

The importance of entrepreneurship in family-run businesses is not recognized yet (Nordqvist & Melin, 2010), but it plays a crucial role in the growth and success of a business (Arnold, 2014).

2 results

Entrepreneurship is demonstrated effectively by the leading generation and the entrepreneurial behavior is multifaceted:

entrepreneurial behaviour

- being creative, new ideas
- show responsibility
- taking risks & initiatives
- being proactive & open

- through insertion of the succeeding generation in the hotel the entrepreneurial spirit is forwarded
- close collaboration between the generations strengthens entrepreneurial behavior
- leading generation sets an example for the succeeding generation about the behavior required
- entrepreneurial behavior in the succeeding generation is not as highly developed as in the leading generation, but tendency in the same direction

3 recommendations for family businesses

- understand the concept and importance of entrepreneurship for a healthy future of the hotel
- be aware that you transfer your entrepreneurial spirit to the succeeding generation
- maintain and improve current entrepreneurial behavior, also with growing age
- include the succeeding generation in the hotel to transfer the spirit and get fresh impulses
- succeeding generation needs to be proactive and increase their perspective of the hotel

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