ENTREPRENEURIAL TRAIT AND PERFORMANCE OF HOSPITALITY INDUSTRY IN ANAMBRA STATE, NIGERIA

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Abstract
This paper investigated in Anambra State, Nigeria, the influence of entrepreneurial qualities and performance of entrepreneurship in the hotel sector. The study looked at how extraversion traits affect performance in the hotel sector in Anambra State and neuroticism influences task performance. Review of recent literature under conceptual, theoretical, and empirical lines was done. The study based itself on The Upper-echelon theory. The project used a descriptive survey research methodology. This study made use of a structured questionnaire with five Likert scale answer system. This study's population was unbounded. The sample size of 384 was found by using a Cochran statistical technique. There was face and content validity applied to the instruments. Cronbach's Alpha and the test-retest helped one to establish the questionnaire's dependability. Research question analysis was done using basic percentage analysis. Simple regression analysis helped to test hypotheses for the investigation. The results of the studies demonstrated that the task performance of the hotel sector in Anambra State, Nigeria, is much influenced by the neuroticism feature. The performance of the hotel sector in Anambra State, Nigeria, benefits much from extraversion attribute. Performance hospitality business in Anambra State, Nigeria, benefits much from openness to experience. The study came to the conclusion that performance of the hotel sector in Anambra State, Nigeria, was much improved by entrepreneurial attribute. Based on the investigation, the study reommended the hotel sector to pay attention to their neuroticism quality. Should the attributes not be appropriate for the company, one can enter another company depending on their personality type. Management of the hotel sector created extraversion of business in different ways to enhance the performance and expansion of the sector. The hospitality sector should pursue openness to experience that enhances the performance of the sector and boosts national economy, therefore influencing the financial turnover of the sector.

Key words: *Neuroticism Trait, Extraversion Trait, Openness to Experience, Task Performance, Environmental Performance and Operational Performance*

Introduction

Performance is an assessment of the extent to which an entity achieved its stated goals and objectives in the service of its stakeholders. Moullin (2023) assert that performance is primarily concerned with assessing how an organization is being or has been administered with respect to the values it delivers for customers and other stakeholders. An organization is deemed to have performed well when it meets the expectations of both the primary and secondary stakeholders. The concepts of effectiveness and efficiency have been traditionally used to measure organizational performance. Neely and Adams (2021) opined that effectiveness measures the extent to which an organisation meets promised stakeholders' needs. While efficiency focuses on the input-output relationship in meeting stakeholders needs. Organizational performance has used both subject and objective criteria (Richard, Devinney, Yips & Johnson, 2019). The objective or quantitative criteria include growth in contextual, revenue, profit, market share and productivity. On the other hand, qualitative or subjective criteria are customer satisfaction, goals achievement, employee satisfaction and behaviour, quality of leadership, innovation among others (Zimon 2018 & Gupta and Batra 2016). Performance of a business can be observed from contextual, profit making process, rate of return of capital, and the returns derived from investments.

The evolution of entrepreneurial is an essential and crucial phenomenon in modern business management. Entrepreneurship is a key factor that drives the global market, ensures industrial development and facilitates economic growth, which is linked and majorly hospitality business, which are regarded as agent or driving force of market economies that provides the platform for national development and economic growth in any economy (Stefanovic, Ljubodrag, & Sloboda, 2021). Entrepreneurial are regarded as facilitators for self-reliance, by ensuring they make use of local raw materials which serve not only as tool for self-reliance for industrial development and also they generate more employment opportunities for the populace, improve investment drive in an economy and facilitate industrial development of both rural areas and urban centres (Roy & Wheeler, 2016; Raymond, Moses, Ezenyirimba & Otugo, 2014).

The Big Five entrepreneurship personality factors have a genetic basis and that they are probably inherited (Digman, 2019; Jang, Livesley & Vernon, 2016). Zhao and Seibert (2016) addressed this in their meta-analysis by coding various entrepreneurship traits into the five factors of the Big Five model. They found positive results linking the five personality categories to success and performance of organization due to the broad nature of the model. The traits selected for inclusion in this thesis are a set of relatively narrow entrepreneurial traits that are referenced repeatedly by researchers and entrepreneurship theorists as being important for success and performance of entrepreneurial. These issues have posed grave challenges in the management and

survival of hospitality firms initiated by entrepreneurs. Despite the challenges associated with hospitality firms and entrepreneurship development, it is still the golden chicken that lays the golden eggs in terms of job creation, development of indigenous entrepreneurs and economic growth in Nigeria. Therefore, the will-power, self-efficacy, resilience and determination of the individual entrepreneurs come to bear. Despite the challenges of the economy and operating business environment, the resolve of the entrepreneur is an important factor that can shape how far a small scale business can survive and grow. It is worth investigating the extent of influence that entrepreneurship trait and owners' characteristics, and how they affect growth and development of certain Small and medium enterprises based in Anambra State. It is worth investigating the extent of influence that entrepreneurial resilience and owners' characteristics, and how they affect growth of certain Small and medium enterprises.

