ABSTRACT

Purpose: Tourism plays an essential role in the country's economic development. Diversifying tourism products and services to meet the growing demand requires advanced business sector involvement. Due to geostrategic conditions, rural livelihood can be improved with the help of micro-entrepreneurship in the rural areas of Egypt. One of the fast-growing tourism in the country is supporting natural-based business such as wildlife tourism micro-entrepreneurship, which provide the opportunity for people to participate in different types of entrepreneurship instead of working full-time or part-time in wildlife tourism entrepreneurship; people face many difficulties and hinders in small scale business based on nature. The main obstacle to micro-entrepreneurship is the need for social capital. Therefore, this study examines the role of social capital in wildlife tourism micro-entrepreneurship.

Design/Methodology/ Approach: This quantitative approach is based on cross-sectional data. The study employed a survey questionnaire to collect the facts from the respondents doing micro-entrepreneurship in Egypt. The analysis used a convenience sampling method to get a quick response from the respondents. The sample size is 156 usable cases.

Findings: The correlational and regression analysis show bonding social capital's positive and significant effect on wildlife tourism micro-entrepreneurship. On the other hand, bridging social capital has a significant negative impact on wildlife tourism micro-entrepreneurship.

Research, practical and social implications: The study's findings would be beneficial to improve the economic conditions of Egypt, especially for the rural areas rich in natural resources, and people can have part-time or full-time opportunities for small-scale business or micro-entrepreneurship. This may bring economic prosperity and change people's livelihoods.

Originality/ value: This study may be crucial to address the gaps in the empirical evaluation of Egyptian micro-entrepreneurship.

Keywords: bonding social capital, bridging social capital, wildlife, micro entrepreneurship.
A ROBUSTEZ DO CAPITAL SOCIAL NA ARENA DE MICROEMPREendedorismo do Turismo da Vida Selvagem

RESUMO

Objetivo: O turismo desempenha um papel essencial no desenvolvimento econômico do país. A diversificação dos produtos e serviços turísticos para satisfazer a procura crescente exige um envolvimento avançado do setor empresarial. Devido às condições geoestratégicas, a subsistência rural pode ser melhorada com a ajuda do microempreendedorismo nas áreas rurais do Egito. Um dos turismo em rápido crescimento no país está apoiando negócios de base natural, como o microempreendedorismo do truísmo de vida selvagem, que fornece a oportunidade para as pessoas participarem de diferentes tipos de empreendedorismo em vez de trabalhar em tempo integral ou meio período no empreendedorismo do turismo de vida selvagem; as pessoas enfrentam muitas dificuldades e obstáculos em pequenos negócios baseados na natureza. O principal obstáculo ao microempreendedorismo é a necessidade de capital social. Portanto, este estudo examina o papel do capital social no microempreendedorismo do turismo de vida selvagem.

Projeto/Metodologia/Abordagem: Esta abordagem quantitativa baseia-se em dados transversais. O estudo empregou um questionário de pesquisa para coletar os fatos dos entrevistados que fazem microempreendedorismo no Egito. A análise usou um método de amostragem de conveniência para obter uma resposta rápida dos entrevistados. O tamanho da amostra é de 156 casos utilizáveis.

Constatações: A análise de correlação e regressão mostra o efeito positivo e significativo do capital social vinculado no microempreendedorismo do turismo de vida selvagem. Por outro lado, a ligação do capital social tem um impacto negativo significativo no microempreendedorismo do turismo de vida selvagem.

Investigação, implicações práticas e sociais: As conclusões do estudo seriam benéficas para melhorar as condições econômicas do Egito, especialmente para as zonas rurais ricas em recursos naturais, e as pessoas podem ter oportunidades a tempo parcial ou a tempo inteiro para pequenas empresas ou microempreendedorismo. Isto pode trazer prosperidade econômica e mudar os meios de subsistência das pessoas.

Originalidade/valor: Este estudo pode ser crucial para abordar as lacunas na avaliação empírica do microempreendedorismo egípcio.

Palavras-chave: capital social vinculativo, capital social de ligação, vida selvagem, microempreendedorismo.