Statement of the Problem

The effect of entrepreneurial traits on the performance of hospitality firms or an enterprise is very important to the performance and sustenance of the industry. Performance of hospitality firms revealed that most business owners in Nigeria don't understand the entrepreneurial traits they have because the norm is to grow their enterprise you have to have huge amount of money. Business owners must understand the entrepreneurial traits that they have in order to know if it will affect the growth of their enterprises or not. Some business owners, especially, think success of a business depends only on financial stability and also environmental factors (Raymond, Moses, Ezenyirimba & Otugo, 2014). Entrepreneur trait have a great impact on the growth of hospitality firms. Those entrepreneurial traits that affect business performance negatively are neuroticism trait, extraversion trait, openness, agreeableness trait and conscientiousness trait as affect environmental performance, operational performance, marketing performance, task performance and contextual performance (Siti, Jati & Norlina 2021). Over the years, researchers continue to research unique individual features that lead people to become business owners and also help in the growth of their enterprises. The post economic meltdown challenges will take its toll on the hospitality firms with the fluctuating rate of the dollar to Naira exchange rate, fall in the price of crude oil in the global market, high inflation rate, poor assess and inadequate capital, government policies summersaults and the general harsh economic environment in Nigeria resulting to closing of many hospitality firms and business due to neuroticism trait, extraversion trait, openness, agreeableness trait and conscientiousness trait that affect the environmental performance, operational performance, marketing performance, task performance and contextual performance of hospitality firms (Patrick, Olufemi, Akpoyomare & Mgbe 2020).

Development of hospitality firms tends to be stressful due to the environmental

conditions and also competition among business owners. As a result of this, if a hospitality owner is not emotionally stable, this might affect the growth of their business and also affect the relationship between the employees in the organization. Therefore, this research examined the effect of entrepreneurial trait on performance of hospitality firms in Anambra State, Nigeria.

Objective of the Study

The main objective of the study is to investigate the effect of entrepreneurial trait on performance hospitality firms in Anambra State, Nigeria. The specifically the study seeks to:

1. Examine the effect of neuroticism trait on task performance in hospitality firms in Anambra State

2. Investigate the effect of extraversion trait on environmental performance in hospitality firms in Anambra State,

3. Assess the effect of openness to experience on operational performance in hospitality firms in Anambra State,

Research Questions

In line with objectives the following research question guided the study

a. To what degree does neuroticism trait affect task performance of hospitality firms in Anambra State

b. To what extent to does extraversion trait affect environmental performance of hospitality firms in Anambra State?

c. To what level does openness to experience affect operational performance of hospitality firms in Anambra State?

Hypotheses

The following hypotheses were formulated to guide the study in line with the objectives and research questions.

H_{o1}: Neuroticism trait has no significant effect on task performance of hospitality firms in Anambra State

H_{o2}: Extraversion trait has no significant effect on environmental performance of hospitality firms in Anambra State

H_{o3}: Openness to experience has no significant effect on operational performance of hospitality firms in Anambra State

Review of Relevant Literature

Conceptual Review

Entrepreneurial Traits

Trait means unique or distinguishing characteristics of somebody (Oxford Advanced Learner dictionary). Successful entrepreneurs often share certain characteristics and the earliest identified entrepreneurial trait was risk taking. Timmons (2014) examined the six general characteristics of entrepreneurs to be commitment and determination, leadership, opportunity obsession, tolerance of risk, creativity and adaptability. Carland & Carland (2016) in their study suggests that entrepreneurs are not homogenous. They may well be characterized by need for achievement, preference for innovation and risk taking propensity. According to Martin (2019) the entrepreneurial trait most frequently associated with the success of the entrepreneurs are innovation, creativity, persistence, self-confident, positive attitude, problem solving, need for independence, and Enjoy taking risks. Desai (2021) revealed the important personality traits leading to the success are emotional stability, personal relations, consideration and tactfulness. Ehigie and Umoren (2023) in their study considered self-concept, perceived managerial competence, and work stress and business commitment are important psychological variables for perceived entrepreneurial success among female entrepreneurs. Viral Acharya et al (2004) in a comparative study of Assam and Uttar Pradesh found that trait of an entrepreneurial was significantly related to self-efficacy and locus of control for both states. Melih Bulu (2015) revealed a number of factors including luck, hard work, good idea, and money which led to success. Sammy King-faiHui et al (2016) observed that Self efficacy, Locus of control, Decision making and Risk attitude were responsible for success of entrepreneurs.

Passion is the fuel that drives commitment and determination necessary to succeed on the entrepreneurial journey. As an entrepreneur, you have to appreciate what you do, and it starts with knowing why you went into the business. Passion based on your business's particular mission is an intrinsic drive that carries you through the long days and the long nights that consume your energy for life. Without passion, you will easily cave into the stress, and the pressure and your entrepreneurial journey will be a short lived one. Passion provides the entrepreneur with an internal reward that sustains them between paydays.

Neuroticism Trait: Neuroticism trait is related to the degree of emotional stability of the entrepreneurial (Costa & McCrae, 2022). Highly neurotic entrepreneurial often exhibit mood swings, impulses, lack of awareness, low self-esteem, and depression. In contrast, an emotionally stable person will be able to stay calm in stressful situations and demonstrate high self-esteem, comfort, and confidence (Tran et al., 2016). Entrepreneurs are often challenged by the variety and complexity involved in starting and maintaining a new business. Therefore, they must shoulder the physical and emotional burden of obstacles, risk of failure, or lack of confidence. From the above characteristics, it can be seen that Entrepreneurs are people with high emotional stability. In other words, people who promote emotional stability are more likely to want to take on the stressful tasks involved in entrepreneurship, especially in the context of social entrepreneurship (Nga & Shamuganathan, 2020).

Extraversion Trait: Extraversion is characterized by a set of specific entrepreneurial traits, including adventurousness, activity, positivity, emotion, and enthusiasm to an extent Extraverts are aggressive, domineering, active, sociable, chatty, enthusiastic, outgoing, and energetic.(Costa & Mccrae, 2022). Entrepreneurial that are extraverted tend to be upbeat and positive, love connecting with others and large groups, and look for excitement and stimulation. (Liang, Chang, & Hsu, 2023)**.** Extroversion is positively related to an interest in career choices (Costa et al., 2014). Entrepreneurial who score high on extraversion tend to be cheerful and enjoy communicating with people. Those who score low on extraversion are quiet, discreet, and prefer to spend time alone (Zhao & Seibert 2016). Entrepreneurial traits need to interact with people and promote their new venture ideas to employees, investors, and clients, which requires social entrepreneurs to be highly extroverted. According to (Antoncic et al., 2015), entrepreneurs and non-entrepreneurs have significant differences in extrovert personality, while Zhao et al. (2020) also found a positive relationship between extraversion and business intentions.

Openness to Experience: Openness to experience is a trait for intellectually curious entrepreneurial who tend to seek new experiences and discover new ideas (Nga & Shamuganathan 2020; Zhao & Seibert, 2016). An entrepreneurial with a high score for

openness to experience is someone who has a vivid imagination and creative thinking (Liang et al., 2023). These traits are very important for entrepreneurial planning to start their own social enterprise (Rothmann & Coetzer 2023). Openness to experience is characterized by intellectual curiosity and discovery of new experiences, both of which are essential for starting a new social business because Entrepreneurs are required to explore new ideas for their products or services (Zhao & Seibert 2016). According to Anderson et al. (2019), an entrepreneur is an innovator. Openness is described as being flexible, independent, and unorthodox as well as having an creative imagination, a taste for diversity, artistic sensitivity, curiosity on intellectual matters, and being receptive to sentiments. (Ariani, 2023). Entrepreneurial who are open to new things are more inclined to look for them. They are creative, innovative, reflective, and unconventional (Liang, Chia, & Liang, 2015) The tendency to experience unpleasant feelings including anxiety, despair, fear, sorrow, hostility, rage, guilt, disgust, and vulnerability is known as neuroticism. (Major, Turner, & Fletcher, 2016). (Rothmann & Coetzer, 2023). High neurotic entrepreneurial are more prone to act impulsively, think irrationally, and employ inadequate coping mechanisms under stressful circumstances. (Liang, Chia, & Liang, 2015).

Performance

Typically, performance is ultimate outcome expected in every business activity (Muhammad et al., 2019; Ahmed et al., 2018; Galdeano et al., 2018; Ahmed, Mozammel & Ahmed, 2018; Roespinoedji et al., 2019). Performance is the total performance of the firm and is showed by the aggregate of performance of finance, business, and human resource functions of the organization in a given time. Firms formulate goals and objectives to be achieved within a given time frame. Performance measures the organizations' effectiveness against these set objectives. Thus, organizational performance refers to the ability of an organization to attain its goals such as high-profit margin, product quality, and larger market share, better financial results at a stipulated time and by applying the relevant strategy. Organizational performance has many dimensions which may be difficult to quantify (Rowley, 2017) opines that, both financial and non-financial indicators have been used to measure performance. The financial indicators were contextual growth and percentage profit margin. In the service industry, employee productivity has been used as a measure of performance (Mishra, 2018). Gavrea, Ilies and Stegerean, (2017) performance shows the actual output or results of an organisation as measured against its proposed outputs (or goals and objectives). Richard et al, (2016) viewed performance as comprises three specific areas of firm outcomes: environmental performance (profits, return on assets, return on investment and others product market performance (contextual, market share, etc.); and shareholder return (total shareholder return, economic value added, others.

Waiganjo, Mukulu & Kahiri, (2016) note that performance may be assessed in terms of its multiple objectives of profitability, employee satisfaction, productivity, growth among many other objectives. Proponents of the balanced score card performance management system have suggested a broader performance appraisal approach that recognizes both the financial and non-financial measures including contextual, profitability, return on investments, market share, customer base, product quality, innovation and company attractiveness. Richard et al, (2019) explains that performance includes the actual output or results of firms as measured against its intended outputs (goals and objectives). Kunze (2023), has defined performance as consisting of both and operational dimensions of performance.