1 INTRODUCTION

The economic development of a country is associated with tourism. It is diversifying tourism products and services to meet the growing demands of the business sector (Utami et al., 2023). Similarly, entrepreneurship has remained a source of economic development equally in the developing and developed economies. It also plays a significant role in the livelihood of small business development and improves the lifestyles of rural people (Samad and Alharthi, 2022). Engagement in entrepreneurship in small tourism businesses has remained a massive contributor to environmental and socio-
economic benefits for local communities by providing sustainable solutions in terms of job creation, delivery of goods and services and environmental protection (Dias et al., 2023; Hajilo et al., 2017). Similarly, the local communities can be empowered through tourism. Tourism is also a multidimensional concept comprising socio-economic, political, and psychological empowerment (Gao et al., 2023). This provides more and more benefits from tourism in an economical way than nature-based and small-scale tourism practices. Further, this happens through promoting micro-entrepreneurship and tourism. They played a vital role and were identified as the sources of decreasing poverty and bringing economic prosperity. However, both (micro-entrepreneurship and tourism enterprises) confront many problems in the social capital perspective (Daskalopoulou et al., 2023). According to Mehmetoglu and Normann (2013), wildlife tourism (a type of tourism) is enormously growing with the goal of fishing and hunting. Wildlife tourism is essential for tourism industries. In rural areas, it is responsible for poverty reduction. It is a powerful strategy to access financial benefits and protection by generating people’s sympathy and interest in conserving (Rizzolo, 2023).

Rural livelihood is supported by sustainable and potential wildlife tourism on behalf of resources available in the world or rural areas, which promotes business in rural areas with the help of micro-entrepreneurship (Zhou, 2023). In the perception of Morais et al. (2015), micro-entrepreneurship is a type of business that runs the formal and informal standalone business consisting of fishing, hunting or focusing on wildlife, giving the opportunity for full-time jobs (Malik et al., 2023). People of local areas with rich wildlife resources have more entrepreneurial opportunities in emerging niche markets of wild tourism (Daskalopoulou et al., 2023). The phenomena of entrepreneurship contain risk and uncertainty. Henceforth, such entrepreneurship opportunities can’t be easily exploited (Zhao et al., 2011). In rural areas, establishing entrepreneurship confronts many obstacles, such as difficulty accessing other resources and obtaining credits (Dias et al., 2023).

To keep in view the importance of tourism and micro entrepreneurship, the present study investigates wildlife tourism entrepreneurship through social capital (Bonding and bridging) in Egypt. Egypt is rich in natural resources, and local people can have many opportunities to participate in micro-entrepreneurship if given the proper guidelines for small-scale businesses. People living in the tribal areas have strong bonds among the
relations, which can lead to positive effects not only on their livelihoods but also on Egypt's economic condition. The study would be a milestone for upcoming generations.

2 LITERATURE REVIEW AND CONCEPTUALIZATION

Wildlife tourism-dependent people face difficulties maintaining social relationships by adopting resource flection and uncertainties (Dias et al., 2023). The social capital is the idea that the formation of an exemplary network enhances an individual skill to utilize network connections. Entrepreneurship is an essential element of social networks (Splendiani et al., 2023). The study of Cheung and Kam (2010) demonstrates that social networks and entrepreneurship are interlinked to the flow of information and ideas. Social capital and its relationship with the economic growth and converts social capital to growth. Social capital directly impacts entrepreneurship and micro-entrepreneurship phenomena (Birendra et al., 2018; Jyoti et al., 2023). Social capital affects both conditions, entrepreneurship development and micro-entrepreneurship (Gu et al., 2023). This reflection of trust enhances the quality of information exchange and micro-entrepreneurship (Bischoff et al., 2023).

Entrepreneurship, social capital interactions and trust in facilitating resource exchange develop the relationship between social capital and entrepreneurship that affects the outcomes (Nie and Yang, 2023). According to Maggio (2023), social capital plays a vital role in controlling poverty through family support, social control, and social networks. It generates the utility to influence individuals' criminal activities (Larroulet et al., 2023). Homogeneous bonding societies can better deal with the problems of the micro-entrepreneurship. According to Soomro et al. (2018), among the entrepreneurs of Pakistan, psychological capital positively develops the mediation relationship between entrepreneurial adversity and entrepreneurs' well-being. The sustainability orientation, education, and green entrepreneurship inclination are positively correlated (Soomro et al., 2020). The bond among the people decreases the cost of conflicts in communities as a social network can smoothly run the wildlife tourism business. Such a process based on social networks can produce high lights the risks and uncertainties which are suscepibly can occur that can be involved in business about sharing of knowledge and resources. Wildlife tourism micro-entrepreneurship needs in-depth information about rural wildlife resources. In the last decades the research was based on social capital and its relationship with entrepreneurship through social bonding. Many scholars have worked on social
networks that affect trust, norms of reciprocity, and networks of civic engagements (Tataw, 2023; Bouty, 2000; Ting, 2023). Likewise, other scholars like Covarrubias (2023), Maggio (2023) and Putnam (2000) have contributed in different ways to the explanation of social capital. Bonding and bridging social capital have specific features that affect the perception of social capital and outcomes. However, there is no research investigating bonding and bridging social capital in the context of wildlife tourism micro-entrepreneurship, particularly in rural areas of Egyptian context (Birendra et al., 2018). Based on gaps, the following model (figure 1) was adopted by Birendra et al. (2018) to test Egypt's tourism sector.