Theoretical Framework

This study is anchored on The Upper-echelon theory. The theory was propounded by Hambrick and Marson (1984), the theory asserts that entrepreneurial trait on firms performance. In line with the theory, human capital factors which are the entrepreneur's age, educational background, and experience have a significant impact on the decision taking of entrepreneurs, which in turn affects firm performance. The first tenet of UET builds upon the premise that strategic situations encapsulate far more stimuli than decision-makers can comprehend (Cyert & March, 2022). Therefore, UET posits that managers try to interpret strategic issues and devise alternative courses of action by taking mental shortcuts and relying on their previous experiences (Hambrick, 2018). For instance, when faced with an unprecedented environmental shock, managers may utilise their previous experience when handling other types of business crises in order to analyse the situation and develop an appropriate response and a set of actions. Each business manager carries their own cognitive base and set of values (experiences and personality) to the decision-making process, which serve as a way of filtering strategic situations. The cognitive base and values "create a screen between the situation as opined by Finkelstein and Haambrick (2016), entrepreneurial demographic factor such as personal experiences and values have an association with business performance as manifested in their strategic choices. Wiersema and Bantel (2022) reveal that entrepreneurial demographics such as managerial experience, education are fundamental drivers of the organization's strategy.

This assertion can be logically explained that entrepreneurs with more experience and training tend to pay more attention to the development process of formal strategies or professional strategies than those with less appropriate managerial experience (Karami, 2016). The theory concludes that the performance of a firm reflects the decisions taken by its senior managers, which are driven by their demographic factors. Hence, the strategic choices of entrepreneurs have a robust influence on business performance.

Given this, we assert that there will be increased performance when managers are vastly experienced, and firm are older and bigger over time.

Empirical Review

Entrepreneurial trait on the performance of small and medium enterprise has been empirically examined by so many scholars. For instance, Santhosh (2023) examined the relationship between the entrepreneurial trait and environmental performance of small and medium scale enterprises, in Pune, India. Data was collected through the random sampling method and the questionnaire was designed in five point ordinal scale precisely Likert scale. In total 254 entrepreneurs were administered with the questionnaire and data collected from 210 respondents were complete and useful for the research process. All the respondents are entrepreneurs from the industrial city Pune. Descriptive Statistics were used for Frequency Distribution, Mean, Standard Deviation; Cronbach Alpha for Reliability Test, Variance Inflation Factor (VIF) for Multicollinearity, Karl Pearson Correlation Coefficient, Two-Tailed –T-Test, F-Test, ANOVA, and Multiple Regression Analysis. And all the data was processed through IBM SPSS 23. The study results showed that entrepreneurial characteristics have a significant and positive influence on the environmental performance of small and medium scale enterprises located in the Pune, India. The most influential independent variable on the environmental performance is risk-taking propensity followed by innovativeness, need for achievement, self-confidence, and locus of control.

Siti, Jati and Norlina (2021) studied entrepreneurs personality traits and business performance using the Big Five Model, also known as broad traits which consist of extraversion, emotional stability, openness to experience, agreeableness, and conscientiousness. However, this study suggests that specific personality traits are more suitable in entrepreneurship research than broad traits. Distal dispositions are non-cognitive and non-ability dispositions that have an indirect impact on behaviour and performance. Hence, personality traits should be linked to the start-up and performance of a firm. As a result, the goal of this research is to start a conversation about entrepreneur personality, which is largely constituted of independent entrepreneurs that want to expand their businesses. The present study, therefore, contributes to the literature on sustainability by recommending a conceptual framework towards greater sustainability performance of the business entrepreneurs. It is hope that this study can provide some insights into factors leading to entrepreneurs' business performance, also as guide for implementation of programs and policies to increase the number of entrepreneurship involvement as long-term objective in Malaysia.

Bello and Bello (2021) examined the association between entrepreneurial personality traits and employees' job performance in respect of hotels in Lagos State, Nigeria is

under reported. The study adopted a quantitative research design, hence used structured questionnaires to collect data from 332 employees of 63 hotels across the 20 LGAs in Lagos State. Data that were collected was analyzed using Partial Least Squares SEM. The result show that three of the five tested hypotheses, that is conscientiousness, openness to experience, and extraversion traits supported job performance in respect of hotels in Lagos State, Nigeria. This implies that exhibition of conscientiousness trait such as been dependable, organized, reliable, ambitious, perseveres and hardworking inclines to enhance job performance in hotel industry in Lagos State. In addition, demonstration of openness to experience attributes such as been original, curious, imaginative, refined, and multifaceted tend to stimulate job performance in hotel industry in Lagos State. Furthermore, displaying extraversion traits such as been sociable, passionate, and bold are essential for job performance in hotels in Lagos State. By confirming the link between personality traits and employees' performance, this study offers an insight on personality traits that stimulate job performance in hotels in Lagos State. Therefore, managers and operators of hotel business in Lagos State can maximize employees' performance in their respective organizations by implementing human resources policies gear towards recruitment of staff that believes in originality, teamwork and team-building including, training of staff to imbibe the culture of forgiveness, and acceptance of others' view. Again, sociable and enthusiasm staff should be assigned to strategic frontline units of the hotel. Result of the analysis. The results revealed positive correlation between the variables measuring personality traits (openness to experience, conscientiousness, extraversion, agreeableness, neuroticism) and business performance (profit, employees' satisfaction, revenue improvement, market share, customers' satisfaction). It was also discovered that when mediating variables - affective, continuance, and normative commitment - were introduced, they have significant effect ($P < 0.05$) on the relationship between personality traits and business performance. The study recommends that entrepreneurs should cultivate the idea of self-assessment and make themselves available for training that will shape and improve their behaviour in terms of improved interpersonal relationships and enhanced business performance.