Bonding social capital positively influences micro-entrepreneurship. This influence has a dominant role in the development and success of the business (Daskalopoulou et al., 2023). Social capital not only has a positive effect on the promotion of entrepreneurship but also locates the people in a better way to mobilize the resources to pursue their demanding outcomes (Azad and Pritchard, 2023). It exchanges information about the network members and the elements of social capital, such as trust and reciprocity (Morais et al., 2015). Social capital has been mostly observed in entrepreneurship as a positive and negative predictor. Bonding social capital is regarded as a closure network (Valujeva et al., 2013). The substantial bonding capital is related to a high network closure network.

Figure 1. Conceptual model Developed by the authors from literature

The literature contributes to a nuanced understanding of the intricate relationship between social capital and tourism entrepreneurship. Kc et al. (2018) delve into bonding and bridging forms of social capital within wildlife tourism microentrepreneurship,
illustrating how interpersonal relationships within specific groups and connections across diverse networks impact entrepreneurial activities. Chia and Liang’s (2016) study emphasizes the significance of creativity and social capital in shaping the entrepreneurial intentions of tourism students, highlighting the role of social connections and creative thinking in fostering entrepreneurial aspirations. Campopiano et al. (2016) explore the impact of family social capital on motives in hospitality and tourism entrepreneurship, shedding light on the crucial role of family networks in shaping entrepreneurial decisions. Knollenberg et al. (2021) contribute insights into craft beverage tourism development, revealing how social capital facilitates the growth and sustainability of this niche. Martínez-Pérez et al. (2019) focus on cultural tourism clusters, emphasizing the role of social capital and institutional relationships in driving radical innovation within these contexts. Pongtanalert and Assarut (2022) provide insights into the resilience of tourism SMEs during the COVID-19 pandemic, emphasizing the role of an entrepreneurial mindset and social capital. Kopren and Westlund (2021) contrast bonding and bridging social capital in post-conflict Western Balkans, revealing the nuanced contributions of different forms of social capital to entrepreneurial activities. Lang and Fink’s (2019) exploration of rural social entrepreneurship underscores the role of social capital within and across institutional levels in shaping entrepreneurial initiatives in rural settings. Finally, Park et al. (2012) identify factors influencing social capital in rural tourism communities in South Korea, offering valuable insights into the dynamics of social capital and its impact on entrepreneurship within rural tourism contexts. Collectively, these studies contribute diverse perspectives, enriching our understanding of the multifaceted interplay between social capital and entrepreneurship in the tourism sector.

Moreover, the literature also offers a thematic focus on bridging social capital and its impact on tourism entrepreneurship. Zhou, Chan, and Song’s (2017) exploration of social capital in rural China sheds light on bridging social capital in fostering entrepreneurial mobility during early-stage tourism development. Their findings highlight the importance of connections beyond local networks in stimulating entrepreneurial activities. Chia and Liang (2016) contribute by emphasizing the influence of creativity and social capital on the entrepreneurial intentions of tourism students. While the article does not explicitly delve into bridging social capital, it suggests that diverse social connections and networks may shape entrepreneurial aspirations among students. Campopiano, Minola, and Sainaghi (2016) provide insights into how family social capital...
influences environment-related motives in hospitality and tourism, potentially touching on the bridging aspect as families often connect individuals to external resources and opportunities. Lee and Hallak’s (2020) study on social capital’s effects on tourism SME performance in New Zealand entrepreneurs could offer insights into offline and online bridging social capital in enhancing business outcomes. Karlsson’s (2005) theoretical reflection, though not explicitly focused on bridging social capital, emphasizes a place’s cultural and social capital, suggesting that connections beyond immediate circles contribute to tourism production. Kopren and Westlund (2021) directly explore bridging and bonding social capital in post-conflict Western Balkans, providing a nuanced understanding of their roles in entrepreneurial networks. Lang and Fink (2019) contribute to the discussion focusing on rural social entrepreneurship, where bridging social capital plays a pivotal role in connecting entrepreneurs across institutional levels. Tomay and Tuboly's (2023) study on the role of social capital and trust in local wine tourism and rural development could illuminate how bridging social capital fosters success in the context of rural tourism. Daskalopoulou, Karakitsiou, and Thomakis’s (2023) review of social entrepreneurship and social capital impact research may provide a broader perspective on the role of bridging social capital in driving entrepreneurial initiatives. Finally, Martínez-Pérez, García-Villaverde, and Elche (2016) examine the mediating effect of ambidextrous knowledge strategy between social capital and innovation in cultural tourism clusters, possibly revealing how bridging social capital contributes to innovation through diverse knowledge networks.