Okonji, Olufemi, Oghojafor and Mgbe (2020) examined the influence of entrepreneurial traits on the performance of Small and Medium Sized Enterprises in Lagos State., Specifically, resilience, innovativeness, drive for achievement, and risk taking propensity were the entrepreneurship traits examined in relation to the performance of SMEs in Lagos state. Primary source of data through a questionnaire was used to achieve the stated objectives. Random sampling method was used to collate data of 125 entrepreneurs who participated in the study. Frequency tables and percentages were used for data presentation and the Regression analysis was used to test the formulated hypotheses, with the aid of statistical package for social sciences

(version 21.0). The study summarized that there are significant relationships between the tested traits and the growth of SMEs in Nigeria. The study recommended that owner/entrepreneurs should individually improve their skills in these critical traits' areas. In addition, the government should provide institutional support in terms of training and development. Government should also create an enabling environment for business to thrive, through provision of infrastructures.

Oghuvwu and Okuwhere (2018) examined entrepreneurial performance research by specifically ascertaining the effect of entrepreneurial characteristics on firm performance. Ensuing from the upper echelon theory, the research models were developed, and hypotheses were tested using primary data from a random sampling of a hundred (100) Entrepreneurs. The results indicated that the entrepreneur's educational background has a positive and significant impact on firm performance; the entrepreneur's age has a significant and positive impact on business performance and entrepreneur's experience exudes a significant and positive effect on firm performance. Based on the findings of this work, the study concludes that entrepreneurial characteristics positively impact on firm performance. Following this assertion, we recommend that aspiring and existing entrepreneurs acquire the basic training, education and experience, before embarking on new ventures. We also recommend that young adult entrepreneurs with little years of experience can hire the expertise of experienced personnel to enhance business performance.

Patrick, Olufemi, Akpoyomare and Mgbe (2020) examined the influence of entrepreneurial traits on the performance of small and medium sized enterprises in Anambra State State, Nigeria. Factors such as political instability, government policies, infrastructural inadequacy and entrepreneurs' non-possession of relevant personal characteristics are connected on the high failure rate of small businesses in Nigeria. On the back of these identified problems the study focused on Influence of entrepreneurial traits on the performance of Small and Medium Sized Enterprises in Anambra State. Specifically, resilience, innovativeness, drive for achievement, and risk taking propensity were the entrepreneurship traits examined in relation to the performance of SMEs in Anambra State state. Primary source of data through a questionnaire was used to achieve the stated objectives. Random sampling method was used to collate data of 125 entrepreneurs who participated in the study. Frequency tables and percentages were used for data presentation and the Regression analysis was used to test the formulated hypotheses, with the aid of statistical package for social sciences (version 21.0). The study summarized that there are significant relationships between the tested traits and the growth of SMEs in Nigeria. The study recommended that owner/ entrepreneurs should individually improve their skills in these critical traits' areas. In addition, the government should provide institutional support in terms of training and development. Government should also create an enabling environment for business to thrive, through

provision of infrastructures

Tazeen, Rizwan, Dalia, Riaz , Vishnu and Jolita (2019 assessed the Entrepreneurial traits that are deemed essential for the successful performance of a firm. A model is developed to assess how entrepreneurs' creativity, self-efficacy, and achievement motivation influence the performance of small firms through the role of entrepreneurial orientation (EO) as a mediating variable. The hypotheses are tested by using Smart PLS (partial least squares path modeling) on a sample of 353 business owners to seek the insight of entrepreneurial traits on small-firm performance. The findings of the research show that self-efficacy and EO have a significant and positive association with the performance of a firm, while creativity and internal locus of control are fully mediated by EO. The subjective measures are used to examine the performance of a firm in terms of growth, sustainability, and environmental performance, but the same can also be assessed by objective measures. The practical implication of this research provides entrepreneurs with a different perspective of the entrepreneurial traits that contribute to successful firm performance. The originality of the research lies in the attempt to explore the entrepreneurial traits that significantly influence the effectiveness of the performance of firms in the Pakistani context.

Methodology

Descriptive survey design was adopted in this study. Descriptive statistics was applied because of its capability to summarize large quantities of data using understood measures in form of graphical and numerical techniques (Burns, 2015). Descriptive studies are said to be a type of survey design that can give specific or group characteristics for a sampled population (Kothari, 2016). This study was carried out in Anambra State. Anambra is a state in south-eastern part of Nigeria. Anambra is a state with a rich culture. Its' known for its great myths, giant strides, creative, hardworking and innovative people. Its history is as mythical as its great people, as there are diverse perspectives to the origin of ndi Anambra. The population of the study comprised 384 selected entrepreneurial in Anambra State. Due to managerable size of the population the entire was use as the sample size of the study therefore the sample was 384. Hence, the sample comprised of 384 entrepreneurial of hospitality firms in Anambra State. Primary and secondary sources provided the information for this study. The survey instrument (questionnaire) for this study was used to get information to measures entrepreneurial trait (Independent Variable) and performance (Dependent Variable). The questionnaire adopted 5 point Likert rating scale which was used to measure the level of agreement and disagreement with a particular statement to tap the situation or phenomena. The Likert rating scale was wighted thus: 5 (strongly agree), 4 (agree), 3 (undecided), 2 (disagree), 1 (strongly disagree).

For the purpose of this research, the face and content validity approach were adopted. Test re-test and Cronbach Alpha method was carried out to achieve reliability of the instrument. Based on the result, the independent variables: Neuroticism trait, extraversion trait, openness, agreeableness trait and conscientiousness trait were considered range of 0.87, 0.88, 0.76, while performance variable environmental performance, operational performance, and task had reliability coefficient of 0.72, 0.82, 0.88, and 0.92. Therefore, it was concluded that all the variables are reliable because they are under the Cronbachs Alpha acceptable threshold. The need to enhance easy comprehension and analysis prompted the use of Simple percentage analysis was employed to answer the research questions. Liner Multiple regression analysis was conducted to assess the relative predictive power of the independent variables on the dependent variable. The statistical package for social sciences (SPSS) version 23 will be used in test the hypotheses at 0.05 level of significant.

Analyises and Presentation of Result

Questionnaire Distribution Analysis

Table 1: Questionnaire Response Rate

ITEMS DISTRIBUTED	**NUMBER**	**PERCENTAGE**
Copies of the questionnaire distributed	384	100
Copies of valid questionnaire	350	86.6
Copies of invalid questionnaire	34	13.4
Total	**384**	**100**

Author's compilation 2024

A total of three hundred and four copies of questionnaire were distributed to the respondents. Three hundred and fifty copies of questionnaires were returned. Out of three hundred eighty six copies of returned copies questionnaires three hundred and fifty copies of questionnaire were returned properly filled and found relevant to the study. Thirty four copies of questionnaire were not properly filled. Therefore, the analysis was based on three hundred and fifty copies of questionnaire copies (350) properly filled copies.

Presentation of Data relevant to the Research Questions

The tables and analysis presented below covers the objectives of this research work.

Question One: To what degree does neuroticism trait affect task performance of hospitality firms in Anambra State?

Table 2: Respondents opinion effect of neuroticism trait on task performance

S/N	ITEMS	SA	A	U	D	SD	Mean
1	Entrepreneurial makes plans and follows through with them to reduce neuroticism trait	101 28.9 %	126 36.0 %	59 8.3 %	46 13. 1%	18 5.1 %	3.74
2	Entrepreneurial likes to reflect, play with ideas to avoid neuroticism trait	129 36.9 %	130 37.1 %	61 17. 4%	32 9.1 %	8 2.3 %	4.00
3	Entrepreneurial has few artistic interests not to encounter neuroticism trait	134 38.3 %	147 40.9 %	41 11. 7%	11 3.1 %	17 4.9 %	4.05
4	Entrepreneurial likes to cooperate with others in order escape neuroticism trait	120 34.3 %	143 48.3 %	32 9.1 %	22 6.3 %	33 9.4 %	3.86
5	Entrepreneurial sophisticated in business to reduce neuroticism trait	127 36.3 %	149 42.6 %	43 12. 3%	20 5.7 %	11 3.1 %	4.10

Source: Researcher's Field Survey, 2024

Table 2 presents the effect of neuroticism trait on task performance of hospitality firms in Anambra State. Regarding the issue bordering on entrepreneurial makes plans and follows through with them to reduce neuroticism trait 101(28.39%) of the total sample strongly agreed, 126 (36.0%) agreed, 46(13.1%) disagreed, 18(5.1%) strongly disagreed and 59 (14.8%) were undecided with a mean of 3.74. On whether entrepreneurial likes to reflect, play with ideas to avoid neuroticism trait, 129 (36.9%) respondents strongly agreed and130 (37.4%) agreed. On the other hand, 32(9.1%) respondents disagreed, 8(2.3%) strongly agreed and 61 (17.4%) undecided with a mean of 4.00.

Table 3 questions on whether entrepreneurial has few artistic interests not to encounter neuroticism trait, 134 (38.3%) respondents strongly agreed and 147(40.9%) agreed. Conversely, 11(3.1%) disagreed, 17(4.9%) strongly disagreed and 41 (11.7%) were undecided with a mean of 4.05. Question on whether entrepreneurial likes to cooperate with others in order escape neuroticism trait, 120(34.3%) respondents strongly agreed and143 (48.3) agreed. On the other hand, 22(6.3%) disagreed, 33 (9.4%) strongly disagreed and 32 (9.1%) were undecided with a mean of 3..86. The result on Table 4.6 indicates that 127(36.3%) respondents strongly agreed that entrepreneurial sophisticated in business to reduce neuroticism trait, 149 (42.6%) disagreed, 20 (7%) 11 strongly disagreed and 43 (12.3%) were undecided with a mean of 4.10. Using a cutoff point of 2.50 for the rating scale, all the items had mean scores above the cutoff point. This implies that neuroticism trait affect task performance of hospitality firms in Anambra State, Nigeria.