Consequently, the above literature demonstrates a positive and substantial effect of social capital (bonding and bridging) on entrepreneurial development. However, among Egyptians, micro-entrepreneurship, this relationship needs further confirmation. Hence, we proposed:

**H1.** Bonding social capital positively and significantly affects wildlife tourism entrepreneurship outcomes through network structure among Egyptian entrepreneurs.

**H2.** Bridging social capital positively and significantly affects wildlife tourism entrepreneurship outcomes through network structure among Egyptian entrepreneurs.

3 METHODS

3.1 SURVEY STRATEGY

The quantitative approach employed in this study relies on robust cross-sectional...
data, widely recognized for its ability to unveil a comprehensive and accurate portrayal of societal dynamics through numerical precision (Sjoberg and Horowitz, 2013). By leveraging this approach, we enhance the strength of our analysis, ensuring a solid foundation grounded in empirical evidence. The utilization of cross-sectional data enables us to capture the intricate nuances of the social landscape and provides a reliable basis for drawing meaningful conclusions. This methodological choice underscores our commitment to a rigorous and substantiated examination of the subject matter, reinforcing the credibility and validity of our findings (Pickering and Byrne, 2014). Previously, several scholars like Karlsson (2005), Kopren and Westlund (2021), Lang and Fink (2019), Tomay and Tuboly (2023), and Daskalopoulou et al. (2023) applied the same technique to explore the same problems in several contexts. The contextual part of the study is based on the sampling from famous places for tourism in Egypt.

3.2 RESPONDENTS AND SAMPLE SIZE

This study focuses on a distinctive cohort: entrepreneurs engaged in micro-level wildlife tourism across various regions in Egypt. These brave individuals navigate the intricate landscape of small-scale businesses dedicated to wildlife experiences, encompassing activities such as fishing, hunting, waterfowl hunting, and proprietors of bait and tackle shops and out fires. The survey deliberately targeted residents and tourists immersed in the fabric of these small-scale wildlife tourism enterprises within the specified regions. We strategically employed a convenience sampling method to expedite data acquisition and ensure a timely response from our dynamic pool of respondents. This method, chosen for its practicality, facilitated a swift yet insightful gathering of information essential for capturing the essence of the entrepreneurial landscape under scrutiny. The study's analytical focus hinged on the predictive power of bonding and bridging social capital in forecasting micro-entrepreneurial ventures within tourism. By honing in on these social capital dynamics, we sought to unravel the intricate web of relationships shaping and steering wildlife tourism enterprises at the grassroots level. In the culmination of our research endeavours, a robust dataset comprising 256 valid cases was meticulously compiled—this rich repository of information served as the cornerstone for deriving meaningful insights and drawing nuanced conclusions. The deliberate selection of respondents and the strategic application of methodological approaches underscores the intellectual rigour and meticulousness embedded in our pursuit of
understanding and illuminating the dynamics of micro-entrepreneurship in wildlife tourism.

3.3 DATA COLLECTION PROCEDURE

In the pursuit of comprehensive data collection, our research harnessed the survey questionnaire as the primary instrument, a meticulously crafted tool drawing from the scholarly contributions of luminaries such as Saeed (2002), Qayyum (2007), and Akram et al. (2012). This deliberate choice in questionnaire construction ensured a nuanced exploration of key facets underpinning our study, aligning our methodology with established academic rigour. A convenience sampling method was judiciously employed to engage with our dynamic respondent pool efficiently. This strategic choice aimed at swiftly eliciting responses, enhancing the practicality of our data collection process. By doing so, we sought to capture a snapshot of insights from diverse participants, enriching our dataset's depth and breadth. Within this methodological framework, bonding and bridging social capital emerged as pivotal predictors in forecasting micro-entrepreneurial endeavours within tourism. These conceptual lenses, rooted in the scholarly discourse, were invaluable tools for unravelling the entrepreneurial landscape's intricate dynamics. Before soliciting responses, ethical considerations were paramount. Our researchers meticulously attended to the moral dimensions of respondent engagement, securing informed consent voluntarily. This ethical foundation not only upholds the integrity of our study but also underscores our commitment to the welfare and autonomy of the individuals contributing to our research endeavour.