Question Two: To what extent to does extraversion trait affect environmental performance of hospitality firms in Anambra State?

Table 3: Respondents opinion on effect of extraversion on environmental performance of hospitality firms

S/N	ITEMS	SA	A	U	D	SD	Mean
1	Entrepreneurial has an assertive personality to become extraversion	127 36.3%	149 42.6%	43 12.3%	20 5.7%	11 3.1%	4.10
2	Entrepreneurial has be cold and aloof to be extraversion	122 34.	104 46.3	78 22.3	22 6.3	24 6.9	3.82

		9%	%	%	%	%	
3	Entrepreneurial perseveres until the task is finished through extraversion	99 28.3%	162 53.0%	48 13.7%	23 6.6%	18 5.1%	3.88
4	Entrepreneurial can be moody to achieve it mission though extraversion trait	92 26.3%	126 36.0%	42 12.0%	52 14.9%	38 10.9%	3.38
5	Entrepreneurial values artistic, aesthetic experiences using extraversion trait	85 24.3%	158 45.1%	57 16.3%	39 11.1%	11 3.1%	3.69

Source: Researcher's Field Survey, 2024

The result on Table 3 indicates that 127(36.3%) respondents strongly agreed that entrepreneurial has an assertive personality to become extraversion, 149(42.6%) agreed, 20(5.7%) disagreed, 11(3.1%) strongly disagreed and 43 (12.3%) were undecided with a mean of 4.10. On whether entrepreneurial has be cold and aloof to be extraversion 122(34.9%) respondents strongly agreed, 104(46.3%) agreed, 22(6.3%) disagreed, 24(6.9%) strongly disagreed and 78 (22.3%) were undecided with a mean of 3.82. the table also revealed that 99(28.3%) respondents strongly agreed that entrepreneurial perseveres until the task is finished through extraversion, 162(53.0%) agreed, 23(6.6%) disagreed, 18(5.1%) strongly disagreed and 48 (13.7%) were undecided. Table reveals that 92(26.3%) respondents strongly agreed that entrepreneurial can be moody to achieve it mission though extraversion trait, 126(36.0%) agreed, 52(14.9%) disagreed, 38(10.9%) strongly disagreed and 42 (18%) were undecided.

The table 3 also reveals that entrepreneurial values artistic, aesthetic experiences using extraversion trait, 85(24.3%) respondents strongly agreed and 158(45.1) agreed. However, 39(11.1%) disagreed,11(3.1%) strongly disagreed while 57 (19.3% were undecided with a mean of 3.69. With a cutoff mean score of 2.50 for the rating scale, all the items had mean scores above the cutoff point. This implies that extraversion trait affect environmental performance of hospitality firms in Anambra State.

Question Three: To what level does openness to experience affect operational performance hospitality firms in Anambra State?

Table 4: Respondents view on the effect of openness to experience on operational performance hospitality firms in Anambra State

S/N	ITEMS	SA	A	U	D	SD	Mean
1	Openness to experience allowed entrepreneurial relaxed to handles stress	95 27.1 %	161 46.0 %	8 2.3 %	24 6.9 %	12 3.4 %	**4.01**
2	Openness to experience makes entrepreneurial curious about many different things	111 37.7 %	166 47.4 %	34 9.7 %	37 10.8 %	2 0.6 %	**3.99**
3	Openness to experience help entrepreneurial not to be unselfish with others	113 32.3 %	133 38.0 %	41 17.7 %	54 15.4 %	9 2.6 %	**3.89**
4	Openness to experience by entrepreneurial can be somewhat careless	85 24.3 %	163 46.6 %	71 20.3 %	25 7.1 %	6 1.7 %	**3.87**
5	Openness to experience make entrepreneurial, comes up with new ideas	101 28.9 %	176 50.3 %	34 9.7 %	37 10.8 %	2 0.6 %	**3.99**

Source: Researcher's Field Survey, 2024

Table 4. shows that 95 respondents representing 27.1% of the total sample strongly agreed that openness to experience allowed entrepreneurial relaxed to handles stress, 161 (46.0%) agreed, 24 (6%) disagreed,12 (3%) strongly disagreed while 8 (2.3%) were undecided with a mean of 4.01. On whether openness to experience makes entrepreneurial curious about many different things, 111(37.7%) respondents strongly agreed, 216 (47.6%) agreed, 37(10.8%) disagreed, 2 (0.6%) strongly disagreed and 34 (9.7%) were undecided with a mean of 3.99

Table.4 reveals that 113 (32.3%) respondents strongly agreed that openness to experience help entrepreneurial not to be unselfish with others, 133(38.0%) agreed, 54(15.4%) disagreed, 9(2.6%) strongly disagreed while 41(17.7%) were undecided with a mean of 3.89. Table.4.8 shows that 85(24.3%) respondents agreed that openness to experience by entrepreneurial can be somewhat careless, 163(64.6%) agreed, 25(7.1%) disagreed, 6(1.7%) strongly disagreed and 71(20.3%) were undecided with a mean of 3.87.

Finally the table reveal that 101(27.8%) respondents strongly agreed that openness to experience make entrepreneurial, comes up with new ideas, 176 (50.3%) agreed, 37(10.8%) disagreed, 2 (0.6%) strongly disagreed and 34 (9.9%) were undecided with a mean of 3.87. Using a cutoff mean score 2.50 for the rating scale, all the items had means scores above the cutoff point. This implies that entrepreneurial openness to experience affect operational performance of hospitality firms in Anambra State, Nigeria.

Test of Hypotheses

Hypotheses One

H_0: Neuroticism trait has no significant effect on task performance of hospitality firms in Anambra State

H_1: Neuroticism trait has a significant effect on task performance of hospitality firms in Anambra State

Table 5: Test of significance of simple regression analysis with neuroticism trait and task performance of hospitality firms in

Predictor	*B*	SE B	B	*T*	*p*-value	Decision
Task Performance	.132	.040	.132	3.502	.000	Significant
Neuroticism Trait	.142		.142			

The result of the regression model on the effect of Neuroticism trait on task performance of hospitality firms in Anambra State, outcome displayed in Table 5 shows an unstandardized beta value of -.142 and a standardized beta (β) of -.132. These values show that a unit increase in neuroticism trait leads to a .142 increase in task performance or a .132 standard deviation unit increase in task performance. These values were statistically significant, $t = 3.502$, $p<0.05$. Since the *p*-value was less than 0.05, the null hypothesis was rejected. This implies that neuroticism trait has a significant effect on task performance of hospitality firms in Anambra State, Nigeria.

Hypothesis Two

Ho: Extraversion trait has no significant effect on environmental performance of hospitality firms in Anambra State

H_1: Extraversion trait has a significant effect on environmental performance of hospitality firms in Anambra State

Table 6: Test of significance of simple regression analysis on the effect of extraversion trait has no significant effect on environmental performance of hospitality firms

	B	SE B	B	*T*	*p*-value	Decision
Environmental performance	-176	.052	-.176	4.699	.000	Significant
Extraversion Trait	**243**		**243**			

Table 6 shows an unstandardized beta coefficient of -.243 and a standardized beta (β) of -.176 for the simple regression model on the effect of extraversion trait on environmental performance of hospitality firms in Anambra State. These values show that a unit increase in extraversion trait leads to .243 increase in environmental performance or .176 standard deviation units increase in environmental performance. These values were statistically significant, $t = 4.699$, $p<0.05$. Since the *p*-value was less than 0.05, the null hypothesis was rejected. This implies that extraversion trait has a significant positive effect on environmental performance of hospitality firms in Anambra State, Nigeria.

Hypothesis Three

Ho: Openness to experience has no significant effect on operational performance hospitality industry in Anambra State

H_1: Openness to experience has no significant effect on operational performance hospitality firms in Anambra State

Table 7: Test of significance of simple regression analysis on the effect openness to experience has no significant effect on operational performance hospitality firms

Variable	*B*	SE B	B	*T*	*p*-value	Decision
Operational Performance	-.142	.061	-.128	2.659	.000	Significant
Openness to Experience	-.144	.054	-.139			

As presented on table 7, for the openness to experience sample, the unstandardized of .144 and standardized beta coefficient (β) of.139 was statistically significant. Operational performance using the unstandardized and standardized beta coefficients of .142 and .128 were statistically significant, t = 2.659, *p*000<0.05. Therefore, the null hypothesis was rejected. This implies that openness to experience has a significant positive effect on operational performance hospitality firms in Anambra State, Nigeria.

Summary of findings

The result of the analysis shows that:

1. Neuroticism trait has a significant effect on task performance of hospitality firms in Anambra State, Nigeria. (*t* = -3.502, *p*<0.05 and (β) of .132)

2. Extraversion trait has a significant positive effect on environmental performance of hospitality firms in Anambra State, Nigeria. (*t* = -4.699, *p*<0.05 and (β) of .178

3. Openness to experience has a significant positive effect on operational performance hospitality firms in Anambra State, Nigeria. (t = -2.659, *p*000<0.05 and β) of.139)

Conclusion

The study examined entrepreneurial trait and entrepreneurship performance of hospitality firms in Anambra State, Nigeria. From the analysis it was dis cover that neuroticism trait has a significant effect on task performance, extraversion trait has a significant positive effect on environmental performance and openness to experience has a significant positive effect on operational performance of hospitality firms in Anambra State, Nigeria. Therefore, the study concluded that entrepreneurial trait had a significant positive effect entrepreneurship performance of hospitality firms in

Anambra State, Nigeria

Recommendations

From the analysis and conclusion the study recommended that

1. Hospitality firms should note the neuroticism trait possess entrepreneurs individually in other improve their skills in neuroticism trait critical traits' areas

2. . If the traits are not suitable for the business, then they can venture into another business they can do based on the personality traits they have.

3. Hospitality firms showed develop extraversion trait of business through trainings to competency level for better performance.

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