4 DATA ANALYSIS AND RESULTS

4.1 RESPONDENTS’ DEMOGRAPHY

Statistical Package for Social Sciences (SPSS) version 26.0 Windows was applied to get the results from the data. In total, 156 respondents from different parts of Egypt participated in the survey. About gender, n=120 (76.92%) participants were males compared to females (n=36; 23.08%). Most respondents (70.51% or n=110) worked full time, and part-timer was n=46. Similarly, most respondents (n=60 or 38.47%) were between 19 and 30 years of age. On the other hand, the minimum (n=24 or 15.38%) were 41 years and above age. Concerning education level, most respondents (n=92 or 58.97%) had a Bachelor's degree, while n=26 or 16.67% were master's degree qualified (Table 1).
Table 1. Respondents’ demography

<table>
<thead>
<tr>
<th>Construct</th>
<th>Category</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>120</td>
<td>76.92</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>36</td>
<td>23.08</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>156</td>
<td>100.0</td>
</tr>
<tr>
<td>Working hours</td>
<td>Full time</td>
<td>110</td>
<td>70.51</td>
</tr>
<tr>
<td>duration</td>
<td>Part time</td>
<td>46</td>
<td>29.49</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>156</td>
<td>100.0</td>
</tr>
<tr>
<td>Age</td>
<td>18-25 years</td>
<td>42</td>
<td>26.92</td>
</tr>
<tr>
<td></td>
<td>19-30 years</td>
<td>60</td>
<td>38.47</td>
</tr>
<tr>
<td></td>
<td>31-40 years</td>
<td>30</td>
<td>19.23</td>
</tr>
<tr>
<td></td>
<td>41 years and above</td>
<td>24</td>
<td>15.38</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>156</td>
<td>100.0</td>
</tr>
<tr>
<td>Educational level</td>
<td>&lt; primary</td>
<td>00</td>
<td>0.00</td>
</tr>
<tr>
<td></td>
<td>Matric</td>
<td>10</td>
<td>6.41</td>
</tr>
<tr>
<td></td>
<td>FSC</td>
<td>20</td>
<td>12.82</td>
</tr>
<tr>
<td></td>
<td>Bachelor</td>
<td>92</td>
<td>58.97</td>
</tr>
<tr>
<td></td>
<td>Master</td>
<td>26</td>
<td>16.67</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>08</td>
<td>5.13</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>156</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Source: Authors’ own questionnaire’s data

4.2 HYPOTHESES CONFIRMATION

The proposed hypotheses were confirmed based on Pearson correlation and Multiple regression analysis (MRA). We recorded the significance level < 0.05** by keeping wildlife tourism entrepreneurship as the dependent variable (Hair et al., 2010). For the H1, the weights of Pearson’s correlation and regression (r=0.422**; β=0.462**, t=4.335; p< 0.05**) (Tables 2 and 3) found a positive and significant effect of bonding social capital on wildlife tourism micro-entrepreneurship. Henceforth, H1 was supported. Similarly, our findings (r=0.385**; β=-0.045, t=0.288; p> 0.05) (Tables 2 and 3) did not support the positive and significant effect of bridging social capital on wildlife tourism micro-entrepreneurship. Therefore, H2 was not supported by the analysis.

Table 2. Pearson’s correlation

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Wildlife tourism micro-entrepreneurship</td>
<td>---</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Bonding social capital</td>
<td>0.422**</td>
<td>---</td>
<td></td>
</tr>
<tr>
<td>3 Bridging social capital</td>
<td>-0.385**</td>
<td>-0.346**</td>
<td>---</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Source: Authors own analysis

Table 3. Multiple regression analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Dependent variable</th>
<th>Predictor</th>
<th>β</th>
<th>t-value</th>
<th>p-value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bonding social capital</td>
<td>Wildlife tourism micro-entrepreneurship</td>
<td>0.462**</td>
<td>4.335</td>
<td>0.000</td>
<td></td>
</tr>
<tr>
<td>Bridging social capital</td>
<td>-0.045</td>
<td>0.288</td>
<td>0.235</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------------</td>
<td>--------</td>
<td>-------</td>
<td>-------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td></td>
<td>0.549</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adjusted R²</td>
<td></td>
<td>0.502</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F value</td>
<td></td>
<td>32.344</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: p* < 0.01; p** < 0.05

5 DISCUSSION

Tourism is a crucial factor in the economic advancement of a nation. Meeting the increasing demand for tourism products and services necessitates the active participation of the advanced corporate sector in diversification. Micro-entrepreneurship can enhance rural livelihoods in Egypt's rural areas, taking into account the geostrategic variables. The purpose of the present study was to investigate this issue. The study found a positive and significant effect of bonding social capital on wildlife tourism micro-entrepreneurship. On the other hand, bridging social capital has a significant negative effect on wildlife tourism micro-entrepreneurship. These results are in line with several studies like Karlsson (2005), Kopren and Westlund (2021), Lang and Fink (2019), Tomay and Tuboly (2023), Daskalopoulou et al. (2023) and Martínez-Pérez et al. (2016) who confirmed the same results (positive and negative). These results reflect that the trust, cooperation, and sharing resources and knowledge within these tight social networks may enhance collaborative efforts, providing emotional and instrumental support crucial for success in the dynamic field of wildlife tourism. On the other hand, the significant negative effect of bridging social capital on micro-entrepreneurship might stem from connections with diverse networks outside the immediate community. Bridging social capital may introduce entrepreneurs to conflicting interests, potential misunderstandings, or heightened competition for resources, hindering the success of micro-entrepreneurial initiatives. Additionally, cultural, regulatory, or goal misalignments with entities outside the local context could further impede the positive impact of bridging social capital on wildlife tourism micro-entrepreneurship in the Egyptian entrepreneurial landscape. These hypothetical explanations highlight the complex interplay between social capital dynamics and entrepreneurial outcomes in the specific context of Egyptian wildlife tourism.
6 CONCLUSION

Micro entrepreneurship consists of marketing and advertising, which provide information to the customer during overflow during the exchange. Sharing of the information was another type of support and help. Micro entrepreneurship shares information about the location and resources of fish and waterfowl. Different kinds of support, like discounts on products and accessible equipment, were essential to sharing. Tackle shops played one of the most significant roles in the market of wildlife truism entrepreneurship. Few economic relations between the micro-entrepreneurship were mutual irrespective of whether their business was profitable. Other micro-entrepreneurs were supported by their family, friends and business ties. Trust was a critical factor in the network structure of bonding form of social capital and had strong connections among the people, which supported the wildlife micro-entrepreneurship because trust was the main factor for controlling the information and resources. On the other hand, the bridging from social capital consists of loosely connected ties, which carry a low level of trust that can't promote micro-entrepreneurship in wildlife tourism.

This study analyzed the significant role of bonding and bridging social capital for wildlife tourism micro-entrepreneurship based on correlational and regression analysis techniques. The study highlighted bonding social capital's vibrant and considerable effect on wildlife truism micro-entrepreneurship. On the other hand, our research did not support a positive and significant impact of bridging social capital on wildlife truism micro-entrepreneurship. These findings reflect the bonding social capital connected with wildlife truism micro-entrepreneurship for involvement and reciprocity with the homogenous group. Likewise, bridging social capital has little significance on wildlife tourism entrepreneurship because the loosely connecting ties of the structure are flexible, which connects the horizontal zone collectively and where micro-entrepreneurs are loosely connected without any fragmentation. In Egypt, the natural micro-entrepreneurship growth can be increased if the bonding and bridging social capital support the people there and another network. This could raise the level of trust among the members, especially those living in rural areas, which can develop micro-entrepreneurship and move Egypt's economy towards development. As a result, this can decrease the poverty rate in rural areas and change their livelihood.
ACKNOWLEDGMENTS

The authors are sincerely thankful to the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia for providing the funds. The authors also appreciate the respondents who gave their precious time for providing their valuable responses.

FUNDING

This work was supported by the Deanship of Scientific Research, Vice Presidency for Graduate Studies and Scientific Research, King Faisal University, Saudi Arabia [Project No. GRANT 5198].
REFERENCES


Mehmetoglu, M., & Normann (2013). The link between travel motives and activities in


Tomay, K., & Tuboly, E. (2023). The role of social capital and trust in the success of local wine tourism and rural development. Sociologia Ruralis, 63(1), 200-222.


